Total Quality Management

TQM is the name for the philosophy of managing organizational quality. It promotes long-term success through customer satisfaction. In TQM all members of an organization participate in the improvement process. It is built on the work of Walter Shewart W. Edwards Deming, Joseph M. Juran, Armand V. Feigenbaum, Philip B. Crosby and Kaoru Ishikawa.

Quality standards such as the ISO 9000 series and quality award programs such as the Deming Prize and the Malcolm Baldrige National Quality Award specify principles and processes that comprise TQM.

Strategy, data, and effective communications are used to integrate the quality discipline into the culture and activities of an organization.

The following elements are considered so essential to TQM that many organizations define them, in some format, as a set of core values and principles on which the organization is to operate.