Total Quality Management

Student’s Name

Institutional Affiliation

**Total Quality Management**

Total quality management refers to a management approach to improving the quality of products and services by focusing on customer needs to ensure customer satisfaction and organizational performance. TQM tries to accomplish effectiveness by focusing on production, design planning, and quality tools and techniques (Sadikoglu & Olcay, 2014). Examples of TQM principles include; leadership & Strategic planning, process management, and customer relationship management.

Leadership and strategic planning play a key role in establishing a clear future vision of the organization by finding the best ways to manage various activities through quality management and planning ("THE IMPACT OF TOTAL QUALITY MANAGEMENT (TQM) ON COMPETITIVE ADVANTAGE," 2018). In my organization, I will apply this principle by developing practices and behaviors to build a good relationship between all the stakeholders. For example, encouraging open communication, motivating employees, and focusing on the organizational goals through commitment.

I will apply the principle of process management to my organization by identifying activities needed to achieve the organizational goals more efficiently and effectively. Some of the activities that I will practice are; using technology and innovation in production, managing potential risks through assessment, and defining clear operational activities (Al-Damen, 2017). I will also apply the customer relationship management principle in my organization because they play a key role in determining the future of the organization. Through research, I will find out the customer needs and expectations about the products and services that we offer to build a close, lasting relationship with the customers.

By applying the above total management principles, the organization is expected to create a good and appropriate environment that will lead to quality performance and improvement of the firm and its production of goods and services. The TQM principles will also improve the operational performance and increase the competitive advantage of the firm thus;, the organization is expected to compete with other top organizations in the market ("THE IMPACT OF TOTAL QUALITY MANAGEMENT (TQM) ON COMPETITIVE ADVANTAGE," 2018).

In conclusion, organizations need to put in practice the use of total quality management elements since we have seen how it helps to improve the general performance of the organization.

**References**

Al-Damen, R. A. (2017, January). *The impact of Total Quality Management on organizational performance Case of Jordan Oil Petroleum Company*. International Journal of Business and Social Science. <https://www.ijbssnet.com/journals/Vol_8_No_1_January_2017/20.pdf>

Sadikoglu, E., & Olcay, H. (2014). The effects of total quality management practices on performance and the reasons of and the barriers to TQM practices in Turkey. *Advances in Decision Sciences*, *2014*, 1-17. <https://doi.org/10.1155/2014/537605>

*THE IMPACT OF TOTAL QUALITY MANAGEMENT (TQM) ON COMPETITIVE ADVANTAGE*. (2018). Allied Business Academies. <https://www.abacademies.org/articles/The-impact-of-total-quality-management-1939-6104-17-2-192.pdf>