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Quality is not just an action. Quality is not just an inspection department. Quality is a mindset and when embraced by employees it says “I, as a single employee, make a difference. I am key to the warfighter’s success in whatever role I serve.” At Lockheed Martin, the “I Am Quality” campaign was started to communicate, reiterate and solidify this belief.

What is “I Am Quality”? “I Am Quality” encourages a grassroots commitment to performance excellence values. It is a multimedia campaign that utilizes videos, photographs and quotes to depict how fellow employees at all levels live out quality in their workplace. Employees tell their own personal story addressing questions like “What does Quality mean to me? Why do I do my best? What motivates me?” In the 2015 rollout at Missiles and Fire Control, this company-wide project captured heart-warming stories from employees across our corporation, from technicians and support staff to senior leaders. We have heard from employee veterans whose care in producing a quality product is personal. These stories have been vital in inspiring our Lockheed Martin Employee community.

While this campaign addresses company-wide culture, it is also designed to reach down to the critical stress points we face every day in our industry such as following work instructions, properly completing documentation, and paying strict attention to detail. The “I Am Quality” campaign allows employees to share their best practices and habits as an example for all.

You, our suppliers, are critical members of our team. We invite you to join us in increasing employees’ awareness of the standards and ownership of their contribution. Videos, poster templates and how-to-guides are available now on ways to implement “I Am Quality” at your company. This campaign is strictly voluntary and will be at your expense. It can be tailored to fit your budget constraints and company size.

Together we can transform the mindset of our industry, one employee at a time!

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