

Quality Management Principles

TQM for better Future 

7 Principles of Quality Management (QMPs)

QMP 1 – CUSTOMER FOCUS

QMP 2 – LEADERSHIP

QMP 3 – ENGAGEMENT OF PEOPLE

QMP 4 – PROCESS APPROACH

QMP 5 – IMPROVEMENT

QMP 6 – EVIDENCE-BASED DECISION MAKING

QMP 7 – RELATIONSHIP MANAGEMENT

QMP 1 – CUSTOMER FOCUS

QMP 1 – CUSTOMER FOCUS

The primary focus of quality management is to meet customer requirements and to strive to exceed customer expectations.

QMP 1 – CUSTOMER FOCUS

Sustained success is achieved when an organization attracts and retains the confidence of customers and other interested parties.

Every aspect of customer interaction provides an opportunity to create more value for the customer.

Understanding current and future needs of customers and other interested parties contributes to sustained success of the organization.

QMP 1 – CUSTOMER FOCUS

Increased customer value

Increased customer satisfaction

Improved customer loyalty

Enhanced repeat business

Enhanced reputation of the organization

Expanded customer base

Increased revenue and market share

QMP 1 – CUSTOMER FOCUS

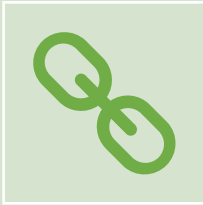


Recognize direct and indirect customers as those who receive value from the organization.



Understand customers' current and future needs and expectations.

QMP 1 – CUSTOMER FOCUS



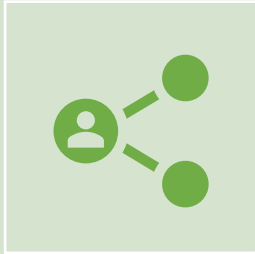
Link the organization's objectives to customer needs and expectations.



Communicate customer needs and expectations throughout the organization.

How ?

QMP 1 – CUSTOMER FOCUS



Plan, design, develop, produce, deliver & support goods & services to meet customer needs and expectations.



Measure and monitor customer satisfaction and take appropriate actions.

QMP 1 – CUSTOMER FOCUS



Determine and take actions on interested parties' needs and expectations that can affect customer satisfaction.



Actively manage relationships with customers to achieve sustained success.

QMP 2 – LEADERSHIP

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Leaders at all levels establish unity of purpose and direction and create conditions in which people are engaged in achieving the organization's quality objectives.

QMP 2 – LEADERSHIP

Creation of unity of purpose and direction and engagement of people enable an organization to align its strategies, policies, processes and resources to achieve its objectives.

QMP 2 – LEADERSHIP

Increased effectiveness and efficiency in meeting the organization's quality objectives

Better coordination of the organization's processes

Improved communication between levels and functions of the organization

Development and improvement of the capability of the organization and its people to deliver desired results

QMP 2 – LEADERSHIP

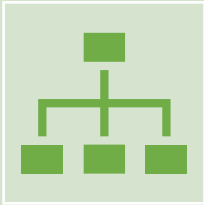
Ensure that leaders at all levels are positive examples to people in the organization.

Provide people with the required resources, training and authority to act with accountability.

Inspire, encourage and recognize people's contribution.

How ?

QMP 2 – LEADERSHIP



Communicate the organization's mission, vision, strategy, policies and processes throughout the organization.



Create and sustain shared values, fairness and ethical models for behaviour at all levels of the organization.

How ?

QMP 2 – LEADERSHIP



Establish a culture of trust and integrity.



Encourage an organization-wide commitment to quality.

QMP 3 – ENGAGEMENT OF PEOPLE

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Competent, empowered and engaged people at all levels throughout the organization are essential to enhance its capability to create and deliver value.

QMP 3 – ENGAGEMENT OF PEOPLE

To manage an organization effectively and efficiently, it is important to involve all people at all levels and to respect them as individuals.

Recognition, empowerment and enhancement of competence facilitate the engagement of people in achieving the organization's quality objectives.

QMP 3 – ENGAGEMENT OF PEOPLE

Improved understanding of the organization's quality objectives by people in the organization and increased motivation to achieve them

Enhanced involvement of people in improvement activities

Enhanced personal development, initiatives and creativity

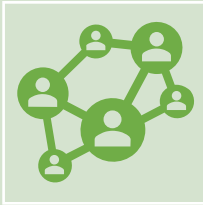
Enhanced people satisfaction

Enhanced trust and collaboration throughout the organization

Increased attention to shared values and culture throughout the organization

How ?

QMP 3 – ENGAGEMENT OF PEOPLE



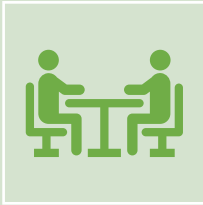
Communicate with people to promote understanding of the importance of their individual contribution.



Promote collaboration throughout the organization.

How ?

QMP 3 – ENGAGEMENT OF PEOPLE

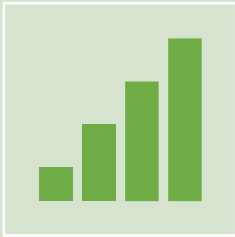


Facilitate open discussion and sharing of knowledge and experience.



Empower people to determine constraints to performance and to take initiatives without fear.

QMP 3 – ENGAGEMENT OF PEOPLE



Recognize and acknowledge people's contribution, learning and improvement. Enable self-evaluation of performance against personal objectives.



Conduct surveys to assess people's satisfaction, communicate the results, and take appropriate actions.

QMP 4 – PROCESS APPROACH

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Consistent and predictable results are achieved more effectively and efficiently when activities are understood and managed as interrelated processes that function as a coherent system.

QMP 4 – PROCESS APPROACH

The quality management system consists of interrelated processes.

Understanding how results are produced by this system enables an organization to optimize the system and its performance.

QMP 4 – PROCESS APPROACH

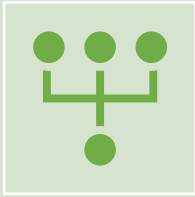
Enhanced ability to focus effort on key processes and opportunities for improvement

Consistent and predictable outcomes through a system of aligned processes

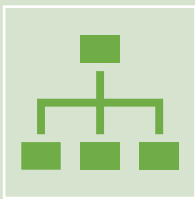
Optimized performance through effective process management, efficient use of resources, and reduced cross-functional barriers

Enabling the organization to provide confidence to interested parties as to its consistency, effectiveness and efficiency

QMP 4 – PROCESS APPROACH



Define objectives of the system and processes necessary to achieve them.



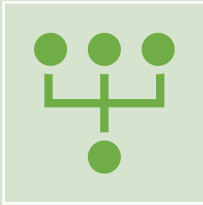
Establish authority, responsibility and accountability for managing processes.



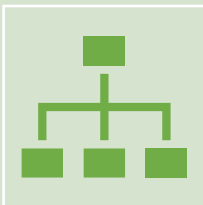
Understand the organization's capabilities and determine resource constraints prior to action.

How ?

QMP 4 – PROCESS APPROACH



Determine process interdependencies and analyse the effect of modifications to individual processes on the system as a whole.

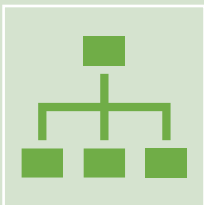


Manage processes and their interrelations as a system to achieve the organization's quality objectives effectively and efficiently.

QMP 4 – PROCESS APPROACH



Ensure the necessary information is available to operate and improve the processes and to monitor, analyse and evaluate the performance of the overall system.



Manage risks that can affect outputs of the processes and overall outcomes of the quality management system.

QMP 5 – IMPROVEMENT

What ?

QMP 5 – IMPROVEMENT

Successful organizations have an ongoing focus on improvement.

QMP 5 – IMPROVEMENT

Improvement is essential for an organization to maintain current levels of performance, to react to changes in its internal and external conditions and to create new opportunities.

QMP 5 – IMPROVEMENT

Improved process performance, organizational capabilities and customer satisfaction

Enhanced focus on root-cause investigation and determination, followed by prevention and corrective actions

Enhanced ability to anticipate and react to internal and external risks and opportunities

Enhanced consideration of both incremental and breakthrough improvement

Improved use of learning for improvement

Enhanced drive for innovation

How ?

QMP 5 – IMPROVEMENT



Promote establishment of improvement objectives at all levels of the organization.

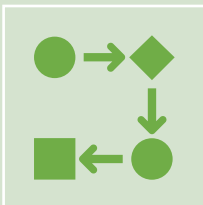


Educate and train people at all levels on how to apply basic tools and methodologies to achieve improvement objectives.

QMP 5 – IMPROVEMENT

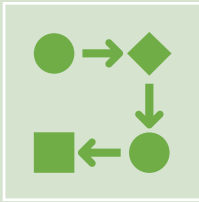


Ensure people are competent to successfully promote and complete improvement projects.



Develop and deploy processes to implement improvement projects throughout the organization.

QMP 5 – IMPROVEMENT



Track, review and audit the planning, implementation, completion and results of improvement projects.



Integrate improvement considerations into the development of new or modified goods, services and processes.



Recognize and acknowledge improvement.

QMP 6 – EVIDENCE-BASED DECISION MAKING

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Decisions based on the analysis and evaluation of data and information are more likely to produce desired results.

QMP 6 – EVIDENCE-BASED DECISION MAKING

Decision making can be a complex process, and it always involves some uncertainty.

It often involves multiple types and sources of inputs, as well as their interpretation, which can be subjective.

It is important to understand cause-and-effect relationships and potential unintended consequences.

Facts, evidence and data analysis lead to greater objectivity and confidence in decision making.

QMP 6 – EVIDENCE-BASED DECISION MAKING

Improved decision-making processes

Improved assessment of process performance and ability to achieve objectives

Improved operational effectiveness and efficiency

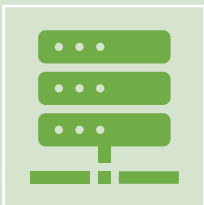
Increased ability to review, challenge and change opinions and decisions

Increased ability to demonstrate the effectiveness of past decisions

QMP 6 – EVIDENCE-BASED DECISION MAKING



Determine, measure and monitor key indicators to demonstrate the organization's performance.



Make all data needed available to the relevant people.

QMP 6 – EVIDENCE-BASED DECISION MAKING



Ensure that data and information are sufficiently accurate, reliable and secure.



Analyse and evaluate data and information using suitable methods.

QMP 6 – EVIDENCE-BASED DECISION MAKING



Ensure people are competent to analyse and evaluate data as needed.



Make decisions and take actions based on evidence, balanced with experience and intuition.

QMP 7 – RELATIONSHIP MANAGEMENT

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For sustained success, an organization manages its relationships with interested parties, such as suppliers.

QMP 7 – RELATIONSHIP MANAGEMENT

- *Interested parties influence the performance of an organization.*
- *Sustained success is more likely to be achieved when the organization manages relationships with all of its interested parties to optimize their impact on its performance.*
- *Relationship management with its supplier and partner networks is of particular importance.*

QMP 7 – RELATIONSHIP MANAGEMENT

Enhanced performance of the organization and its interested parties through responding to the opportunities and constraints related to each interested party

Common understanding of goals and values among interested parties

Increased capability to create value for interested parties by sharing resources and competence and managing quality-related risks

A well-managed supply chain that provides a stable flow of goods and services

QMP 7 – RELATIONSHIP MANAGEMENT



Determine relevant interested parties and their relationship with the organization.



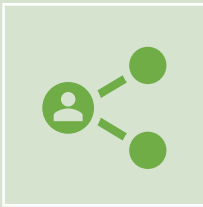
Determine and prioritize interested party relationships that need to be managed.



Establish relationships that balance short-term gains with long-term considerations.

How ?

QMP 7 – RELATIONSHIP MANAGEMENT



Pool and share information, expertise and resources with relevant interested parties.



Measure performance and provide performance feedback to interested parties, as appropriate, to enhance improvement initiatives.

QMP 7 – RELATIONSHIP MANAGEMENT



Establish collaborative development and improvement activities with suppliers, partners and other interested parties.



Encourage and recognize improvements and achievements by suppliers and partners.

Reference:

<https://www.iso.org/files/live/sites/isoorg/files/store/en/PUB100080.pdf>

Thanks!

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