



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

*26 July - 6 August 2027
Casablanca (Morocco)*

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

Training Course code: MA1967 From: 26 July - 6 August 2027 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction

The Certified Manager Quality and Organizational Excellence CMQ/OE program prepares professionals to lead process improvement initiatives across organizations of any size.

CMQ/OE professionals are skilled in:

- Leading teams and managing customer and supplier relations
- Supporting strategic planning and deployment initiatives
- Developing measurement systems to drive organizational improvement
- Managing projects, resources, risk, and applying quality methodologies

This program combines theoretical frameworks, practical tools, and hands-on exercises to prepare participants for the CMQ/OE certification and real-world organizational challenges.

Objectives

Participants will learn to:

Module 1 - Organizational Leadership & Management

- Apply the Body of Knowledge BOK concepts
- Lead teams and drive strategic planning and organizational improvements
- Analyze financial situations, evaluate risks, and implement change management
- Use quality management processes for project planning and execution
- Apply metrics, tools, and techniques to measure quality

Module 2 - Total Quality Management TQM Principles

- Understand TQM concepts and benefits
- Set quality objectives and policies
- Implement quality control and assurance methods, including Six Sigma
- Apply continuous improvement, Lean principles, and process optimization
- Utilize advanced quality tools, supplier management strategies, and performance metrics

Target Audience

This program is suitable for:

- Quality managers and organizational improvement professionals
- Team leaders and project managers involved in process optimization
- Professionals preparing for [CMQ/OE certification](#)
- Individuals aiming to implement [quality management strategies](#) across their organization

Program Outline

Module 1 - Organizational Leadership & Management

Day 1: Leadership & Strategy

- Organizational structures, leadership styles, and team-building
- Change management and strategic plan development
- Organizational performance measurement

Day 2: Management Skills & Quality Systems

- Management principles, human resources, and financial management
- Risk management and project documentation
- Quality systems, ISO standards, and quality methodologies

Day 3: Quality & Process Tools

- Problem-solving and process management
- Quality measurement, metrics, and Lean tools
- Innovation and statistical analysis

Day 4: Customer-Focused Organizations

- Customer identification and segmentation
- Voice of the customer, satisfaction, and loyalty
- Customer Relationship Management CRM

Day 5: Supply Chain & Training

- Supplier selection, performance evaluation, and partnerships
- Logistics, material acceptance, and training programs
- Training effectiveness and evaluation

Module 2 - Total Quality Management TQM

Day 6: Introduction to TQM

- Principles, key elements, and leadership role
- Case studies of successful TQM implementations

Day 7: Quality Planning & Strategy

- Quality objectives, policies, and management systems

- Tools for planning, such as SWOT, benchmarking, QFD, and FMEA

Day 8: Quality Control & Assurance

- Statistical process control SPC and inspection techniques
- Six Sigma concepts, audits, and management reviews

Day 9: Continuous Improvement & Lean Principles

- Kaizen, Lean, and Six Sigma methods
- Eliminating waste, 5S, Kanban, and value stream mapping
- Promoting employee involvement in improvement initiatives

Day 10: Advanced Quality Tools & Supplier Management

- Design of experiments DOE and hypothesis testing
- Root cause analysis and problem-solving techniques
- Supplier quality strategies and performance metrics
- Case studies of organizations achieving excellence through TQM

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

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