Project &Quality Management · PQ198

Quality Assurance and Quality Control

Casablanca · 21 - 25 Dec 2026

Date	Venue	Duration
21 - 25 Dec 2026	**Casablanca**	**1 Week**
Fee	Ref	Language
£3,600 GBP	**PQ198**	**English**

Introduction

This Quality Assurance and Quality Control course is designed to improve delegates' quality assurance and control skills and provide them with the best practices for implementing various quality programmes, such as Total Quality Management (TQM), within their organisation. Quality assurance and control are essential components of a quality management system because they ensure that the product or service meets the customer’s expectations.

Quality assurance and control systems guide organisations' principles, methods, and best practices in order to achieve excellence in everything they do. Quality management is a leadership practice that has a positive impact on the entire workplace. Effective leaders lay a solid foundation for developing truly committed employees with high morale and improved performance. By providing employees with opportunities for participation, problem-solving, and teamwork, effective leaders instil a sense of motivation in each employee.

This training course focuses on the following themes:

- Cultural Change for Successful Quality Assurance and Control Best Practices Implementation
- Quality Management as a fundamental business strategy
- The Importance of Leadership involvement in the Quality Management Process
- The Impact of Team Dynamics on the Effectiveness of Organisational Improvement Projects
- Various Excellence Models

Course Objective of Quality Assurance and Quality Control

By the end of the course, the participants will be able to:

- Define the major benefits to the organisation of Total Quality Management
- Understand the impact of leadership to support quality management systems
- Describe how TQM can be introduced into their workplace
- Discuss the importance of quality standards, models, and awards (ISO, TQM, Malcolm Baldrige, EFQM, etc.)
- Identify useful quality improvement techniques for continual improvement
- Develop measuring and improvement processes for quality assurance and control

Training Methodology of Quality Assurance and Quality Control

This course will utilise a variety of proven online learning techniques to ensure maximum understanding, comprehension, and retention of the information presented.

Orgonaiznal Impact of Quality Assurance and Quality Control

There will be enhanced Performance of the Organisation as a result of:

- Improved Quality Assurance and Control Processes and techniques
- Enhanced Planning, Quality Assurance, and Quality Control Measures
- A shared organisational vision for promoting Total Quality Management
- Improved Intra/interdepartmental communications effectiveness
- Improved Leadership and Team-building Skills
- Improved Employee Morale and Cooperation
- Increased Profitability and Efficiency

Personal Impact of Quality Assurance and Quality Control

This course will benefit the participants to gain an understanding of the quality management improvement techniques available and an appreciation of which ideas will be feasible in their organisations.

In particular, individuals will gain:

- Improved active listening and questioning skills to enhance communication effectiveness
- Increased problem-solving and critical-thinking skills
- An understanding of which business improvement techniques are applicable in given situations
- An increased appreciation for their role in helping their organisation achieve improved quality management, assurance, and control
- Up-to-date techniques and methods to help them provide Total Quality Management for continual improvement
- Enhanced leadership and team-building skills required to excel in their career

Target Audience of Quality Assurance and Quality Control

This course will benefit the participants to influence and advise their organisation on business improvement, which will include those having the authority to implement new ideas or influence senior staff to adopt improvements:

- Senior Management
- Customer Service Professionals
- Training Managers
- Human Resource Managers
- Team Supervisors
- Quality Assurance and Quality Management Managers and Staff
- Department Managers

Course Outlines of Quality Assurance and Quality Control

DAY 1

Introduction Quality Assurance and Quality Control Improvement

- Overview and Learning Objectives
- Quality Assurance and Control Principles
- The Concept of Total Quality Management
- The Origin and Philosophy behind Total Quality Management (TQM)
- Deming's Fourteen Points
- Understanding Six Sigma Methodology
- Lean Principles
- Obstacles to Implementing Total Quality Management (TQM)
- Traditional Management vs. Total Quality Management
- Introduction to Multiple Quality Improvement Techniques

DAY 2

Techniques for Quality Assurance and Quality Control Improvement

- Process Improvement
- Benchmarking: A Point of Reference
- The Baldrige National Quality Programme (BNQP): Criteria for Performance Excellence
- EFQM, Dubai Quality Award, and HH Sheikh Khalifa Excellence Award
- Cause and Effect
- Pareto Chart
- Control Charts
- Practical Scenarios of Implementation of Improvement Ideas
- Methods that Stimulate Creative Thinking
- Measuring Results
- Cost of Quality

DAY 3

Principles of Quality Assurance and Quality Control

- The Core Principles in Achieving Total Quality Management
- Prevention Not Correction
- Customer-focused Quality
- Establishing a Vision, Mission, and Policy
- Identifying Opportunities for Organisational Continuous Improvement
- Building Quality through Teamwork
- Team-building and Leadership Exercise
- Enhancing Verbal and Non-verbal Communication Effectiveness

DAY 4

Benefits of Quality Assurance and Quality Control Improvement – Improvement Activities for Your Organisation

- Benefits of Implementing Total Quality Management, "best practices"
- To the Customer – Improved Quality
- To the Employee – Increased Satisfaction
- To the Organisation – Better Performance
- The Importance of Attitude and Professional Development
- Setting SMART Objectives for Continuous Improvement

- Outlining an Action Plan for Possible Improvement of Ideas for the Organisations

DAY 5

Implementing a Culture of Quality – The Role of Total Quality Management

- Putting Principles into Practice
- Leadership: Taking Ownership of the Quality Leadership Philosophy
- Total Quality Management as a leadership principle
- Tips for Developing and Coaching Quality Leaders / Employees
- Implement a Business Strategy driven by your Customers
- Focusing on Continuous Improvement – The Role of Audit and Review
- “Top-down” Leadership Commitment and Involvement
- Barriers to TQM Organisational Culture Change

Register or ask about this course online

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