



Total Quality Management

An exploration & history of modern quality control ethos

Total Quality Management



The idea that quality requires everyone in an organization to be responsible for improving the quality of a product and eliminating errors in production

Total Quality Management

W. EDWARDS
DEMING



OUT OF
THE CRISIS

- Developed by W. Edwards Deming
 - Heavily influenced post WWII Japan's economy
 - First published his concept in his 1982 book:
Out of The Crisis
- Outlines 14 key principles that are the cornerstone of Total Quality Management
- Promoted cooperation between workers and management

Atlanticare: Case study

- Founded in 1898
 - Services southeastern New Jersey
- Started to implement quality management in 1990's
- Revealed faulty staff communication
- Solved by giving employees freedom to give feedback
- New employees are given training in the 5B's
- Received the Malcolm Baldrige National Quality Award in 2009



ISO 9000

- Introduced in 1987 by the International Organisation for Standardization
 - Has been updated across the years
- ISO 9000 is a benchmarking standard for quality management
- Gives guidelines to companies who want to improve quality
- ISO9001 outlines the criteria for organizations that want to be certified for ISO 9000 compliance



Santa Cruz Guitar Company: Case study

- Founded in 1976 by Richard Hoover
- Manufactures and sells custom acoustic guitars.
 - Has been making guitars for ~40 years
- Company has six floors for production
- Each floor has a senior craftsman.
- Operates in a cell production manner
- Each floor partially builds the guitar
- Guitar cannot pass each floor until senior craftsman is 100%
- The owner of company personally answers questions and complains.

