BLACKBIRD FOR TRAINING

Total Quality Mastery

5 – 9 April 2027
Casablanca (Morocco)

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Introduction

In today's competitive business environment, quality is no longer just a compliance requirement—it is a strategic differentiator that drives customer satisfaction, operational excellence, innovation, and long-term sustainability. Organizations that master quality do not simply control outcomes; they embed excellence into their culture, systems, and leadership mindset.

This program, Total Quality Mastery, is designed to move organizations beyond inspection and control toward a fully integrated ecosystem of systematic improvement, empowerment, and value creation. It equips professionals with the strategic frameworks, analytical tools, and leadership capabilities required to embed Total Quality Management TQM at every level of the organization.

By integrating TQM philosophy, ISO 9001 standards, Lean Six Sigma methodologies, performance management, and organizational excellence models, this program creates a unified, results-driven approach to quality that enhances efficiency, trust, and sustainable performance.

Course Objectives

By completing this program, participants will be able to:

- Master the principles, pillars, and evolution of Total Quality Management TQM.
- Design and implement an organization-wide quality management framework.
- Apply Lean, Six Sigma, and continuous improvement methodologies effectively.
- Measure and improve process capability, performance, and customer satisfaction.
- Build a culture of accountability, engagement, and innovation.
- Integrate ISO 9001:2015 and organizational excellence models into quality strategy.
- Use data analytics, KPIs, and performance dashboards to drive evidence-based improvement.
- Lead teams and initiatives that deliver sustainable quality transformation.

Course Outlines

Day 1: Foundations of Total Quality Management

- The evolution of quality—from inspection to total quality mastery.
- Core TQM principles: customer focus, continuous improvement, and employee involvement.
- Deming's philosophy and the PDCA Plan-Do-Check-Act cycle.
- Quality culture, leadership commitment, and strategic alignment.
- Case study: How global organizations achieved excellence through TQM



Day 2: Quality Systems, Standards, and Frameworks

- Designing a Quality Management System QMS aligned with ISO 9001:2015.
- Integrating TQM with business excellence frameworks EFQM, Baldrige.
- Quality policy, objectives, and documentation control.
- Process mapping and value stream analysis for quality improvement.
- Workshop: Building a TQM framework for a simulated organization.

Day 3: Lean and Six Sigma for Quality Optimization

- Lean principles and waste elimination strategies.
- Six Sigma DMAIC methodology and process capability measurement.
- Root cause analysis tools: Pareto charts, cause-and-effect diagrams, and 5 Whys.
- Statistical Process Control SPC for sustained improvement.
- Simulation: Solving a real quality performance challenge using Lean Six Sigma.

Day 4: Measuring, Monitoring, and Managing Performance

- Defining quality metrics and KPIs aligned with strategy.
- Voice of the Customer VOC and Customer Satisfaction Index CSI.
- Data-driven decision-making and management reporting.
- Risk-based thinking and preventive action planning.
- Group exercise: Developing a performance dashboard for total quality governance.

Day 5: Quality Leadership and Sustainable Excellence

- Leading organizational change through quality culture transformation.
- Empowering teams and fostering ownership and accountability.
- Continuous improvement and innovation frameworks.
- Benchmarking, quality audits, and maturity assessments.
- Final project: Designing a Total Quality Mastery roadmap for organizational excellence.

Why Attend This Course: Wins & Losses!

- Deep expertise in Total Quality Management systems and methodologies.
- Strategic capability to apply Lean Six Sigma and ISO standards effectively.
- Strong analytical and leadership skills to drive continuous improvement.
- The confidence to lead quality transformation initiatives across the organization.
- Positioning as a Total Quality Mastery Professional—a catalyst for excellence and innovation.

Conclusion

Total Quality Mastery is not a traditional training program—it is a transformational journey. This course empowers you to move beyond tools and techniques and become a quality leader who shapes culture, drives performance, and delivers lasting impact.



You will leave equipped to design, lead, and sustain Total Quality Management systems that align people, processes, and strategy into a single engine of excellence. Graduates of this program emerge as architects of organizational quality, capable of transforming businesses into agile, efficient, and customer-driven enterprises.

This is your opportunity to elevate quality from a function to a strategic force, and to position yourself—and your organization—at the forefront of sustainable excellence, innovation, and trust.

