



## Seven CQA Criteria Categories 10-8.02-K

KNOW the seven Commandant's Quality Award (CQA) criteria categories, as presented in the E-PME Study Guide.

### *Commandant's Quality Award Criteria*

Both the Commandant's Quality Award (CQA) Program and the Commandant's Performance Challenge (CPC) Collaborative Assessment Program are built on the Coast Guard core values and concepts. The core values and concepts of both award programs are embodied in seven categories:

1. **Leadership.** The Leadership category examines:
  - ▶ Senior leaders' personal leadership and involvement in creating and sustaining values, organization directions, learning, innovation, performance expectations and a focus on customers and other stakeholders
  - ▶ How the organization addresses its societal responsibilities and community involvement
2. **Strategic Planning.** The Strategic Planning category examines how the organization sets strategic direction and how it determines strategic objectives, key action plans, and related human resource plans. Also examined is how the plans are deployed and tracked.
3. **Customer Focus.** The Customer Focus category examines how the organization determines requirements and expectations of its customers. Also examined is how the organization builds relationships with customers and determines the key factors that lead to customer acquisition, satisfaction, and retention.
4. **Information and Analysis.** The Information and Analysis category examines the organization's performance measurement and information management systems, and how performance data and information are analyzed.

*Commandant's  
Quality Award  
Criteria (continued)*

5. **Human Resource Focus.** The Human Resource Development and Management Focus category examines how the organization's work force is enabled and motivated to develop and utilize its full potential, aligned with the organization's objectives and action plans. Also examined are the organization's efforts to manage workforce diversity to build and maintain a work environment and an employee support climate conducive to performance excellence, full participation, and personal and organizational growth.
  6. **Process Management.** The Process Management category examines the key aspects of process management, including customer-focused design, product and service delivery, key business and support processes. This category encompasses all key processes and all work units.
  7. **Business Results.** The Business Results category examines the organization's performance and improvement in key business areas—customer satisfaction, product/service performance, overall mission and financial performance, human resource results, and organizational effectiveness. Also examined are performance levels relative to competitor's and/or benchmarks.
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