



*Training Course:
Total Quality Management (TQM) & Theory of
Constraints (TOC)*

*14 - 18 July 2025
Casablanca (Morocco)
New Hotel*

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Training Course code: MA12330 From: 14 - 18 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Quality has become a must for all industries and services. The challenge today is not only to implement quality programs. It is also to reach high performance and ensure customer loyalty through products and services delivered on time at the right quality level, at the right price.

The main purpose of this course is to give an integrated view of quality management, quality systems, and improvement techniques: how they are linked, how to integrate them to the organization the second purpose is for the participants to learn and use an efficient quality improvement toolbox and methodology.

Objectives:

- Describe varied kinds of benchmarking tools and techniques to spice up quality initiatives
- Explain the importance of quality models and determine varied quality ideas and frameworks utilized by quality gurus
- Use TQM improvement tools to boost client satisfaction and improve processes inside their organization
- Discover the success parts of Total Quality Management TQM deployment
- Apply wide used improvement methodologies

Target Audience

Individuals, managers, supervisors and every one those that are engaged in quality models, awards, ISO and TQM implementation as well as rising structure performance.

Target Competencies

- Problem-solving
- Applying quality tools
- Change management
- Understanding ISO systems
- Applying to benchmark
- Selecting quality models and systems

- Using Lean and Six Sigma applications

Outlines:

Day 1 Introduction to total quality management concepts

- Definition of quality and quality models
- History of quality
- Defining TQM
- TQM critical success factors
- The relationship between ISO 9000 and TQM
- Benefits of implementing a quality model
- The cost of poor quality
- Comparing the gurus Deming, Crosby, Juran, etc.
- National quality awards:
 - The Malcolm Baldrige national quality award
 - EFQM, Dubai Quality Award, and HH Sheikh Khalifa Excellence Award
- Selecting the right model for your organization
- The quality maturity ladder

Day 2 The success elements of TQM

- Customer-driven quality
- Plan, Do Check, Act PDCA model
- Eight-step problem-solving methodology
- Process thinking
- Eliminating the nonvalue added
- Management by facts and data
- Continual improvement and Kaizen
- Enhanced employee participation through idea-generating systems

- Employee reward and recognition

Day 3 Improvement tools and methodologies

- What is a quality tool
- The seven quality control tools
- Cause and effect diagram, check sheet, control charts, histogram, Pareto chart, scatter diagram, stratification
- Brainstorming
- Tree diagrams: how-how and why-why diagrams
- Force field analysis
- Affinity diagrams
- Process mapping: 'the turtle'
- Poka-yoke
- Lean thinking
- The seven types of waste in organizations
- Visual management and the 5S program
- Six sigma

Day 4 Benchmarking as a tool to improve quality and business processes

- Definition of benchmarking and reasons to benchmark
- Levels of benchmarking
- Pros and cons of different benchmarking approaches

Day 5 Elements of a continuous improvement process

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

Registration form on the Training Course: Total Quality Management (TQM) & Theory of Constraints (TOC)

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