

# € TRAINING

Advanced Strategies in Total Quality  
Management



# Advanced Strategies in Total Quality Management

## Introduction

This course presents a blend of strategy and quality to help participants develop the right skills to plan their organization's quality strategic plans. The course will take participants through the history of quality and strategy and link them both using practical applications. Participants will learn how to analyze the current organizational status and identify gaps and future needs. The course will also examine the strategic planning process from initiation to selection of initiatives. Moreover, the identification process of quality key result areas will be discussed. Participants will leave with the tools, skills, and knowledge to start their own journey to strategize for their quality departments and produce deployment plans.

## Course Objectives

At the end of this course, participants will be able to:

- Define quality and strategy concepts highlighting the main components of strategic planning in quality
- Analyze the current situation identifying opportunities to draft a strategic quality plan
- Generate strategic goals for their quality department
- Convert a strategic plan into an operating plan
- Examine how to measure the success of a strategy on quality, how to extract Key Performance Indicators KPIs, and how to draft a quality department-balanced scorecard

## Targeted Audience

- Professionals, managers, and individuals involved in quality management, process improvement, and organizational excellence.
- Individuals with a basic understanding of Total Quality Management TQM principles and practices.
- Quality Managers and Quality Assurance Professionals responsible for implementing quality management systems and driving continuous improvement.
- Operations Managers seeking to optimize operational processes and supply chain management.
- Business Owners and Entrepreneurs aiming to enhance the quality and efficiency of their products or services.
- Project Managers interested in incorporating quality management principles into their project management approach.
- Process Improvement Specialists wanting to learn advanced strategies for identifying process inefficiencies and reducing defects.
- Continuous Improvement Practitioners looking to deepen their skills in improvement methodologies like Six Sigma, Lean Manufacturing, and Kaizen.
- Quality Consultants seeking to expand their knowledge and expertise in quality management.
- Individuals interested in enhancing their knowledge and skills in areas such as quality standards, customer satisfaction, and competitive advantage.

## Course Outline

### Unit 1: Strategic quality management and strategic thinking

- Quality evolution and concepts

- Dimensions of product quality
- Dimensions of service quality
- Quality management system: the components
- Evaluation of strategic management
- The strategic planning and control process
- Barriers to strategic implementation
- The building blocks of strategic planning

## Unit 2: Analysis of the Environment

- Situation analysis tools in quality departments
- Quality stakeholders analysis
- Defining quality visions and missions
- Developing a quality statement
- Setting quality strategic goals
- Identifying critical success factors in quality
- Key result areas and key performance indicators
- Core competencies and core values

## Unit 3: Goals, objectives, and creative strategies

- Goals, objectives, and targets for the quality division
- Financial versus non-financial objectives
- The use of key result areas in the quality sector
- Adopting effective strategies to achieve excellence
- Examples of strategic objectives
- Examples of quality department strategies
- Moving from critical success factors to strategic goals

## Unit 4: Developing operating plans

- Expanding SWOT for Strategies
- The how-how technique to develop quality-related initiatives
- Criteria for effective action plans
- Linking goals, strategies, action plans, and budgets
- Developing a quality department plan

## Unit 5: Measuring quality Management strategy achievement

- Approaches to quality control
- Using Key Result Areas KRAs to create KPIs for process control
- Examples of quality KPIs
- Types of Measures
- Quality dashboard
- The balanced scorecard for the quality department