

## Slide 1

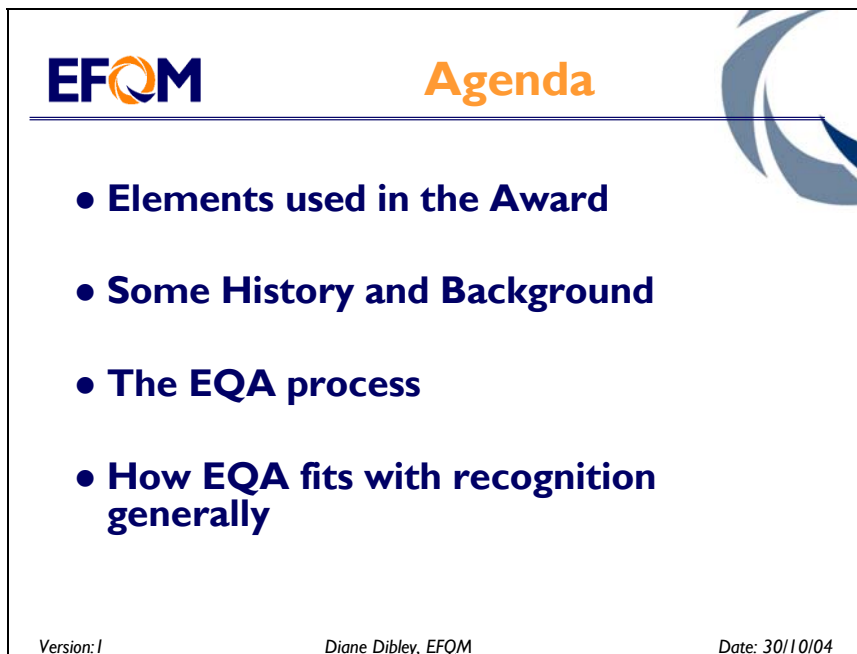


**EFQM**  
**The European Quality Award**  
**“simply the best...”**

*“There are many benefits of entering the European Quality Award. It gives us a better image in the markets we serve – both in the eyes of our customers and our employees. It helps to promote a better spirit of pride and trust in our employees.”*

My presentation will focus on the European Quality Award held on an annual basis and run by the EFQM. On the front here we see a quote from an applicant about the benefits of entering such an award.

## Slide 2



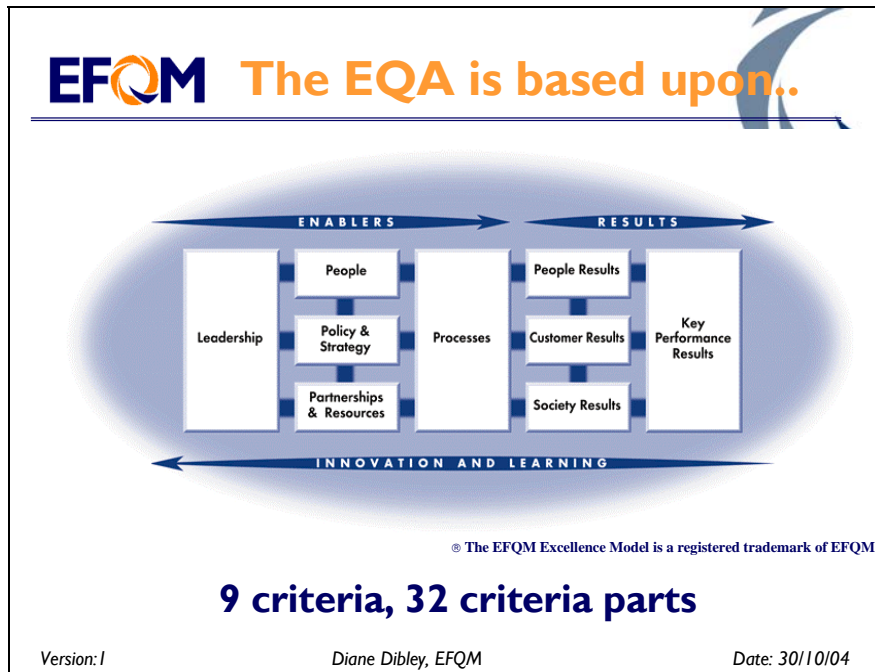
**EFQM** **Agenda**

- **Elements used in the Award**
- **Some History and Background**
- **The EQA process**
- **How EQA fits with recognition generally**

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# EFQM Excellence Model and the European Quality Award

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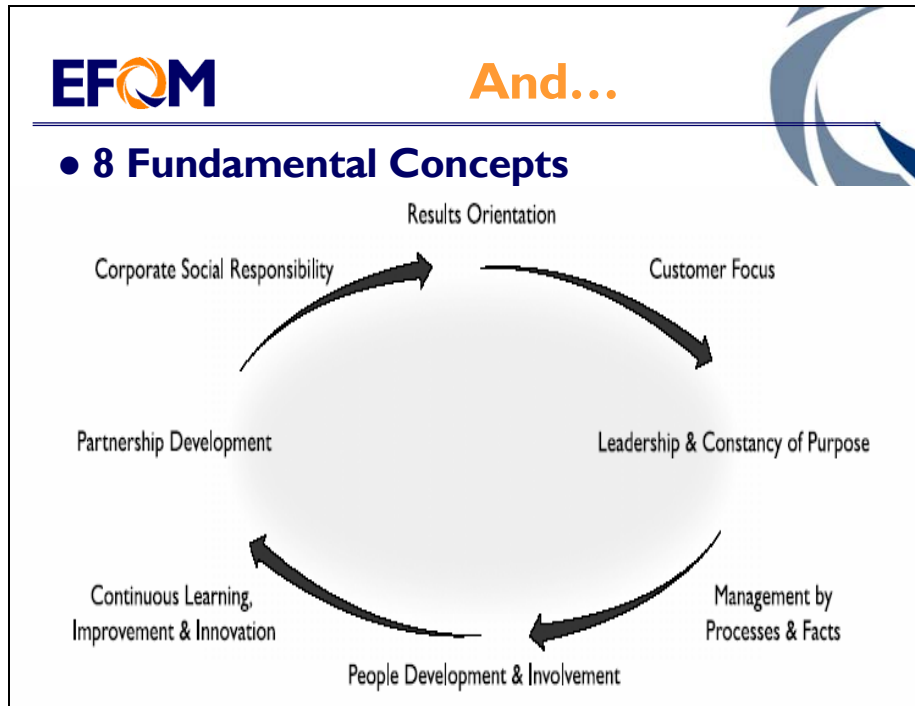
The Award is run using a number of elements. The first and most prominent of these is the EFQM Excellence Model.

The Model is a framework for assessing your organisation. It has enablers (approaches, processes) and results. The enablers are as important as the results as we believe that improving what you do will lead to improvement in results.

The Model has 9 criteria – these are the boxes you see here and sitting below that it has 32 criterion parts. These are questions to prompt you into describing your organisation and what you are achieving.

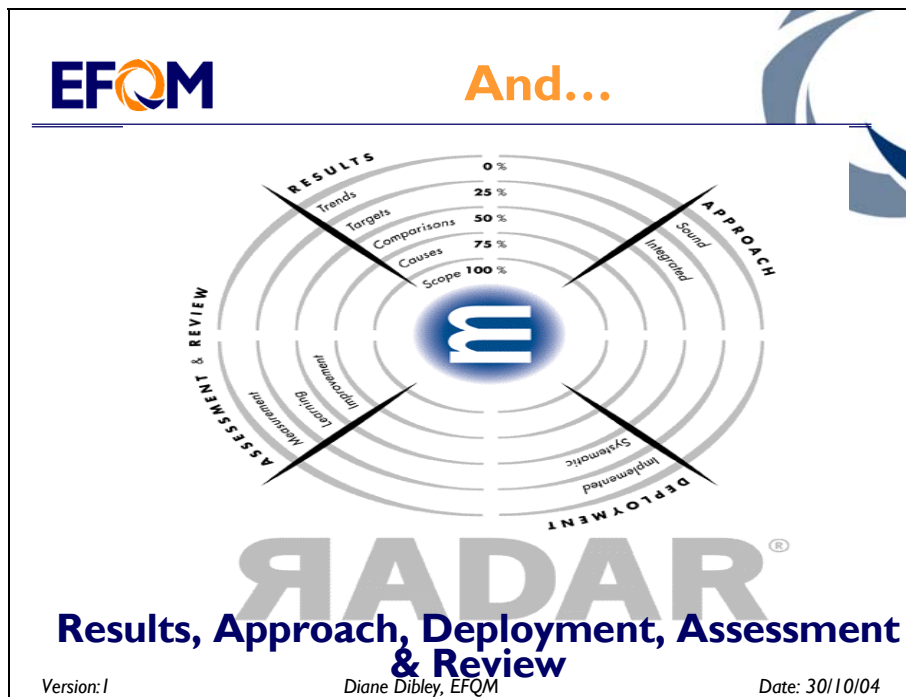
# EFQM Excellence Model and the European Quality Award

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As the EFQM Excellence Model is based on the 8 Fundamental Concepts of Excellence then of course these play apart in the assessment. In recent years a change has been basing part of the feedback on these concepts.


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And finally the assessment includes RADAR, which sits at the heart of the assessment, and is the scoring mechanism used during the awards. Assessors are trained in all the elements before the annual awards assessments begin.

# EFQM Excellence Model and the European Quality Award

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**The EQA exists to:**

- Help promote the fundamental beliefs contained in the EFQM Excellence Model
- Identify role models that others will identify with and learn from
- Identify good practices that others will learn from
- Attract organisations to the EFQM and keep them as members

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There are many reasons for the existence of the EQA here we see the four key;

The award is as we have seen based on the EFQM Excellence Model and the Fundamental Concepts of Excellence. As such the award helps us to promote the existence of these and their use.

The awards give us an opportunity to identify role models in both holistically and in particular criteria or concepts. These role models then share their good practices in a number of ways with other organisations. They act as a benchmark

The awards can also act as a way of informing people about the EFQM promoting membership. Assessors for the awards come in the main from our members.

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**EFQM Historical background**

How do you create, "a world in which European organisations excel?"

- The Malcolm Baldrige National Quality Award
- The Deming Prize

USA →      ← Japan

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The EFQM Model was developed in the early 90's with a view to having something with a European perspective for promoting quality and good performance. Whilst such awards as the Baldrige and Deming existed they were focused on different cultures. It was deemed necessary to have something that was purely European.

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**EFQM Historical background (cont'd)**

- **EFQM formed 1988**
- **Launch of The European Quality Award 1991**
- **Launch of Public Sector Award 1995**
- **Launch of SME Awards 1996**
- **Launch of Award for operational units 1996**
- **Launch of 'Levels of Excellence' 2001**
- **Introduction of Special Prizes in 2003**

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Here we see how the awards have grown over the years bringing in different types of Recognition and categories as the process has developed.





The slide features the EFQM logo in blue and orange at the top left, followed by the text 'European Quality Award categories' in orange. A blue circular graphic is partially visible on the right side. The main content is a list of five categories under the heading 'Apply in one of 5 categories:'. At the bottom, there are three small text elements: 'Version: 1', 'Diane Dibley, EFQM', and 'Date: 30/10/04'.

**EFQM** European Quality Award categories

Apply in one of 5 categories:

- **Large Organisations and Business Units**
- **Operational Units**
- **Public Sector**
- **Independent SMEs**
- **Subsidiary (business unit) SMEs**

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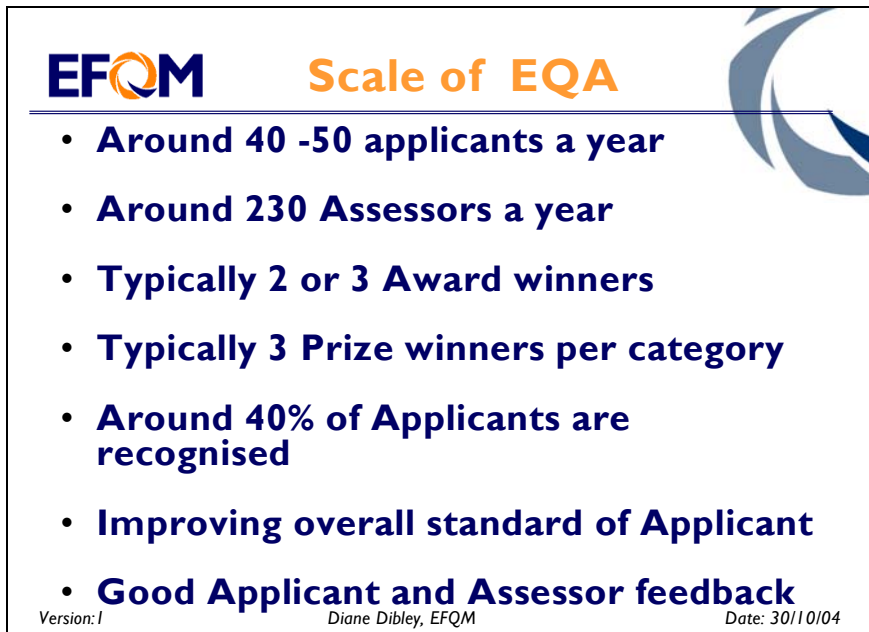
Organisations have the opportunity to apply in one of five categories that cover just about any type of organisation. In the Large Organisations we see anything from multi national companies, a whole company in on country and with one site and several business units from one multi national.

The public sector covers anything and can be Health, Education, Central or Local Government organisations

An SME is an organisation of 250 people or less. I know we have had organisations with as few as 16 people within them.

Details of all the criteria for the different categories are available on the EFQM web pages [www.efqm.org](http://www.efqm.org)

Awards, Prizes and Recognition are given in each of these categories assuming that organisations reach the required standards.



The slide features the EFQM logo in blue and orange at the top left, followed by the title 'Scale of EQA' in orange. A blue decorative graphic is on the right. The main content is a bulleted list of statistics. At the bottom, there is a footer with 'Version: 1', 'Diane Dibley, EFQM', and 'Date: 30/10/04'.

**EFQM** **Scale of EQA**

- **Around 40 -50 applicants a year**
- **Around 230 Assessors a year**
- **Typically 2 or 3 Award winners**
- **Typically 3 Prize winners per category**
- **Around 40% of Applicants are recognised**
- **Improving overall standard of Applicant**
- **Good Applicant and Assessor feedback**

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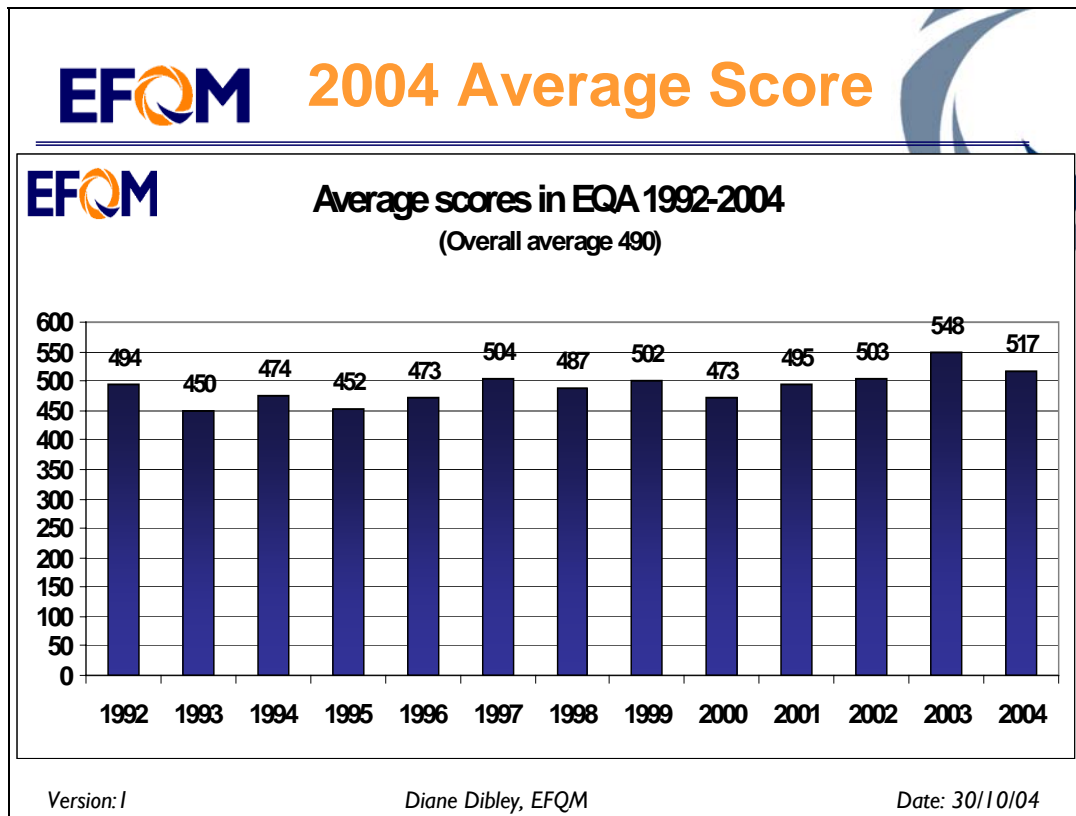
This slide shows some statistics around the Model. Numbers of applicants have started to decline in recent years and some changes to the process will become visible in the next couple of years to help to improve the situation. However, when we talk about the EQA we are of course looking for the crème de la crème of organisations to enter so we would not want a vast number.

We rely very heavily on the experience and professionalism of our assessors. They work in teams of 4 – 8 depending on the size of the organisations and tell us that working in a multi cultural, multi experienced team is a good experience (but an assessment is a lot of work).



# EFQM Excellence Model and the European Quality Award

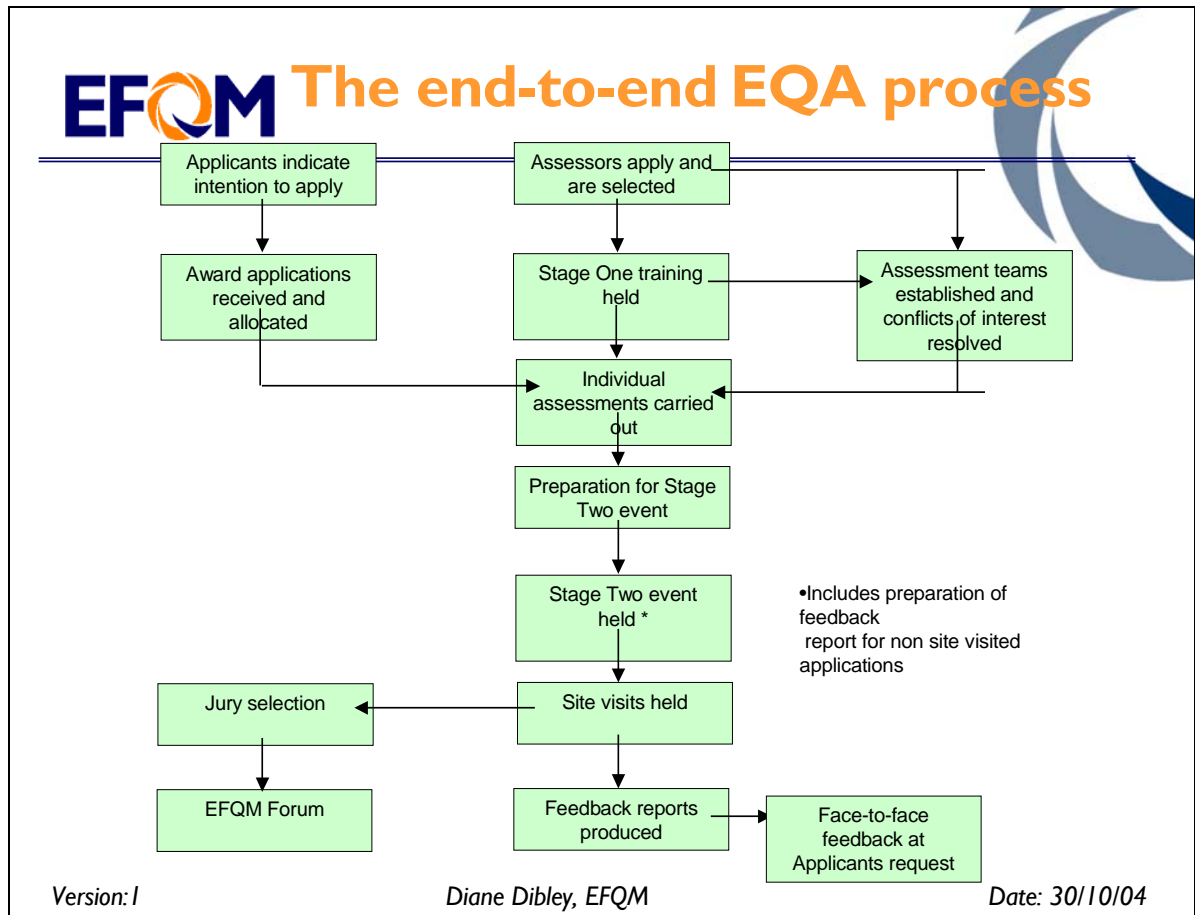
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The model criteria are weighted and the scoring is from 100 points. Here we can see how the average score for award applicants has progressed over the years. A typical award winner is scoring upwards of 700 points and will have a balanced profile over all the 9 criterion parts.

# EFQM Excellence Model and the European Quality Award

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Here we see the end-to-end process. The process begins each year about now (October/November) and finishes with the awarding of prizes at our annual Forum.

In between these two points:

- ❖ An applicant will write a submission document
- ❖ A team will be appointed to assess the submission, first individually, then as a team and finally during a site visit.
- ❖ The team will provide written feedback and a scoring profile
- ❖ A jury will convene and decide who will be awarded what

This all sounds very straight forward but believe me organising and co coordinating everything to be completed on time is a real challenge!

# EFQM Excellence Model and the European Quality Award

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## Stakeholders


- Applicant
- Assessors
- Senior Assessor
- Team mentor
- Jury
- EFQM Award Office
- Society in general




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These are the stakeholders in the process – all have a role to play and in return receive something out of the process. This could be an award or recognition, some development, access to a network, access to good practices or an improvement in the way organisations around you operate.

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## EFQM Levels of Excellence Summary



- Based on the full EFQM model
- 75 page submission in English
- Team of 4 - 8 International Assessors
- Consensus and Site Visit
- Enhanced Feedback
- Recognition at around 550+ points

- Based on the full EFQM Model
- 51 page structured submission in the local language
- 3 - 5 Assessors
- Consensus and Site Visit
- Feedback Report at criteria level
- Recognition at 400+ points

- Based on the 9 criteria of the Model
- 12 page improvement plan
- Two stage process, assessment and site visit
- Supported by one Validator
- Recognition based on implementation of an improvement plan

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The EQA is the pinnacle of the recognition journey and this slide is a final summary of the Levels of Excellence Scheme.

## EFQM Excellence Model and the European Quality Award

Information Brochures on all levels can be found on the EFQM web pages [www.efqm.org/levels](http://www.efqm.org/levels). And the EFQM or our NPOs will be happy to respond to any additional questions you may have.

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