

The Malcom Baldrige Award

Main Goals

- Promote quality awareness
- Recognize quality and business achievement
- U.S. organizations
- Publicize successful business strategies

Motivation

- Emphasis on quality recognized as a necessity for doing business
- More competition worldwide
- The highest honor for innovation and performance excellence
- Presented by the President of the United States

Backing

- Foundation for the Malcom Baldrige National Quality Award
- Both government and private sector backing (90%+ private sector)

Inception

- Public Law 100-107
- August 20, 1987

Recipients

- Diverse collection of organizations
- Cargill Corn Milling
- U.S. Army Research, Development and Engineering Corps
- Cadillac Motor Car Division
- 79 recipients since inception

Features

- Seven Criteria
 - Leadership
 - Strategic planning
 - Customer and market focus
 - Measurement, analysis and knowledge management
 - Workforce focus
 - Process management
 - Results

Comparisons

- General-purpose initiative
- Answers “how” in addition to “what”
- Highly interactive
- Strong influence on Trillium
- Not just a QA standard, but a comprehensive business operations assessment

Opinion

- Raises awareness of quality
- Increases competitiveness
- Focus on end product instead of processes/benchmarks
- Requirement to give advice is questionable

Resources

- <http://www.baldrige.nist.gov/>
- http://www.nist.gov/public_affairs/factsheet/baldfaq.htm
- <http://books.google.com/books?id=buN0plrrONAC&lpg=PP1&pg=PA24#v=onepage&q=&f=false>