

TO: WIB Quality Assurance Committee

DATE: 11/19/04

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Introduction to Baldrige

PROPOSED MOTION(S): Information Only

DISCUSSION: Baldrige criteria were used in the Worknet Certification process and will be used again for recertification. A PowerPoint presentation introducing Baldrige will be presented at the meeting.

**ATTACHMENT(S):
PowerPoint Presentation**

Introduction to the Malcolm Baldrige Quality Principles

Malcolm Baldrige Quality Award

- Who was Malcolm Baldrige?
- What is the history of the award and why does it exist?
- Why choose Baldrige as your performance management framework?
- What are the core values, and concepts embodied in the seven categories?
- What are the seven categories?

Who, What, and Why Was Malcolm Baldrige?

- WHO: Malcolm Baldrige was the 26th United States Secretary of Commerce
- WHAT: The Award was created by Public Law 100-107, signed into law on August 20, 1987. The award program led to the creation of a new public-private partnership. Principal support for the program comes from the Foundation for the MBNQA, established in 1988 and is managed by the National Institute of Standards and Technology, an agency of the United States Department of Commerce.

Who, What, and Why Was Malcolm Baldrige?

- WHY: A national quality award program would help improve quality and productivity by:
 - Building active partnerships in the private sector, and between the private sector and all levels of government, which is seen as fundamental to the success of the Award in improving national competitiveness.
 - Helping to stimulate American organizations to improve quality and productivity for the pride of recognition.

Who, What, and Why Was Malcolm Baldrige?

- WHY: A national quality award program would help improve quality and productivity by:
 - Recognizing achievements.
 - Establishing guidelines and criteria that can be used by any organization in evaluating their own quality improvement efforts.

“The Malcolm Baldrige National Quality Award has had a profound influence on increasing U.S. competitiveness and heightening our awareness to the challenges we face in a global economy.”

Michael Kantor, Secretary of Commerce 1997

“The United States is the most competitive nation in the world. Quality is a key to retaining that title. The Malcolm Baldrige National Quality Award is helping U.S. organizations satisfy customers and improve overall company performance and capabilities.”

William J. Clinton

Why Choose Baldrige?

- **The Criteria for Performance Excellence provides a framework for improvement without being prescriptive.** Organizations are encouraged to develop creative and flexible approaches aligned with organizational needs and to demonstrate cause-effect linkages between these approaches and their results.

Why Choose Baldrige?

- **The Criteria are inclusive.** While other approaches focus on a single aspect, such as leadership, strategic planning, or process management, the Criteria describe an integrated management framework that addresses all the factors that define the organization, its operations, and its results.

Why Choose Baldrige?

- **The Criteria focus on common requirements, rather than procedures, tools or techniques.** Other improvement efforts (e.g., ISO, Six Sigma, or accreditation) may be integrated into the organization's performance management system and included as part of a response to Criteria requirements.

Why Choose Baldrige?

- **The Criteria are adaptable.** They can be used by large and small businesses, education and health care organizations, government and nonprofit organizations, and organizations with one site or worldwide locations.

Why Choose Baldrige?

- **The Criteria are at the leading edge of validated management practices.** They are regularly improved to enhance coverage of strategy-driven performance, address the needs of all stakeholders, and accommodate important organizational needs and practices.

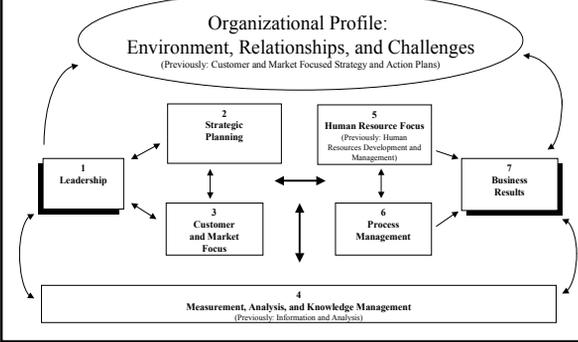
Core values and concepts

- | 2004 | 2002 |
|--|--|
| • Visionary leadership | • Leadership |
| • Customer-driven excellence | • Customer-driven excellence |
| • Organizational and personal learning | • Continuous improvement & learning |
| • Valuing employees and partners | • Employee participation & development |
| • Agility | • Fast response |
| • Focus on the future | • Design quality & prevention |
| • Managing for innovation | • Long range view of the future |
| • Management by fact | • Management by fact |
| • Social responsibility | • Partnership development |
| • Focus on results and creating value | • Company responsibility & citizenship |
| • Systems perspective | • Results focus |

The seven categories

- Core values & concepts are embodied in each category
 - Leadership
 - Strategic Planning
 - Customer and Market Focus
 - Measurement, Analysis, and Knowledge Management (previously: Information and Analysis)
 - Human Resource Focus (previously: Human Resources Development and Management)
 - Process Management
 - Business Results

Baldrige Criteria for Performance Excellence Framework: A Systems Perspective



Next Meeting...

We will begin to define specific criteria within each of the seven categories beginning with Leadership and Strategic Planning.

THANK YOU AND HAVE A GREAT DAY! ☺
