

Quality – The DNA of Your Organization

Make Everyone in your Organization part of the Quality focus so as to Create a Culture of Quality, Excellence, Improvement & Customer Focus

Are you willing to invest in your people to enhance their competencies, trigger, implement & sustain improvement program across all functions & levels leading to significantly higher level of performance?

If yes, we can design a customized program meeting your needs & expectations in Arabic or English. Program will use case studies, management films, exercises with highly interactive sessions.

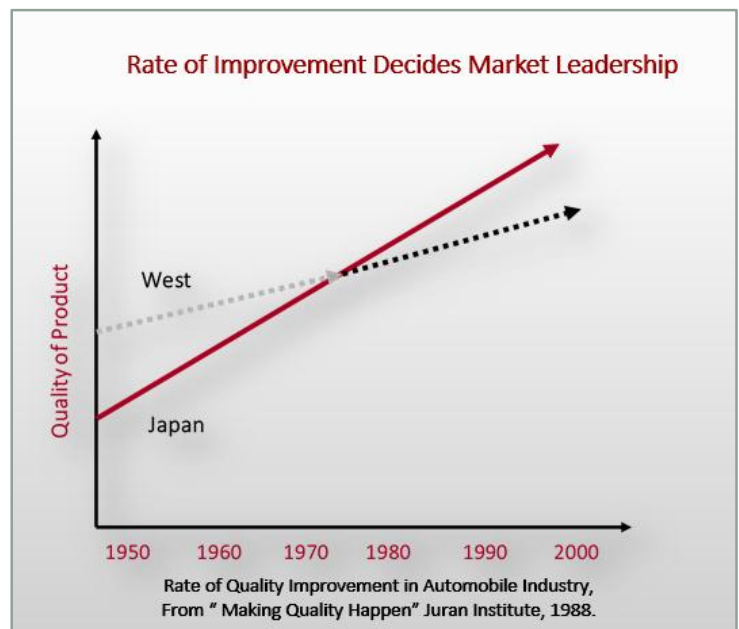
Food for Thought:

Do your employees from all functions:

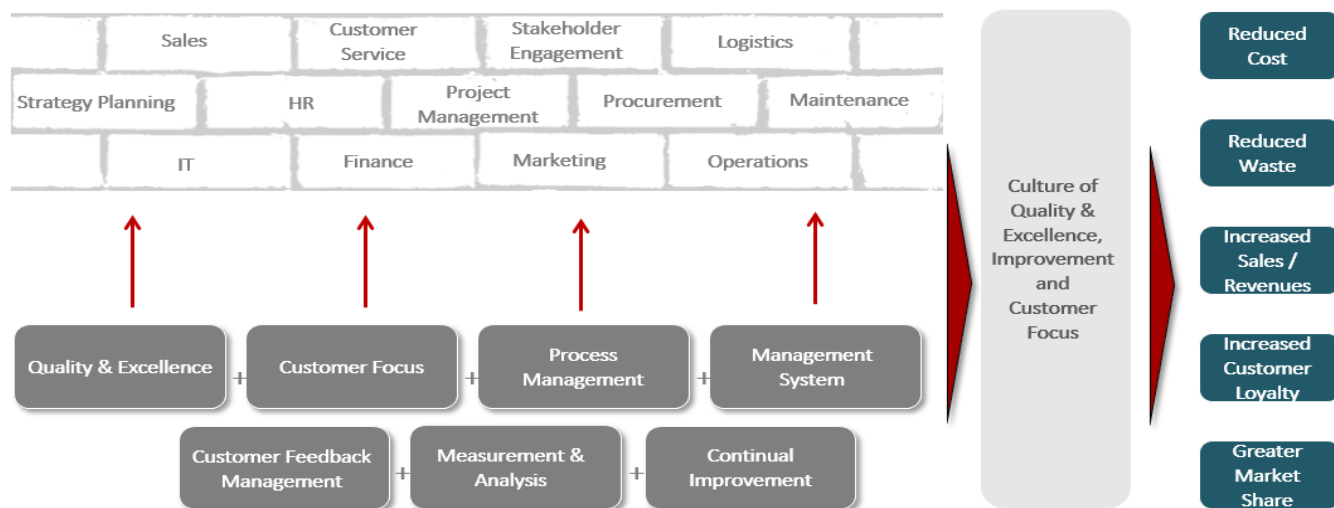
- Share your vision of providing an excellent customer experience to all our customers day in day out?
- Have competencies & capabilities to improve their routine work to eliminate/ reduce cost, waste, time, defects etc.?
- Work in effective and efficient manner to produce effective sustainable results?
- Have a good understanding of their internal customers' needs & expectations?
- Adopt proven global best practices such as Dr. Deming's' Plan-Do-Check-Act cycle in managing & improving their daily work?
- Have a good understanding of company's management system & how they can contribute to achieving its goals?

Did You Know?

- For every \$ 1 spent on quality management program it returned:
 - \$ 6 in revenue
 - \$ 16 in cost reduction
 - \$ 3 in profit.
- 93 % of organizations agree quality management was significant driver of success (source: American Society for Quality)
- World's market leading companies have used Quality to create strategic competitive differentiation for their business.
- Quality is about being quick, flexible, delivering value to customer and creating competitive differentiation.



Integrate Excellence Principles in Routine Work to Achieve Market Leadership



Course Modules :

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| <ul style="list-style-type: none"> Fundamentals of Quality & their applications | <ul style="list-style-type: none"> Business Process Management & Management System |
| <ul style="list-style-type: none"> Customer Focus – Internal & External Customer | <ul style="list-style-type: none"> Quality Improvement (Kaizen, 5S, Lean etc.) |
| <ul style="list-style-type: none"> Customer Listening Systems | <ul style="list-style-type: none"> EFQM / DQA / MRM Excellence models |
| <ul style="list-style-type: none"> Customer Complaints Mgt. – International Best Practices. | <ul style="list-style-type: none"> Start the journey towards excellence & plan to participate in Excellence Awards (DQA/ SKEA). |
| <ul style="list-style-type: none"> Service Excellence Framework & Measurement | |

Attendees will learn:

- To challenge their long held beliefs, actions, management style and shift to smarter way of working.
- How to establish key quality initiatives & integrating them in business strategies.
- Their role in building a culture of quality & excellence in all functions by integrating quality concepts, tools and methodologies in routine work
- How to use “Quality” as key management philosophy to improve customer satisfaction, service, loyalty and growth.
- How different components of the management system should work in harmony to achieve business goals.
- How to effectively manage business processes to deliver consistent services.
- How to implement quality improvement tools to reduce cost, time, errors, rework.
- How to adopt Best Practices in Managing Customers’ Complaints (ISO:10002 Standards).
- Importance of establishing holistic customer listening strategies and management systems.

Who should attend?:

Junior to Middle management level staff such as Managers, Asstt. Managers, Specialists, Supervisors, Analysts, Coordinators, Officers, Fresh Graduates etc., from all functions and industries such as Banking, Insurance, Tourism, Retail, Government, Healthcare, Travel, Hospitality, Automobile, Manufacturing, Construction, Not for Profit etc.