Strategic Total Quality Management for Excellence Training Course

26 - 30 Oct 2026

Cairo

3700 € (Per Person)

Ref: #QUA8311_283003

Course Introduction / Overview:

This comprehensive training course provides an in-depth exploration of Total Quality Management (TQM) as a strategic imperative for achieving sustainable organizational excellence. Moving beyond foundational concepts, the curriculum delves into the philosophies of quality pioneers like W. Edwards Deming, whose principles outlined in his seminal work "Out of the Crisis" transformed modern management. Participants will learn to integrate TQM not as a standalone program, but as the core of their organizational culture, driving continuous improvement, enhancing customer satisfaction, and boosting operational efficiency. The course meticulously covers the practical application of TQM tools, statistical process control, and lean methodologies. At BIG BEN Training Center, we have designed this program to empower leaders and professionals to build and lead a quality-centric organization. By mastering strategic quality planning, performance metrics, and employee involvement techniques, attendees will be equipped to champion a culture of excellence that permeates every department and process, ensuring long-term competitive advantage and robust business performance in a dynamic global market. This journey will transform your understanding of quality from a simple inspection function to a powerful strategic driver for success.

Target Audience / This training course is suitable for:

- Quality Assurance Managers and Engineers.
- Operations and Production Managers.
- Process Improvement Specialists.
- Team Leaders and Supervisors.
- Senior Management and Executives.
- Project Managers.
- Department Heads.
- Business Analysts focused on operational excellence.
- Consultants in quality and process management.

Target Sectors and Industries:

- Manufacturing and Engineering.
- Healthcare and Pharmaceuticals.
- Information Technology and Software Development.
- Banking, Finance, and Insurance.
- Construction and Real Estate.
- Hospitality and Tourism.
- Governmental and Public Sector Organizations.
- Education and Academic Institutions.
- Logistics and Supply Chain Management.
- Telecommunications and Utilities.

Target Organizations Departments:

- Quality Assurance and Quality 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.
- Engineering and Technical Services.
- Finance and Administration.
- Information Technology.

Course Offerings:

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

- Master the core principles and philosophies of Total Quality Management.
- Implement a robust framework for continuous process improvement (Kaizen).
- Utilize a range of statistical and analytical tools for quality control.
- Develop strategic quality plans aligned with organizational goals.
- Lead and motivate teams to foster a culture of quality and employee involvement.
- Apply benchmarking techniques to measure performance against industry leaders.
- Integrate TQM principles with standards like ISO 9001.
- Enhance customer satisfaction by embedding quality into every process.
- Analyze and reduce the cost of poor quality within their operations.
- Drive sustainable organizational excellence through effective TQM leadership.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered, ensuring that theoretical knowledge is translated into practical skills. This course moves beyond traditional lectures to create a dynamic learning environment. We utilize a blend of expert-led presentations, real-world case study analyses, and collaborative group discussions to explore the complexities of TQM implementation. Participants will engage in hands-on workshops and practical exercises to apply quality tools and techniques to simulated business problems. Team-based activities are central to our approach, mirroring the collaborative nature of quality circles and improvement teams in the workplace. Ample time is allocated for peer-to-peer learning, sharing experiences, and problem-solving. Facilitators provide continuous, constructive feedback to guide learning and development. This immersive and practical approach ensures that participants leave not just with knowledge, but with the confidence and competence to lead quality initiatives and drive tangible improvements within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Quality Management

- The evolution of quality management from inspection to TQM.
- Core philosophies of quality gurus: Deming, Juran, and Crosby.
- Understanding the customer-centric approach in TQM.
- The principle of continuous improvement (Kaizen).
- Defining and analyzing the Cost of Quality (COQ).
- The role of management commitment in a quality culture.
- Introduction to the Plan-Do-Check-Act (PDCA) cycle.

Unit Two: TQM Tools and Process Improvement Techniques

- The seven basic tools of quality for data analysis.
- Introduction to Statistical Process Control (SPC) and control charts.
- Process mapping and flowcharting for workflow analysis.
- Root Cause Analysis using fishbone diagrams and the 5 Whys.
- Brainstorming and Nominal Group Technique for problem-solving.
- Introduction to Failure Mode and Effects Analysis (FMEA).
- Data collection methods and check sheets for process monitoring.

Unit Three: Leadership, Culture, and Employee Involvement

- The strategic role of leadership in driving a TQM culture.
- Building and empowering cross-functional quality improvement teams.
- Techniques for fostering employee involvement and empowerment.
- Developing effective communication strategies for quality initiatives.
- Managing resistance to change during TQM implementation.
- The concept and application of Quality Circles.
- Recognition and reward systems to sustain quality efforts.

Unit Four: Strategic Planning and Performance Measurement

- Developing a strategic quality plan aligned with business objectives.
- The process of policy deployment (Hoshin Kanri).
- Establishing Key Performance Indicators (KPIs) for quality.
- Benchmarking as a tool for competitive analysis and improvement.
- Integrating TQM with ISO 9001 Quality Management Systems.
- Conducting effective quality audits and management reviews.
- Supplier quality management and partnership development.

Unit Five: Advanced TQM Models and Sustaining Excellence

- An overview of Six Sigma methodology and its integration with TQM.
- Introduction to Lean principles for waste elimination.
- Designing quality into products and services (Quality by Design).
- Strategies for managing service quality and customer loyalty.
- Building a learning organization for sustained improvement.
- Overcoming barriers to long-term TQM success.
- The future of quality management and industry trends.

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 shift from a reactive quality control mindset to a proactive, preventative TQM culture that is embraced by every employee?

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

This course distinguishes itself by focusing on Total Quality Management as a strategic leadership function rather than a mere set of operational tools. While many programs concentrate on the mechanics of quality control, our curriculum emphasizes the critical role of leadership in architecting and sustaining a pervasive culture of excellence. We delve deeply into the organizational dynamics, change management, and employee empowerment strategies that are fundamental to successful TQM implementation but often overlooked. The content is structured to bridge the gap between abstract theory and practical application, using a case-study-driven approach that challenges participants to solve complex, real-world quality problems. Furthermore, the course integrates TQM with complementary modern methodologies like Lean and Six Sigma, providing a holistic and contemporary perspective on achieving organizational excellence. The focus is not just on what to do, but on how to lead the transformation, making it uniquely valuable for current and aspiring leaders who aim to drive lasting competitive advantage through a deeply embedded commitment to quality.