



Quality Management & Operational Excellence

## Strategic Quality Management

# Course Introduction

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In today's competitive business environment, maintaining and improving quality is not just a necessity but a strategic imperative. Strategic Quality Management (SQM) focuses on aligning quality practices with organizational goals to drive performance and achieve sustainable success.

This comprehensive 5-day training program is designed to equip professionals with the knowledge and skills to develop, implement, and sustain quality management strategies that enhance organizational performance and customer satisfaction.

## Target Audience

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- Quality Managers and Professionals
- Strategic Planners.
- Process Improvement Specialists.
- Customer Experience Managers.
- Operational Managers.
- Leadership Teams.
- Compliance and Audit Professionals.

## Learning Objectives

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- Grasp the key principles, frameworks, and historical evolution of quality management.
- Learn about major quality management models, including ISO 9001, TQM, Six Sigma, and Lean Management.
- Align quality management strategies with organizational goals.
- Craft and implement a quality vision, mission, and goals.
- Create effective quality management plans and allocate resources.

- Utilize deployment techniques such as Hoshin Kanri and Balanced Scorecard.
  - Understand process mapping and performance metrics.
  - Apply process improvement methodologies like Lean and Six Sigma.
  - Implement statistical quality control tools and quality improvement techniques.
  - Use tools such as FMEA, Pareto analysis, and benchmarking.
  - Analyze and meet customer requirements.
  - Improve customer satisfaction and handle complaints effectively.
  - Develop leadership skills that promote a culture of quality.
  - Engage employees in quality initiatives and recognize their contributions.
  - Set quality metrics and measure performance.
  - Apply continuous improvement strategies and benchmark performance.
  - Plan and execute internal and external quality audits.
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- Understand regulatory requirements and prepare for certification audits.
  - Effectively implement quality strategies and overcome challenges.
  - Review and refine quality strategies based on feedback and performance data.

## Course Outline

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### • 01 DAY ONE

#### **Introduction to Strategic Quality Management**

- Overview of Quality Management
- Definition and importance of quality management
- Historical evolution and key principles
- Strategic role of quality management in organizations
- Quality Management Frameworks and Models
- ISO 9001:2015
- Total Quality Management (TQM)
- Six Sigma
- Lean Management

## • 02 DAY TWO

### **Quality Strategy Development**

- Aligning Quality with Business Strategy
- Understanding business goals and objectives
- Integrating quality into strategic planning
- Key performance indicators (KPIs) for quality
- Developing a Quality Vision and Mission
- Crafting quality vision statements
- Establishing quality mission and goals

### **Quality Planning and Deployment**

- Creating a Quality Management Plan
- Components of a quality management plan
- Risk management and mitigation strategies
- Resource allocation for quality initiatives
- Quality Deployment Techniques
- Hoshin Kanri (Policy Deployment)
- Balanced Scorecard for quality management

## • 03 DAY THREE

### **Process Management and Improvement**

- Understanding Processes and Process Mapping
- Process identification and mapping techniques
- Process performance metrics
- Process Improvement Methodologies
- Lean principles and practices
- Six Sigma DMAIC (Define, Measure, Analyze, Improve, Control)
- Root cause analysis and corrective actions

## **Quality Tools and Techniques**

- Statistical Quality Control Tools
- Control charts
- Pareto analysis
- Fishbone diagrams
- Quality Improvement Tools
- Failure Mode and Effects Analysis (FMEA)
- 5 Whys
- Benchmarking

### **• 04 DAY FOUR**

## **Customer Focus and Satisfaction**

- Understanding Customer Requirements
- Voice of the Customer (VOC)
- Customer satisfaction surveys and feedback
- Enhancing Customer Satisfaction
- Techniques for improving customer experience
- Managing customer complaints and service recovery

## **Quality Leadership and Culture**

- Role of Leadership in Quality Management
- Leadership styles and their impact on quality
- Creating a culture of quality
- Employee Involvement and Engagement
- Training and development for quality
- Recognition and rewards for quality contributions

### **• 05 DAY FIVE**

## **Quality Measurement and Evaluation**

- Developing Quality Metrics
- Defining and setting quality objectives
- Measuring and analyzing quality performance
- Continuous Improvement and Benchmarking
- Continuous improvement strategies
- Benchmarking against industry standards

#### Quality Audits and Compliance

- Conducting Quality Audits
- Types of quality audits (internal and external)
- Audit planning and execution
- Compliance and Certification
- Understanding regulatory requirements
- Preparing for certification audits

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 18, 2025	Aug. 22, 2025	5 days	4950.00 \$	Turkey - Istanbul
Sept. 29, 2025	Oct. 3, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 21, 2025	Dec. 25, 2025	5 days	2150.00 \$	Virtual - Online

