The Seven Quality Management Principles Training Course

Professional Development Training Course Outline

Category	Quality Assurance and ISO standards	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Seven Quality Management Principles Training Course is designed to provide participants with an in-depth understanding of the foundational concepts that drive effective quality management systems. These principles, as established by the ISO 9001 framework, form the backbone of organizational improvement, customer satisfaction, and process excellence. In today?ÇÖs competitive global environment, quality management is no longer an option but a necessity for organizations seeking sustainability, profitability, and growth. This training course emphasizes leadership, evidence-based decision making, customer focus, continual improvement, relationship management, process approach, and engagement of people. Participants will gain actionable insights into how these principles are applied across industries to enhance business performance.

By exploring real-world case studies, practical applications, and structured frameworks, learners will understand the significance of aligning strategic objectives with quality management practices. This course highlights the value of integrating people, processes, and data-driven decisions into an organization?ÇÖs daily operations to foster innovation and long-term success. By the end of the course, participants will not only appreciate the theory behind the seven principles but also master strategies for practical implementation in their respective workplaces. The training will empower individuals to become champions of quality culture within their organizations, ensuring continuous improvement and sustainable competitive advantage.

Programme Curriculum

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Course Objectives

1. To understand the seven quality management principles and their significance in modern organizations.
2. To enhance knowledge on how customer focus drives quality excellence.
3. To apply leadership strategies to strengthen quality systems.
4. To analyze the role of engagement of people in achieving organizational goals.
5. To evaluate the process approach as a framework for operational improvement.
6. To utilize evidence-based decision-making for effective problem-solving.
7. To integrate continual improvement into organizational culture.
8. To implement relationship management for sustainable stakeholder partnerships.
9. To align quality management principles with ISO 9001 standards.
10. To explore real-world case studies showcasing success through quality management principles.
11. To identify key performance indicators that measure quality effectiveness.
12. To build competencies in implementing quality initiatives across industries.
13. To develop strategic action plans for embedding quality principles within organizations.

Organizational Benefits

1. Enhanced customer satisfaction and loyalty.
2. Improved operational efficiency and reduced waste.
3. Strengthened leadership and accountability culture.
4. Increased employee engagement and productivity.
5. Better alignment with ISO standards and certifications.
6. Higher quality products and services delivered consistently.
7. Stronger partnerships with stakeholders and suppliers.
8. Improved risk management through data-driven decisions.
9. Increased organizational competitiveness and innovation.
10. Sustainable long-term growth and profitability.

Target Audiences

1. Quality Managers and Supervisors
2. Process Improvement Specialists

3. ISO Auditors and Consultants
4. Production and Operations Managers
5. Project Managers and Team Leaders
6. Business Development Executives
7. HR and Training Professionals
8. Senior Executives and Decision Makers

Course Duration: 10 days

Course Modules

Module 1: Introduction to Quality Management Principles

- Overview of quality management evolution
- Importance of ISO 9001 standards
- Core philosophy of quality culture
- Seven principles framework explained
- Key benefits for organizations
- Case study: Toyota?ÇÖs quality management journey

Module 2: Customer Focus in Quality Management

- Understanding customer expectations
- Building customer loyalty and trust
- Measuring customer satisfaction
- Tools for gathering customer feedback
- Role of customer focus in sustainability
- Case study: Amazon?ÇÖs customer-centric strategy

Module 3: Leadership and Quality Excellence

- Defining leadership in quality management
- Leadership styles for quality improvement
- Creating a vision and quality mission
- Empowering employees through leadership
- Building accountability in leadership roles
- Case study: Leadership in General Electric?ÇÖs quality success

Module 4: Engagement of People

- Role of employees in quality improvement
- Empowering and motivating staff
- Training and skill development programs
- Building teamwork and collaboration
- Importance of recognition and reward systems
- Case study: Southwest Airlines?ÇÖ employee engagement model

Module 5: Process Approach for Efficiency

- Understanding process mapping
- Importance of standardization in processes
- Linking processes to organizational goals

- Monitoring and measuring process performance
- Tools for process optimization
- Case study: McDonald?ÇÖs process standardization strategy

Module 6: Evidence-Based Decision Making

- Importance of data in decision-making
- Types of data and measurement tools
- Analyzing data for process improvement
- Decision-making models for quality
- Avoiding bias in decisions
- Case study: IBM?ÇÖs use of data-driven strategies

Module 7: Continual Improvement Culture

- Building a culture of innovation
- Strategies for continuous improvement
- Tools for monitoring progress
- Benchmarking performance indicators
- Overcoming resistance to change
- Case study: Toyota?ÇÖs Kaizen approach

Module 8: Relationship Management

- Importance of stakeholder relationships
- Building partnerships with suppliers
- Negotiation and collaboration strategies
- Role of trust in relationship building
- Monitoring and evaluating partnerships
- Case study: Apple?ÇÖs supply chain partnerships

Module 9: Integration of Seven Principles

- Combining principles into one framework
- Strategic alignment with organizational goals
- Practical tools for integration
- Building a quality roadmap
- Overcoming challenges in integration
- Case study: Samsung?ÇÖs integrated quality framework

Module 10: Aligning with ISO 9001 Standards

- Overview of ISO 9001 requirements
- Role of principles in ISO certification
- Steps in preparing for ISO audits
- Documentation and compliance practices
- Continuous monitoring for certification
- Case study: Philips ISO 9001 certification journey

Module 11: Measuring Quality Effectiveness

- Key performance indicators for quality

- Tools for measuring effectiveness
- Importance of customer and employee surveys
- Cost of quality metrics
- Benchmarking quality success
- Case study: Motorola?ÇÖs Six Sigma measurements

Module 12: Tools and Techniques for Quality Management

- Introduction to quality tools (PDCA, Six Sigma)
- Process improvement methods
- Root cause analysis tools
- Statistical process control techniques
- Lean quality tools
- Case study: Ford?ÇÖs application of Six Sigma

Module 13: Risk Management in Quality

- Identifying risks in quality management
- Mitigation strategies for risks
- Role of leadership in managing risks
- Importance of preventive actions
- Linking risk management to continual improvement
- Case study: Risk management in healthcare systems

Module 14: Building a Quality Culture

- Defining quality culture in organizations
- Role of values and ethics
- Employee-driven initiatives for quality
- Encouraging innovation and creativity
- Measuring cultural success
- Case study: Google?ÇÖs quality-driven culture

Module 15: Strategic Action Planning for Quality

- Creating quality action plans
- Aligning plans with business strategy
- Setting SMART quality goals
- Monitoring implementation of plans
- Sustaining improvements over time
- Case study: Strategic planning in Procter & Gamble

Training Methodology

- Interactive lectures and discussions
- Case study analysis and group work
- Practical exercises and simulations
- Role plays and scenario building
- Multimedia presentations and learning aids
- Action planning workshops

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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