The three Quality Gurus of Dr. Edwards Deming, Philip Crosby and Dr. Joseph Juran agree .....

- 1. Quality improvement requires a shift in management philosophy.
- 2. True improvement results from a focus on the quality of the work process not just product quality.
- 3. A culture conducive to continuous improvement is required.
- 4. Management is responsible as it has control of the variables in the work process.

  Management must be involved they must work on the system, not the worker.
- 5. All functions and departments must be included.
- 6. The attitude is one of prevention.
- 7. Training is critically important.
- 8. Measurement is required to track progress.
- 9. Recognition of achievements is necessary.
- 10. Improving quality leads to improved productivity.
- 11. The person doing the job is generally the most knowledgeable about that job.
- 12. People want to be involved and to do their jobs well.
- 13. More can be accomplished working together to improve the system than having individual contributors working around the system.
- 14. A structured problem-solving process using graphical techniques produces better solutions than an unstructured process.
- 15. The adversarial relationship between labour and management is counter-productive and outmoded.
- 16. Every organization can benefit from soliciting the participation of the people who work there in improving the way things are done.

