



1-2/2-1 Discussion: Defining Total Quality Management

Note: This discussion spans two modules and is graded at the end of Module Two.

Your first post is due in this module, and your follow-up posts (two) are due in the next module. Review [this article](#) about total quality management (TQM). Then think about a company that you currently work for or a former employer and explain whether that company used a TQM approach.

Within your explanation, describe the quality culture within the company and explain how the company embraced TQM (or fell short) by presenting at least two of the primary elements of TQM that were presented in the article.

Provide at least two detailed responses to other students' posts about total quality management (TQM). In responding to your peers, consider the elements proposed by your peers. Do you agree with their choices identified, or do you think there were more pressing issues not chosen? Why?

To complete this assignment, review the Two-Week Discussion Rubric document.

Rubrics

[OL 324 Discussion Rubric: Undergraduate](#)

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TQM

Shawn Bisbing posted May 3, 2020 11:14 AM [★ Subscribe](#)

Total Quality Management (TQM) is when a company takes an active role in improving the quality of its product. Any company that wants to be successful will need to improve and monitor quality, even companies that have a product in demand. It does not take long to ruin a reputation for success with low quality product. I work for an electric utility and quality is our primary focus.

My company uses a customer focused approach to delivery quality. The company is regulated by a state agency called the public utilities commission. The way that usage rates are calculated are based on how well we serve the customer. Primarily focused on reliability and affordability. On the website PPL Electric Utilities offers tips on how to reduce electric use and save money on your bill. ("Ways to Save", 2020) Image Apple trying to sell less iPhones. If we keep customers happy, they will pay for the electricity they need to use, and we can be lean and efficient, and still profitable.

The other way PPL Electric utilities is continual process improvement. By accepting that we could always get better and striving for more efficiency we stay in the front of competition and keep winning awards. Part of that means to find new ways to do business. (Total Quality Management What is TQM? | ASQ. 2020) Trying new things and realizing some things might fail. Companies or departments that try to just maintain the status quo with always be left behind at some point. TQM should be the focus of every team player and viewed as vital to the job and the company as a whole.

References

Total Quality Management (TQM): What is TQM? | ASQ. (2020). Retrieved 3 May 2020, from <https://asq.org/quality-resources/total-quality-management>

Ways to Save. (2020). Retrieved 3 May 2020, from <https://www.pplelectric.com/ways-to-save.aspx>

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Last post yesterday at 2:03 PM
by April Lucente

1-2/2-1 Discussion - K. Parshley

Kelly Parshley posted May 4, 2020 2:57 PM [★ Subscribe](#)

Hi everyone,

I've been with my current employer for 13 years, so it's probably my best point of reference for this discussion topic. My organization provides group life and disability coverage to employees through their employment with our policyholders. Our obligation to customers is twofold: we must cater to the employers who pay the premiums for the coverage, as well as the employees who file claims. I do believe that my company uses a TQM approach, or at least has tried to adopt as many of primary TQM elements as possible, based on my experience working there.

The company implemented the TQM element of total employee involvement in the form of a comprehensive training program, required for all departments and employees. The program focused on empowering employees to make decisions that can impact workplace culture and the customer experience. (Staff, 2020) One aspect of the program focuses on continuous improvement, with the goal of employees implementing change to streamline work processes. There was some hesitation and cynicism from employees at first, but that mostly subsided after we had some successful implementation of employee driven change. It was important for management to foster a positive environment that encouraged employees to speak out about inefficiencies without fear. (Staff, 2020)

The TQM element of communications has also been embraced by my organization as a way to connect with employees and maintain a consistent message across departments. (Staff, 2020) We have company-wide quarterly town hall meetings where senior leadership provides us with updates on organizational performance and goals moving forward. These meetings are often used to explain strategic initiatives and how the company intends to employ them in day-to-day operations. Most recently, the company president has held bi-weekly COVID-19 video conferences to update employees on the organization's evolving response to the pandemic. These meetings have provided reassurance to employees during a time of uncertainty, and helped to boost morale. (Staff, 2020)

Reference:

Staff. (2020) What is Total Quality Management (TQM)? Retrieved from the ASQ website:

<https://asq.org/quality-resources/total-quality-management>

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Last post **yesterday at 2:12 PM**
by April Lucente

Defining Total Quality Management

Wesley Blankenship posted May 4, 2020 7:58 PM [★ Subscribe](#)

TQM to me, is when a company not only wants to improve their product but gets everyone involved throughout the organization, to make it happen.

I have been in the oil and gas industry for 14 years, so this is probably the best resource for me to engage with. The organization I am with has made great strides in incorporating TQM. Customer focus is at the utmost importance and it shows with their expense on how we integrate our standard package and turn it into exactly what the customer wants. This is accomplished by over planning, good communication, kick off meetings and 90% design reviews. With that, the company has established KT's (Kaizen Thursday's) in which continuous improvement is awarded with points to the company's online store. None of this would be possible if it was not for the overall organizational buy-in. Every employee is engaged with quality, as though it is their everyday task. Now this may range from how many threads are allowed to show past the nut once it is tightened and torqued, to departments challenging each other in who can create or come up with the next KT that will save the most money for the organization. All of this, as I said before, is driven throughout the organization from the top down. The CEO, Director, Plant manager and on down to the shop employees, are driven to create the best total quality management product and atmosphere. This guidance and overall direction, is what keeps everyone engaged day in and day out. Once the employees see that even upper management is getting involved and it is not just something they have instructed the shop to do, the drive and employee morale increased by more than 70% (gauging by the attitude and overall drive to want to come up with an idea on how to improve quality, along with what department can save the company the most money that week with the next KT).

I am very happy with what my organization has done to establish and commit to total quality management. Now there are more examples to what my organization is doing towards TQM, ranging from vendor relations to community engagement but if I tried to hit on all of them, this post would end up feeling like a dissertation instead of a discussion post. Overall, I feel that my organization does and is repeatedly always striving to improve the TQM throughout.

Wes

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Last post **yesterday at 4:21 PM**
by April Lucente

Discussion 2

Tonya Giggy posted May 5, 2020 4:49 PM [★ Subscribe](#)

When thinking about TQM, one cannot help but think about the quality that is being provided within the product that a company makes or a service that is provided. Quality is not only described as how well a product has been manufactured, it is also described as how well the service was. Did your waitress provide you with quality service, or did your nurse provide quality care.

As for my previous employer, I can say quality service and care was our number one priority. We made sure that all team players were on the same playing field, and our clients were treated with the most respect and appreciation that could possibly be given. Our company based its success off the quality of care provided to our clients, which is huge because word of mouth travels fast and is one of the best marketing tools for any company. You provide great service, products at a reasonable fee or comparable to competitors then you know your company stands a great chance in surviving.

Perfect example: Since I worked in the Construction/ Mortgage division of the bank, I provided loans to clients daily. Now there were multiple lenders nearby that offered the same product as us. So why did our clients choose us over the competitor? Quality was the reason. We provided above average customer service, we went above and beyond when it came to trying to meet our customers needs, and we were always a phone call away. Our clients never heard a voice indicating them to push button 1 for.... or leave a message. We were there for our clients daily. Quality service along with quality pricing equals overall quality at its best.

How would you answer this question?

If you had to choose between two restaurants, which one would you choose, number 1 or number 2:

#1- Great food, great service, and atmosphere is relaxing but the price of the food is a little higher than their competitor by a dollar or two.

#2- Food is eatable, service is hit and miss, but the prices are reasonable.

As for me I would always choose #1, as I want quality in both my food and in my service. I do not want to wait long periods of time to get my food or a refill on my drink. Not only that, if I am getting eatable food, who is the restaurant supplier? Are they low to mid level distributors. Do they or could they at times get some bad meats. So many things to consider when thinking about the overall quality of a product.

Best of luck to you all.

Tonya

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OL 324 - Discussion Post - Define Total Quality Management

Samantha Cornell posted May 4, 2020 10:35 PM  [Subscribe](#)

The company that I used to work for that really practiced the use of total quality management (TQM) was when I worked as a barista for a local café and coffee shop. My boss there created a great work environment that everyone loved to be in, and she really strived for us all to get even better at our jobs while also supporting us and not getting upset by any mistakes we made. The café showed many, if not all the TQM qualities presented in the article by American Society of Quality (ASQ).

The first quality used was being customer focused. We strived to make sure the customer was completely satisfied with their service, what they ordered, and the who experience of being in the café. For the entire time I worked there, there were so many regulars that I got to know because my boss really knew how to keep people wanting to come in.

My favorite quality shown was the continual improvement aspect. My boss owned and ran the café, and she wanted to give us all raises because she thought we deserved it. In order to do so, she took up an additional full-time job because she wanted to provide us with that raise. She also used her second job to buy all new equipment for making drinks and food. She will most likely be my all-time favorite boss at any job I have in the future. I would still be there to this day if I had not had to quit when I was pregnant. The communication in the café was also fantastic, and everyone always knew exactly what was going on.

What is Total Quality Management (TQM)? (n.d.). Retrieved April 26, 2020, from

<https://asq.org/quality-resources/total-quality-management>

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by Tonya Giggy

I wish!

Meredith King posted May 5, 2020 12:20 PM [★ Subscribe](#)

First of all, where I work, quality is vamped up like crazy, but no one really seems to care unless a unit gets out. There's no emphasis on getting it right the first time. Its more like push thru as many as possible and hope there's no call backs! Process training is done, but not reinforced. Training is done horizontally and not vertically. I wish management throughout the plant could hear Deming speak today!!! He gets it! Todays management has no clue! There is much push for **process centering**. Every trainer trains by the SOS book for each job. However, once a technician is signed off, they basically do the process how they want.


Total Employee Involvement- thats another issue of concern as management seems to be led more by favoritism and politics.

Now, **Continual Improvement**, they have down pat! We use the term "Kaizen" which is Japanese for Continuous Improvement. Technicians can fill out these Kaizen forms to display new ideas for improvements on current jobs.

Communication? It does not exist!!! Period.

The idea of TQM is there, but theres no real enforcement unless there's a call back or an audit.

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by Tonya Giggy

 Reflect in ePortfolio



Activity Details

- Task: Reply to this topic

Assessment



[OL 324 Discussion Rubric: Undergraduate](#)

Last Visited May 6, 2020 5:32 PM