

The Ten Keys to Quality	Deming's 14 Point System	ISO 9001:2000	The Juran Trilogy	Crosby's 14 Steps
1 Management must establish, inspire and lead quality system implementation	1 Create constancy of purpose for improvement of product and service 2 Adopt the new philosophy 7 Institute leadership 14 Take action to accomplish the transformation	4.1 General requirements 5.1 Management commitment 5.3 Quality policy 5.4 Planning 5.5 Responsibility, authority and communication	1.1 Establish quality goals	1 Management commitment 2 The quality improvement team 5 Quality awareness
2 Drive planning and delivery of services from a thorough understanding of client needs and expectations		5.2 Customer focus 7.1 Planning of product realization 7.2 Customer-related processes	1.2 Identify customers 1.3 Determine customers' needs 1.4 Develop services corresponding to customers' needs	
3 Base purchasing (inward services) on value rather than cost	4 End the practice of awarding business on price tag alone	7.4.1 Purchasing process 7.4.2 Purchasing information		
4 Develop process controls which ensure that quality requirements can be met	3 Cease dependence on mass inspection 11 Eliminate numerical quotas	7.3.1 Design and development planning 7.3.2 Design and development inputs	1.5 Develop processes which can create those services 1.6 Establish process controls	7 Zero defects planning
5 Monitor processes to ensure that quality requirements are being met		7.3.3 Design and development outputs 7.3.4 Design and development review 7.3.5 Design and development verification 7.3.6 Design and development validation 7.3.7 Control of design and development changes 7.4.3 Verification of purchased product 7.5 Production and service provision 7.6 Control of monitoring and measuring devices 8 Measurement, analysis and improvement 8.1 General 8.2 Monitoring and measurement (excl. 8.2.2) 8.3 Control of nonconforming product	2.1 Evaluate actual quality performance	3 Quality measurement

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6 Provide processes which improve the service as it is being produced (in-process improvement)		8.4 Analysis of data 8.5.1 Continual improvement	2.2 Compare performance to quality goals 2.3 Act on the difference	3 Quality measurement
7 Evaluate the effectiveness of process controls and operate a positive feedback process to ensure increased capability of quality delivery	5 Improve constantly and forever the system of production and service	5.6 Management review 8.2.2 Internal audit 8.5.2 Corrective action 8.5.3 Preventative action	3.1 Establish infrastructure needed to secure annual quality improvement 3.2 Identify improvement projects 3.3 Establish teams to effect improvement projects	4 The cost of quality 6 Corrective action 11 Error-cause removal 14 Do it over again
8 Institute a program of continuous training, to adequately respond to changing markets	6 Institute training and retraining 13 Institute a vigorous programme of education and retraining	6.1 Provision of resources 6.2 Human resources	3.4 Provide resources, motivation and training to teams	8 Supervisor training
9 Provide a work environment which motivates staff to do their best	8 Drive out fear 9 Break down barriers between staff areas 10 Eliminate slogans, exhortations, and targets for the workforce 12 Remove barriers to pride of workmanship	6.3 Infrastructure 6.4 Work environment	3.4 Provide resources, motivation and training to teams	9 Z D Day 10 Goal setting 11 Error-cause removal 12 Recognition 13 Quality councils
10 Keep good records to demonstrate quality capability and performance		4.2 Documentation requirements 4.2.1 General 4.2.2 Quality manual 4.2.3 Control of documents 4.2.4 Control of records		