Focus:
In software project this is a crucial area of concern. Quality and improvement of which is a major driving force for several of the projects that seeing the light of days these days. This is another area that has seen a substantial amount of acceptance in the industry, as they start to realize with quality with come stability and maintainability of the project life cycle. How to best accomplish this important step is the focus of this knowledge area in PMBOK.

Major Steps:
There is no destination for quality, meaning best quality software is a goal not a destination that can be attained. Because come tomorrow, there might be a better way to do something that your are working on today. Hence, establishing the standard early on in the project will eliminate any re-work or re-engineering of the iterations. Not only establishing the standard, but providing a easy way for the resources to meet these standard is important.
Systematic quality activities is the key here, for example: in a software project, adhering to some of the established pattern would be a easy way to increase the quality of you product.
One might set the standard and provide a easy way to meet these standard, but some might still get missed, which is why we need processes in place to enforce standards. The requirements should identify the time-line or performance metrics that need to be meet which could be used as a goal.

Experience:
In my experience, having a process in place to catch standards that are missed, is an absolute necessity in the face-paced results type of world we live in. If not for the process or safeguard in place, mistakes will become more frequent and completely unavoidable.