"1000 by 2000"



National Quality Movement





This understanding takes TQM as an umbrella concept that promotes customerfocused value chains, which continually improve their performance through transparency and full participation of all those involved for balanced satisfaction of all stakeholders.

The viability of TQM is supported by the technological developments of our age. Unlike classical production factors such as labour, capital and land, now there is a new production factor, knowledge, which grows when shared. Phenomenal developments in information and communication technologies enable knowledge sharing, transparency and participation in decision making at unprecedented levels. Hence, TQM is the leading thought of management of the current era.

Since 1991, KalDer the Society of Quality, Turkey, a non-governmental organisation has successfully promoted TQM in Turkey. This success is evidenced by the fact that Turkey has become the country with one of the largest number of EFQM award winners, and has been the home of the largest national quality congress in Europe.

However, we are not content with the success of a limited number of companies and wish to promote TQM on a much wider scale. This document introduces a new initiative by KalDer, called the National Quality Movement (NQM), which aims to spread the utilisation of European Model for Business Excellence throughout the country. Our target is to promote utilisation of TQM by having 1000 example organisations by the year 2000. As the key word is "example", we wish to reach not only this quantitative target, but also a dispersion geographically as well as in organisation types; private and public sectors as well as non-governmental organisations of different magnitudes and industries.

As such, NQM is a unique effort to deploy TQM on a national basis. Therefore it deserves the attention and support of the theoreticians, practitioners, and believers of TQM.

Dr. Yılmaz Argüden Chairman 3

About KalDer

KalDer was formed in Istanbul in 1991 as a non-governmental organisation for the development and promotion of Total Quality. It sees TQM as "a major prerequisite for national institutions and corporations to strengthen their international competitive position in a changing and transforming world."

In its mission "to develop the quality practices necessary to contribute to the targeted economic growth of the country," KalDer primarily focuses on training programmes. To date, it has delivered more than 2.500 open and in-company training programmes attended by more than 20.000 people.

Since 1992, KalDer has organised the "National Quality Awards," using the framework of the European Model for Business Excellence. Former award winners are Brisa, Tusas, Netas, Kordsa and Arçelik. In 1997 there was also a prize winner for the first time, lpek Kağıt.

The Awards are presented at the annual National Quality Congress, which was started in the same year to disseminate quality awareness to a broad range of social groups and sectors. Total Quality Practices in all areas including law and education are discussed by leading experts in what has become one of the country's most prominent economic platforms.

KalDer publishes three 3 regular periodicals plus books covering new and original national topics plus translations of international quality theory and practice. A TQM Essay Competition was initiated in 1996 which has brought significant contributions to the accumulation of theoretical knowledge on quality.

An ongoing programme of "Quality Days" in various Anatolian cities is designed to spread awareness to businesses of all types and size across the country. KalDer also organises several exhibitions of products and services such as the "Quality Fair" and holds meetings all over the country for sharing experience and best practice. It has branch offices in Ankara, Izmir and Bursa. A new office in Eskisehir will shortly open.

The National Quality Movement (NQM) is a training and transformation project of vital and capital importance. 1000 corporations plan to undertake a program of self-assessment. The aim is to ensure that Turkey 'improves its competitive position in a changing and transforming world.' Leading industry and government figures, expert consultants and employees of participating corporations will participate directly or indirectly.

KalDer believes that the next century will witness a new era of international economic restructuring and reconstruction, the beginnings of which we are already seeing. Only the most powerful countries will thrive in this new environment. To prepare for intensified international competition, it is essential to stimulate the best national quality principles and practices through all segments of society.

Paradoxically, at the same time the rapid developments in mass media and telecommunications technologies are acting to make the world an integrated single market. These changes have created a new class of person, who is no longer content with what is at hand, but demands a better life. Developing consumer consciousness is one of the most striking examples of this phenomenon. KalDer thus

4

000 - 50 - 2000

promotes increased understanding and empathy with common international consumer trends and opinions.

The underlying NQM goal is to bring enhanced "quality of life", implying continuous enrichment and improvement of the individual, to all citizens. The main factor of this is "the contributions of public-spirited citizens to society". NQM will facilitate the co-operation of all types of institutions and corporations from every region and segment within a common framework of national responsibility.

KalDer sees training as the most important and necessary way to achieve its objectives. Corporate and general training needs are to be investigated, training process standards will be formulated, training locations and a trainers' evaluation system will be established.

Based upon on its experience obtained from open and internal training programmes plus knowledge accumulated elsewhere, KalDer has developed a twin phase NQM training programme.

The first phase is consultant training. They will supply participating corporations with direct evaluation and consulting support.

The second phase is a programme for ongoing group corporate training. The extent of this will be determined after initial consultation sessions.

The Target of National Quality Movement for the year 2000

- · To increase quality awareness nationwide.
- To seek out and promote role model corporations in Business Excellence any where and in any sector.
- To create a snowball effect in Turkey with regard to Business Excellence practises.
- To secure the commitment of 1000 corporations to undertake "self-assessment" practises by the end of the year 2000.

To attain these ends, NQM will establish:

- Local quality centres such as public and private corporations.
- SME's (Small and Medium Size Enterprises) will be determined.
- · Participating organisations will sign a goodwill agreement.
- Through the signature of the consultants in NQM determining the details of activities and responsibilities, corporations will select consultants by region and industry sector.
- Reporting and review systems will be established.
- Consultants and corporations will be supplied with relevant training.
- The conduct, review and as necessary revision of the process will be executed.



In practice, a circle of facilitators together with a corresponding circle of consultants will be gathered around the Executive Committee to constitute the operational body of the organisation. 1000 corporations will co-operate with their assigned consultants to achieve the target of 1000 "self-assessments".

KalDer Board and Advisory Council responsibilites and duties

Commitment to the Mission and Vision of KalDer;

Continuous orientation, observation and support;
Participation and ownership of the NQM;
Encouragement of the corporate participation in the Benchmarking Club.
Meeting the financial needs;
Eliminating bureaucratic difficulties,

Executive Committee responsibilities and duties:

Continuous promotion, control and improvement of the process; Giving support and methodological aid to facilitators and consultants; Securing co-ordination with other KalDer activities; Securing integration to benchmarking database.

Facilitators responsibilities and duties:

Updating and supplying consultants with relevant information;
Observing corporations through consultants and issuing reports;
Controlling the convenience of quick assessment mechanism;
Communicating with the Executive Committee and issuing reports;
Holding meetings comprising the relevant consultants, the Executive Committee and Facilitators' Committee;
Contributing the improvement of the process itself.

Consultants/Partners responsibilities and duties:

Supplying evaluation and consultancy support for participating corporations; Supporting participants in determining and meeting their training needs; Holding review meetings with corporations, facilitators and other relevant bodies; Participating in the corporate self-assessment process; Participating in the Facilitators' Committee evaluation process.

Supporting Corporations responsibilities and duties

Providing expert help as consultants and facilitators; Orienting their suppliers and fellow industries towards the NQM; Providing logistic support when needed.

The National Quality Movement aims to provide indispensable tools for our nation to reach its vision for the coming millennium. In the rapidly globalizing and highly competitive international arena, everyone should welcome this initiative, if we wish to be amongst the successful and prosperous nations of the future.

6

As a Participating Organisation we declare our commitment to the National Quality Movement and we will do our best to carry out all the necessary steps required by the National Quality Movement.

We accept that the utilisation and deployment of Quality concepts on individual, institutional and national levels will benefit everyone in our country.

We declare that achieving Total Quality to the highest international standards will provide a national/economic consensus for all stakeholders.

We accept that 'institutional Quality implementations' are the basis for deployment of 'Quality concepts and philosophy' and we will provide the resources to adapt these to our company.

We agree to share our knowledge for the deployment of Quality with others, subject only to necessary legal constraints.

We accept the Business Excellence Model as valid for our country and will make the necessary preparations and implement self-assessment to realise its deployment.

We declare that we share the basic concepts of Total Quality Management and our main goal is Business Excellence.

We agree to initiate and continue the implementation of Total Quality Management in our organisation.

In the context of National Quality Movement we declare that we will strengthen our relations with KalDer and with organisations signing the 'National Quality Movement Goodwill Statement' in order to reach our mutual goals. 7

1000 by 2000

The National Quality Movement Goodwill Agreement is the main document for participating organizations and companies. It includes the basic rules and is signed by KalDer and Participating Organizations. Each party accepts and agrees to take the necessary actions relating to conditions outlined in this document.

General Information

- The National Quality Movement (NQM) consist of two main phases:
 - Phase 1: TQM Introduction to Business Excellence Presentation and Self-Assessment - Implementation.
 - Phase 2: TQM Implementation Process.
- The Goodwill Agreement will be signed by the CEO of the Participating Organization and KalDer.
- To carry out all the actions required by this agreement, the organization appoints a project manager and establishes a project group.
- The organization can use the NQM logo provided that the prescribed rules and conditions are fulfilled.
- In this document, the persons and institutions that provide TQM and Business Excellence consultancy services will be referred to as 'consultant;' those providing training services will be referred to as 'instructors.'

Confidentiality

All parties taking part in NQM (KalDer, Participating Organizations, Consultants, Instructors, Facilitators) agree to obey the rules of confidentiality.

Actions related to Participating Organizations Responsibilities of Participating Organizations

- · The Participating Organization develops an NQM Training Programme
- The CEO and senior management undergo TQM and Business Excellence Model training.
- The Participating Organization implement self-assessment
- Improvements are reviewed in periodical meetings. After these, NQM activities are reported to KalDer.
- · A report is prepared by the NQM project manager and consultant.
- · Self-assessment outcomes are periodically shared with KalDer.
- · Self-assessment is carried out periodically, at least once a year.

Conditions relating to Participating Organizations.

The Participating Organization must be a member of KalDer.

1000 by 2000

- The Participating Organization will choose a consultant that will provide NQM consultancy service in Phase 2 and sign a contract with him/her.
- The Participating Organization will provide a venue and equipment if necessary for NQM review meetings in their region.

2. Responsibilities of KalDer

KalDer aims to realize its NQM co-ordination role effectively. In this context, the responsibilities of KalDer to the Participating Organization and the organization of the NQM process are as follows:

- KalDer will provide each Participating Organization with a detailed list of consultants with a defined level of knowledge on TQM and Business Excellence.
 These will be assigned an 'NQM Proficiency Symbol' as a form of accreditation.
- KalDer will ensure that necessary TQM and self-assessment training is supplied.
- KalDer will support the provision of necessary training to all NQM parties, either within KalDer or to other parties and institutions.
- KalDer will keep a list of Participating Organizations and promote the Participating Organization by quoting this list in the course of its activities.
- KalDer will promote Participating Organizations in local quality events.
- KalDer will provide a 'Benchmarking Good Practice Database' for a period of one year after it is generally available.
- KalDer will prepare and send an appraisal report about the level of Business Excellence achieved by the Participating Organization every year.
- Participant Organizations are offered 25% discount on KalDer trainings and publications.

3. Responsibilities of NQM Instructors

KalDer appoints instructors to give training in Phase 1. Basic responsibilities are as follows:

- To train the Participating Organization in TQM and Self-assessment.
- To utilise KalDer's training documents package.
- · To receive the training that is defined as necessary.
- To prepare and send NQM training reports to concerned parties.

4. Responsibilities of NQM Consultants

Consultants will provide the basic service to NQM participant companies. The responsibilities of consultants whose proficiency in TQM and Business Excellence are defined by the NQM Proficiency Symbol are as follows:

- To provide consultancy service to Participating Organizations in line with the improvement plan. To organize periodical meetings with Participating Organizations to assess improvement.
- To make an action plan after each meeting with the management of the Participating Organization which includes areas for improvement.
- To send the action plan to the NQM representative at KalDer.
- To participate in meetings organized by KalDer to declare the improvements of the related organizations, and inform the organization in line with suggestions raised.
- · To attend KalDer training for NQM consultants.
- To help the development of participating organizations' training programme.
- To assess the Participating Organization with quick assessment tools every year and compile a summary report for KalDer and the Participating Organization.

4. Responsibilities of NQM Facilitators

A key point of the NQM training and consultancy system is the continuation and improvement of the NQM process. Thus the relationship between Consultants, KalDer and participant organizations is vital and Facilitators take part to ensure that development of the Participant Organizations through the NQM is followed and progress is guaranteed. Monitoring the process provides necessary and timely intervention. Responsibilities of NQM facilitators are as follows:

- To prepare an action plan together using the self-assessment report prepared by the participating organization.
- To organize meetings to review important milestones and work done with participating organizations; also with consultants if necessary.
- To review implementation of the process with KalDer; take actions and give advice.
- To ensure the inclusion of Best Practices that arise in NQM databases.

10

NQM Supporting Organizations as of 15.10.1998

12 HAVA ULASTIRMA ANA US KOM A.B. SERIGRAFI A T.F. ANADOLU TÜKETİCI FINANSMAN ARKAR MUHENDISLIK ADANA ÓZEL YEMEKCILÍK ADESAN ETIKET ADÖKSAN DÖKÜM AKASAN ADANA KAGIT AXM METAL AKMAN DOKUM AKRINAR INSAAT AKPLAS PLASTIK AKSA AKRILIK AKSISTEM ELEK-TROMEKANIK ACSU BOBINA) ALDEMIR CELIK ALEM REGENCY APART OTEL. ALKO SANAYI ALPAT DAYANKU TÜKETİM ALTUN PRES LIMITED ALTUN PRES MONTAL ANADOLU EIRACILIK ANADOLU CAM AN-PA ANADOLU PAZ ANSEL METAL ANT EGITIM ARBETA TURIZM ARCELIK ARDEM AREND ARGE DANISMANLIK ARI GRUBU ARTI EILGISAYAR AS TEXNIK ASA KAYNAK ASKAYNAK ASUM BOBINAL ASYA HNANS ATA YATRIM ATATEL

ATILIM DAYANIKLI TÜKETIM ATIMAK LTD. AYDIN EMNIYET MUDURULUĞÜ AYGAZ BAŞOĞLU KABLO BATI ISIL ISLEM BAYCAN ELECTRIC BEIERSOORF KIMYA BEKO ELEKTRONIK BEKO TICARET BEKSA CELIKORO BELDESAN OTOMOTIV BELTAN YEDBI PARCA BERBEN EXPRESS BERSAY HALKLA ILISKILER

BETASAN BANT

BILESIM INT. ARASTIRMA

BEYSAD

SAMOIB

BICAKICILAR

BIMED KASLO

BIRLIKSAN DOTEL BOBIN BOY ELEKTRIK ELEKTRONIK BURCAK MAKINE BURKUT ELEKTROYALF CAN CONTA CARBONE LORMAINE CEVHER DOKUM CHEMETAIL CONTAST, SILIKON CONTA CAKIRLAR MAKINE CAKMAK MAXINE CELIC MAKINE CEMTAS. CINAPLAS ELEKTRIK COHICAS KAGIT DANISMENT MAKINE DEGRAMENDERE BELEONESI DEKA ELEKTRONIK. DEMIR EXPORT DEMIR SIGORTA DEMIR YATIRIM MENKUL DEGERLER DEMIRBANIC DEMIRHAVAT SIGGRETA DEMISAS DÖKÜM DEMOKRASIDE BIRLIK VAKFI DENIZBANC DENTAS OLUKLU MUKAVVA DIS TICARET FACTORING DIVAN OTEL DOGAN HASTANESI DOĞAN SANAYI DOGANAK DOGANLAR KERESTE DOGUS KIRTASIYE DOĞUS PLASTIK DSI 3. BOLGE DUSA ENDUSTRIVEL IPLIC E.M.C. TEMBOR BORL ECZACIBASI BANYO ECZACIBASI BAXTER ECZACIBASI BILGI KETIŞIM ECZACIBASI GIRISIM ECZACIBASE HOLDING ECZACIEASI ILAC ECZACIBASI INTEMA ECZACHASI OZGUN KENTYASAL ECZACIBASI YAPI EDAK ECZACIBASI KOOP EDÍRNE KOLER EFES ICECEK GRUBU EFES PAZAFLAMA EFES SINAL YATRIM EGE BIRACKIN EGE FERRO KIMYA EGE LIMITED EGEMAK EKB END: KORLIYUCU BOYA EKSER DANISMANLIK EKUR HOLDING

ELPA ELEKTRIK

EMSAN EMAYE

ENSE MAXINE

ENERASA ENERA

EPTA ELEKTRIK

ENDICSAN

ENES BOYA

EMEK KAMA MAKINE

ELTEX CELIX

ERAL ELEKTROTEKNIK ERBAKIR ELEKTROLIN BAKIR ERCIYAS BIRACIUK ENDEMA ERGUMER PRES DOKUM ERSA AMEALA) **ESAN ECZACIBAS** ESC CONSULTING ESKA KAUCUK ESKISEHIK SERAMIK. ETAY GIVINI EVAL FASOAT GICA FEMSA ELEKTRONIK MODÜL FUTUREFRINTS ETLGISAYAR GARANTI KOZA INSAAT GAZAL GEDIK KAYNAK GIMSAN MADENIYAT GLOBAL GAYRIMENKUL GLOBAL TANITHM GOLCUK TERSANE KOM GURSEL TURIZZA GELEAS MAKEE GÜLDEN LTD. GUNEY BRACKIN GUNEY DOGAL GAZ GUNPAS GURALF VINC GURSAN DEMIR CELIK GURSEL TURIZM **GUVENAL PLASTIK** HABAS HATKO A.S. RADE OTO HEDEF GRUP HEMA DISLI HERTE SANAYI HEWLETT PACKARD HISAR CATAL KASIK HOECSA I-BIMSA ULUSI ARARASI YONETIM IBM TURK IDEA IDE YOMETIM IHLAS BARTER HEAS FINANS ILLINI CIVATACILIS ILLER BANKASI PEKKAGIT IST. TIP FAX: GOGUS HAST. AED. SIKLAR HOLDING SMONT IZOCAM JET SERVICES K.D.S. KOKIL KALE OTO RADVATOR KALITE SISTEM LAR. KARYERISI TRANSFER KAV AMBALAJ KEMAL MATEAACILIC KERIM CELIC KIEMPAS KOC ALHANZ SIGORTA KOC FINANSAL KIFALAMA

KOCLAR BOBINAL

KONDAS KONDANSATOR

KONVEYÖR BEYAZ ESYA

KOROZO AMBALAJ

KONUR SAGLIK HIZMETLER!

KACSISTEM

KORDSA

KURDOĞLU HOLDING XUIVEYT TURK MAKO ELEKTRIK MAKTEL MARES OTEL MARAMARA DENGE MARMARA GUCERLICE HOLDING MARSA KIS MARSHALL BOYA MATASAN ANATAY MANY TANITIM VE RETISIN MEHIMET FAIK YILMAZIPEK MEMBRA DANISMANRIK MERCAN KALKUK METPA TEMIZLIK MINAPOSHI BIRLESIK ALAN MILLI EĞITİM BAKANLIĞI MEASAN MOSTEK MOCENN OTOMASYON MOTOR TICARET MUCLELLER DUXKANA MA SHE NETAS MIGARIOLUXIU KUTU NORDSTERN IMTAS SIGORTA NUR TICARET PETROL NURALP KAUÇUK **OLMUKSA AMBALAI** DNAT AMBALAJ **GRIM CAM** ORIONASYA DENIZCILIK CRMAK CRSA ORTA ANADOLU TEKSTIL OTOKAR OTOBUS KAROSERI OTOYOL SANAYI ONAYSAN METAL **OZDEMÍR ELEKTRÍK** ÖZEL GÖZTEFE HAST. OZEL PSNOKYO ANADKULU ÖZFL YÜZYIL IŞIL OKULLARI ÖZGÜR LASTIK CZHAKAN TASIMACEK OZKUDAL KAUCUK PABETLAND MAGAZACHIC PADOK IMALAT PAKDEMIR INSAAT POR INTERNATIONAL PEHLIVAN FEXLAM PETKIM PETROKIMYA PETLAS LASTIK POLIPORT KIMIYA POLITRADE KIMYA PORAS MEKANIK PORCAN MODERN BURO MALZ. POZITIF KALL SIST PROMET METAL PROSES DANISMANUE FUNTEL METAL PARCA REKSAN ELEKTRIK RESAL HUZUR BOBINAJ **BORIMAR INSAAT** ROTA YAYIN METANOY ATON SKO MART SAN REIGAM

SARIGOZOĞLU SARKUYSAN ELEKTRONIK SEK SUT SEBNAK NAKLIYE SERPA BITKISEL YAG SERPORT YAG SEYHAN OTEL SEVHAN ÖZEL SAĞLIK HIZM. SINGER DIXIS MAK. SINTER METAL SISTEM YONEIM CIANISMANIIK SUNAR INSAAT SUPPORT VAZILIM SUPSAN MOTOR SUPAPLARI SAHINLER MENSUCAT SEN ELEKTRIK SUMBREL KIMYA MINITAL YAT T.C. TURIZMEBAKANDOS T.C. ZIRAAT BANK IST, BOX. DIS MILA SUBESI TAB GICA TANATAR KAUP TANSEL ELEKTRIC TARAL TARIM MAKINE TARBES TARIM URUNLERO TAT KONSERVE TAYSAD TEK IZ IZOLASYON TELFORM KELEPCE TEMPA PANO TERAS GIDA TERMAL SOGUTMA TIRSAN TOZ METAL TRADENET IST. BILGISAYAR TRADESOFT ATP TRAKYA DOKUM TRANSMAR DAGITIM TRANSTURK HOLDING TURKCELL ILETISIM τυζουοζευ στομοτίν TUBITAX-LIME TUEITAK MARMARA ARAS MERK. HURBOSAN TURK ELEKTRIK ENDUSTRIS TURK TRAKTOR TÜRDB TURSAB LIETRA TV. UZAY KALIP USTAY INSAAT VAKIF DENIZ FINANSAL VAXOF DENIZ LEASING VALESAN VANASAN VICING KASH VOLKSWAGEN Y.P.M. YAY PLASTIC YALCIN MAKINE YARDIMO PREFABRIK YASED: YASAR HOLDING YAVUZ MAKINE YUKSEL EKSANTEIK YÜZYIL EĞİTIM KURUMLAFI ZAFER PIK DOKUM





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