Strategic Quality Management for Organizational Excellence Training Course

27 - 31 Dec 2026

Doha

5500 € (Per Person)

Ref: #CS1227_249219

Course Introduction / Overview:

This intensive training course provides a comprehensive framework for integrating quality management principles into the core of your organization's strategy to achieve sustainable excellence. In today's competitive landscape, quality is no longer a departmental function but a strategic imperative that drives customer satisfaction, operational efficiency, and long-term profitability. This program moves beyond traditional quality control, exploring how to build a robust quality culture that permeates every level of the organization. Drawing upon the foundational principles of pioneers like W. Edwards Deming and his System of Profound Knowledge, participants will learn to see their organization as an interconnected system. We will explore concepts from influential works such as "Good to Great" by Jim Collins to understand the disciplines required for transformational success. BIG BEN Training Center has designed this course to be highly practical, equipping leaders and professionals with the methodologies, tools, and strategic foresight needed to lead quality initiatives, optimize processes, and embed a mindset of continuous improvement. This journey will empower you to not only meet but exceed stakeholder expectations, transforming your quality management system from a compliance requirement into a powerful competitive advantage that fosters organizational excellence.

Target Audience / This training course is suitable for:

- Quality Assurance Managers and Directors.
- Operations and Production Managers.
- Senior Executives and C-Suite Leaders.
- Strategic Planning and Business Development Professionals.
- Process Improvement Specialists and Consultants.
- Department Heads and Team Leaders.
- Project Managers responsible for quality outcomes.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Manufacturing and Engineering.
- Healthcare and Pharmaceuticals.
- Information Technology and Software Development.
- Banking, Finance, and Insurance Services.
- Telecommunications.
- Construction and Real Estate.
- Hospitality and Tourism.
- Governmental agencies and public sector organizations.
- Logistics and Supply Chain Management.

Target Organizations Departments:

- Quality Assurance and Quality Control.
- Operations Management.
- Strategic Planning and Corporate Strategy.
- Research and Development (R&D).
- Human Resources and Organizational Development.
- Customer Service and Client Relations.
- Procurement and Supply Chain.
- Finance and Auditing.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a strategic quality plan aligned with overall business objectives.
- Implement Total Quality Management (TQM) principles across the organization.
- Analyze and apply various organizational excellence models like EFQM and Baldrige.
- Lead continuous improvement initiatives using Lean and Six Sigma methodologies.
- Master key quality tools for root cause analysis and statistical process control.
- Cultivate a robust quality culture through effective leadership and change management.
- Integrate risk-based thinking into the Quality Management System (QMS).
- Measure and improve performance using KPIs and the Balanced Scorecard.
- Conduct effective quality audits and drive corrective actions.
- Enhance customer satisfaction by embedding quality into every process.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly effective, ensuring that participants can translate theoretical knowledge into practical skills. We employ a blended learning approach that combines expert-led presentations with dynamic group discussions, allowing for a rich exchange of ideas and experiences. A significant portion of the course is dedicated to hands-on learning through real-world case studies, practical exercises, and business simulations that challenge participants to apply concepts like the Deming Cycle and root cause analysis to complex scenarios. Collaborative teamwork is a cornerstone of our approach; participants will work in small groups on projects that mirror real organizational challenges, fostering problem-solving and communication skills. Continuous feedback is provided by the instructor and peers throughout the sessions to reinforce learning and guide development. This participant-centered methodology ensures a stimulating and supportive environment where attendees are actively engaged in the learning process, leaving them confident and equipped to implement strategic quality initiatives within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Quality and Excellence

- The evolution of quality management from control to strategic imperative.
- Understanding the core principles of Total Quality Management (TQM).
- The philosophies of quality gurus: Deming, Juran, and Crosby.
- Defining organizational excellence and its key attributes.
- The critical link between quality, strategy, and business performance.
- Introduction to Quality Management Systems (QMS) and the ISO 9001 framework.
- Exploring the Cost of Quality (COQ) and its strategic implications.

Unit Two: Models and Frameworks for Organizational Excellence

- Deep dive into the EFQM (European Foundation for Quality Management) Model.
- Analyzing the Malcolm Baldrige National Quality Award criteria.
- Comparing and contrasting different excellence models for best-fit application.
- Implementing the Plan-Do-Check-Act (PDCA) cycle for systematic improvement.
- Leveraging benchmarking as a tool for achieving superior performance.
- Developing a strategic roadmap for implementing an excellence framework.
- Case studies of organizations that have achieved excellence through these models.

Unit Three: Core Methodologies for Continuous Improvement

- Introduction to Lean thinking and waste elimination (Muda, Mura, Muri).
- Fundamentals of the Six Sigma DMAIC (Define, Measure, Analyze, Improve, Control) methodology.
- Value Stream Mapping (VSM) to identify and eliminate non-value-added activities.
- Kaizen philosophy and conducting effective Kaizen events for rapid improvement.
- Business Process Re-engineering (BPR) for radical process transformation.
- Integrating Lean and Six Sigma for a powerful, synergistic approach.
- Practical workshops on applying Lean and Six Sigma tools.

Unit Four: Leadership, Culture, and Employee Engagement

- The role of leadership in driving a quality-centric culture.
- Strategies for building employee involvement and empowerment in quality initiatives.
- Managing organizational change during quality system implementation.
- Developing effective communication plans for quality and excellence programs.
- Hoshin Kanri: Aligning strategic objectives from top to bottom (Policy Deployment).
- Fostering teamwork and collaboration for process improvement.
- Recognizing and rewarding contributions to quality and continuous improvement.

Unit Five: Measurement, Sustainability, and the Future of Quality

- Developing Key Performance Indicators (KPIs) that align with strategic goals.
- Utilizing the Balanced Scorecard for a holistic view of organizational performance.
- Mastering Statistical Process Control (SPC) for monitoring process stability.
- Conducting effective internal and external quality audits.
- Implementing robust corrective and preventive action (CAPA) systems.
- Integrating risk-based thinking into all aspects of the QMS.
- Sustaining momentum and embedding continuous improvement into the organizational DNA.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization effectively balance the structured discipline of a quality management system with the agility and innovation required to thrive in a rapidly changing market?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a uniquely strategic and holistic perspective on quality management. While many programs focus narrowly on the tools and techniques of quality control, this training course elevates the conversation to the executive level, framing quality as a core driver of business strategy and competitive advantage. We move beyond the "what" and "how" of quality methodologies to explore the "why," focusing on developing the leadership mindset and cultural foundation essential for sustainable excellence. The curriculum is meticulously designed to bridge the gap between high-level strategic planning and practical, on-the-ground implementation. Participants will not just learn about models like EFQM or Baldrige; they will learn how to critically assess and adapt these frameworks to their organization's unique context. A significant emphasis is placed on the human element—leading change, fostering employee engagement, and building a resilient culture of continuous improvement. This integration of strategy, systems, and culture provides a comprehensive and actionable roadmap, empowering participants to become true architects of organizational excellence rather than just managers of a quality system.