

# € TRAINING

Advanced Strategies in Total Quality  
Management



8 - 12 July 2024  
Casablanca (Morocco)  
New Hotel



# Advanced Strategies in Total Quality Management

REF: A2286 DATE: 8 - 12 July 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program offers a comprehensive exploration of strategic quality management, delving into its evolution, concepts, and dimensions. It provides participants with the tools to enhance organizational performance and drive continuous improvement.

## Program Objectives:

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

- Analyze the strategic dimensions of quality management and integrate strategic thinking into organizational processes.
- Conduct comprehensive situation analyses and stakeholder analyses to inform quality visions, missions, and goals.
- Develop and implement effective quality strategies, action plans, and operating plans aligned with organizational objectives.
- Utilize key performance indicators KPIs and quality measurement tools to monitor and evaluate the achievement of quality management strategies.
- Apply quality control methodologies and establish quality dashboards to drive continuous improvement and ensure organizational excellence.

## Targeted Audience:

- Quality managers and Quality assurance professionals.
- Quality control personnel.
- Strategic planners.
- Business executives.
- Operations managers.
- Personnel involved in quality improvement initiatives.
- Professionals interested in enhancing organizational performance through strategic quality management.

## Program Outline:

## Unit 1:

### Strategic quality management and strategic thinking:

- Quality evolution and concepts.
- Dimensions of product quality and 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 and 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.
- 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.