

Is quality limited to the quality of the product?

Any one who is familiar with the issue of quality must know that the first rung on the quality ladder is the quality of the product, then the quality of the system and finally the quality of the integrity of the system.

Throughout these stages some principles related to the meanings of quality must be gradually instilled into the members of the whole team involved in the process.

Under the title of the quality of the product, we have been hearing phrases such as: we have no second-hand product, dirty hands cannot make a clean product, do the right procedure from the first time, tomorrow's quality starts today, today's quality will not catch up with tomorrow's requirements, continuous training must cover all workers throughout their career lives, there is no bad worker but there is a bad section manager in this case.

If we move to the quality of the system, we will also hear other slogans:

Developing the institution's human capital is its top priority and constant and regular change is the objective of every institution to move from today's quality to tomorrow's quality.

The most famous catchphrases the managers like to keep in their offices:

Place yourself in one of these four personality types:

- Managers who make changes
- Managers who follow up on changes

- Managers who are unaware of the changes
- Managers who do their utmost to prevent any change

New types of quality have gradually started to surface such as the quality of time management, the quality of handling the waste file, the quality of cost-revenue relation, the quality of contracting, the quality of agreement and disagreement, the quality of running meetings, the quality of deriving conclusions, and the quality of the smooth flow of information inside and outside the institution.

There are chains of quality which move gradually upward until reaching the highest level, unlike what we have seen before.

If we deal with the integrity of the system it will be a gateway to draw up a policy to preserve the memory of the institution including the events, materialistic and intangible values and the interactive exchange between the internal society of the institution and the external society.

We see an interest in registering the data and statistics, an interest in managing the complaints file, an interest in receiving telephone calls, an interest in monitoring the mistakes and taking the correcting measures to prevent repetition of the same mistakes and an interest in the transfer of experience from the leadership to the assistants.

This stage is surprisingly linked to a psychological and moral union between the individual and the desire to implement quality standards meticulously and without hesitation so that quality meanings spread from the working place to the house and the surroundings to become a way of life inside the family.