

#### Introduction:

This training course on Total Quality Management (TQM) and continuous improvement offers participants comprehensive knowledge on the history and evolution of quality concepts, as well as the contributions of key quality gurus and the tools they developed.

The course will focus on applying quality systems, models, and methodologies, including excellence awards, ISO standards, and breakthrough improvement strategies such as Lean and Six Sigma.

By the end of the course, participants will be equipped to implement powerful quality tools in leading organizations. They will also gain insight into best practices for selecting, designing, or applying quality organizational structures and tools.

#### Target Audience:

- Managers
- Supervisors
- Quality Management professionals
- Individuals engaged in the implementation of quality models, awards, ISO, and TQM, as well as those focused on improving organizational performance

#### Course Objectives:

Upon completing this course, participants will be able to:

- Explain the importance of quality models and identify various quality concepts and frameworks used by quality experts.
- Understand the key success factors for deploying Total Quality Management (TQM).
- Utilize TQM tools to enhance customer satisfaction and improve organizational processes.
- Describe different benchmarking tools and techniques to support quality initiatives.
- Apply widely used improvement methodologies, including Lean and Six Sigma.

#### Targeted Competencies:

By the end of this course, participants will have developed the following competencies:

- Problem-solving
- Applying quality tools
- Selecting and implementing quality models and systems
- Using Lean and Six Sigma applications
- Change management
- Understanding ISO systems
- Benchmarking expertise

Understanding of Total Quality Management (TQM) and Continuous Improvement in the Workplace:  
Total Quality Management (TQM) focuses on improving quality and performance across all functions of an organization. It emphasizes customer-focused perspectives, employee involvement, process improvement, and data-driven decision-making. TQM is about continuously striving for excellence in all operations.

This course will guide participants in developing a structured plan for effectively implementing continuous improvement in their workplace. The training will help establish systems and processes that encourage ongoing enhancement of products, services, and workflows.

Participants will learn how to foster a culture that values innovation and learning, provide training to empower employees to identify areas for improvement, and establish clear goals and metrics to measure progress.

By integrating TQM principles and implementing continuous improvement practices, organizations can enhance customer satisfaction, optimize operations, and foster sustained growth in today's competitive market.

#### Course Content:

##### Unit 1: Introduction to Total Quality Management Concepts

- Defining quality and quality models
- History of quality management
- Defining Total Quality Management (TQM)

- Key success factors of TQM
- The relationship between ISO 9000 and TQM
- The benefits of implementing a quality model
- The cost of poor quality
- Comparing the quality gurus: Deming, Crosby, and Juran
- National quality awards:
  - o Malcolm Baldrige National Quality Award
  - o EFQM, Dubai Quality Award, and HH Sheikh Khalifa Excellence Award
- Selecting the right quality model for your organization
- Understanding the quality maturity ladder

#### Unit 2: The Success Elements of TQM

- Customer-driven quality
- Plan, Do, Check, Act (PDCA) model
- Eight-step problem-solving methodology
- Process thinking and eliminating non-value-added activities
- Management by facts and data
- Continuous improvement and Kaizen
- Enhancing employee participation through idea-generating systems
- Employee reward and recognition

#### Unit 3: Improvement Tools and Methodologies

- What constitutes a quality tool?

- The seven quality control tools:
  - o Cause-and-effect diagram
  - o Check sheets
  - o Control charts
  - o Histogram
  - o Pareto chart
  - o Scatter diagrams
  - o Stratification
- Brainstorming techniques
- Tree diagrams (how-how and why-why diagrams)
- Force field analysis
- Affinity diagrams
- Process mapping ("the turtle")
- Poka-yoke (error-proofing)
- Lean thinking and the seven types of waste in organizations
- Visual management and the "5S" program
- Introduction to Six Sigma

#### Unit 4: Benchmarking as a Tool to Improve Quality and Business Processes

- Defining benchmarking and reasons for benchmarking
- Levels of benchmarking
- Pros and cons of different benchmarking approaches

## Unit 5: Elements of a Continuous Improvement Process

- The eight steps to achieve continuous improvement
- Critical success factors and common failure factors in TQM

### Conclusion:

Upon completing the TQM and continuous improvement implementation course, participants will have a solid understanding of TQM principles and how to effectively implement continuous improvement strategies in the workplace.

TQM is a comprehensive management approach that enhances quality and performance across all organizational functions, with a focus on continuous improvement driven by customer needs and data-driven decision-making.

Participants will learn practical methods for implementing continuous improvement, including establishing supportive systems, processes, and a culture that encourages innovation and learning. The course also includes guidance on creating a continuous improvement implementation plan with clear goals and metrics to measure progress.

By earning a TQM certification and mastering the tools provided in the training, participants will be well-equipped to lead their organizations toward sustained excellence, improved customer satisfaction, and optimized operational efficiency.