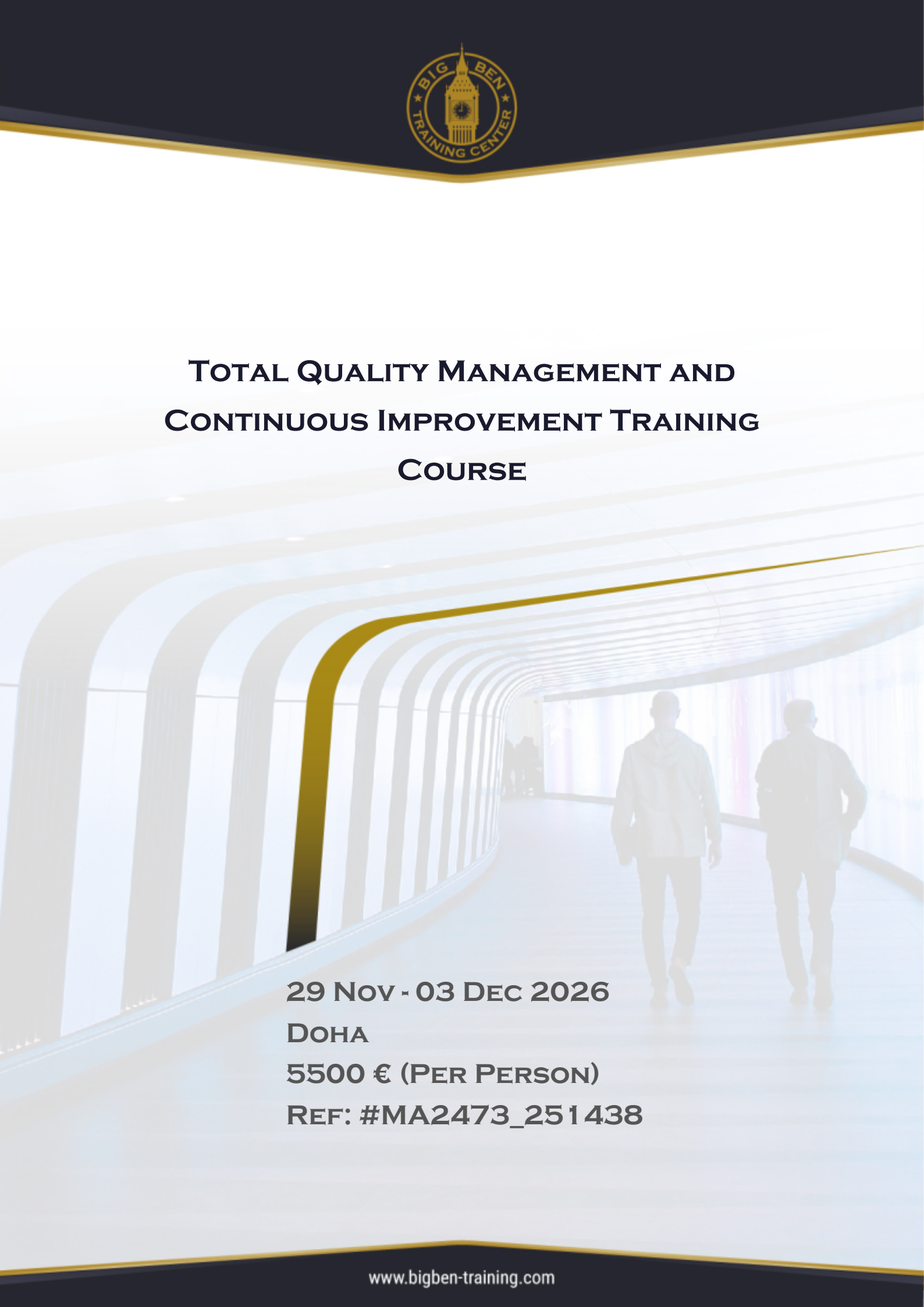
Total Quality Management and Continuous Improvement Training Course



29 Nov - 03 Dec 2026

Doha

5500 € (Per Person)

Ref: #MA2473_251438

Course Introduction / Overview:

This comprehensive training course provides an in-depth exploration of the principles and practices of Total Quality Management (TQM) and Continuous Improvement. In today's competitive global market, organizations must relentlessly pursue excellence in every process and function. This course is designed to equip participants with the strategic mindset and practical tools necessary to lead and sustain quality-driven initiatives. Drawing upon the foundational philosophies of quality pioneers like W. Edwards Deming, whose seminal work "Out of the Crisis" transformed modern management, we will delve into the core tenets of customer focus, total employee involvement, process-centered thinking, and strategic management. Participants will move beyond theory to understand the practical application of TQM methodologies for tangible business results, including enhanced customer satisfaction, reduced operational costs, and improved organizational performance. BIG BEN Training Center has structured this program to be a transformative journey, enabling professionals to build and maintain a robust quality culture that becomes a sustainable competitive advantage, ensuring long-term success and operational excellence in any industry. This is a complete guide to mastering the frameworks that drive world-class organizations.

Target Audience / This training course is suitable for:

- Quality Assurance Managers and Engineers.
- Operations and Production Managers.
- Process Improvement Specialists.
- Team Leaders and Supervisors.
- Project Managers.
- Business Analysts.
- Senior Management and Executives.
- Anyone involved in implementing or managing a Quality Management System (QMS).

Target Sectors and Industries:

- Manufacturing and Engineering.
- Healthcare and Pharmaceuticals.
- Information Technology and Software Development.
- Banking and Financial Services.
- Government Agencies and Public Sector Organizations.
- Logistics and Supply Chain Management.
- Hospitality and Service Industries.
- Construction and Real Estate.

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive understanding of TQM principles and continuous improvement philosophies.
- Apply the Plan-Do-Check-Act (PDCA) cycle to drive systematic process enhancements.
- Utilize a range of quality tools for problem-solving, including root cause analysis and statistical process control.
- Implement strategies to foster a culture of quality and employee empowerment within their organization.
- Lead Kaizen events and other continuous improvement initiatives to eliminate waste and optimize value.
- Align quality objectives with the overall strategic goals of the business.
- Measure the cost of quality and build a business case for TQM implementation.
- Evaluate and improve supplier quality management processes.
- Prepare their departments for the implementation of a Quality Management System like ISO 9001.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in the workplace. We move beyond traditional lectures to create an immersive learning environment. The course heavily emphasizes hands-on exercises, real-world case study analysis, and collaborative group workshops where participants can tackle complex quality challenges. Interactive sessions, facilitated discussions, and brainstorming activities encourage the sharing of diverse perspectives and experiences. Participants will work with practical tools and templates for process mapping, root cause analysis, and performance measurement. Our expert instructors provide continuous feedback and guidance, fostering a supportive atmosphere for skill development. The program integrates a blend of theoretical knowledge with practical application, focusing on problem-solving techniques and strategic thinking. This dynamic approach ensures a deep understanding of TQM and continuous improvement concepts, empowering attendees to become effective agents of change within their organizations and drive sustainable operational excellence.

Course Agenda (Course Units):

Unit One Foundations of Total Quality Management

- Introduction to Total Quality Management (TQM).
- The evolution of quality management and key pioneers (Deming, Juran, Crosby).
- The core principles and philosophy of TQM.
- Understanding customer focus and customer satisfaction metrics.
- The role of leadership and top management commitment.
- Process-centered thinking and systems approach.
- The relationship between TQM, quality assurance, and quality control.

Unit Two Core TQM and Problem-Solving Tools

- The Plan-Do-Check-Act (PDCA) or Deming Cycle.
- Introduction to the seven basic quality tools (7 QC Tools).
- Cause-and-Effect (Fishbone) Diagrams for root cause analysis.
- Pareto Charts for prioritizing issues.
- Flowcharts and process mapping techniques.
- Histograms and Check Sheets for data collection.
- Introduction to Statistical Process Control (SPC) and Control Charts.

Unit Three Continuous Improvement and Lean Methodologies

- The philosophy of Kaizen for continuous incremental improvement.
- Introduction to Lean principles and identifying the eight wastes (Muda).
- Value Stream Mapping (VSM) to analyze and improve process flow.
- The 5S methodology for workplace organization and efficiency.
- Benchmarking as a tool for performance improvement.
- Failure Mode and Effects Analysis (FMEA) for proactive risk reduction.
- Implementing and facilitating quality circles.

Unit Four Building and Sustaining a Quality Culture

- The role of employee involvement and empowerment in TQM.
- Developing effective teams for quality improvement.
- Communication strategies for promoting a quality mindset.
- Training and development for a quality-focused workforce.
- Managing change during TQM implementation.
- Supplier partnership and supplier quality management.
- Recognizing and rewarding quality achievements.

Unit Five Strategic Quality Management and Measurement

- Integrating TQM with organizational strategy and objectives.
- Developing a Quality Management System (QMS) based on ISO 9001.
- Measuring the Cost of Quality (CoQ).
- Developing Key Performance Indicators (KPIs) for quality.
- Conducting effective quality audits and management reviews.
- Sustaining momentum and overcoming barriers to TQM.
- Creating a strategic roadmap for long-term continuous improvement.

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:

Beyond tools and processes, how can an organization fundamentally shift its mindset to truly embrace a culture of continuous improvement, and what is the single greatest barrier to this transformation?

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

This course distinguishes itself by moving beyond a purely theoretical examination of TQM tools to focus on the strategic and cultural integration of quality principles. While many programs concentrate on the "what" and "how" of quality tools, our curriculum places significant emphasis on the "why" the leadership mindset, organizational culture, and strategic alignment necessary for these tools to deliver sustainable results. We explore the human dynamics of change management, employee empowerment, and leadership commitment, which are often the most critical factors in the success or failure of a TQM initiative. The content is structured to build a holistic understanding, connecting foundational philosophies from pioneers like Deming to modern applications in Lean and service industries. Rather than just teaching participants to use a fishbone diagram, we teach them how to facilitate a team-based problem-solving session that generates genuine buy-in and actionable solutions. The course emphasizes practical application through customized case studies and interactive simulations, ensuring participants leave not just with knowledge, but with the confidence and strategic framework to lead quality transformations within their own unique organizational contexts.