

# Strategic Quality Management Course

## Venue Information

---

**Venue:** London UK

**Place:**

**Start Date:** 2026-06-23

**End Date:** 2026-06-27

## Course Details

---

**Net Fee:** £4750.00

**Duration:** 1 Week

**Category ID:** QAPC

**Course Code:** QAPC-2

## Syllabus

---

### Course Syllabus

**Objectives:**

**By the end of the program, participants will be able to:**

- Identify quality management concepts and mandates.
- Define quality strategic planning and control process and its main components.
- Define strategic quality management and draft a quality strategy plan.
- Use the strategy of the organization to determine Key Performance Indicators (KPIs).
- Convert a strategic plan to an operating plan.
- Draft a quality department balanced scorecard.

**The Contents:**

**Strategic Quality Management and Strategic Thinking**

- Benefits of Strategic Management to the Quality Professional

## **Analysis of the Environment**

- Situation Analysis Tools in Quality Departments
- Defining Quality Visions and Missions
- Setting Quality Strategic Goals
- Identifying Critical Success Factors in Quality
- Key Result Areas and Key Performance Indicators
- Core Competencies and Core Values

## **Goals, Objectives and Creative Strategies**

- Goals, Objectives and Targets for the Quality Division
- Financial versus Non-Financial Objectives
- The Use of Key Result Areas in Quality Sector
- Adopting Effective Strategies to Achieve Excellence
- Examples in Quality Department Strategies

## **Developing Operating Plans**

- From Vision to Action Plan
- The How-How Technique to Develop Quality Related Initiatives
- Criteria of Effective Action Plans
- Linking Goals, Strategies, Action Plans and Budgets
- Developing a Quality Department Plan

## **Measuring Quality Management Strategy Achievement**

- Approaches to Control in Quality
- Using Key Result Areas (KRAs) to Create Key Performance Indicators (KPIs) for the Process Control
- Setting Targets
- The Balanced Scorecard for the Quality Department

## **Strategic Deployment of Quality Frameworks and Excellence Awards**

- EFQM
- Dubai Quality Award
- HH Sheikh Khalifa Excellence Award