MAWA EVENTS

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

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STRATEGIC QUALITY MANAGEMENT

"Integrate Quality into Strategy to Drive Sustainable Business Excellence."

Schedule

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

Introduction

Strategic Quality Management (SQM) focuses on aligning quality initiatives with organizational strategy to achieve long-term excellence and competitive advantage. Rather than viewing quality as an isolated function, SQM integrates it into every aspect of decision-making, leadership, and performance management.

This course provides participants with the tools and frameworks needed to link quality management principles to strategic objectives. It explores how organizations can use quality as a driver for innovation, customer satisfaction, and sustainable growth through effective planning, leadership commitment, and performance measurement.

Objectives

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

- Understand the concepts and importance of Strategic Quality Management.
- Align quality initiatives with organizational vision, mission, and strategy.
- Apply strategic planning tools and quality management frameworks.
- Integrate continuous improvement into strategic and operational plans.
- Measure and evaluate performance using quality and business metrics.
- Lead cultural transformation toward quality-driven excellence.
- Develop a roadmap for achieving strategic quality goals.

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Why Attend

In an increasingly competitive market, quality alone is not enough—strategic alignment is key. This course helps professionals bridge the gap between operational quality practices and organizational strategy. Attending this program will enable participants to create sustainable value by positioning quality as a core business strategy, not just a compliance requirement.

Target Audience

This course is suitable for:

- Senior Managers and Executives
- Quality and Excellence Leaders
- Strategy and Planning Professionals
- Business Development and Operations Managers
- Project and Process Improvement Managers
- Management Representatives and Consultants
- Anyone responsible for integrating quality and business strategy

Individual Benefits

- Gain strategic insight into linking quality with business objectives.
- Enhance leadership and strategic decision-making skills.
- Learn how to develop and execute a strategic quality plan.
- Improve your ability to analyze and measure organizational performance.
- Build credibility as a strategic quality management professional.
- Contribute to organizational transformation and sustainable success.

Organizational Benefits

- Achieve strategic alignment of quality and business objectives.
- Strengthen leadership commitment to continuous improvement.
- Enhance competitiveness through quality-driven innovation.
- Improve customer satisfaction and brand reputation.
- Build an integrated system for monitoring and measuring performance.
- Foster a culture of excellence and accountability.

Instructional Methodology

This training combines conceptual learning with practical application through:

- Interactive presentations and expert-led discussions
- Case studies of successful quality-driven organizations
- Strategic planning and performance measurement workshops
- Group exercises and scenario-based learning
- Quality strategy development simulations
- Continuous feedback and Q&A sessions

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Course Outline

Module 1: Introduction to Strategic Quality Management Concepts

Module 2: Linking Quality with Vision, Mission, and Strategic Goals

Module 3: Quality Management Frameworks and Excellence Models

Module 4: Leadership and Organizational Culture for Quality Excellence

Module 5: Strategic Planning Tools and Quality Integration Methods

Module 6: Performance Measurement and Key Quality Indicators

Module 7: Risk-Based Thinking and Strategic Decision-Making

Module 8: Continuous Improvement as a Strategic Advantage

Module 9: Implementing and Monitoring Strategic Quality Plans

Module 10: Case Studies and Action Planning for Business Excellence

Certification

Upon successful completion, participants will receive a Certificate of Completion in Strategic Quality Management, recognizing their ability to integrate quality principles with strategic planning and lead their organization toward sustainable business excellence.

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.

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

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