

# **Implementing the European Foundation for Quality Management Excellence Model**

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## **ABSTRACT**

The European Foundation for Quality Management (EFQM) was founded in 1988 and is committed to promoting quality as the fundamental process for continuous improvement within a business. It is dedicated to stimulating and assisting management in applying innovative principles of Total Quality Management suited to the European environment. Its aim is to improve the competitiveness of European private and public sector organisations. Over 10,000 firms in the private and public sector all over Europe now incorporate the EFQM Excellence Model in their overall corporate management process. In 1999, 60% of the top 25 companies in Europe (and 30% of the top 100) were members of the EFQM. This paper focuses on establishing the rationale for implementing the EFQM model.

The advocated advantages are established. The scoring process is demonstrated using the EFQM RADAR (Results, Approach, Deployment, Assessment and Review). Further original work is presented by the author on the scoring model to include the 'RADAR' Pentagonal Scoring Profile. This provides a simplistic, yet effective, method of communicating the self-evaluation data to senior management for benchmarking purposes. The RADAR Pentagonal Profile has been endorsed by the EFQM. A generic implementational model for EFQM within surveying organisations is incorporated.

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