

Course No. 1603

# Total Quality Management (TQM) Training Course

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**QUALITY ENGINEERING & QUALITY MANAGEMENT  
INDUSTRIAL ENGINEERING, MAINTENANCE & OPERATIONS**

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DURATION

**5 Days**

DELIVERY

**Classroom**

LOCATION

**Amsterdam, Netherlands**

DATES

**30 Nov – 4 Dec 2026**



## Scheduled Event Details

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|---------------|------------------------|
| CITY          | Amsterdam, Netherlands |
| DATE          | 30 Nov – 4 Dec 2026    |
| DELIVERY TYPE | Classroom              |
| COURSE FEE    | €6,000                 |

## Course Overview

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Total Quality Management (TQM) is an integrated organizational approach designed to build a sustainable culture of quality and continuous improvement. It makes quality a shared responsibility across all levels and functions rather than a responsibility limited to the Quality Department. The approach emphasizes customer focus, process improvement, employee involvement, leadership, and data-driven decision-making.

TQM enables organizations to move from correcting problems after they occur toward preventing them and continuously improving the way work is performed. It supports operational efficiency, waste reduction, productivity improvement, customer satisfaction, and long-term organizational excellence.

This course provides a practical approach to understanding and applying TQM principles, with a strong focus on leadership, quality culture, process management, customer satisfaction, employee engagement, performance measurement, problem-solving, and continuous improvement.

Participants will develop a practical framework for implementing TQM within their organizations, aligning quality initiatives with strategic and operational objectives, and creating an environment where all employees contribute to quality and sustainable performance improvement.

## Objectives

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- By the end of this course, participants will be able to:
- Understand the fundamental principles and organizational value of Total Quality Management.
- Apply customer and stakeholder focus throughout organizational processes.

- Assess quality culture and the maturity of quality practices.
- Align Quality Management with organizational strategy and objectives.
- Apply a process-based approach to improving quality and performance.
- Identify sources of waste, variation, and operational inefficiency.
- Use quality tools to analyze problems and support decision-making.
- Develop effective Quality Key Performance Indicators.
- Strengthen employee engagement and improvement teams.
- Apply continuous improvement methodologies.
- Improve product, service, and customer experience quality.
- Develop effective approaches to supplier and partner quality.
- Build an organizational culture based on prevention and excellence.
- Develop a practical framework for implementing and sustaining TQM.

## Who Should Attend

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This course is designed for Quality Managers, Operations Managers, Organizational Excellence Managers, Quality Assurance and Quality Control Professionals, Department Managers, Supervisors, and Continuous Improvement Team Leaders.

It is also suitable for professionals working in Strategic Planning, Operations, Customer Service, Project Management, Human Resources, Procurement, Supply Chain, Performance Management, and Continuous Improvement.

The course is particularly valuable for managers, specialists, and decision-makers seeking to establish an integrated quality culture and improve organizational performance through the active involvement of employees across the organization.

## Learning Outcomes

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- Upon successful completion of this course, participants will be able to:
- Explain the philosophy and core principles of Total Quality Management.
- Assess the level of TQM implementation within an organization.

- Align quality initiatives with strategic and operational objectives.
- Apply customer focus to service and process design and improvement.
- Analyze organizational processes and identify improvement opportunities.
- Identify sources of waste, variation, and inefficiency.
- Apply fundamental quality tools to analyze problems.
- Develop performance indicators for quality and organizational excellence.
- Lead improvement teams and engage employees in quality initiatives.
- Apply continuous improvement methodologies.
- Improve customer experience and stakeholder satisfaction.
- Strengthen supplier and partner quality.
- Build an organizational culture that supports quality and prevention.
- Measure the impact of quality initiatives and sustain improvement results.
- Develop a practical roadmap for implementing Total Quality Management.
- Targeted Competencies
- Total Quality Management.
- Quality Leadership and Culture.
- Customer Focus.
- Process Management.
- Continuous Improvement.
- Organizational Excellence.
- Problem-Solving.
- Quality Tools.
- Quality Performance Indicators.
- Improvement Team Leadership.
- Employee Engagement and Empowerment.
- Supplier Quality Management.
- Customer Satisfaction Measurement.
- Data-Driven Decision-Making.
- Sustainable Improvement.

## Course Outline

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### DAY 01

## TQM Principles and a Culture of Excellence

- Understanding Total Quality Management and its evolution.
- Traditional Quality Management versus Total Quality Management.
- Core principles of Total Quality Management.
- Customer and stakeholder focus.
- Leadership's role in building a quality culture.
- Quality as an organization-wide responsibility.
- Building quality awareness and organizational commitment.
- Assessing quality culture and organizational maturity.
- Linking quality with vision, strategy, and objectives.
- Creating an environment that supports quality and excellence.

### PRACTICAL APPLICATION

Assessing organizational quality maturity and identifying improvement priorities.

### DAY 02

## Process Management and Continuous Improvement

- Understanding process management within TQM.
- Identifying core and supporting processes.
- Process analysis and identification of weaknesses.
- Identifying waste, duplication, and bottlenecks.
- Improving process and workflow efficiency.
- Continuous improvement methodologies.
- Defect prevention and quality improvement.
- Improving productivity and operational efficiency.
- Managing change associated with improvement initiatives.
- Sustaining improvement results.

## DAY 02 — CONTINUED

**PRACTICAL APPLICATION**

Analyzing a process and identifying opportunities to reduce waste and improve performance.

**DAY 03****Quality Tools, Problem-Solving and Data-Driven Decisions**

- The role of data in Total Quality Management.
- Collecting, organizing, and analyzing quality data.
- Fundamental quality tools for problem analysis.
- Cause-and-effect analysis.
- Root cause analysis.
- Problem prioritization techniques.
- Applying the Five Whys approach.
- Analyzing variation and sources of errors.
- Developing corrective and improvement actions.
- Data-driven decision-making.

**PRACTICAL APPLICATION**

Analyzing a quality problem using quality tools and developing an improvement plan.

**DAY 04****Performance, Customers and Organizational Resources**

- Developing Quality Key Performance Indicators.
- Measuring process and organizational performance.
- Building performance monitoring systems.
- Measuring customer satisfaction and experience.
- Analyzing customer complaints and feedback.
- Translating customer requirements into performance standards.
- Employee empowerment and involvement in quality improvement.

## DAY 04 — CONTINUED

- Building effective improvement teams.
- Managing supplier and partner quality.
- Strengthening cross-functional integration.

**PRACTICAL APPLICATION**

Designing a quality, customer satisfaction, and supplier performance measurement framework.

## DAY 05

## TQM Implementation and Sustainable Excellence

- Building an integrated Total Quality Management system.
- Identifying and prioritizing quality improvement initiatives.
- Managing quality improvement programs and projects.
- Measuring the impact of quality initiatives on organizational performance.
- Benchmarking and applying leading practices.
- Innovation and improvement in services and processes.
- Building a culture of prevention and continuous improvement.
- Senior management's role in sustaining quality.
- Managing resistance to change and strengthening employee engagement.
- Sustaining improvement gains and organizational excellence.
- Developing a Total Quality Management implementation roadmap.

**PRACTICAL APPLICATION**

Developing a 90-day action plan to implement or strengthen Total Quality Management within the organization.



## Register or Request More Information

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Course page: <https://quest-training.com/courses/total-quality-management-tqm-training-course>

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