



Consulting and Training | Reach New Heights

**Course Name**

# Strategic Quality Management

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**Sector Name**

Quality Management & Operational Excellence

**Document Type**

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## Strategic Quality Management

### Course Introduction

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.

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## Strategic Quality Management

### Target Audience

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

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## Strategic Quality Management

### Learning Objectives

- ✓ 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.
- ✓ 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.

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## Strategic Quality Management

### Course Outline

#### ✓ **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

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### Course Outline

#### ✓ 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

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### Course Outline

#### ✓ **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

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### Course Outline

#### ✓ **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

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### Course Outline

#### ✓ **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

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## Strategic Quality Management

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 19, 2027	April 23, 2027	5 days	4250.00 \$	UAE , Dubai
Aug. 24, 2026	Aug. 28, 2026	5 days	4950.00 \$	Turkey , Istanbul
Dec. 21, 2026	Dec. 25, 2026	5 days	2150.00 \$	Virtual , Online
March 14, 2027	March 18, 2027	5 days	4250.00 \$	KSA , Riyadh

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