BLACKBIRD FOR TRAINING

Advanced Strategies in Total Quality Management

14 – 18 December 2026
London (UK)



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Introduction

In today's competitive business environment, Quality Management is a key determinant of success for any organization. This course offers a powerful blend of strategy and quality to help participants develop the right skills to create and implement strategic quality plans for their organizations. Participants will explore the historical development of Quality Management Systems QMS and learn how to effectively integrate advanced quality management techniques into their strategic planning process.

Throughout this course, participants will learn how to assess their organization's current state, identify gaps, and understand future needs. The course will provide insights into the strategic planning process from initiation to the selection of quality improvement initiatives. Additionally, the identification of key result areas KRAs and how to convert these into Key Performance Indicators KPIs will be covered. By the end of the course, participants will be equipped with the tools, skills, and knowledge to develop comprehensive Total Quality Management TQM strategies and deployment plans.

Course Objectives

The primary goal of this course is to provide participants with the knowledge and practical skills needed to incorporate advanced quality management strategies into their organizations' long-term planning. By the end of the course, participants will:

- Define the concepts of quality management and strategy, emphasizing the key components of strategic planning in quality management.
- Analyze the current organizational situation and identify opportunities for drafting a strategic quality management plan.
- Generate strategic goals specific to their quality management department.
- Convert a strategic quality management plan into an operational plan.
- Learn how to measure the success of a strategy in quality management by extracting KPIs and creating a balanced scorecard for the quality department.



Course Outlines

Day 1: Strategic Quality Management and Strategic Thinking

- Quality Evolution and Concepts: A historical overview of quality management systems and core concepts in quality control strategies.
- Dimensions of Product and Service Quality: Understanding the quality management system and its impact on product and service delivery.
- Quality Management System QMS: Introduction to the core components of a quality management system and its relevance in achieving total quality improvement.
- Strategic Planning and Control: An overview of the strategic planning process and how to align quality management with broader organizational goals.
- Barriers to Strategic Implementation: Identifying common obstacles to implementing quality management systems and ways to overcome them.
- Building Blocks of Strategic Planning: Exploring the critical components of strategic planning within the quality management system.

Day 2: Analyzing the Organizational Environment

- Situation Analysis Tools in Quality Departments: Learning how to use SWOT analysis and other tools to assess the current state of quality management in the organization.
- Quality Stakeholder Analysis: Understanding the role of various stakeholders in the quality improvement process.
- Defining Quality Visions and Missions: Learning how to create a compelling quality vision that aligns with organizational goals.
- Setting Quality Strategic Goals: How to develop and align strategic goals for quality improvement.
- Identifying Critical Success Factors CSFs in Quality: Determining the key areas where success is crucial for quality management.
- Key Result Areas and KPIs: How to establish KRAs and develop KPIs to measure quality success.
- Core Competencies and Values: Identifying and leveraging the core competencies and values that drive quality improvement in your organization.

Day 3: Goals, Objectives, and Creative Strategies

- Setting Goals for the Quality Division: Establishing clear, actionable goals for the quality management department.
- Financial vs. Non-Financial Objectives: Understanding the balance between financial and non-financial goals in the quality management context.
- Using KRAs in Quality Management: How to apply KRAs to drive effective quality management strategies.
- Adopting Effective Strategies for Excellence: Learn how to adopt strategies for total quality improvement that will ensure high standards of quality.
- Examples of Strategic Objectives: Real-world examples of strategic objectives in quality management.
- Moving from Critical Success Factors to Strategic Goals: Understanding how to transition from critical success factors to clear, measurable strategic goals for quality.



Day 4: Developing Operating Plans

- Expanding SWOT for Strategies: Leveraging SWOT analysis to create actionable strategies for quality management.
- The How-How Technique for Developing Quality Initiatives: Learning how to apply the How-How technique to generate quality-related initiatives.
- Effective Action Plans: Creating clear and concise action plans that support the quality management system and drive improvement.
- Linking Goals, Strategies, Action Plans, and Budgets: How to integrate strategic goals, quality strategies, and budgets into a cohesive plan.
- Developing a Quality Department Plan: Learning how to create a quality department plan that is aligned with the broader organizational strategy.

Day 5: Measuring Quality Management Strategy Achievement

- Approaches to Quality Control: Exploring different approaches to quality control and their application in improving organizational performance.
- Using Key Result Areas KRAs to Create KPIs: How to use KRAs to develop KPIs that help control quality processes.
- Examples of Quality KPIs: Understanding the types of KPIs used to measure performance in the quality management system.
- Types of Measures: Learning about different types of measures used to assess quality in organizations.
- Quality Dashboard: Designing and using a quality dashboard to track performance and drive decision-making.
- Balanced Scorecard for the Quality Department: Developing a balanced scorecard to ensure the alignment of quality goals with broader organizational objectives.

Why Attend This Course: Wins & Losses!

This course is an essential learning opportunity for anyone involved in the development, implementation, and management of quality management systems. Whether you're a quality manager, department head, or executive responsible for strategic planning, this course will:

- Provide an in-depth understanding of quality management systems, helping you integrate advanced quality management techniques into your organization’s strategy.
- Equip you with the skills to create effective strategic plans for quality improvement that align with both organizational goals and industry best practices.
- Teach you how to establish meaningful KPIs and use them to measure the success of quality strategies and processes.
- Allow you to develop a balanced scorecard to track quality performance and drive continuous improvement across your organization.



Conclusion

Mastering advanced quality management techniques is crucial for any organization striving for total quality improvement. This course equips you with the knowledge and skills to design and implement quality management systems that align with your organization's strategy, objectives, and values. By the end of the course, you will be well-prepared to lead your quality management department toward achieving excellence, improving processes, and delivering measurable results.

Whether you are responsible for developing quality strategies or executing them, this course will provide the tools to improve your organization's quality control, set actionable goals, and implement robust systems to track and measure performance.

