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The Importance of Process Approach in selected Business Excellence Models

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Abstract: Excellent companies propose, manage and improve processes in order to fully satisfy customers and other stakeholders. The aim of this paper of this study is to identify the importance of process approach in selected Business Excellence models as one of the criteria for assessing the excellence of business subjects, on the grounds of comparative analysis. This study is based on information gathered through extensive literature review (research publication, research studies, documents about selected Business Excellence Models) using internet and research databases and the author's own experiences. The application of analysis, comparison, selection and mathematical-statistical methods was required by this study. Results of the analysis showed that the process approach is an important part of Business Excellence Models.

Key words: excellence, process approach, attributes of excellence, business excellence models

1. INTRODUCTION

The notion of Business Excellence originated at the beginning of the 1980s from an intensive discussion between American government experts, scientists and industrialists regarding the manner in which to achieve competitive advantage for American enterprises and their products on domestic and foreign markets (Sroka and Hittmár, 2015). This concept came to awareness in Europe at the beginning of 1990s, when the European Foundation for Quality Management (EFQM) presented its model. In the theory and practice are many approaches to defining the notion Business Excellence (see table 1).

As W. Edwards Deming said (Baxter, 2016): "If you can't describe what you are doing as a process, you don't know what you are doing". The quality management system consists of interrelated processes. Authors have been dealing with the problematic of quality management from many points of view

Table 1
Definitions of excellence

Author(s)	Definition
R. Mann, M. Mohammad, T. A. Agustin	Business Excellence is about achieving excellence in everything that an organization does (including leadership, strategy, customer focus, information management, people and processes) and most importantly achieving superior business results.
D. Adebanjo, R. Mann	The excellence in strategies, business practices, and stakeholder-related performance results that have been validated by assessments using proven Business Excellence Models.
EFQM	Excellent Organizations achieve and sustain outstanding levels of performance that meet or exceed the expectations of all their stakeholders.

Source: Mann, Mohammad and Agustin, 2012; Adebanjo and Mann, 2008; EFQM, 2012

(Dalimunthe, Fadli, Muda, 2016; Durrah, Allil, Kahwaji, 2015; Panahy, Doniavi, 2016). The adoption of process approach promotes also the International Standard ISO 9001 when developing, implementing and improving the effectiveness of quality management system, to enhance customer satisfaction by meeting customer requirements; understanding how results are produced by this system enables an organization to optimize the system and its performance (ISO, 2016). Process approach is one of the seven quality management principles on which is based this International Standard (ISO, 2016).

The objective of this study is to identify the importance of process approach in selected Business Excellence models as one of the criteria for assessing the excellence of business subjects. The paper is organized as follows: in section 2 is briefly characteristics of selected Business Excellence models; section 3 describes the methodology approach; section 4 compare the points (weight) assigned to results and non-result criteria and also points (weight) assigned to criteria related with processes in the mentioned BE models; section 5 is the conclusion.

2. AN OVERVIEW OF BUSINESS EXCELLENCE MODELS

An overview is focused on briefly characteristics of selected Business Excellence models with an emphasis on processes and process approach. We have included models that are, according to BPIR.com (BPIR, 2017), used by 100,000's of organisations worldwide as a basis for organisational improvement (Australian Business Excellence Framework, Canadian Framework for Business Excellence, The EFQM Excellence Model, Singapore Business Excellence Framework and The Baldrige Excellence Framework). To these models have been added another 5 models (Malaysia Business Excellence Framework, South African Excellence Model, The Management Excellence Model (MEG) in Brazil, Chilean Business Excellence Framework, Ibero-American Model of Excellence in Management) to cover each of the continents.

2.1. Australian Business Excellence Framework

The model known as ABEF (Australian Business Excellence Framework) was created in Australia in 1988 (SAI Global, 2012) by SAI (Standards Australia International) Global. The model is based on the nine

principles: Leadership, Customers, Systems thinking, People, Continuous improvement, Information and knowledge, Variation, Corporate and social responsibility, Sustainable results (SAI Global, 2011).

ABEF contains 7 categories used for the assessment of the organization, which are further divided into 16 sub-categories (SAI Global, 2011; SAI Global, 2012; SAI Global, 2017):

- Category 1: Leadership (3 sub-categories 150 points).
- Category 2: Strategy and planning (2 sub-categories 95 points).
- Category 3: Information and knowledge (2 sub-categories 95 points).
- Category 4: People (2 sub-categories 100 points).
- Category 5: Customers and other stakeholders (3 sub-categories 150 points).
- Category 6: Process management, improvement and innovation (2 sub-categories 110 points) explores the processes organizations use to supply value to stakeholders. It also examines how they encourage innovation and improvements to these processes and, therefore, improve the quality of their products and services.
- Category 7: Results and sustainable performance (2 sub-categories 300 points).

2.2. Canadian Framework for Business Excellence

The Canada Awards for Excellence were introduced by the Ministry of Industry in 1984, and are administered by the National Quality Institute (NQI), then rebranded as Excellence Canada in 2011 (EXCELLENCE CANADA, 2016a). The framework is based on the 8 principles for excellence: Leadership through involvement, Primary focus on stakeholders/customers and the market place, Cooperation and teamwork, Prevention based process management, Factual approach to decision making, Continuous learning and people involvement, Focus on continuous improvement and breakthrough thinking, Fulfil obligations to all stakeholders and society (Porter a Tanner, 2011; NQI, 2007, EXCELLENCE CANADA, 2011, 2016a).

The framework contains 7 criteria used for the assessment of the organization, which are further divided into 27 sub-criteria, all the criteria must work together for an organization to achieve peak performance and effectiveness (Porter a Tanner, 2011; NQI, 2007; EXCELLENCE CANADA, 2011, 2016b):

- Criterion 1: Leadership (3 sub-criteria 100 points).
- Criterion 2: Planning (3 sub-criteria 80 points).
- Criterion 3: Customer focus (3 sub-criteria 90 points).
- Criterion 4: People focus (5 sub-criteria 140 points).
- Criterion 5: Process management (4 sub-criteria 110 points) examines how processes are managed to support the organization's strategic direction, with a specific focus on prevention (as against correction), as well as continuous improvement. Process management applies to all activities within the organization, in particular those that are critical (key) for success. Process improvement priorities are derived from goals established within other criteria, notably planning and customer focus.

- Criterion 6: Supplier / partner focus (3 sub-criteria 60 points).
- Criterion 7: Overall business performance (6 sub-criteria 420 points).

2.3. The EFQM Excellence Model

The EFQM Excellence Model has been created at the end of the 1990s by the institution European Foundation for Quality Management (EFQM) in cooperation with the European Commission and European Organization for Quality (EOQ) with the effort to improve the position of European enterprises in the competitive fight on global markets (EFQM, 2012). The EFQM Excellence Model is based on 8 fundamental concepts of excellence: Adding value for customers, Creating a sustainable future, Developing organizational capability, Harnessing creativity & innovation, Leading with vision, inspiration & integrity, Managing with agility, Succeeding through the talent of people, Sustaining outstanding results (EFQM, 2016).

The EFQM Excellence Model is based on 9 criteria; each criterion is further broken down into a list of 32 sub-criteria (EFQM, 2012; EFQM, 2017):

- Criterion 1: Leadership (5 sub-criteria 100 points).
- *Criterion 2: Strategy* (4 sub-criteria 100 points).
- *Criterion 3: People* (5 sub-criteria 100 points).
- Criterion 4: Partnership & resources (5 sub-criteria 100 points).
- Criterion 5: Processes, products & services (5 sub-criteria 100 points) Excellent organizations design, manage and improve processes, products and services to generate increasing value for customers and other stakeholders.
- *Criterion 6: Customer results* (2 sub-criteria 150 points).
- Criterion 7: People results (2 sub-criteria 100 points).
- Criterion 8: Society results (2 sub-criteria 100 points).
- *Criterion 9: Business results* (2 sub-criteria 150 points).

2.4. Malaysia Business Excellence Framework

The Business excellence framework was first introduced in 1991 and is based on the following guidelines principles of excellence: Visionary, Driving innovation, Strategic direction, Managing information, Effective deployment, Customer satisfaction, Voice of customer, Employees' learning, participation, and well-being, Suppliers management, Process management and improvement, Performance management (MITI, 2016; MITI, 2017).

The framework contains 7 criteria, further broken down into a list of 19 sub-criteria (MPC, 2011; MPC, 2017; MITI, 2014; MITI, 2016; MITI, 2017):

- Criterion 1: Leadership (3 sub-criteria 150 points).
- Criterion 2: Planning (2 sub-criteria 90 points).
- Criterion 3: Information (1 sub-criterion 90 points).
- *Criterion 4: Customer* (2 sub-criteria 110 points).

- *Criterion 5: People* (5 sub-criteria 120 points).
- Criterion 6: Process (2 sub-criteria 90 points) all products/services are produced/delivered through some processes. Naturally, process design affects quality of a product/service. Therefore, the present item asks organisations to look into its processes in order to support its policies and strategies and fully satisfy and generate increasing value for its customers and other stakeholders. The item examines how does the company design, manage and improve key work processes. It also look at how key stakeholders, especially, customers' requirements are used to design work processes and how processes are redesigned in view of the changing scenarios. Key work processes may include customer support, complaints resolution, product design and delivery, financing, and supplier contacts.
- *Criterion 7: Results* (4 sub-criteria 350 points).

2.5. Singapore Business Excellence Framework

The history of this framework dates back to 1994; in 2016, the BE framework was reviewed and enhanced to reflect the dynamic operating environment and to keep pace with the changing business landscape (SPRING, 2017). The Attributes of Excellence describe key characteristics of high performing organizations: Leading with vision and integrity, Creating value for customers, Driving innovation and productivity, Developing organizational capability, Valuing people and partners, Managing with agility, Sustaining outstanding results, Adopting an integrated perspective, Anticipating the future (SPRING, 2017).

In the framework are 7 categories used to assess an organization, further broken down into a list of 21 sub-categories (SPRING, 2017):

- Category 1: Leadership (3 sub-categories 120 points).
- Category 2: Customers (3 sub-categories 100 points).
- Category 3: Strategy (2 sub-categories 80 points).
- *Category 4: People* (4 sub-categories 90 points).
- Category 5: Processes (3 sub-categories 90 points) focuses on the management of key and support processes to achieve the organization's strategic goals. The organisation has a systematic process to acquire, evaluate and implement creative ideas from all sources. The organisation's key processes have clear objectives and targets. External parties are involved in key aspects of the design process.
- Category 6: Knowledge (2 sub-categories 70 points).
- Category 7: Results (4 sub-categories 450 points).

2.6. South African Excellence Model

In 1996, the CSIR and the South Africa Quality Institute (SAQI) agreed to launch a South African Excellence Model (SAEM1997) (Schaefer, 2014). On August 1, 2014, the South African company Business Assessment Services (BAS) - acting on behalf of the new South African Excellence Foundation (SAEF) - publicly launched the latest South African Excellence Model (SAEMXIII) (Schaefer, 2014). The non-profit SAEF

will use the model as a basis for business assessment and development services for organizations in South Africa (Schaefer, 2014).

South African Excellence Model contains 7 main criteria, further broken down into a list of 21 sub-criteria (Van den Heever, 2015a; Van den Heever, 2015b):

- Criterion 1: Leadership (3 sub-criteria 100 points).
- Criterion 2: Strategy and planning (3 sub-criteria 70 points).
- Criterion 3: Customer focus (3 sub-criteria 60 points).
- Criterion 4: Employee management (3 sub-criteria 90 points).
- Criterion 5: Resources management (3 sub-criteria 60 points).
- Criterion 6: Core processes (2 sub-criteria 120 points) focuses on core process design and process management.
- Criterion 7: Organizational results (4 sub-criteria 500 points).

2.7. The Baldrige Excellence Framework

The Malcolm Baldrige National Quality Award was created by Public Law 100-107 (The Malcolm Baldrige National Quality Improvement Act of 1987), signed into law on August 20, 1987 (NIST, 2013). The Baldrige Excellence Framework is based on a set of beliefs and behaviors; these core values and concepts are the foundation for integrating key performance and operational requirements within a results-oriented framework that creates a basis for action, feedback, and ongoing success: Systems perspective, Visionary leadership, Customer-focused excellence, Valuing people, Organizational learning and agility, Focus on success, Managing for innovation, Management by fact, Societal responsibility, Ethics and transparency, Delivering value and results (Baldrige Performance Excellence Program, 2017; NIST, 2017ab).

The Baldrige Excellence Framework is based on 7 criteria categories, further broken down into a list of 17 sub-categories (Baldrige Performance Excellence Program, 2017; NIST, 2017ab):

- Category 1: Leadership (2 sub-categories 120 points).
- Category 2: Strategy (2 sub-categories 85 points).
- Category 3: Customers (2 sub-categories 85 points).
- Category 4: Measurement, analysis, and knowledge management (2 sub-categories 90 points).
- Category 5: Workforce (2 sub-categories 85 points).
- Category 6: Operations (2 sub-categories 85 points) how organization designs, manages, improves, and innovates its products and work processes and improves operational effectiveness to deliver customer value and achieve ongoing organizational success.
- Category 7: Results (5 sub-categories 450 points).

2.8. The Management Excellence Model (MEG) in Brazil

The model is currently in its 21th edition and incorporates the most recent and emerging issues concerning management and, at the same time, represents a significant change in the way it is proposed (FNQ, 2017b).

Model is based on 8 Fundamentals of Excellence, further broken down into a list of 31 sub-criteria, model expresses the technological, economic and social changes of the 21st Century (FNQ, 2017ac):

- Systemic thinking (2 sub-criteria 42average points).
- *Commitment to stakeholders* (5 sub-criteria 131 average points).
- Organizational learning and innovation (4 sub-criteria 78,5 average points).
- *Adaptability* (2 sub-criteria 42average points).
- *Transformational leadership* (5 sub-criteria 113,5average points).
- *Sustainable development* (3 sub-criteria 71,5 average points).
- **Processes orientation** (3 sub-criteria 71,5average points) recognition that the organization is a set of processes that need to be understood from begin to end and considered in the definition of organizational, work and management structures. The processes must be managed in order to seek the efficiency and effectiveness of the activities in order to add value to the organization and stakeholders.
- Value creation (7 sub-criteria 450 points).

2.9. Chilean Business Excellence Framework

The Chilean Business Excellence Framework is based on 8 criteria, further broken down into a list of 24 sub-criteria (ChileCalidad, 2011; ChileCalidad, 2017; CNPC, 2013):

- Criterion 1: Leadership (2 sub-criteria 110 points).
- Criterion 2: Customers and market (3 sub-categories 80 points).
- *Criterion 3: People* (3 sub-criteria 110 points).
- Criterion 4: Strategic planning (2 sub-criteria 80 points).
- Criterion 5: Processes (3 sub-categories 80 points) focuses on how organization designs and manages processes to achieve the organization's goals.
- Criterion 6: Information and knowledge (2 sub-criteria 80 points).
- Criterion 7: Social responsibility (3 sub-criteria 60 points).
- Criterion 8: Results (6 sub-criteria 400 points).

2.10. Ibero-American Model of Excellence in Management

Ibero-American Model of Excellence in Management and it is administered by the Ibero-American Foundation for Quality Management (Fundibeq) (Fundibeq, 2015). The model was developed in 1999 to be applied to any public and private organization; in 2015, it has conducted a thorough review that has taken into account the latest trends in management. It is based on the following values: *Cooperation, Transparency, Independence, Recognition, Innovation, Communication, Ethics, Efficiency, Sustainability* (Fundibeq, 2015).

The model is based on 9 criteria, further broken down into a list of 31 sub-criteria (Fundibeq, 2015):

- Criterion 1: Leadership and management style (5 sub-criteria 120 points).
- *Criterion 2: Strategy* (4 sub-criteria 120 points).

- *Criterion 3: People development* (4 sub-criteria 110 points).
- Criterion 4: Resources, suppliers and alliances (5 sub-criteria 90 points).
- Criterion 5: Processes and customers (5 sub-criteria 110 points) how excellent organization manages its processes, designs, develops, produces and provides goods and services, and how they manage relationships, in order to meet the needs and expectations of its current and future customers and other stakeholders.
- *Criterion 6: Customer results* (2 sub-criteria 130 points).
- Criterion 7: People results (2 sub-criteria 90 points).
- Criterion 8: Society results (2 sub-criteria 90 points).
- Criterion 9: Global results (2 sub-criteria 140 points).

3. MATERIALS AND METHODS

The aim of the paper is to identify the importance of process approach in selected Business Excellence models. The fulfilment of the aim was preceded by:

- analysis of weights and points assigned to results and non-result criteria in selected Business Excellence models.
- analysis of weights and points of criteria related to processes within the selected models of business excellence in relation to the total weight of all non-result criteria in analysed Business Excellence model and in relation to the total number of points in the model.

Due to the structure and margin of differences in the pointing system of the analyzed BE models, that were identified, were for the evaluation of weights and points assigned to results and non-result criteria and weights and points of criteria related to processes used following statistical characteristics - average, median, lower quartile and upper quartile.

The results of these findings are stated in the following part. This study is based on information gathered through extensive literature review (research publication, research studies, documents about selected Business Excellence Models (BE models)) using internet and research databases and the author's own experiences.

4. RESULTS AND DISCUSSION

Firstly, we compare the points (weight) assigned to results and non-result criteria in the mentioned BE models (see table 2). Only in two models (The EFQM Excellence Model and South African Excellence Model) is to results assigned the same weight as to the other criteria of the model together (50%). In other models, the weight is in the range of 30% (Australian Business Excellence Framework) to 45% (Singapore Business Excellence Framework; The Baldrige Excellence Framework; The Management Excellence Model (MEG) in Brazil; Ibero-American Model of Excellence in Management).

By the non-result criterion *process* was not compared the percentage weight against the total number of points of the model, but against the points assigned to non-result criteria of the models. (see table 3)

Table 2
Points and weights of result and non-result criteria of selected BE models

results		non-result criteria		
points	%	points	%	number of criteria
300	30	700	70	6
42 0	42	580	58	6
500	50	500	50	5
350	35	650	65	6
45 0	45	550	55	6
500	50	500	50	6
450	45	550	55	6
45 0	45	550	55	7
400	40	600	60	7
45 0	45	550	55	5
427	42,70	573	57,30	6
450	45	550	55	6
405	40,50	550	55	6
450	45	595	59,50	6
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Table 3
Points and weights of process related criteria of selected BE models

BE model	non-result criteria	process related criteria		
	points	points	%	
Australian Business Excellence Framework	700	110	15,71	
Canadian Framework for Business Excellence	580	110	18,97	
The EFQM Excellence Model	500	100	20,00	
Malaysia Business Excellence Framework	650	90	13,85	
Singapore Business Excellence Framework	550	90	16,36	
South African Excellence Model	500	120	24,00	
The Baldrige Excellence Framework	550	85	15,45	
The Management Excellence Model (MEG) in Brazil	550	71,5	13,00	
Chilean Business Excellence Framework	600	80	13,33	
Ibero-American Model of Excellence in Management	550	110	20,00	
average		96,65	17,067	
median		95	16,035	
lower quartile		86,25	14,25	
upper quartile		110	19,7425	

Criterion relating to *processes*, with an average weight and median of round 17%, is a core criterion in 2 models (in 1 case the first place in importance is shared with another criterions) between non-result criteria.

This criterion is most important in South African Excellence Model, where it is associated with the highest importance (24%) among all the non-results criteria and also in comparison to the others Business Excellence Models.

5. CONCLUSION

Based on a comparison of individual BE models/frameworks, we can say that they have a lot of common, because they are based on similar BE principles. The difference is in the assigned points of each criterion in the mentioned models.

When comparing, what weight is given to non-result criteria in the models, it is interesting to note, that only in one model (The EFQM Excellence Model) are all criteria weighted equally (see part 2.3.). In the rest of models, it is different.

Finding 1 - the occurrence of process approach in BE models: The importance of process approach also aware the authors of Business Excellence models, where the criterion relating to processes is included in all analysed models.

Finding 2 - the importance of process approach in BE models: The importance of process approach is different in each BE model. The process related criterion has the most points (120) and the highest importance (24%) from among other non-result criteria of the analysed BE models in South African Excellence Model, in 5 models has this criterion not less as 100 points. Average importance of this criterion is around 17% and average points is around 96.

The results of the study may represent a starting point for future research, oriented also on the importance of other quality management principles in the Business Excellence Models.

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Radoslav Jankal and Miriam Jankalová

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