



Strategic Quality Management  
Program



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# Strategic Quality Management Program

## Introduction:

This course presents a blend between strategy and quality to help candidates develop the right skills to plan their organization's quality strategic plans. The course will take candidates through the history of quality and strategy and then link it with practical applications. Candidates will learn how to analyze current organizational status identifying gaps and future needs. The course will also examine the strategic planning process from initiation to selection of initiatives. Moreover the identification process of quality key result areas will be discussed. Candidates will leave with tools, skills and knowledge to start their own journey to strategize for their quality departments and produce deployment plans.

## Who Should Attend?

Quality Managers, Quality Assurance Engineers and Officials, Project Managers, Production Managers, Production Supervisors, Product Engineers, Inspectors, Line Leaders, Production Operators, Those with responsibility for implementing quality management systems, Those with an interest in quality management systems, those starting their career in quality management, Corporate Managers, Executive Managers, Senior Managers, Middle Managers, Junior Managers, Human Resource Managers, Board of Directors, Entrepreneurs, All quality managers and staff who are involved in influencing, formulating or supporting the long term planning and strategy of the quality department or organization, as well as those who are responsible for linking, measuring and improving the performance of others. The course is also suitable for those employees who are targeted for development or promotion within the quality function.

## Course Objectives:

By the end of this course delegates will be able to:

- Define quality and strategy concepts highlighting main components of strategic planning in quality

- Analyze the current situation identifying opportunities to draft a strategic quality plan
- Generate strategic goals for their quality department
- Convert a strategic plan into an operating plan
- Examine how to measure success of a strategy on quality, how to extract Key Performance Indicators (KPIs) and draft a quality department balanced scorecard

## Course Outline:

### Strategic Quality Management & Strategic Thinking

- Quality evolution and concepts
- Dimensions of product quality
- Dimensions of service quality
- Quality management system: the components
- Strategic deployment of quality frameworks and excellence awards
- The core principles of strategic quality management
- Evaluation of strategic management
- Strategic thinking versus strategic planning in quality departments
- The strategic planning and control process
- Benefits of strategic management to the quality professional
- The building blocks of strategic planning
- Barriers of strategic implementation

### Analysis of the Environment

- Situation analysis tools in quality departments
- Quality stakeholders analysis
- Defining quality visions and missions
- Developing a quality statement
- Setting quality strategic goals

- Identifying critical success factors in quality
- Key result areas and key performance indicators
- Core competencies and core values

#### **Goals, Objectives & Creative Strategies**

- Goals, objectives and targets for the quality division
- Financial versus non-financial objectives
- The use of key result areas in quality sector
- Adopting effective strategies to achieve excellence
- Examples of strategic objectives
- Examples of quality department strategies
- Moving from critical success factors to strategic goals

#### **Developing Operating Plans**

- From vision to action plan
- The how-how technique to develop quality related initiatives
- Criteria of effective action plans
- Linking goals, strategies, action plans and budgets
- Developing a quality department plan

#### **Measuring Quality Management Strategy Achievement**

- Approaches to control in quality
- Using Key Result Areas (KRAs) to create Key Performance Indicators (KPIs) for process control
- Examples on quality KPIs
- Setting targets
- The balanced scorecard for the quality department