TQM – Total Quality Management: Principles and Implementation

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Lisbon (Portugal)



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Why This Course

In today's highly competitive business environment, quality is not just a function — it is a philosophy that drives excellence, customer satisfaction, and organizational success.

Total Quality Management TQM is a holistic approach that integrates people, processes, and systems to achieve continuous improvement and sustainable performance.

This program equips participants with the principles, frameworks, and practical tools of TQM, enabling them to create a culture of quality, enhance operational efficiency, and deliver lasting value across their organizations.

What You'll Learn and Practice

By joining this program, you will:

- Understand the philosophy, principles, and evolution of Total Quality Management.
- Learn to design and implement effective quality improvement systems.
- Explore key tools and methodologies such as PDCA, Kaizen, and Six Sigma principles.
- Develop strategies to foster a culture of continuous improvement.
- Apply TQM frameworks to improve processes, products, and customer satisfaction.

The Program Flow

Day 1: Foundations of Total Quality Management

- The evolution of quality — from inspection to total quality.
- Core principles of TQM: customer focus, teamwork, and continuous improvement.
- Understanding the role of leadership in driving quality culture.
- Case study: lessons from world-class organizations implementing TQM.

Day 2: Quality Systems, Standards, and Frameworks

- Overview of ISO 9001 and global quality standards.
- Aligning organizational objectives with quality policies and processes.
- Building effective quality assurance and control systems.
- Workshop: mapping your organization's quality framework.



Day 3: Tools and Techniques for Quality Improvement

- Practical tools: cause-and-effect diagrams, Pareto analysis, and process mapping.
- Applying PDCA Plan-Do-Check-Act and Kaizen for continuous improvement.
- Introduction to Six Sigma and Lean methodologies.
- Group exercise: solving real-world quality challenges using TQM tools.

Day 4: Measuring and Managing Quality Performance

- Developing quality metrics and Key Performance Indicators KPIs.
- Using data-driven decision-making for quality improvement.
- Customer satisfaction measurement and feedback systems.
- Workshop: designing a performance dashboard for quality monitoring.

Day 5: Building a Culture of Excellence

- Embedding quality into organizational strategy and daily operations.
- Engaging employees in quality ownership and accountability.
- Linking TQM to innovation, productivity, and sustainability.
- Action planning: creating a roadmap for continuous improvement and excellence.

Individual Impact

- Gain a comprehensive understanding of TQM principles and tools.
- Strengthen the ability to analyze and improve business processes.
- Enhance leadership and problem-solving capabilities.
- Build confidence in driving quality initiatives and change management.
- Develop practical skills to promote continuous improvement in any function.

Work Impact

- Improve product and service quality across all departments.
- Increase customer satisfaction, loyalty, and trust.
- Strengthen operational efficiency and reduce waste and errors.
- Foster a culture of collaboration, accountability, and excellence.
- Support sustainable competitive advantage through consistent quality performance.

Training Methodology

This program integrates theory with practice through interactive, hands-on learning to ensure direct application in the workplace.

Learning methods include:



- Real-world case studies and quality benchmarking exercises.
- Group discussions and process improvement simulations.
- Practical workshops on TQM tools and techniques.
- Self-assessment and continuous improvement planning.
- Toolkits and templates for implementation after the course.

Beyond the Course

Upon completion, participants will be ready to champion quality as a strategic advantage.

They will leave with the frameworks, tools, and mindset to embed Total Quality Management principles into their organization — driving excellence, efficiency, and customer satisfaction for long-term success.

