

Eight Principles of Total Quality Management

ASQ, the American Society for Quality, defines total quality management as an organizational strategy in which all employees continuously improve processes that will improve customer satisfaction.

To accomplish this, they follow these eight principles of total quality management:

1. Customer focus – the intent of all quality efforts should be to increase customer satisfaction.
2. Total employee involvement – management must provide a work environment in which everyone is committed to the quality goals.
3. Process-centered – processes must be clearly defined, measured, and improved.
4. Integrated system – the key processes of a business run horizontally across the different departments and functions of the organization. Quality improvement projects should focus on these key processes.
5. Strategic and systematic approach – management must provide a strategic plan that includes quality as a significant part of the organization’s mission and goals.
6. Continual improvement – processes must be continuously improved to increase customer satisfaction.
7. Fact-based decision-making – performance must be measured, data must be analyzed, and decisions must be based on that information.
8. Communications – an effective communication strategy motivates employees to perform at a high level.

ASQ encourages companies to integrate ISO 9000 standards and criteria from the Malcolm Baldrige National Quality Program into their overall quality strategy.