BLACKBIRD FOR TRAINING

Quality Measuring Instruments for Operations

27 September – 1 October 2027
Casablanca (Morocco)

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PARTNER



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Introduction

In today's rapidly evolving business environment, measuring operational quality is no longer optional — it's essential. Quality Measuring Instruments for Operations serve as critical tools to ensure organizations can maintain consistent performance, enhance service delivery, and make data-driven strategic decisions.
This course is specifically designed for professionals across the Middle East and North Africa MENA region, including executives, team leaders, and specialists in both public and private sectors.
Whether you're working in oil and gas, banking, telecommunications, government, HR, or project management, this program equips you with the skills to understand, implement, and evaluate operational quality instruments effectively.
By blending practical application with theoretical insight, participants will develop a robust understanding of how to apply globally recognized quality measurement tools to real-world organizational challenges.

Course Objectives

- Understand the fundamental concepts of operational quality measurement.
- Distinguish between quantitative and qualitative quality tools.
- Apply process analysis techniques to identify gaps and opportunities.
- Effectively use Key Performance Indicators KPIs to measure quality.
- Analyze performance data to inform strategic decisions.
- Develop internal systems for tracking and monitoring institutional performance.
- Integrate measurement tools into continuous improvement strategies.
- Evaluate the effectiveness of measurement tools and identify areas for optimization.

Course Outlines

Day 1: Core Concepts & Measurement Importance

- Introduction to quality measurement in operational contexts.
- Differences between quantitative and qualitative metrics.
- Exploring the relationship between quality, efficiency, and effectiveness.
- Characteristics of effective KPIs SMART framework.
- Overview of global quality measurement models e.g., EFQM, Baldrige.
- Group activity: Conducting a quality gap analysis for a selected organization.



Day 2: Quantitative and Qualitative Measurement Tools

- Statistical tools for quality measurement e.g., mean, standard deviation.
- The Seven Basic Quality Tools: flowcharts, cause-and-effect diagrams, histograms, etc.
- Qualitative methods: surveys, interviews, focus groups.
- Applying measurement tools in manufacturing and service environments.
- Selecting appropriate tools based on process type.
- Workshop: Case study from the telecom sector using mixed-method tools.

Day 3: KPIs and Process Analysis Techniques

- Defining and developing operational KPIs.
- Mapping value chains and assigning indicators per process step.
- Tools for process analysis e.g., SIPOC, process flow mapping.
- Case study: Evaluating customer service performance in the banking sector.
- Using big data to drive quality insights.
- Hands-on exercise: Designing a performance dashboard.

Day 4: Real-World Application of Measurement Tools

- Review and assessment of tools studied.
- Applying measurement tools to real-life case studies.
- Gap analysis using Pareto and Fishbone diagrams.
- Designing improvement plans based on measurement outcomes.
- Introduction to Lean and Six Sigma techniques for quality enhancement.
- Participant presentations: Case-based tool applications.

Day 5: Building a Comprehensive Quality Measurement Framework

- Developing an integrated internal quality measurement system.
- Embedding measurement practices into daily operations.
- Establishing mechanisms for ongoing monitoring and evaluation.
- Measuring institutional change using quality metrics.
- Assessing and recalibrating tools for continuous relevance.
- Final session: Presentation of group projects and trainer feedback.



Why Attend this Course: Wins & Losses!

- Gain advanced knowledge of operational quality tools.
- Apply insights directly to ongoing institutional challenges.
- Strengthen analytical and strategic decision-making capabilities.
- Qualify for globally recognized professional certifications.
- Improve organizational performance measurement frameworks.
- Support institutional excellence and quality initiatives.
- Develop data-driven leadership and problem-solving skills.
- Network with peers across various industries and sectors.

Conclusion

Quality Measuring Instruments for Operations are not just technical tools — they are strategic enablers for institutional excellence and long-term sustainability.
Through this immersive training, participants will gain the competencies necessary to implement and adapt quality measurement tools within their specific operational environments.
This course is designed to empower professionals across functional levels and industries with practical tools, frameworks, and confidence to lead performance improvement initiatives effectively.

Investing in this knowledge enhances not only personal career growth but also contributes directly to building smarter, more resilient organizations across the MENA region.

