



*Training Course:  
Certified Manager Quality : Organizational  
Excellence & Total Quality Management*

*30 June - 11 July 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Certified Manager Quality : Organizational Excellence & Total Quality Management

Training Course code: MA1967 From: 30 June - 11 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 7000 € Euro

### Introduction

The Certified Manager Quality and Organizational Excellence is a professional who leads and champions process-improvement initiatives - everywhere from small businesses to multinational corporations - that can have a regional or global focus in a variety of service and industrial settings.

A Certified Manager Quality and Organizational Excellence facilitates and leads team efforts to establish and monitor customer/supplier relations, supports strategic planning and deployment initiatives, and helps develop measurement systems to determine organizational improvement.

The Certified Manager Quality and Organizational Excellence should be able to motivate and evaluate staff, manage projects and human resources, analyze financial situations, determine and evaluate risk, and employ knowledge management tools and techniques in resolving organizational challenges.

The Certified Manager of Quality/Organizational Excellence evolved from the certified quality manager as a way to broaden the scope of the examination. The Quality Management Division surveyed accredited quality managers and other recognized subject matter experts.

A successful company is one that has the ability to generate superior products in a more efficient manner, constantly strives to meet customer service goals, and has processes to reduce waste and minimize losses. In order to accomplish these, organizations hire professionals who are quality management experts.

These CMQs Certified Manager of Quality have the expertise and training to bring about process improvement initiatives everywhere, from small businesses to multinational corporations, and are able to lead teams to establish and maintain customer relationships, support strategic planning and help develop measurement systems to determine organizational improvement.

Become a qualified expert for your organization. The Certified Manager of Quality/Organizational Excellence CMQ/OE professional is ready to make the right quality-related decisions at any level of the organization.

### Objectives

Global Horizon's course on Certified Manager of Quality/Operational Excellence is an excellent course that will help participants prepare for the CMQ/OE credential and also learn the tools of the trade to successfully implement quality procedures for organizational benefits. Comprehensible courseware, expert guidance, and practical, hands-on exercises will help participants aim for a first-time pass of the exam and also face on-the-job challenges with confidence.

Participants will learn:

Module 1:

- Learn and implement the concepts outlined in the Body of Knowledge BOK

- Learn to apply the standards and procedures that will help improve organizational processes for better quality outcomes
- Motivate and lead teams to ensure satisfactory customer/supplier relations, strategic planning, and organizational improvements
- Help team members take the right quality initiatives
- Learn to analyze financial situations, evaluate and pre-empt risks, and successfully bring about change management
- Learn to apply quality management processes in planning and executing projects
- Learn to use various metrics, tools, and techniques to measure quality

#### Module 2:

- Introduction to Total Quality Management
- Quality Planning and Strategy
- Quality Control and Assurance
- Continuous Improvement and Lean Principles
- Quality Management Tools and Techniques

## Outlines

#### Module 1:

##### Day 1

#### Organizational leadership, teams strategy development and deployment

- Organizational Structures
- Leadership Challenges
- Teams and Team Processes
- ASQ Code of Ethics
- Leadership styles
- Teams and team-building techniques
- Change management

### Strategic plan development and deployment

- Strategic Planning Models
- Business Environment Analysis
- Strategic Plan Deployment
- Strategic Plan Deployment
- Organizational Performance Measurement

### Day 2

#### Management elements and methods

- Management Skills and Abilities
- Communication Skills and Abilities
- Project Management
- Quality System
- Quality Models and Theories
- Principles of management
- Management theories, styles, and tools
- Human resources management
- Financial management
- Risk management
- Communication skills and abilities
- Project management
- Project documentation
- Quality system
- ISO and other third party standards
- Different quality methodologies
- Quality philosophies

## Day 3

### Quality and process management tools

- Problem-Solving Tools
- Process Management
- Measurement: Assessment and Metrics
- The seven classic quality tools
- Mapping the process
- Analyzing the process
- Innovation and creativity tools
- Lean tools
- Theory of Constraints TOC
- Basic statistical use
- Statistical analysis
- Process capability
- Qualitative assessment

## Day 4

### Customer-focused organizations

- Customer identification and segmentation
- Internal and external customers
- Customer needs and voice of the customer
- Customer satisfaction and loyalty
- Basic customer service principles
- Customer Relationship Management

## Day 5

### Supply chain management

- Supplier selection and communications
- Supplier performance and improvement
- Supplier certification, partnership, and alliances
- Supplier Logistics and Material Acceptance

#### Training and development

- Training needs analysis and plans
- Training material design and delivery
- Training effectiveness and evaluation

#### Module 2:

##### Day 6

#### Introduction to Total Quality Management

- Overview of TQM principles and concepts
- Understanding the benefits and significance of TQM in organizations
- Case studies and examples of successful TQM implementations
- Key elements of TQM, including customer focus, continuous improvement, and employee involvement
- Exploring the role of leadership in driving TQM initiatives

##### Day 7

#### Quality Planning and Strategy

- Setting quality objectives and targets
- Developing a quality policy and strategy
- Creating a quality management system framework
- Tools and techniques for quality planning, such as SWOT analysis, benchmarking, and quality function deployment QFD
- Designing quality into products and processes through robust design and failure mode and effects analysis FMEA

##### Day 8

## Quality Control and Assurance

- Statistical process control SPC and its application in monitoring and controlling quality
- Implementing effective quality control methods, including control charts, sampling plans, and inspection techniques
- Understanding the concept of Six Sigma and its role in quality assurance
- Documenting and implementing quality standards and procedures
- Conducting internal audits and management reviews for quality assurance

## Day 9

### Continuous Improvement and Lean Principles

- Introduction to continuous improvement methodologies, such as Kaizen, Lean, and Six Sigma
- Identifying and eliminating process waste and non-value-added activities
- Applying Lean tools, such as 5S, Kanban, and value stream mapping
- Encouraging employee involvement in problem-solving and process improvement initiatives
- Implementing a culture of continuous improvement and learning

## Day 10

### Quality Management Tools and Techniques

- Advanced statistical tools for quality improvement, such as design of experiments DOE and hypothesis testing
- Root cause analysis and problem-solving techniques, including fishbone diagrams, Pareto analysis, and 5 Whys
- Quality performance metrics and measurement systems, such as key performance indicators KPIs and balanced scorecards
- Developing effective supplier quality management strategies and techniques
- Reviewing case studies of organizations that have achieved excellence through TQM

## Registration form on the Training Course: Certified Manager Quality : Organizational Excellence & Total Quality Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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### Person Responsible for Training and Development

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- Please find enclosed a cheque made payable to Global Horizon
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