



جائزة الملك عبدالعزيز للجودة
KING ABDULAZIZ QUALITY AWARD

Introductory Booklet



A Quest For Excellence

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Introduction Booklet

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Introduction

The main objective behind launching national quality awards by advanced countries is to encourage institutions across all sectors to improve performance, rationalize costs, and maximize quality of products and services, in a way that makes them more competitive in the national and international markets.

Quality awards have always played an important role in promoting the stakeholders' care culture in the countries introducing them. They also contributed to improve the performance of the institutions that use the criteria of these awards, manage to upgrade their services and products, and develop their organizational performance.

The award criteria act as the optimal method to assess the administrative, financial, and operational systems of institutions, compare the performance of these systems to international benchmarks, identify strong points and areas for improvement with a view to setting continuous improvement initiatives for developing performance and administrative systems. Winning quality awards crowns these institutions' efforts and achievements as success stories and examples to follow.

In line with these world- wide concepts and visions, King Abdulaziz Quality Award contributes to the improvement of services and products' quality. It will fuel the spirit of positive competition between all organizations across all sectors, help national products and services compete in the markets overseas, and achieve the stakeholders' satisfaction.



About the Award

King Abdulaziz Quality Award was established by virtue of the royal decree No. 7/B/18670 dated 27/11/1420 H. with a view to motivating production and service sectors to apply the foundations and techniques of total quality to raise the quality of performance, activate continuous improvement of internal processes and achieve the stakeholders' satisfaction. The Award aims to reward the best organizations in terms of excellent performance and highest quality standards at the national level for the achievements they made and the leading position they have.

The Award functions as a method to identify excellent works by providing an integrated structure to coordinate all the activities of performance improvement and management. This structure involves enabling organizations to assess their current performance and compare it to international benchmarks with a view to bridging gaps. The Award offers specific criteria to measure various

key areas of performance. This helps in improving works, identifying, prioritizing and reviewing objectives.

When applying to the Award, organizations have the chance to be under objective assessment by neutral external assessors who are prepared to apply the criteria and experienced in assessing similar organizations. The process of self-study is followed by organizations in the light of the Award criteria that investigate the following areas:

1. How does the organization operate?
2. How excellent the organization is compared to other organizations
3. The quality level the organization is interested to reach
4. The areas to develop and the operations to improve in the organization system
5. How to initiate the priorities of change and continuous improvement

Vision

To be an excellent and leading award nationally, regionally, and internationally, and achieve the goal of improving the quality of services and products in the Kingdom of Saudi Arabia.

Mission

The Award seeks to enhance competition among organizations across all sectors by providing a general benchmark framework for assessing and developing their performance based on national criteria of excellence, and promote the culture of quality and organizational excellence.

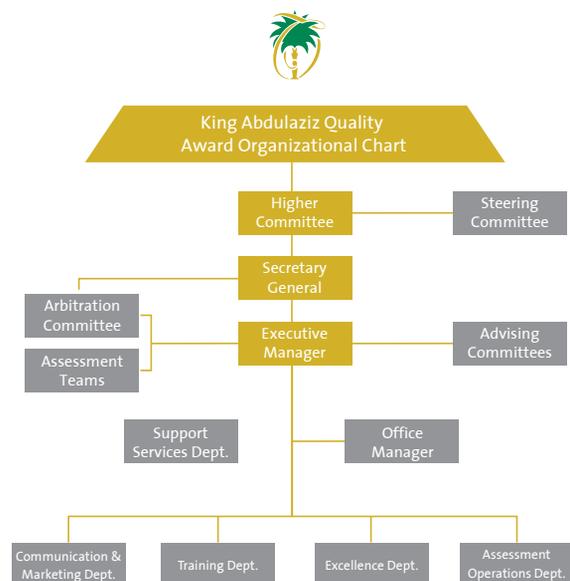
Objectives

1. Raising awareness and promoting the culture of quality and organizational excellence with all its forms across all sectors;
2. Motivating sectors to adopt principles of quality and organizational excellence by providing the Award national model of excellence and applying its criteria;
3. Enhancing the concepts and applications of measuring performance and continuous improvement with a view to satisfying stakeholders;
4. Improving the quality of the services rendered by Saudi organizations and boosting their efforts to compete at the international level;
5. Upgrading the performance of organizational administrative leaderships to achieve the objectives of total quality and fulfil its responsibilities;
6. Urging organizations to comply with the national and international specifications and standards;
7. Providing an optimal platform for exchanging best practices and benchmarks among local organizations and transferring success stories among different business sectors;
8. Increasing the effective participation of organizations in building the society and enhancing sustainability in all fields;
9. Rewarding excellent and winning organizations, and introducing them as models to follow. This will have a positive impact on the national organizations and create a congenial environment to compete for excellence.

Core Values

1. Excellence of performance;
2. Team spirit;
3. Justice and equality of opportunities;
4. Interaction with the Community to meet its needs;
5. Confidentiality

Organizational Structure





Benefits from participating in the Award

Though the reasons for adopting quality and organizational excellence by governments and organizations are unmistakable, it is important to know the benefits expected to gain from participating in the national and international awards for quality and organizational excellence given the fact that more than 90 countries world-wide have launched these awards. The level of quality in world countries is measured by the number of these awards and the date they were launched. Japan takes precedence in this respect where Deming Prize was established in 1951. This justifies the great successes achieved by the Japanese industry in terms of quality. The Japanese industry has set an example of quality and perfection, which could have never been possible without national and international programs and awards for quality and excellence. This contributed to the drive for quality by the Japanese organizations and made the Japanese products option No.1 for customers across the globe. The US followed suit and established the Malcolm Baldrige Award for Quality in 1987 while the European Foundation for Quality Management (EFQM) established its Excellence Award in 1988. The great benefits and the results achieved by these awards at the national and organizational levels have become the main momentum towards establishing quality awards in different countries around the world. Here comes King Abdulaziz Quality Award as the national model for quality and organizational excellence and the driving force behind the march of quality.

These benefits include:

1. Enhancing and boosting national economy;
2. Adopting scientific techniques and applying national criteria as a general framework and benchmark for quality and organizational excellence;
3. Increasing stakeholders' satisfaction and employees' loyalty through continuous improvement of products and services;
4. Creating an environment conducive to competition among all sectors;
5. Raising the awareness of quality and excellent performance among employees;
6. Cementing the efforts exerted to improve quality by documenting processes and results.

Benefits from winning the Award

1. The winning organization is publically and officially recognized as one of the excellent organizations in the Kingdom;
2. The winning organizations are announced in a big ceremony held under the patronage of the Custodian of the Two Holy Mosques;
3. The winning organizations can use the award logo in promoting and marketing their products to gain more trust from customers;
4. The winning organizations are entitled to participate in the forum of best practices attended by international and Arab organizations winning national awards.

KAQA Model of Excellence

Rationale behind Building the Model of Excellence

There is an increasing interest in quality and organizational excellence programs and awards based on their tangible role in improving local services and products in a way that enables them compete in the regional and the international markets. Since the Kingdom of Saudi Arabia cannot live in isolation from this global mobility, the Saudi government has paid great attention to applying the concepts of quality and organizational excellence. Launching King Abdulaziz Quality Award is a turning point in the process of quality and organizational excellence in the Kingdom.

Based on this, the Award embarked on its new model in 1436 H (2015 G) to act as a benchmark framework for quality and organizational excellence in the Kingdom. A number of key elements were taken into due account when designing this model and building its primary and secondary criteria with a view to introducing a common national model for all sectors across the Kingdom. The model is based on empowering quality and organizational excellence principles while deepening them in accordance with the best international practices in a way compatible with the local environment. The model identifies excellence requirements and systematically draws the benchmark framework. It has an integrated structure, cohesive elements, impressive form, and a clear terminology that addresses all categories of Saudi society.

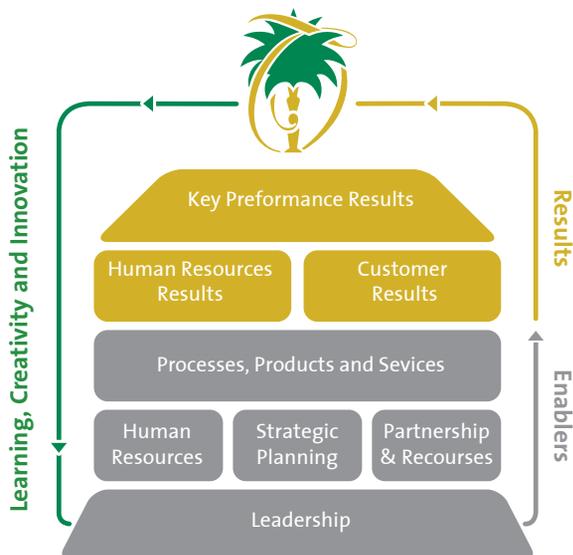
Pillars of the Model

The Award Model is based on three key areas as follows:



1. Principles of Quality and Organizational Excellence

Excellence is the result of systematic and continuous efforts that achieve and exceed the expectations of all parties concerned. It does not come as a sheer coincidence. It is rather a result of adopting a set of basic principles that challenge administrative leaderships' thinking, spearhead right decision-making process, and contribute to realizing comprehensive and sustainable success on the long run. To scientifically translate this into reality, the Award used these principles in building the Award model of excellence criteria and drawing a practical framework for organization management.



2. Criteria

The eight criteria of the Award falls into two parts: enablers and results. Enablers involve methods and techniques followed by an organization to achieve target results, while Results involve the organization's performance and the current results achieved through these enablers.



Organizational Assessment Tool

ITQAN



3. Organizational Assessment Tool: Itqan

Itqan (Arabic Abbreviation) is the tool approved by the Award to identify the level of organizational excellence through five main elements: performance, system, accessibility, measurement, and development, where results and enablers are assessed by the “Performance” element and the other four elements respectively.

Starting the Journey of Success

The Award functions through a number of solutions and programs that support organizations in applying the Award model according to a scientific methodology. This will help achieve efficiency and proficiency in accordance with the best international practices through various processes as follows:

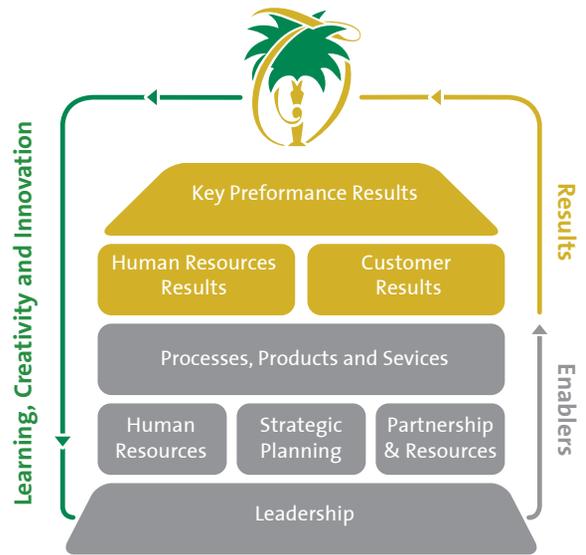
- Conducting self-study and identifying strong points, areas for improvement, and priorities of development;
- Preparing the organization team for writing participation reports as per the requirements in a way that reflects its status and the efforts exerted;
- Providing the organization team with internal organizational assessment skills with a view to completing assessment processes and identifying performance gaps;
- Training the organization team on the components of the model of excellence, in terms of:
 - Identifying the value of quality and organizational excellence and how to start the journey of excellence;
 - Identifying the eight criteria of the Award in details;
 - Identifying the tool for organizational assessment and employing it to achieve the desired results.
- Training the organization team on the skills of drawing organizational development plans based on optimal use of participation reports.

How to participate

The organizations interested to participate can visit the Award website and its pages on the social media to know the approved timeline and the starting date of each cycle.

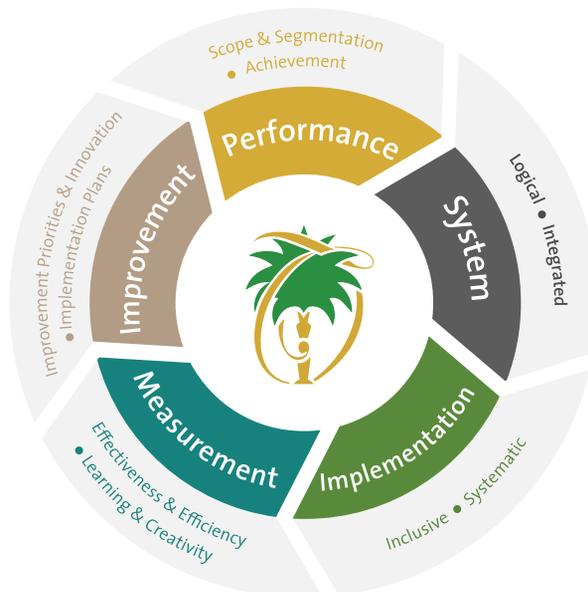
KAQA Excellence Model

1436 H - 2015



Organizational Assessment Tool

ITQAN





Winning Organizations

Winners of the first Cycle sectors

2007 1428 H

First Big Industrial sector



Jubil Petrochemical Company (KEMYA)



Advanced Electronics Company

Second Med Industrial Sector

Savola Packing Systems Company



شركة صافولا لأنظمة التغليف

Third Big service sector

Saudi Telecom Company



Forth Med service sector

The Award is withheld for this category





Winners of the second Cycle sectors

2009 1430 H



First Big Industrial sector

YANPET Saudi- YANBU petrochemical company



Second Med Industrial Sector

The Award is withheld for this category



Third Big service sector

Saudi Electricity Company



Forth Med service sector

The Award is withheld for this category

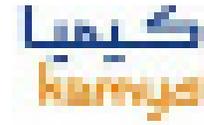


Winners of the third Cycle sectors

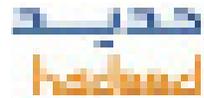
2016 1437 H

First Big Industrial sector

Jubil Petrochemical Company (KEMYA)



Saudi Iron and Steel Company



Advanced Electronics Company



Second Med Industrial Sector

The Award is withhelded for this category



Third Big service sector

The Saudi Investment Bank



Forth Med service sector

The Award is withhelded for this category





Forth Private universities

Effat University



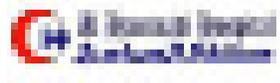
Sixth Private Educational complexes

Tarbya Namuthajiyah schools



Seventh Private Hospitals

Al hammadi hospital



Specialized Medical center hospital



Dr. Soliman Fakeeh hospital



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