



## Malcolm Baldrige National Quality Award

The Malcolm Baldrige National Quality Award is the nation's highest honor for quality and performance excellence in the categories of manufacturing, service, small business, education, healthcare, and nonprofit organizations. Named after the late 26th secretary of the Department of Commerce, the award was established by Congress in 1987 to enhance the competitiveness of U.S. businesses. The award promotes excellence in organizational performance, recognizes the quality and performance achievements of U.S. organizations, and publicizes successful performance strategies.

The National Institute of Standards and Technology (NIST) manages the award in close cooperation with the private sector. ASQ is proud to assist in administering the award under contract to NIST. ASQ has been involved with the Baldrige Award since its inception in 1988 and has been the sole administrator of the award since 1991.

The Baldrige Award criteria focus on quality as an integral part of today's business management practices. The award applicants are examined by an independent board of examiners in seven areas: leadership; strategic planning; customer and market focus; measurement, analysis, and knowledge management; workforce focus; process management; and results.

ASQ members, quality professionals, and their organizations may consider the criteria as a tool to deliver ever-improving value to their customers and improve their organization's overall performance and capabilities.