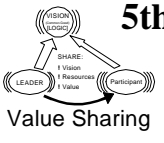
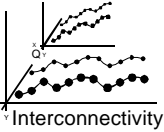
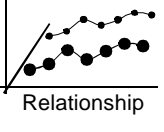
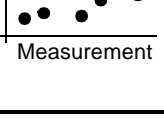
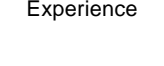


# The Five Dimensions of Quality

by Richard E. Winder, Lindon J. Robison, and Daniel K. Judd

Dimension	Quality Function <i>Deming Cycle</i>	Driving Force <i>Stage of Growth</i>	Communication Mechanism	Philosophy	Psychology <i>Maslow</i>	Operational Model	Relationship	Domain <i>Golden Rule</i>	Principal Paradigm	
 <p><b>5th</b> Value Sharing</p>	<p><b>Value Sharing</b> ("Delight the Customer")</p> <p>AIM</p>	<p>Internal Desire</p> <p><i>Fulfillment or Maturity Stage</i></p>	<p>Communion (<i>Complete Alignment</i>) ("I found myself completing his sentences.")</p>	<p>Charity; Justice and Mercy (<i>Complete caring</i>)</p>	<p>Integrative Psychology; Agape (<i>Perfect Love</i>) <b>Actualization</b></p>	<p>Enc omp asses Util izes All Five Dim ensions</p>	<p><b>Leadership</b> (<i>Sharing of Vision, Resources [Human, Information, and Capital Resources], and Value</i>)</p>	<p>Consecration; Mutual <u>Participants</u> for common good ("Lose self: gain all")</p>	<p>Free Will "Do unto others as you would have them do unto you."</p>	<p>Value Sharing ("Delight the Customer")</p>
 <p><b>4th</b> Interconnectivity</p>	<p><b>Inter-connectivity</b> (Paradigm Logic)</p> <p>(1) PLAN</p>	<p>Inner Drive, Intrinsic Reward, Commitment of the Heart; Ethics; Moral Values</p> <p><i>Growth Stage</i></p>	<p>Conscience or Intuition; Dialogue; Paradigm Shift (<i>Empowerment</i>)</p>	<p>Wisdom; Distributive Justice ("Do the right thing")</p>	<p>Conative Psychology (<i>Conscience, Instinct, Intuition</i>) <b>Esteem</b></p>		<p><b>Principle-Centered Leadership</b> (<i>Mission Development and Resource Utilization</i>)</p>	<p>Mutual Covenants; "Partners" by agreement; Associates ("Win-Win")</p>	<p>Covenantal "At the end of the rainbow we'll find our pot of gold."</p>	<p>Partnership ("Help each other grow")</p>
 <p><b>3rd</b> Relationship</p>	<p><b>Relationship</b> (Systems Thinking)</p> <p>(4) ACT</p>	<p>Duty; Obligation; Association; Goal Orientation; Extrinsic Reward</p> <p><i>Success Stage</i></p>	<p>Consensus; Commitment (<i>Agreement</i>)</p>	<p>Passion, Feelings, Sensitivity; Commutative Justice ("Care about it")</p>	<p>Affective Psychology (<i>Spirit, Emotions</i>) <b>Social</b></p>		<p><b>Management</b> (<i>Structured Management &amp; Management by Objective</i>)</p>	<p>Quid Pro Quo; "Parties" to legally binding contract ("Fair trade")</p>	<p>Contractual "Go for the gold."</p>	<p>Achievement ("Get ahead")</p>
 <p><b>2nd</b> Measurement</p>	<p><b>Measurement</b></p> <p>(3) STUDY (CHECK)</p>	<p>Incentive or Compensation; Control</p> <p><i>Survival Stage</i></p>	<p>Communication; Understanding; Discussion (<i>Two-way: "Tell and Listen"</i>)</p>	<p>Knowledge; Retributive Justice-- Reward ("Do it right")</p>	<p>Cognitive Psychology (<i>Mind</i>) <b>Safety</b></p>		<p><b>Bureaucracy</b> (<i>Departmentalization</i>)  (Two Dimensions)</p>	<p>Challengers; "Objects" which help achieve goals ("Win-Lose")</p>	<p>Competitive "He or she who has the gold rules."</p>	<p>Competition ("Get ahead of them")</p>
 <p><b>1st</b> Experience</p>	<p><b>Experience</b></p> <p>(2) DO</p>	<p>Power; Greed; Fear; Apathy</p> <p><i>Existence Stage</i></p>	<p>Conveyance ("Tell and Sell")</p>	<p>Actions; Retributive Justice-- Punishment ("Do it!")</p>	<p>Behavioral Psychology (<i>Body</i>) <b>Physiological</b></p>		<p><b>Tyranny or Autocracy</b> (One Dimension)</p>	<p>Collusion; Blame; "Victims" of the other party, who blocks achievement of goals; ("Lose-Lose")</p>	<p>Enforcement "Bury it!" ("If I can't have it, he or she can't either.")</p>	<p>Punishment ("Get back" or "Get even") or Apathy ("Why bother?")</p>