

TOTAL QUALITY MANAGEMENT (TQM)

““Creating a Culture of Excellence through Process Improvement, Employee Involvement, and Continuous Innovation””

Schedule

Date	Venue	Fees (Face-to-Face)
09 - 13 Mar 2026	Dubai, UAE	USD 3495 per delegate
25 - 29 Oct 2026	Riyadh - KSA	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Total Quality Management (TQM) is a holistic approach to long-term success through customer satisfaction, continuous improvement, and the active involvement of all employees. In a highly competitive global market, TQM equips organizations with the mindset, systems, and tools needed to enhance quality, reduce waste, and align all operations toward excellence.

This 5-day course is designed for professionals seeking a complete understanding of TQM principles and how to implement them effectively across departments. Combining practical tools with real-world examples, the program helps participants lead quality initiatives that deliver measurable business value.

Objectives

By the end of this course, participants will be able to:

- Understand the principles and pillars of Total Quality Management
- Apply tools such as PDCA, Kaizen, and root cause analysis for process improvement
- Integrate quality into every business function, from operations to customer service
- Foster a quality culture based on leadership, teamwork, and continuous learning
- Use metrics and feedback systems to drive accountability and performance
- Lead change initiatives that align with TQM values and ISO standards

Why Attend

- Learn how to lead and support company-wide quality improvement
- Reduce waste and rework by optimizing processes
- Build a customer-focused and employee-driven organization
- Gain hands-on practice with TQM tools and systems
- Prepare for quality audits and certifications

Target Audience

This program is designed for:

- Quality assurance and quality control professionals
- Operational managers and department heads
- Process improvement and Lean Six Sigma teams
- HR, training, and organizational development staff
- Anyone responsible for quality and performance management

Individual Benefits

Key competencies that will be developed include:

- Quality strategy development
- Cross-functional process improvement
- Root cause analysis and problem-solving
- Team facilitation and employee engagement
- Customer-driven performance measurement

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Reduce costs associated with errors and inefficiency
- Improve customer satisfaction and loyalty
- Enhance operational agility and workforce morale
- Build readiness for quality certifications (ISO 9001, EFQM)
- Strengthen leadership alignment and quality ownership

Instructional Methodology

- Instructor-led briefings on TQM principles and models
- Group discussions and real-world case studies
- Workshops on process mapping and quality tools
- Interactive simulations and improvement labs
- Templates for quality audits, KPIs, and improvement plans

MAWA EVENTS

Address: No. 857, Block A2, Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net



Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 2–3 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1 - Foundations of Total Quality Management

- **Module 1: What is TQM? Principles and Evolution (07:30 - 09:30)**
 - History and philosophy of quality
 - Core principles: customer focus, continuous improvement, total involvement
 - TQM vs. traditional quality control
- **Module 2: TQM Models and Global Standards (09:45 - 11:15)**
 - Deming, Juran, Crosby, and ISO 9001
 - European Foundation for Quality Management (EFQM) model
 - Integration with business excellence frameworks
- **Module 3: Building a Quality-Driven Organization (11:30 - 01:00)**
 - Roles of leadership, middle managers, and staff
 - Aligning mission, values, and quality goals
 - Shaping culture through participation
- **Module 4: Workshop - TQM Self-Assessment (02:00 - 03:30)**
 - Gap analysis against global quality frameworks

Day 2 - Process Management and Continuous Improvement

- **Module 5: Mapping and Measuring Business Processes (07:30 - 09:30)**
 - SIPOC, flowcharts, and process value analysis
 - Identifying bottlenecks and performance leaks
 - KPIs and benchmarking
- **Module 6: PDCA Cycle and Kaizen (09:45 - 11:15)**
 - The Plan-Do-Check-Act cycle in practice
 - Kaizen principles for small-step continuous improvement
 - Organizing Kaizen events and quality circles
- **Module 7: Quality Metrics and Performance Dashboards (11:30 - 01:00)**
 - Selecting effective measures of quality
 - Balanced scorecard approach
 - Visual dashboards and reporting tools
- **Module 8: Simulation - Process Mapping and KPI Design (02:00 - 03:30)**
 - Teams develop KPIs for a real-world process

Day 3 - Problem Solving and Root Cause Analysis

- **Module 9: Problem Solving Methodologies (07:30 - 09:30)**
 - 8D, A3, and structured problem solving
 - Choosing the right approach for the issue
- **Module 10: Root Cause Tools and Techniques (09:45 - 11:15)**
 - 5 Whys, fishbone diagrams, Pareto charts
 - Data analysis for identifying key drivers
 - Error-proofing (Poka-Yoke)
- **Module 11: Preventive and Corrective Actions (11:30 - 01:00)**
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Documenting, implementing, and verifying actions

- Learning from non-conformance and near misses
- Case examples from manufacturing and services
- **Module 12: Workshop - Solving a Quality Problem (02:00 - 03:30)**
- Teams apply RCA tools to a realistic case

Day 4 - Customer-Centered Quality and Engagement

- **Module 13: Voice of the Customer (VOC) (07:30 - 09:30)**
- Capturing internal and external customer needs
- Satisfaction surveys, focus groups, complaint handling
- Translating VOC into performance standards
- **Module 14: Employee Engagement in Quality (09:45 - 11:15)**
- Motivation and participation strategies
- Suggestion schemes and improvement ownership
- Quality as everyone's job
- **Module 15: Training, Coaching, and Recognition (11:30 - 01:00)**
- TQM training planning and delivery
- Coaching line managers and change agents
- Celebrating success and embedding learning
- **Module 16: Group Activity - Quality Culture Alignment Plan (02:00 - 03:30)**
- Develop engagement strategies to promote quality mindset

Day 5 - Quality Integration, Auditing & Sustainability

- **Module 17: TQM and Organizational Strategy (07:30 - 09:30)**
- Linking quality to mission, vision, and strategy
- Role of leadership and communication
- Business process reengineering (BPR)
- **Module 18: Internal Quality Auditing and Review (09:45 - 11:15)**
- Planning and conducting internal audits
- ISO 9001: audit requirements and structure
- Managing audit findings and improvements
- **Module 19: Sustaining Excellence and Innovation (11:30 - 01:00)**
- Beyond compliance: learning organizations
- Integrating innovation and agility
- The future of quality management
- **Module 20: Final Project - TQM Strategy Simulation (02:00 - 03:30)**
- Teams present a full TQM strategy for implementation
- Instructor feedback and group reflections

Certification

Participants will receive a **Certificate of Completion in Total Quality Management (TQM)**, recognizing their ability to lead and implement organization-wide quality initiatives.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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