

BOB KRONE's QUALITY ESSAYS*

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21st Century Quality for What ?

THE EVOLUTION OF QUALITY PURPOSE, 1930s to 2000

The Quality movement in the world was initiated in 1931 with Walter A. Shewhart's book, *Economic Control of Quality of Manufactured Product*. Then the work of Dr. W. Edwards Deming and Dr. Joseph Juran, in post WWII Japan, officially began the movement. The purposes of that movement to a science has evolved over the last eighty years. The evolution has involved a continuing increase in applications to differing segments of United States and global society. In summary that evolution expanded from industrial manufacturing and corporate processes, to automotive production, to service organization, to aerospace, to health care and medicine, and to environmental management. And in 2010, the American Society for Quality formally announced its global expansion of its goals. The web site of the ASQ Inland Empire Section 0711, at Riverside, California, documents this evolution through its "Quality Classic" and this "Quality Essays" series (www.asq711.org).

The primary tools for analysis have been an associated increase of standards, technology and processes under the U.S. National Institute of Standards and Technology (NIST) assisted by the American Society for Quality (www.ASQ.org). The Malcolm Baldrige National Quality Award program, functioning since the 1990s, measures and evaluates organizational quality performance and compliance with standards. The macro measurement tool has continually been "*Doing more with less.*"

A VISION. FOR THE 21st CENTURY

Will Dr. Juran's prediction in his 94th Birthday speech, 1999, come true? He predicted that the 21st Century would become known as "*The Century of Quality.*" The history of the first decade of that century leaves us with troubling conclusions.

What are the global noble causes that need to be addressed by local to global leadership, and by the Quality Sciences, to make Dr. Juran's prediction a self-fulfilling prophecy? Since this is an essay, defined as a short statement needing a much more extensive expression, the following bullet points will list a few causes needing dramatic future quality applications:

- Quality Governance toward Ethical Civilization
- Quality Law Making.
- Fully exploit the Law of Space Abundance defined as: "*Space offers Unbounded resources to meet human needs.*"
- Eliminate hunger and homelessness.
- Merge automation with mass production (Henry Ford did it without automation in 1942 by converting his car factory into a B-24 Liberator production line creating a B-24 with 1.1 million parts Every 55 minutes).
- Convert prisons into rehabilitation centers.
- Prevent local to global economic failures, recessions, depressions.
- Reverse the pollution of Earth's land, seas and atmosphere.
- Quality education for Earth's youth.

*We have huge challenges. But, when in doubt
choose optimism, then manage wisely
to achieve self-fulfilling prophecies.*

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