



# MALCOLM BALDRIGE NATIONAL QUALITY AWARD CRITERIA



## What are the Malcolm Baldrige National Quality Award Criteria?

Many businesses and organizations worldwide are going through a major change in the way they manage production. The main focus of the Malcolm Baldrige National Quality Award Criteria (MBNQA) is to enhance competitiveness. The Baldrige criteria provide an integrated, results-oriented framework for designing, implementing, and assessing a process to manage all operations. The criteria have three central purposes:

- To promote awareness of the importance of quality improvement.
- To recognize organizations for outstanding quality management and achievement.
- To share information on successful quality strategies.

USACHPPM is using the Baldrige criteria as a management tool for self-assessment. This criteria will provide a comprehensive metric to assess what top organization's are doing to achieve quality. Organizations use the criteria for self-assessment, training, and continuous improvement. Using this criteria will provide USACHPPM with a powerful tool for objectively identifying our strengths and areas needing improvement.

## Malcolm Baldrige National Quality Award Criteria Core Values.

The Baldrige criteria are built on the following core values:

- Customer-driven quality
- Leadership
- Employee participation and development
- Long-range outlook
- Partnership development
- Address all stockholders
- Continuous Improvement
- Fast response
- Management by fact
- Corporate responsibility

## Malcolm Baldrige National Quality Award Criteria.

The Baldrige criteria consists of 7 major categories:

**Category 1 - Leadership** - examines senior leaders' personal leadership and involvement in creating and maintaining a customer focus and clear quality values. The quality values must be integrated into the organization's management system and reflect how it addresses public responsibilities.

**Category 2 - Information and Analysis** - examines the scope, validity, analysis, and use of data and information to drive quality excellence and improve an organization's competitive performance. This category must include the adequacy of an organization's data, information, and analysis system to support improvement of its customer focus, products, services, and internal operations.

- Nationally Accepted Quality Standards
- Self-Assessment Tool
- Continuous Improvement

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**Category 3 - Strategic Quality Planning** - examines the organization's planning process and how all major quality requirements are integrated into overall business planning. This category must include the organization's short- and long-term plans and how all work units meet the quality and performance requirements.

**Category 4 - Human Resource Development and Management** - examines the key elements of how the organization develops and realizes the full potential of its work force in meeting its performance objectives. This category must include the organization's efforts to build and maintain the environment of quality excellence that will guarantee full participation and personal and organizational growth.

**Category 5 - Management of Process Quality** - examines the systematic processes the organization uses to pursue higher quality and organizational performance. This category must include the key elements of process management to include the design, management of process quality for all work units and suppliers, and systematic quality improvement and quality assessment.

**Category 6 - Quality and Operational Results** - examines the organization's quality levels and improvement trends in quality, company operational performance, and supplier quality. This category must include the organization's current quality and performance levels that relate to competitors.

**Category 7 - Customer Focus and Satisfaction** - examines the organization's relationships with customers, its knowledge of customer requirements, and its knowledge of the key quality factors that determine marketplace competitiveness. This category must include the organization's methods used to determine customer satisfaction, current trends and levels of satisfaction, and the results as they relate to competitors.

### **Internal Uses for the Malcolm Baldrige National Award Criteria.**

#### **Self-Assessment and Evaluation:**

- Provides an objective assessment against nationally accepted written criteria.
- Supports facts and data.
- Measures progress over time which can be both internally and externally benchmarked.
- Improves an organization's quality system

#### **Quality System Improvement:**

- Focuses improvement where needed most.
- Promotes sharing effective methods within an organization and between organizations.
- Recognizes progress and outstanding work by using internal awards, publicity, etc.
- Leads to continuous improvement.
- Seeks to learn "world-class" approaches.

### **Benefits of the Malcolm Baldrige National Award Criteria.**

Some benefits of using the Baldrige criteria for self-assessment, as seen by top organizations are:

- Increased productivity
- Reduced production time
- Customer-focused Quality Orientation for new employees
- Employee training
- Employee empowerment
- Involve everyone in achieving our common goal
- Pro-active approach to environmental concerns
- Use of data bases, surveys, etc. to focus on customer satisfaction
- Reduced total quality costs and annual production costs

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