ABSTRACT

At the heart of Quality Assurance is *Qualia*; Man's ability to understand one other as a species. Understanding the customer requirements of a product or service requires empathy. This thesis will explain how quality assurance activities permit laboratory professionals to work together as a community within complex healthcare systems, understand the voice of the customer and through knowledge, meet customer requirements.

A questionnaire was utilized to obtain information from medical laboratory professionals employed in Canada. The survey utilized four psychometric instruments to determine if: (a) Autistic personality types are prevalent; (b) Machiavellian personality types are prevalent, and; (c) Determine the cultural characteristics of the laboratory workforce.

Different personality styles point to learning system archetypes in the human brain. A neurocognitive model called the *Triadic Adaptive Learning System* (TALiS) is proposed. A new vision called *The Quality System of Goodness* is presented. This cybernetic system is supported by Integral Permaculture. Opportunities for further research are discussed.