Strategic Quality Metrics and Performance Measurement Training Course



15 - 19 Nov 2026

Doha

5500 € (Per Person)

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Course Introduction / Overview:

In a data-driven world, what gets measured gets managed, and that is especially true for quality. This training course is designed to provide professionals, managers, and analysts with the framework and practical skills to design, collect, and analyze quality metrics that drive strategic decision-making and continuous improvement. It goes beyond a simple focus on raw numbers to explore how quality measurement can be used to understand process performance, identify areas for improvement, and communicate value to stakeholders. We will explore how to select the right quality metrics for a given process, create a dashboard to visualize data, and use data analysis to tell a story about quality performance. The curriculum is informed by the foundational work of global academics like Dr. Douglas Hubbard, whose book "How to Measure Anything" provides a valuable lens for quantifying and managing what is often considered immeasurable. His work challenges the notion that quality is an abstract concept and provides a practical framework for measurement. This program provides a clear blueprint for turning data into actionable insights that drive business success. BIG BEN Training Center is committed to empowering professionals to make data-driven decisions with confidence.

Target Audience / This training course is suitable for:

- Quality managers and analysts.
- Operations and production managers.
- Business intelligence analysts.
- Process improvement specialists.
- Data analysts.
- Project managers.
- Executive leaders.

Target Sectors and Industries:

- Manufacturing and engineering.
- Healthcare and pharmaceuticals.
- Information technology and software.
- Financial services.
- Retail and e-commerce.
- Telecommunications.
- Government agencies and public services.

Target Organizations Departments:

- Quality Assurance.
- Operations.
- Business Intelligence.
- Process Improvement.
- Data Analytics.
- Corporate Strategy.
- Finance.

Course Offerings:

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

- Design a comprehensive quality metrics framework.
- Select and define key quality performance indicators (KPIs).
- Use data analysis to understand process performance.
- Create an effective dashboard for reporting.
- Communicate quality performance to a variety of stakeholders.
- Identify opportunities for process improvement from data.
- Develop a plan for collecting and maintaining data.
- Align quality metrics with strategic business objectives.

Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain actionable skills in quality measurement and data analysis. The program incorporates detailed case studies of companies that have successfully used quality metrics to drive significant business results, as well as those that have struggled with a lack of data. We will use interactive workshops and data analysis exercises to practice critical skills like creating a Pareto chart, performing a trend analysis, and developing a balanced scorecard. The course includes a hands-on group project where participants will work together to create a full quality dashboard for a fictional business. BIG BEN Training Center believes that hands-on training is essential for mastering these new ways of working. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to make data-driven decisions.

Course Agenda (Course Units):

Unit One: The Foundation of Quality Measurement

- The purpose of quality metrics.
- Defining what to measure.
- Leading vs. lagging indicators.
- The balanced scorecard for quality.
- Connecting metrics to strategy.

Unit Two: Selecting the Right Quality Metrics

- Process metrics and product metrics.
- Cost of quality.
- Customer satisfaction and loyalty metrics.
- Developing a quality performance dashboard.
- Visualizing data effectively.

Unit Three: Data Collection and Analysis

- Developing a data collection plan.
- Using statistical analysis tools.
- Interpreting data and identifying trends.
- Distinguishing between common and special causes.
- Using a Pareto chart to prioritize.

Unit Four: Reporting and Communication

- Communicating quality performance to management.
- Telling a story with data.
- Creating effective reports and presentations.
- The human element of data-driven decision-making.
- Gaining buy-in for new initiatives.

Unit Five: Sustaining a Data-Driven Culture

- Developing a data governance framework.
- The role of technology.
- Building a culture of data-driven decisions.
- Continuous improvement for metrics and analysis.
- Developing a personal action plan.

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, which is often overwhelmed by data, strategically select and use quality metrics to create a focused approach to continuous improvement that delivers tangible results?

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

This training course is a highly specialized program that focuses on the strategic application of quality metrics to drive business value, which sets it apart from more technical data analysis courses. We go beyond a simple focus on numbers to provide a holistic framework for a professional who can turn data into actionable insights. Our curriculum is tailored to address the specific needs of modern professionals, providing them with the frameworks to manage not just the data but also the reporting and communication that are essential for success. The course distinguishes itself by emphasizing not only the technical skills needed to analyze data but also the strategic and communication skills required to lead a successful data-driven initiative. By focusing on both the practical and the strategic aspects of quality measurement, this program provides an invaluable skill set that is essential for any professional committed to a career in quality, operations, or business intelligence.