What is the “I AM QUALITY” campaign?

The “I AM QUALITY” campaign…

• Is a multimedia campaign that promotes employee ownership and quality excellence

• Empowers all employees at all levels and functions to own the quality of their work

• Reminds all employees that quality is not the sole responsibility of the Quality organization. It takes teamwork from every organization and every employee to build a quality product.
How will this help your company?

• **Is good for morale because it…**
  – is motivating and energizing to the workforce
  – makes all employees feel vital, because they *are* vital
  – allows employees to cast the culture/vision, making it their own
  – empowers employees by giving them a voice

• **Increases the quality of your product because it…**
  – drives ownership of work
  – makes quality a personal goal
  – promotes a culture of quality excellence

• **Is good for business because…**
  – it prevents escapes, rework and scrap
  – customers will witness employee culture and “I AM QUALITY” media
  – it generates positive peer pressure, influencing each employee to perform at his or her best
How can you join the campaign?

• Lockheed Martin wants to help you, our supplier, start your own “I AM QUALITY” campaign. We’re confident you will see the same positive results that we have experienced.

• To help you get started, we have put together a simple package containing all of the necessary materials. Feel free to use these materials or create your own.

• **Materials include:**
  – Sample videos that you can use as a guide to generate your own video using your own employees
  – Sample posters, along with a poster template that makes creating your own posters as easy as inserting your own pictures
  – Questionnaire template with sample questions for poster quotes and video interviews
  – A template for creating coins that can be given out as a token of appreciation or congratulation
  – A template for badge hangers that serve as an every-day reminder of specific items that we focus on to build quality into your product
I AM QUALITY

I AM QUALITY
because I always...

- Follow my work instructions and stop when I can't.
- Tag and segregate nonconforming hardware.
- Keep my documentation current and controlled.
- Verify shelf life of my materials.
- Verify calibration of my tools.
- Handle hardware carefully with ESD protection.
- Keep my workspace FOD free.
- Wear my personal protection equipment.
- Work to protect the warfighter!

Brandon Copa
Assembler, Senior
Troy, AL

“Proud of my reputation so before I sign my name to any work I made sure it's completed to the highest quality standards.”

I AM QUALITY

WHAT DOES QUALITY MEAN TO YOU?