

# Strategic Quality Management

## Why Attend

- This course presents a blend between strategy and quality to help participants develop the right skills to plan their organization's quality strategic plans. The course will take participants through the history of quality and strategy and link them both using practical applications. Participants will learn how to analyze current organizational status and identify 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. Participants will leave with the tools, skills and knowledge to start their own journey to strategize for their quality departments and produce deployment plans.

## Course Methodology

- This course uses workshops, case studies and group debriefs to help participants understand various strategy and quality concepts and applications. The course also features hands-on experience to illustrate the strategic planning process from A to Z and the process of drafting a quality plan. This course is supported by various videos on strategy and quality applications.
- Team discussions and presentations are used throughout the course to foster participants' understanding of strategic planning process with respect to quality deployment in organizations.

## Course Objectives

By the end of the course, participants will be able to:

- Define quality and strategy concepts highlighting the 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 how to draft a quality department balanced scorecard

## Target Audience

- 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 employees targeted for development or promotion within the quality function.

## Target Competencies

- Strategic planning
- Quality management
- Management and planning
- Understanding control and key performance indicators
- Understanding quality frameworks

### Strategic quality management and strategic thinking

- Quality evolution and concepts
- Dimensions of product quality
- Dimensions of service quality
- Quality management system: the components
- The core principles of strategic quality management
- Strategic deployment of quality frameworks and excellence awards
- European Foundation for Quality Management (EFQM)
- Dubai quality award / HH Sheikh Khalifa Excellence Award
- 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
- Barriers of strategic implementation
- The building blocks of strategic planning

### 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 and creative strategies

- Goals, objectives and targets for the quality division
- Financial versus non financial objectives
- The use of key result areas in the 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

- Expanding SWOT for Strategies
- 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 KPIs for process control
- Examples on quality KPIs
- Types of Measures
- Quality dashboard
- The balanced scorecard for the quality department