

# TOTAL QUALITY MANAGEMENT

NEW  
TOPIC



## TOTAL QUALITY SERIES

Total Quality Management is the way of managing an enterprise so that its total reserves are focused on delivering the level of quality which will persuade customers to buy from them in preference to the competition. It is concerned with harnessing ALL the resources of the organisation to the creation of 'customer delight'. Much emphasis is placed upon the need to empower employees, encouraging everyone to be committed to a continuing process of performance improvement. This major series explores TQM in depth, clustering its study around four main aspects: processes, systems, management and people.

Organisations featured: Courtaulds Polypropylene Films, DNCS, Heinz, Short Aerospace

These programs can be purchased individually or as a set of 6.

### 1. Introduction

This series starts with a succinct explanation of what TQM is and demands. It gets behind the buzz words to present it simply as the commonsense way of creating a 'world class' business. 'Climb into your customer's shoes and see what the world looks like from there'. Then manage the enterprise with that vision throughout every part of it. Managers will find the program helps them understand the concept and begin an analysis of where their operation stands and how to improve that standing. DVD 13 mins.

### 2. Courtaulds

TQM means having the right quality processes in place. In this program we look at how Courtaulds Films went about doing this. It cannot be done in a vacuum. What changes culture is the involvement of every member of the enterprise in attaining the common goals. Thus their total quality teams are shown to boost both morale and the bottom line equally well. The case study tells how they were set up and how they run. Managers will be impressed by the evidence and will be encouraged to learn more. DVD 12 mins.

### 3. DNCS

Systems! How a distribution company identified high quality systems as essential for its prospectus and set about obtaining the Bs5750 mark of approval. The DNCS case study is very revealing. Their efforts were rewarded by considerable improvement in their market position, purchasing power, profitability and sense of commonality of purpose. Despite their comparatively small size in a lively market, their quality systems have given them a real competitive edge. Although they accept that they are only part of the way to TQM, it certainly reduces costs. What the necessary systems save on 'goods returned' procedures alone, pays for the rest many times over and their people are committed to the approach. DVD 10 mins.

### 4. Short Aerospace

The total commitment of management is essential for a change into the TQM mode. This program demonstrates a very thorough strategy of why Shorts, the Belfast based aerospace company, took it up, how they developed it and where it is taking them. It is a 'warts and all' account of how top management commitment has caused thinking and practice to change, both vertically and laterally, what the benefits are to date (considerable even in cash terms alone) and how they propose to maintain the impetus. It is a very telling story, not afraid to point out the hazards. DVD 18 mins.

### 5. Heinz

TQM is about involving everyone in the attainment of common aims. In this program, the people who work for Heinz, describe how it works for them. They recount the pressures to take up TQM, the success of the voluntary improvement teams, project teams and joint committees and the difficulties they overcome. It's an honest account and ends with a new beginning; how, building on their experience of TQM and the lesson's they learned, they are confidently intensifying the involvement and the pace to meet even greater needs for performance improvement. Managers pursuing this series will certainly have their comprehension deepened. DVD 16 mins.

### 6. Review

This is a valuable re-capitulation of the philosophy and application of TQM as delivered by the core of the series. But it is far more than a mechanistic review. It develops what has been shown - reminding, highlighting, revealing and putting into context what the case studies contained. It is purposeful and well presented and it is essential viewing if you want to derive optimum benefit from the series. DVD 17 mins.