



Strategic Quality Management

25 - 29 Aug 2025
Casablanca (Morocco)



Strategic Quality Management

Ref.: 15506_312634 **Date:** 25 - 29 Aug 2025 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

Introduction:

Strategic Quality Management SQM is defined as a quality management philosophy that views quality in terms of overall corporate performance.

SQM defines quality as being driven by the needs of customers and the environment, and aims to identify the critical factors that will determine the survival and competitiveness of a company in the near future.

The objective is to identify the critical factors that will determine the survival and competitiveness of a company in the near future.

This course is specifically designed to provide effective methods and strategies for quality management. Learning Content

In this course, you will learn about implementing a master plan for organizational success and policies to improve customer relations.

Students will also experience the quality planning process. This course is supported by a variety of videos on the application of strategy and quality.

Upon completion of this course, students will have honed their quality, organizational, and people management skills and will be able to

become active in quality management, training, development, and other related 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 as well as those responsible for linking, measuring, and improving the performance of others.
- The course is also suitable for employees targeted for development or promotion within the quality function.

Course Objectives:

At the end of this course the participants will be able to:

- Understanding the methods of 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.
- Components for strategic quality management.
- Strategic thinking process.
- Advantages of strategic quality management.

Targeted Competencies:

- Strategic quality management and strategic thinking.
- Analysis of the environment.
- Targets and Innovative Strategies.
- Planning for “Vision to Action”.
- Monitoring the Achievement of Quality Management Strategies.

Course Content:

Unit 1: Strategic quality management and strategic thinking:

- Quality evolution and concepts
- Dimensions of product quality
- Dimensions of service quality
- Quality management system: the components
- The core principles of strategic quality management
- Strategic deployment of quality frameworks and excellence awards
- European Foundation for Quality Management EFQM
- Evaluation of strategic management
- Strategic thinking versus strategic planning in quality departments
- The strategic planning and control process
- Benefits of strategic management to the quality professional
- Barriers of strategic implementation
- The building blocks of strategic planning

Unit 2: Analysis of the environment:

- Situation analysis tools in quality departments
- Quality stakeholders analysis
- Defining quality visions and missions
- Developing a quality statement
- Strategic Quality Management
- Setting quality strategic goals
- Identifying critical success factors in quality
- Key result areas and key performance indicators
- Core competencies and core values

Unit 3: Targets and Innovative Strategies:

- Setting targets for the quality department
- Concept of objectives of “Financial” vs “Non-Financial”
- How to attain excellence in strategic quality management
- Case studies on strategies of quality management in quality departments
- Importance of key result areas in the quality department

Unit 4: Planning for “Vision to Action”:

- How to move your vision to action?
- Methods of creating quality-related advantages/initiatives
- Effective action plans
- How to 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 KPI's
- Strategic Quality Management
- How to set goals/targets
- Keeping a balanced scorecard for the quality department
- Using Key Result Areas KRAs to create KPIs for process control
- Examples of quality KPIs
- Types of Measures
- Quality DashboardThe balanced scorecard for the quality department



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Strategic Quality Management**

code: 15506 **From:** 25 - 29 Aug 2025 **Venue:** Casablanca (Morocco) **Fees:** 3000 **Euro**

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