MERCURY

Strategic Quality Management (SQM) Training

14 – 18 June 2027
London (UK)



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Strategic Quality Management (SQM) Training

Ref: 15506_1075417 **Date:** 14 – 18 June 2027 **Location:** London (UK) **Fees:** 5800 Euro

Introduction:

Strategic Quality Management SQM is a holistic approach to managing the quality of an organization's processes and outputs. It emphasizes aligning quality initiatives with the organization's strategic goals to enhance performance. This Strategic Quality Management SQM course prepares individuals to apply effective methods and strategies for implementing quality management processes synchronous with the organization's long-term objectives.

Quality management is integrated with the organization's strategic planning efforts. Learning about the quality management process is central to the role of quality professionals. Participants in this Strategic Quality Management SQM training will gain insight into developing a master plan for organizational success and establishing policies to enhance customer relations, thereby enacting a pivotal role in the intersection of quality and strategic management.

This Strategic Quality Management SQM training includes various practical resources, such as videos demonstrating the application of strategic planning in total quality management. Participants will empower skills for excellence in various realms, including quality management techniques, quality management training, quality management methods, and strategic quality management, meaning they will be well-poised to contribute in their respective fields.

Targeted Groups:

- All quality managers and staff are involved in influencing, formulating, or supporting the long-term planning and strategy of the quality department or organization and those responsible for linking, measuring, and improving performance.
- Individuals targeted for development or promotion within the quality management domain.

Course Objectives:

By the end of this Strategic Quality Management SQM course, participants will be able to:

- Comprehend the variety of methods encompassed within quality management.
- Define the essential concepts of quality and strategy, highlighting the main components of a strategic quality management definition.
- Analyze the current situation to identify opportunities for creating a robust strategic quality plan.
- Develop strategic quality management goals for their departments.
- Effectively translate strategic quality plans into actionable operational plans.
- Understand the components and benefits of strategic quality management.
- Engage with the strategic thinking process inherent in quality management.

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- Advantages of strategic quality management.

Targeted Competencies:

At the end of this Strategic Quality Management SQM training, participants competencies will:

- Strategic thinking and execution within the realm of strategic quality management.
- Environmental analysis pertinent to quality initiatives.
- Development of visionary and innovative strategies for quality improvement.
- Translation of strategic planning into actionable goals and objectives.
- Monitoring and ensuring the successful implementation of quality management strategies.

Course Content:

Unit 1: Strategic Quality Management and Strategic Thinking:

- Evolution of quality management and its core concepts.
- Exploring the dimensions of the product.
- Dimensions of service quality.
- Understanding the components of a quality management system.
- The core principles of strategic quality management.
- Deploying quality frameworks and considering excellence awards.
- The European Foundation for Quality Management EFQM.
- Evaluation of strategic management.
- Distinguishing between strategic thinking and strategic planning within quality departments.
- Reviewing the strategic planning and control process.
- Benefits of strategic management to the quality professional.
- Barriers to strategic implementation.
- Establishing the building blocks of effective strategic planning for quality departments.

Unit 2: Analysis of the Environment:

- Tools for situation analysis within quality domains.
- Engagement with quality stakeholders analysis.
- Defining strategic quality management visions and missions.
- Developing a quality statement.
- Strategic Quality Management.
- Setting strategic quality management goals.
- Identifying critical success factors and result areas in quality.
- Key result areas and key performance indicators.
- Upholding core values essential to strategic quality management.

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Unit 3: Targets and Innovative Strategies:

- Setting tangible targets for the quality department.
- Understanding the distinction between financial and non-financial objectives.
- How do we achieve excellence in strategic quality management?
- Case studies exemplify successful strategies implemented in various quality departments.
- The importance and implementation of key result areas within the quality context.

Unit 4: Planning for "Vision to Action":

- How do you move your vision to action?
- Methods of creating quality-related advantages/initiatives.
- Effective action plans.
- How do we connect targets, strategies, action plans, and budgets?
- Plan for the quality department.

Unit 5: Monitoring the Achievement of Quality Management Strategies:

- How do we achieve control over quality?
- Understanding the key result areas and using them to create KPIs.
- Strategic Quality Management.
- How do you set goals/targets?
- Keeping a balanced scorecard for the quality department.
- Key Result Areas KRAs are used to create KPIs for process control.
- Examples of quality KPIs.
- Types of Measures.
- Quality Dashboard: The balanced scorecard for the quality department.