

Key words: *quality, catalytic manager, intellectual capital, internal customers, external customers*

Abstract: *Nowadays, the quality has become a key element of the organization's strategy and an ace, which allows it to face the competition catching the consumer's, manager's and marketer's attention more and more.*

The efficiency of the quality system and the continuous improvement of the quality depend on the intellectual capital and on the organization's culture of the quality. There is very important to have a complex approach of the components of the quality system (the customer, the personal and the processes) inside an organization which crosses a process of continuous learning. These components depend on the manager's "portrait", on all the responsibilities assumed by the manager and also on each employee.

The new manager needs a new way of "seeing" the old problems (which should include the previous perception as a partial truth) as an aspect of reality with a larger coverage which should respect both internal (internal customers) and external (external customers) requirements.

The manager must become "the catalyst" of applying the knowledge to all his co-workers, must be the promoter of a courageous vision upon the strategy of the product's and service's quality, together with a new mentality which promotes transparency, the knowledge dissemination and their active usage.