

## Advanced Strategies in Total Quality Management

*Kuala Lumpur (Malaysia)*

*18 - 22 August 2025*

UK Training

# PARTNER

## Advanced Strategies in Total Quality Management

Code: QM28 From: 18 - 22 August 2025 City: Kuala Lumpur (Malaysia) Fees: 4200 Pound

### Introduction

This course presents a blend of 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 the 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 Objectives of Advanced Strategies in Total Quality Management

- 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 the success of a strategy on quality, how to extract Key Performance Indicators KPIs, and how to draft a quality department-balanced scorecard.

### Advanced Strategies in Total Quality Management Course Outline

#### Day 1

##### Strategic quality management and strategic thinking

- Quality evolution and concepts.
- Dimensions of product quality.
- Dimensions of service quality.
- Quality management system: the components.
- Evaluation of strategic management.
- The strategic planning and control process.
- Barriers to strategic implementation.
- The building blocks of strategic planning.

#### Day 2

##### Analysis of the environment

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training  
**PARTNER**

- 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.

### Day 3

#### 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.

### Day 4

#### Developing operating plans

- Expanding SWOT for Strategies.
- The how-how technique to develop quality-related initiatives.
- Criteria for effective action plans.
- Linking goals, strategies, action plans, and budgets.
- Developing a quality department plan.

### Day 5

#### Measuring quality management strategy achievement

- Approaches to quality control.
- Using Key Result Areas KRAs to create KPIs for process control.
- Examples of quality KPIs.
- Types of Measures.
- Quality dashboard.
- The balanced scorecard for the quality department.



## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**



## Blackbird Training Cities

### Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**

## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

