



Quality Management & Operational Excellence

Strategic Quality Communication

Course Introduction

Effective communication is the key to successful quality management. This 5-day course, delivered by BOOST, focuses on helping professionals develop the skills and strategies needed to communicate quality initiatives, insights, and outcomes effectively. You'll learn how to engage stakeholders, build a culture of quality, and use communication tools to drive continuous improvement. Whether you're leading a team or managing a project, this course will prepare you to inspire action and foster collaboration through strategic quality communication.

Target Audience

- Quality managers and directors
- Communication and change management professionals
- Business leaders and senior executives
- Professionals involved in quality assurance and stakeholder engagement

Learning Objectives

1. Understand the principles of strategic quality communication.
2. Engage stakeholders effectively in quality initiatives.
3. Communicate quality insights and outcomes clearly.
4. Build a culture of quality through effective communication.
5. Explore tools and methodologies for quality communication.

Develop a roadmap for implementing strategic quality communication plans.

Course Outline

• 01 DAY ONE

The Essentials of Quality Communication

- Welcome and introduction by BOOST
- Why communication is critical in quality management
- Key concepts: Stakeholder engagement, messaging, and feedback loops
- Aligning quality communication with organizational goals
- The benefits of effective quality communication

• 02 DAY TWO

Engaging Stakeholders in Quality Initiatives

- How to engage stakeholders effectively in quality management
- Identifying key stakeholders and their communication needs
- Tools for engaging stakeholders effectively
- Building trust and collaboration through communication
- Overcoming resistance to quality initiatives

• 03 DAY THREE

Communicating Quality Insights and Outcomes

- Techniques for communicating quality insights clearly and effectively
- Structuring messages for different audiences
- Using storytelling to convey quality outcomes
- Tools for creating compelling quality communications

Ensuring communication drives actionable decisions

• 04 DAY FOUR

Building a Culture of Quality Through Communication

- The role of communication in fostering a quality culture
- Strategies for promoting quality awareness and ownership
- Engaging employees in quality improvement initiatives
- Tools for internal quality communication (e.g., newsletters, dashboards)
- Measuring the impact of quality communication

• 05 DAY FIVE

Implementing and Sustaining Quality Communication Plans

- How to successfully implement quality communication plans
- Monitoring progress and making adjustments based on feedback
- Ensuring long-term sustainability of quality communication initiatives
- Creating a roadmap for strategic quality communication

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 26, 2025	May 30, 2025	5 days	5950.00 \$	Switzerland - Zurich
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Dubai
Nov. 10, 2025	Nov. 14, 2025	5 days	4250.00 \$	UAE - Dubai