Leading Continual Improvement with ISO 9004 and Lean Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #ISO7994_278450

Course Introduction / Overview:

This course provides a comprehensive framework for leaders aiming to achieve sustainable success through the strategic integration of ISO 9004 guidelines and Lean methodologies. Moving beyond basic compliance, this program focuses on building a robust culture of continual improvement that drives organizational maturity and performance excellence. Participants will explore the profound principles of quality management as championed by pioneers like W. Edwards Deming, whose work, particularly in "Out of the Crisis", laid the groundwork for modern process optimization. The curriculum is designed to bridge the gap between the high-level strategic guidance of ISO 9004 and the practical, on-the-ground tools of Lean, such as value stream mapping and Kaizen. At BIG BEN Training Center, we believe that true operational excellence is achieved when leadership is equipped not just with tools, but with a deep understanding of the philosophies that foster employee engagement, customer focus, and organizational resilience. This training course empowers leaders to diagnose systemic inefficiencies, eliminate waste, and steer their organizations toward a future of consistent growth and enhanced stakeholder satisfaction, creating a truly adaptive and competitive enterprise.

Target Audience / This training course is suitable for:

- Quality Assurance Managers and Directors.
- Operations Managers and Supervisors.
- Process Improvement Specialists and Lean Practitioners.
- Senior Management and Executive Leaders.
- Department Heads and Team Leaders.
- Strategic Planners and Business Analysts.
- Project Managers involved in quality initiatives.
- Consultants in quality and operational excellence.

Target Sectors and Industries:

- Manufacturing and Engineering.
- Healthcare and Pharmaceutical.
- Information Technology and Software Development.
- Banking, Finance, and Insurance.
- Logistics and Supply Chain Management.
- Construction and Real Estate.
- Governmental agencies and public sector organizations.
- Hospitality and Service Industries.

Target Organizations Departments:

- Quality Assurance and Control.
- Operations and Production.
- Research and Development (R&D).
- Supply Chain and Procurement.
- Customer Service and Support.
- Strategic Planning and Corporate Development.
- Human Resources and Training.
- Project Management Office (PMO).

Course Offerings:

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

- Develop a strategic vision for continual improvement aligned with organizational goals.
- Apply the principles of ISO 9004 to assess and enhance organizational maturity.
- Master the use of core Lean tools to identify and eliminate waste in processes.
- Lead and champion a culture of quality and continuous improvement.
- Utilize risk-based thinking to make proactive and evidence-based decisions.
- Improve stakeholder satisfaction through consistent value delivery.
- Integrate QMS principles with Lean practices for synergistic results.
- Facilitate Kaizen events and A3 problem-solving sessions effectively.
- Measure and monitor performance using relevant KPIs and metrics.
- Drive sustainable success through effective change management and leadership commitment.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. We move beyond traditional lecture-based formats to create a dynamic learning ecosystem. The course heavily relies on a blend of facilitated discussions, real-world case study analysis, and hands-on group exercises that simulate complex business challenges. Participants will engage in practical workshops on techniques like value stream mapping and root cause analysis, allowing them to apply theoretical concepts immediately. Collaborative problem-solving sessions and peer-to-peer feedback are integral components, fostering a shared learning experience and enabling participants to gain diverse perspectives. Our expert instructors act as facilitators, guiding discovery and ensuring that learning is anchored in the principles of adult education. This approach ensures that attendees not only grasp the concepts of ISO 9004 and Lean but also build the confidence and skills to implement these powerful methodologies to drive tangible performance excellence within their own organizations upon their return.

Course Agenda (Course Units):

Unit One: Foundations of Continual Improvement and Leadership

- Introduction to continual improvement philosophies.
- Understanding the synergy between ISO 9004 and Lean.
- The seven Quality Management Principles (QMPs).
- Exploring the ISO 9004:2018 standard for sustained success.
- The leader's role in driving a quality culture.
- Defining value and identifying waste (Muda, Muri, Mura).
- Introduction to the PDCA (Plan-Do-Check-Act) cycle.
- Aligning improvement initiatives with strategic objectives.

Unit Two: Mastering Lean Methodologies for Waste Reduction

- Value Stream Mapping (VSM) for process visualization.
- The 5S methodology for workplace organization and efficiency.
- Kaizen principles for continuous, incremental improvements.
- Implementing visual management and Gemba walks.
- A3 thinking and structured problem-solving techniques.
- Root Cause Analysis tools (e.g., Fishbone Diagram, 5 Whys).
- Introduction to Poka-Yoke (mistake-proofing) concepts.
- Kanban systems for managing workflow.

Unit Three: Applying ISO 9004 for Sustainable Organizational Success

- Conducting an organizational maturity assessment using ISO 9004 annexes.
- Managing the organization's identity, mission, and vision.
- Understanding the context of the organization and stakeholder needs.
- Risk-based thinking and opportunity management.
- Managing organizational knowledge and resources effectively.
- Process management and performance measurement.
- Learning, innovation, and continual improvement cycles.
- Achieving and maintaining sustained success.

Unit Four: Leadership and Culture in a Continual Improvement Environment

- Developing lean leadership competencies.
- Fostering employee engagement and empowerment.
- Leading and managing organizational change.
- Effective communication strategies for improvement initiatives.
- Building a resilient and adaptive quality culture.
- Overcoming resistance to change and new processes.
- Coaching and mentoring teams for high performance.
- Celebrating success and reinforcing positive behaviors.

Unit Five: Integrating Systems and Driving Future Performance Excellence

- Integrating Lean and ISO 9004 into a unified management system.
- Developing a strategic roadmap for operational excellence.
- Advanced performance metrics and Key Performance Indicators (KPIs).
- Using data for evidence-based decision-making.
- Benchmarking for competitive advantage.
- Sustaining momentum and preventing initiative fatigue.
- Final project presentations and action planning.
- The future of quality management and organizational agility.

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 leaders effectively balance the structured, system-oriented approach of ISO 9004 with the fluid, people-centric philosophy of Lean to prevent a culture of 'improvement fatigue'?

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

This course distinguishes itself by offering a unique and powerful synthesis of two complementary but often separately taught disciplines. While many programs focus either on the strategic, high-level guidance of ISO 9004 or the tactical, tool-based application of Lean, this training provides a holistic framework that integrates both. It moves beyond a simple toolkit approach, emphasizing the critical role of leadership in weaving these methodologies into the very fabric of the organizational culture. The curriculum is built on the premise that sustainable success is not achieved through systems or tools alone, but through leaders who can inspire and empower their teams. We focus on developing the strategic mindset required to use ISO 9004 for long-term direction and the practical wisdom to apply Lean for immediate, impactful results. Participants will leave not just with knowledge of what to do, but with a profound understanding of why it works and how to lead the human side of change, ensuring that continual improvement becomes an ingrained, self-sustaining organizational capability rather than a temporary project.