Strategic Quality Management for Executive Leadership Training Course



18 - 22 Oct 2026

Amman

3800 € (Per Person)

Ref: #QUA4208_215839

Course Introduction / Overview:

Quality is not just a function of the manufacturing floor; it is a strategic imperative that drives business success and customer loyalty. This training course is designed to provide executive leaders with frameworks and practical skills to embed quality into their organization's strategy, culture, and daily operations. It goes beyond a simple focus on tools and methodologies like Six Sigma or Lean, to explore the leadership principles and strategic decisions that create a culture of excellence. We will explore how to align quality goals with business objectives, use quality as a competitive differentiator, and build a system of continuous improvement that delivers both financial results and customer satisfaction. The curriculum is informed by the foundational work of global academics like W. Edwards Deming, whose "14 Points for Management" revolutionized the way businesses think about quality. His work emphasizes that quality is a systemic issue, not a problem of individual workers. This program provides a clear blueprint for turning a potential source of cost and conflict into a powerful engine for business growth. BIG BEN Training Center is committed to empowering leaders to achieve a level of excellence that sets them apart from the competition.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Operating Officers (COOs).
- Executive directors and senior vice presidents.
- Strategic planners.
- Heads of quality management.
- Business unit leaders.
- Senior managers.

Target Sectors and Industries:

- Manufacturing and engineering.
- Healthcare and pharmaceuticals.
- Technology and software.
- Financial services.
- Aerospace and defense.
- Retail and consumer goods.
- Government agencies.

Target Organizations Departments:

- Executive leadership.
- Corporate strategy and planning.
- Operations and manufacturing.
- Quality management.
- Supply chain.
- Human resources.
- Customer service.

Course Offerings:

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

- Formulate a strategic quality management plan.
- Align quality objectives with corporate strategy.
- Create a culture of continuous improvement.
- Use quality data to drive business decisions.
- Lead and inspire quality initiatives across the organization.
- Measure the financial impact of quality improvements.
- Integrate quality management into the supply chain.
- Communicate the value of quality to all stakeholders.

Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain actionable skills in strategic quality management. The program incorporates detailed case studies of companies that have successfully used quality as a strategic lever for growth, as well as those that have failed due to a lack of leadership commitment. We will use interactive workshops and scenario analysis exercises to practice critical skills like setting strategic quality goals, diagnosing a systemic quality problem, and developing a change management plan for a quality initiative. The course includes a hands-on group project where participants will work together to create a full strategic quality management plan for a fictional company. BIG BEN Training Center believes that hands-on training is essential for mastering this new field. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to lead a more quality-driven organization.

Course Agenda (Course Units):

Unit One: Quality as a Strategic Imperative

- The history of quality management.
- Quality as a source of competitive advantage.
- The financial impact of quality.
- Case studies in strategic quality failures and successes.
- Aligning quality with corporate strategy.

Unit Two: Leadership and Culture

- The role of executive leadership.
- Creating a culture of quality.
- Managing change and overcoming resistance.
- The importance of employee empowerment.
- Building a shared vision for quality.

Unit Three: Quality Systems and Processes

- Introduction to Total Quality Management (TQM).
- Lean and Six Sigma at a strategic level.
- The role of quality management systems.
- Using data and metrics to drive decisions.
- Managing quality across the value chain.

Unit Four: The Customer and the Market

- The voice of the customer.
- Using quality to build brand loyalty.
- Benchmarking and best practices.
- Navigating regulatory and compliance requirements.
- Using quality as a market differentiator.

Unit Five: Sustaining and Evolving Quality

- The role of continuous improvement.
- Auditing and reviewing quality performance.
- Leading a quality council.
- The future of quality management.
- Developing a personal leadership roadmap.

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 executive leaders, who are often focused on short-term financial results, make the long-term, systemic investments in quality that are essential for sustained competitive advantage?

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

This training course is a highly specialized program that focuses on quality from an executive leadership perspective, which sets it apart from technical or entry-level quality courses. We go beyond a simple focus on tools to provide a holistic framework for embedding quality into an organization's core strategy and culture. Our curriculum is tailored to address the specific needs of senior leaders, providing them with the framework to drive organizational excellence from the top down. The course distinguishes itself by emphasizing not only the technical skills needed to analyze quality data but also the strategic and leadership skills required to inspire and empower an entire organization to commit to excellence. By focusing on both the strategic and the cultural aspects of quality, this program provides an invaluable skill set that is essential for any professional committed to a career in senior leadership.