

## **Total Quality Management(TQM) is**

“A management approach in an organization, which has various guidelines and techniques to meet the customer requirements. It is a long term process and it involves continuous quality improvement” .

- Total quality management is a management system for a customer focused organization that involves all employee in continual improvement of all aspects of the organization.
- TQM uses strategy, data, and effective communication to integrate the quality principles into the culture and activities of the organization.

## **Aim of TQM**

The aim of this system is to create long term success through a base of highly satisfied customers with loyalty to the company due to the great quality and care taken to ensure all of their needs are met up to their expectations.

## **The Eight Elements Of TQM**

- **Ethics :** Ethics is the discipline concerned with good and bad in any situation. It is a two-faceted subject represented by organizational and individual ethics..
- **Integrity :** Integrity implies honesty, morals, values, fairness, and adherence to the facts and sincerity. The characteristic is what customers (internal or external) expect and deserve to receive.
- **Trust :** Trust is a by-product of integrity and ethical conduct.. Trust fosters full participation of all members. It allows empowerment that encourages pride ownership and it encourages commitment. It allows decision making at appropriate levels in the organization, fosters individual risk-taking for continuous improvement and helps to ensure that measurements focus on improvement of process and are not used to contend people. Trust is essential to ensure customer satisfaction. So, trust builds the cooperative environment essential for TQM.
- **Training :** Training is very important for employees to be highly productive. Training that employees require are interpersonal skills, the ability to function within teams, problem solving, decision making, job management performance

analysis and improvement, business economics and technical skills. During the creation and formation of TQM, employees are trained so that they can become effective employees for the company.

- **Teamwork :** To become successful in business, teamwork is also a key element of TQM. With the use of teams, the business will receive quicker and better solutions to problems.
- **Leadership :** Leadership in TQM requires the manager to provide an inspiring vision, make strategic directions that are understood by all and to instill values that guide subordinates. For TQM to be successful in the business, the supervisor must be committed in leading his employees.
- **Recognition :** Recognition is the last and final element in the entire system. It should be provided for both suggestions and achievements for teams as well as individuals. Employees strive to receive recognition for themselves and their teams. Detecting and recognizing contributors is the most important job of a supervisor. As people are recognized, there can be huge changes in self-esteem, productivity, quality and the amount of effort exhorted to the task at hand.
- **Communication :** It acts as a vital link between all elements of TQM. Communication means a common understanding of ideas between the sender and the receiver.

There are different ways of communication such as:

A. Downward communication    B. Upward communication    C. Sideways communication

## Principles Of TQM

