BLACKBIRD FOR TRAINING

Fundamentals of Quality Management

10 – 14 January 2027
Istanbul (Turkey)



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Introduction

Effective Quality Management is an essential aspect of any successful business. It ensures that your products or services consistently meet or exceed customer expectations, fostering loyalty and satisfaction. With the right quality management system QMS in place, companies can improve productivity, reduce costs, enhance customer satisfaction, and maintain a competitive edge in the marketplace. Quality management helps businesses identify the root causes of issues, reduce waste, improve processes, and ultimately create value for both the customer and the company. This course is designed to equip participants with the fundamentals of quality management, including essential quality control techniques and the key principles behind achieving and sustaining high-quality standards.

The training focuses on practical quality management approaches and tools that help ensure consistency, reduce inefficiencies, and continuously improve product and service quality. Through the application of proven quality management techniques, participants will gain the ability to manage customer expectations, implement quality assurance procedures, and make data-driven decisions to optimize processes.

Course Objectives

- Identify a wide range of quality management tools and approaches to improve business outcomes.
- Learn the basic principles of quality management, including quality control techniques and their application across different industries.
- Understand how to calculate and manage the total cost of quality and its impact on the organization.
- Develop the ability to identify root causes of quality issues and apply effective solutions.
- Strengthen your quality management skills and develop an actionable plan to address any gaps.
- Choose and apply the most appropriate quality management processes and tools to tackle quality challenges and drive continuous improvement.



Course Outlines

Day 1: Introduction to Quality Management

- Overview of quality management and its importance in business.
- History of quality management and evolution of practices.
- Basic concepts of quality management, including quality assurance and quality control.
- Calculating the total cost of quality and non-quality.
- Understanding customer needs and how to meet them.
- Identifying and using the right systems to deliver customer expectations.
- Introduction to quality tools and techniques for continuous improvement.

Day 2: Service Quality - Tools and Techniques

- Key concepts for effective quality management in services.
- Monitoring and measuring quality performance.
- Statistical process control and other quality management systems QMS.
- Introduction to ISO 9000 and Total Quality Management TQM.
- Understanding the Balanced Scorecard and Six Sigma methodology for quality management.

Day 3: Finding and Dealing with Quality Gaps

- Porter's Value Chain for identifying quality gaps in operations.
- How to plan and conduct an audit for quality assurance.
- Reporting and analyzing audit results.
- Problem-solving methods like Pareto Analysis and root cause analysis.
- Applying risk management techniques to address quality issues and enhance overall process performance.

Day 4: Managing Customer Expectations

- Understanding and establishing clear customer expectations.
- How to communicate customer requirements effectively across teams.
- Techniques for exceeding customer expectations and building a culture of excellence.
- The role of quality circles and employee feedback in driving improvements.
- Evaluating performance and ensuring ongoing customer satisfaction through feedback and continuous assessment.



Day 5: Delegation, Leadership, and Total Quality

- Self-assessment for effective quality leadership.
- Different leadership styles in quality management.
- Common mistakes in quality management and how to avoid them.
- Effective delegation and the delegation process for better quality control.
- Preparing for certification in quality management.
- Action planning and course summary to implement learned concepts.

Why Attend this Course: Wins & Losses!

- Gain a thorough understanding of quality management fundamentals and key principles.
- Learn the basic concepts of quality management and the essential tools and techniques required for consistent quality assurance.
- Develop skills to apply quality control techniques to solve real-world business problems and enhance operational efficiency.
- Master the quality management process and understand the critical aspects of quality assurance and risk management.
- Learn how to manage customer expectations and create a culture that prioritizes continuous improvement and operational excellence.
- Strengthen your ability to conduct effective audits and handle root cause analysis to address quality challenges efficiently.

Conclusion

By the end of this course, you will be equipped with the practical knowledge and tools necessary to implement a quality management system QMS within your organization. You will understand the basic principles of quality management and how to integrate them into daily operations. Whether you are focused on improving customer satisfaction, reducing rework, or ensuring continuous process improvement, this course will provide you with the skills to manage quality effectively.

With a stronger foundation in quality management, you will be better prepared to tackle quality and risk management challenges and create a lasting impact in your organization.

