



Strategic Quality Management Course

Venue Information

Venue: London UK

Place:

Start Date: 2026-11-24

End Date: 2026-11-28

Course Details

Net Fee: £4750.00

Duration: 1 Week

Category ID: QAPC

Course Code: QAPC-2

Syllabus

Course Syllabus

Objectives:

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

- Identify quality management concepts and mandates.
- Define quality strategic planning and control process and its main components.
- Define strategic quality management and draft a quality strategy plan.
- Use the strategy of the organization to determine Key Performance Indicators (KPIs).
- Convert a strategic plan to an operating plan.
- Draft a quality department balanced scorecard.

The Contents:

Strategic Quality Management and Strategic Thinking

Analysis of the Environment

- Situation Analysis Tools in Quality Departments
- Defining Quality Visions and Missions
- 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 Quality Sector
- Adopting Effective Strategies to Achieve Excellence
- Examples in Quality Department Strategies

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 the Process Control
- Setting Targets
- The Balanced Scorecard for the Quality Department

Strategic Deployment of Quality Frameworks and Excellence Awards

- EFQM
- Dubai Quality Award
- HH Sheikh Khalifa Excellence Award