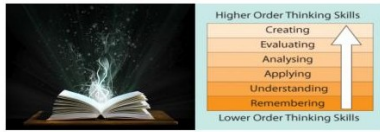




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Introduction to Quality Management

1. Introduction and Basics

- A. Focusing quality on getting business results
- B. Management systems (Baldrige and ISO 9001)
- C. Quality evolution
- D. QM goals and core values/principles
- E. Using a learning and action log to increase class value back on the job

2. Leadership, Organizational, and HR Issues

- A. Communicating and learning styles
- B. Motivational concepts
- C. Management theories and styles
- D. Organizational structures
- E. Team evolution, roles, and making teams effective
- F. Mager's model for analyzing performance problems
- G. Training needs analysis, development, delivery, and improvement
- H. Kirkpatrick's four levels of evaluating training effectiveness

3. Strategic Planning

- A. Strategic planning and deployment model
- B. Mission, vision, values
- C. SWOT, gap analysis, and benchmarking
- D. Long and short-term goals
- E. Setting and implementing plans
- F. Current examples - balanced scorecard, policy deployment, scenario planning

4. Customer and Market Focus
 - A. Market segmentation and customer knowledge
 - B. Determining and deploying customer needs, including QFD
 - C. Customer survey feedback process
 - D. Methods to depict survey results graphically
 - E. Customer relationship enhancement
5. Information and Analysis
 - A. Managing by facts - the foundations
 - B. Assuring the reliability of measures
 - C. Statistical thinking
 - D. Process control with control charts and determining the capability of a process to meet specifications
 - E. Analysis of data
6. Process Management
 - A. Maintaining the current state
 - B. World class improvement process
 - C. Supplier quality management
 - D. Project management
 - E. Getting improved results

For registration

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