

## W. EDWARDS DEMING'S 14 POINTS FOR TOTAL QUALITY MANAGEMENT

Deming's 14 Points on Quality Management, or the Deming Model of Quality Management, a core concept on implementing [total quality management](#) (TQM), is a set of management practices to help companies increase their quality and productivity.

01	CREATE PURPOSE FOR IMPROVEMENT	08	DRIVE OUT FEAR
02	ADOPT THE NEW PHILOSOPHY	09	BREAK DOWN SILOS
03	CEASE DEPENDENCE ON INSPECTION TO ACHIEVE QUALITY	10	NO SLOGANS
04	WORK WITH ONE SUPPLIER TO REDUCE COST	11	NO QUOTAS OR NUMERICAL GOALS
05	CONTINUOUS IMPROVEMENT	12	REMOVE ANNUAL RATINGS OR MERIT SYSTEM
06	ON-THE-JOB TRAINING	13	INSTITUTE EDUCATION AND SELF-IMPROVEMENT PROGRAMS
07	LEADERSHIP	14	INVOLVE ALL WORKERS IN THE TRANSFORMATION

### Deming's 14 Points for Total Quality Management

<https://asq.org/quality-resources/total-quality-management/deming-points>

## W. EDWARDS DEMING'S 14 POINTS

1. Create constancy of purpose for improving products and services.
2. Adopt the new philosophy.
3. Cease dependence on inspection to achieve quality.
4. End the practice of awarding business on price alone; instead, minimize total cost by working with a single supplier.
5. Improve constantly and forever every process for planning, production and service.
6. Institute training on the job.
7. Adopt and institute leadership.
8. Drive out fear.
9. Break down barriers between staff areas.
10. Eliminate slogans, exhortations and targets for the workforce.
11. Eliminate numerical quotas for the workforce and numerical goals for management.
12. Remove barriers that rob people of pride of workmanship and eliminate the annual rating or merit system.
13. Institute a vigorous program of education and self-improvement for everyone.
14. Put everybody in the company to work accomplishing the transformation.