

# ASQ CERTIFIED MANAGER OF QUALITY - ORGANIZATIONAL EXCELLENCE REFRESHER

*“Enhance Leadership, Drive Continuous Improvement, and Achieve Organizational Excellence”*

## Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

▶ **Available delivery methods:** In-House Training

## Introduction

Quality management today extends far beyond product inspection — it encompasses leadership, strategic direction, and the integration of quality principles across all levels of an organization. The ASQ Certified Manager of Quality/Organizational Excellence (CMQ/OE) Refresher Course is designed for professionals preparing for the ASQ CMQ/OE certification exam or those seeking to refresh their knowledge of modern quality management practices.

This course provides a comprehensive review of the ASQ Body of Knowledge (BoK) for CMQ/OE, focusing on leadership, strategic planning, performance measurement, process management, and quality systems. Participants will explore the latest tools and methodologies used to build high-performing organizations and foster a culture of continuous improvement.

Through instructor-led sessions, case studies, and interactive discussions, this refresher equips participants with the insights and competencies required to lead quality initiatives, manage organizational change, and sustain excellence in dynamic business environments.

## Objectives

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

- Understand and apply the ASQ CMQ/OE Body of Knowledge.
- Strengthen leadership and strategic management capabilities.
- Integrate quality principles into organizational strategy and operations.
- Develop and implement effective quality and performance measurement systems.
- Lead and motivate teams for organizational excellence.
- Use data-driven decision-making to improve performance.
- Prepare effectively for the ASQ CMQ/OE certification exam.

## Why Attend

In today's competitive marketplace, organizations rely on skilled quality leaders who can align operational performance with strategic goals. This refresher course empowers participants to confidently manage quality systems, guide teams through continuous improvement projects, and ensure sustained business excellence.

For professionals pursuing ASQ certification, this course serves as a focused review, covering key exam areas, test-taking strategies, and real-world applications of quality management principles.

## Target Audience

This course is suitable for:

- Quality Managers, Supervisors, and Engineers
- Operations and Production Managers
- Process Improvement and Continuous Improvement Leaders
- Project Managers and Team Leaders
- Professionals preparing for the ASQ CMQ/OE Certification Exam
- Anyone responsible for managing or improving organizational performance

## Individual Benefits

- Strengthen your leadership and decision-making skills.
- Gain a deep understanding of organizational excellence principles.
- Refresh your knowledge of quality management systems and tools.
- Prepare confidently for the ASQ CMQ/OE certification exam.
- Enhance your career potential in quality and operations management.
- Build credibility as a leader in organizational excellence.

## Organizational Benefits

- Develop strong leadership and management capabilities within your team.
- Foster a culture of quality and continuous improvement.
- Improve process efficiency, productivity, and customer satisfaction.
- Align quality initiatives with organizational strategy.
- Support data-driven decision-making and performance measurement.
- Strengthen organizational competitiveness and operational excellence.

## Instructional Methodology

The course combines theory and practice through:

- Instructor-led interactive lectures
- Review of ASQ Body of Knowledge (BoK) modules
- Group discussions and real-world case studies
- Practice exams and test-taking tips
- Application of leadership and quality management tools
- Continuous feedback and performance improvement exercises

## MAWA EVENTS

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## Course Outline

### Module 1: Leadership and Strategic Management

- Role of the Quality Manager in leadership and organizational excellence
- Principles of visionary leadership and strategic direction
- Change management and organizational culture
- Developing and deploying strategic plans

### Module 2: Quality Systems and Standards

- Quality management principles (ISO 9001, TQM, Baldrige Criteria)
- Organizational structures and governance
- Quality policies, goals, and objectives
- Implementation and auditing of quality systems

### Module 3: Strategic Planning and Deployment

- Environmental scanning and SWOT analysis
- Strategic planning tools and performance alignment
- Benchmarking and strategic execution models
- Risk management in strategic decision-making

### Module 4: Customer-Focused Organizations

- Voice of the Customer (VOC) and stakeholder analysis
- Customer satisfaction measurement and feedback systems
- Relationship management and retention strategies
- Service excellence and complaint management

### Module 5: Performance Measurement and Improvement

- Key Performance Indicators (KPIs) and performance dashboards
- Balanced Scorecard (BSC) approach
- Continuous improvement methodologies (Kaizen, PDSA, DMAIC)
- Root cause analysis and corrective/preventive actions

### Module 6: Quality Management Tools and Techniques

- Problem-solving and decision-making models
- Data analysis, control charts, and process capability
- Quality tools (Pareto analysis, FMEA, 5 Whys, Fishbone Diagram)
- Statistical process control and performance analysis

### Module 7: Supply Chain and Process Management

- Process design and management principles
- Supplier partnership and evaluation systems
- Lean management for process optimization
- Waste reduction and efficiency enhancement

### Module 8: Training, Development, and Organizational Learning

- Team development and performance management
- Coaching, mentoring, and communication strategies
- Knowledge management and learning organizations
- Employee empowerment and motivation techniques

Module 9: Exam Preparation and Practice Sessions

- Overview of ASQ CMQ/OE exam format and structure
- Practice tests and mock questions
- Study strategies and time management tips
- Review of key formulas and case study analysis

**Certification**

Upon successful completion of the course, participants will receive a Certificate of Completion for the ASQ Certified Manager of Quality – Organizational Excellence Refresher, demonstrating their enhanced knowledge and readiness for the ASQ CMQ/OE certification exam.

**Why Choose MAWA Events**

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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