

Certificate in Quality Management & Business Performance

A Strategic Approach To Quality Management And
Business Improvement

At The End Of This Course You Will Be Able To:

1. **Describe** the key strategic Quality Management methodologies
2. **Outline** the business case for adopting a Quality Management strategy
3. **Determine** which of the alternative Quality Management strategies would be most appropriate for your organisation
4. **Produce** an implementation plan to embed Quality Management methodologies.



Led by
Alan Power

OFFER

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by booking early!

22 – 26 April 2018*

Sheraton Hotel, Mall of the Emirates, Dubai, UAE

28 October – 1 November 2018*

Dusit Thani Hotel, Dubai, UAE

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Informa's training programmes and solutions are delivered by renowned industry experts and thought leaders with extensive practical experience. Our courses are stimulating, comprehensive and well structured, allowing delegates to enhance their professional development and capability.

We are a leading training provider in the Middle East, with a portfolio of subject matter across the following sectors:

- Audit, Risk & Governance
- Business Operations
- Engineering, Operations & Maintenance
- Finance
- Healthcare
- Human Resources
- IT
- Leadership & Management
- Marketing, Sales & Communications
- Oil & Gas
- Procurement & Supply
- Professional Development
- Project Management
- Real Estate
- Strategy Management
- Telecoms

Course Requirements And Certificates

Delegates must meet two criteria to be eligible for an Informa Certificate of Completion for a course:

1. Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course assessment
2. Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

Who Should Attend

This course is designed for leaders, executives and managers from all sectors: manufacturing, service, health, financial and governmental organisations who wish to develop strategies to reduce operating costs while simultaneously improving the client/customer experience.

About Your Expert Course Leader



Alan Power left Lloyds TSB after 32 years to set up his own consultancy business, MPOWER (UK) Ltd., which provides services to support organisational development.

During his career with the bank Alan had held several senior executive positions within Human Resources when, in 1986, during his time as HR Director of one of the bank's subsidiary companies, he became aware of the work of Dr W Edwards Deming and other Quality gurus and, as a result, became an enthusiastic supporter of the principles and practices of Total Quality Management, in particular he developed competencies in areas that today are known as Lean Thinking and Six Sigma; he was also an early adopter to the Balanced Scorecard and employed benchmarking extensively throughout his career.

In 1989, as a direct consequence of his interest in business improvement strategies, he was invited to set up and manage a centralised business unit to handle the bank's \$15 billion mortgage business. As General Manager, he created the company, TSB Homeloans Ltd., using Lean and Six Sigma principles which won him several Quality awards and culminated in him winning the 1996 Quality Scotland National Award for Business Excellence. In 1997 this result led to the CEO of Lloyds TSB appointing Alan to a strategic quality role at the Lloyds TSB corporate headquarters where he directed the quality policy and strategy for the whole group.

Alan has been an assessor for the British Quality Awards and the European Foundation for Quality Management Awards; a visiting lecturer on Quality Management for the University of Warwick and the University of Leicester; he has also been a jury member for the Scottish National Quality Awards.

Alan has extensive experience of the Middle East where he has been running both public and in-company programmes for over 10 years and in all GCC countries.



By completing this course you will be able to:

- **Outline** your business case for pursuing a quality strategy
- **Describe** the business excellence model and explain how it can be used as a self-assessment tool
- **Explain** how to implement excellence in an organisation from developing your vision, mission and values to introducing process improvement programmes
- **Construct** a strategy map and a Balanced Scorecard (BSC)
- **Outline** the principles of lean operations and demonstrate an ability to construct a value stream map
- **Explain** the principles of Six Sigma and demonstrate an ability to construct a control chart
- **Understand** when and how to deploy a selection of process improvement tools

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Course Timings: Registration will be at 08:00 on Day One. The course will start promptly at 08:30 and finish at 14:30. There will be two breaks for refreshments at appropriate times and lunch will be served at the end of each day's sessions.

Course Overview

Quality management has the potential to make huge differences to your organisation and to facilitate improvements on a continuing basis – but to achieve this, you must look at it as a strategic initiative – not a short term fix.

Strategic Quality Management And Business Performance is five days of focused and practical training that will deepen your understanding of how you can help transform your organisation to deliver Business Excellence. The effective implementation of the tools and techniques that you will learn can help secure greater market share and increased profits, as well as reduce costs.

Business Excellence – A Framework For Business Management?

- A history of the quality movement and Business Excellence
 - Developments in Japan
 - Developments in USA
 - Developments in Europe
- The business case for Excellence
- The European Foundation for Quality Management (EFQM) – excellence model
- Business improvement through self-assessment against the Excellence model
 - Characteristics of enablers
 - Characteristics of results
- Obstacles to effective self-assessment

A Fast-Track Method Of Implementing Excellence

- The Grand Prix outlined
- The Grand Prix workshop method

Understanding And Communicating Why Your Business Exists

- Developing an effective statement of business purpose
 - Understanding the need for a mission statement
 - The process for developing an effective mission statement

Determining Your Approach To Fulfilling Your Business Purpose

- Being clear about how you differentiate your business
- Understanding the need for a clear statement of business strategy
- The process for developing an effective strategy statement
- The contribution of a Porter analysis to strategy development

Identifying What Needs To Be Done To Deliver Your Strategy

- Feedback systems to inform improvement activities
- Measuring and monitoring processes to deliver improvement
- Estab supply chains
- Supply chain behaviour
 - How to identify key business processes
 - Establishing the principle of process ownership
 - The role of the process owner

Process Management – Identifying Improvement Opportunities

- The four dimensions of quality
- The importance of quality suppliers and quality inputs
- Improving the quality of plant, machinery and tools
- Improving the three dimensions of the human side of the enterprise: competence, culture and commitment
- Control points and the importance of zero defects

Output Quality – How To Monitor Productivity

- Efficiency
- Effectiveness
- Output per paid hour
- The complexity of managing human performance

Organising Key Business Processes To Effect Management Control – Lean

- Using operating models to understand relationships and interfaces
- Criteria to consider for organisational design
- Lean thinking
- The seven wastes
- The 5Ss
- Value Stream Mapping


Exercise: Developing the skills of value stream mapping


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FIVE WAYS TO REGISTER

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customised training solutions

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SAVE UP TO 40%

If you have 6 or more people interested in attending, and would like to customise this training course to suit your team and business, contact our **Training Consultants** on **+971 4 407 2624** or email **cts@informa.com**.

Course	Course Fee Before 11 February 2018	Course Fee Before 18 March 2018	Final Fee
Certificate in Quality Management & Business Performance (BC7072) 22 – 26 April 2018*	US\$ 4,495	US\$ 4,995	US\$ 5,495

Course	Course Fee Before 19 August 2018	Course Fee Before 23 September 2018	Final Fee
Certificate in Quality Management & Business Performance (BC7224) 28 October – 1 November 2018*	US\$ 4,495	US\$ 4,995	US\$ 5,495

*Book and pay full fee for two colleagues and the third attends for FREE.

Not applicable in conjunction with corporate discounts.

Payment to be settled before start of the course to avail the offer.

The 3 for 2 offer is valid on full price final fee registration only.

Pricing excludes

5% VAT, where applicable

DISCOUNTS AVAILABLE FOR 2 OR MORE PEOPLE

CALL: +971 4 335 2483

E-MAIL: a.watts@informa.com

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions and pass the course examination will receive an Informa Certificate of Completion.

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

DELEGATE DETAILS

First Name: _____ Surname: _____

Job Title: _____

Company: _____

Address: _____

Postal Code: _____ Country: _____ City: _____

Tel: _____ Mobile: _____ Fax: _____

Email: _____

PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

CANCELLATION

- If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.
- All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing.
- Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics.
- For full details, please visit www.informa-mea.com/terms-and-conditions-for-delegates

EVENT VENUE:

Sheraton Hotel, Mall of the Emirates, Dubai, UAE
Dusit Thani Hotel, Dubai, UAE

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Tel: +971 4 343 3333

ACCOMMODATION DETAILS

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the Hospitality Desk for assistance on:
Tel: +971 4 407 2693 Fax: +971 4 407 2517
Email: hospitality@informa.com

SN/DC BUSINESS OPERATIONS/STRATEGY

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