

# aractech

Global Learning for Operational Leaders



QUALITY AND PRODUCTIVITY | QP-004

## Strategic Quality Management

### Contact

+31 85 7444446  
info@aractech.com  
<https://aractech.eu>

### Address

Waarderweg 50, 2031PB Haarlem - Netherlands.



# Course content

## Why Attend

This course presents a blend between strategy and quality to help participants develop the right skills to plan their organization's quality strategic plans. The course will take participants through the history of quality and strategy and link them with practical applications. Participants will learn to analyze current organizational status and identify gaps and future needs. The course will also examine the strategic planning process, from initiation to the selection of initiatives. Moreover, the identification process of quality Key Result Areas (KRAs) will be discussed. Participants will leave with the tools, skills, and knowledge to start their journey to strategize for their quality departments and produce deployment plans.

## Course Methodology

- This course uses workshops, case studies, and group debriefs to help participants understand various strategies, quality concepts, and applications. The course also features hands-on experience to illustrate the strategic planning process from A to Z and the process of drafting a quality plan. Various videos on strategy and quality applications support this course.
- Team discussions and presentations are used throughout the course to foster participants' understanding of the strategic planning process for quality deployment in organizations.

## Course Objectives

- Define quality and strategy concepts highlighting the main components of quality strategic planning
- Analyze the current quality situation to draft vision and mission statements
- Generate strategic goals and objectives for their quality department
- Evaluate strategies and draft an operating plan
- Examine how to measure the success of a quality strategy

## Target Audience

• All quality managers and staff involved in influencing, formulating, or supporting the long-term planning and strategy of the quality department or organization, as well as those responsible for linking, measuring, and improving the performance of others. The course is also suitable for employees targeted for development or promotion within the quality function.

- Target Competencies
- Strategic planning

- Quality management



# Course outline



## Detailed course outline

Module-by-module outline for Strategic Quality Management.

### Module 1 - Introduction to Quality Management and Strategy

- Definitions of quality
- Dimensions of quality
- The evolution of quality standards
- The seven principles of strategic quality management
- Strategic deployment of quality frameworks and excellence awards
- Evaluation of strategic management

### Module 2 - Analyzing the Environment and Extracting Critical Success Factors

- Quality maturity ladder
- Quality stakeholders analysis
- Situation analysis tools in quality departments
- Defining quality visions and missions
- Developing a quality statement
- Setting quality strategic goals



# Course outline

## Detailed course outline

Module-by-module outline for Strategic Quality Management.

### Module 3 - Goals and Objectives and Alignment to Action Plans

- From a strategic plan to an action plan
- Goals, objectives and targets for the quality division
- Criteria for setting strategic objectives
- Key Results Areas (KRAs), goals, objectives and targets
- Examples of strategic objectives (goals)

### Module 4 - Evaluating Strategies and Drafting Operating Plans

- Expanding SWOT for strategies: TOWS
- Offensive strategies
- Defensive strategies
- The How-How technique to develop quality-related initiatives
- Linking goals, strategies, action plans and budgets
- Criteria of effective action plans



# Course outline

## Detailed course outline

Module-by-module outline for Strategic Quality Management.

### Module 5 - Measuring Quality Management Strategy Achievement

- Approaches to control quality
- Using Key Result Areas (KRAs) to create Key Performance Indicators (KPIs)
- Quality dashboards
- KPI cards
- Setting targets
- The balanced scorecard for the quality department



# Seminar dates



## Available seminar dates

Live dates and pricing for Strategic Quality Management generated from the course details page.

Date	Location	Format	Fee
11 - 15 May 2026	Barcelona	Classroom	€2,695
8 - 12 June 2026	Barcelona	Classroom	€2,695
6 - 10 July 2026	Rome	Classroom	€2,975
10 - 14 August 2026	Munich	Classroom	€2,415
14 - 18 September 2026	Amsterdam	Classroom	€2,975
5 - 9 October 2026	London	Classroom	€2,940
16 - 20 November 2026	Istanbul	Classroom	€1,995

**Live online option**

Online delivery is available at €1,250.