BLACKBIRD FOR TRAINING

Total Quality Mastery

2027 □□□□□□ 18 – 14
Istanbul (Turkey)



Total Quality Mastery

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Why This Course

In the modern business landscape, quality is no longer just a compliance requirement — it's a strategic differentiator that drives customer satisfaction, operational excellence, and long-term sustainability.

Total Quality Mastery enables organizations to move beyond control and inspection toward a culture of systematic improvement, empowerment, and value creation.

This program provides participants with the strategic frameworks, analytical tools, and leadership mindset required to embed total quality into every level of the organization.

It blends TQM philosophy, ISO standards, Lean Six Sigma, and performance management to create a unified system of excellence that enhances efficiency, innovation, and stakeholder trust.

Through immersive workshops, benchmarking exercises, and case studies, participants will learn how to design, implement, and sustain a total quality ecosystem that drives measurable results.

What You'll Learn and Practice

By joining this program, you will:

- Master the principles, pillars, and evolution of Total Quality Management TQM.
- Learn to design and implement an organization-wide quality framework.
- Apply Lean, Six Sigma, and continuous improvement methodologies.
- Measure and improve process capability, performance, and customer satisfaction.
- Build a culture of accountability, engagement, and innovation.
- Integrate ISO 9001 and organizational excellence models into quality strategy.
- Use data analytics and KPIs to drive evidence-based quality improvement.
- Lead teams and projects that deliver sustainable quality transformation.



The Program Flow

Day 1: The Foundations of Total Quality Management

- The evolution of quality — from inspection to total quality.
- Core principles: customer focus, continuous improvement, and employee involvement.
- The Deming philosophy and PDCA cycle Plan-Do-Check-Act.
- Quality culture, leadership, and strategic alignment.
- Case study: How global organizations achieved excellence through TQM.

Day 2: Systems, Standards, and Quality Frameworks

- Designing a quality management system QMS aligned with ISO 9001:2015.
- Integrating TQM with business excellence frameworks EFQM, Baldrige.
- Quality policy, objectives, and documentation control.
- Process mapping and value stream analysis for quality improvement.
- Workshop: Building a TQM framework for a simulated organization.

Day 3: Lean and Six Sigma for Quality Optimization

- Lean principles and waste elimination strategies.
- Six Sigma methodology DMAIC and process capability measurement.
- Tools for root cause analysis — Pareto charts, cause-and-effect diagrams, 5 Whys.
- Statistical process control SPC and continuous process improvement.
- Simulation: Solving a quality performance issue using Lean Six Sigma tools.

Day 4: Measuring, Monitoring, and Managing Performance

- Defining quality metrics and performance indicators KPIs.
- Voice of the Customer VOC and Customer Satisfaction Index CSI.
- Data-driven decision-making and reporting for management review.
- Risk-based thinking and preventive action planning.
- Group activity: Developing a performance dashboard for total quality governance.

Day 5: Quality Leadership and Sustainable Excellence

- Leading organizational change through quality culture transformation.
- Empowering teams and fostering accountability.
- Continuous improvement and innovation frameworks.
- Benchmarking, auditing, and quality maturity assessment.
- Final project: Designing a Total Quality Mastery roadmap for organizational excellence.



Individual Impact

- Gain deep expertise in total quality systems, frameworks, and methodologies.
- Strengthen analytical and leadership skills in driving continuous improvement.
- Learn to apply Lean Six Sigma and ISO standards strategically.
- Build the capability to lead cultural and process transformation initiatives.
- Position yourself as a Total Quality Mastery Professional — a catalyst for excellence and innovation.

Work Impact

- Build an organization-wide culture of quality and accountability.
- Improve process efficiency, customer satisfaction, and performance outcomes.
- Reduce operational costs through defect prevention and process optimization.
- Strengthen compliance with international quality standards and frameworks.
- Achieve sustainable excellence and competitive advantage through continuous improvement.

Training Methodology

This program integrates conceptual mastery, practical application, and organizational strategy to ensure tangible impact.

Learning methods include:

- Real-world case studies from global quality leaders.
- Interactive workshops on process design, Lean, and Six Sigma.
- Simulation exercises and quality problem-solving labs.
- Benchmarking and self-assessment activities.
- Toolkits, dashboards, and templates for professional implementation.

Beyond the Course

Upon completion, participants will be equipped to design, lead, and sustain Total Quality Management systems that align people, processes, and strategy for long-term success.

Graduates of this program will emerge as Total Quality Leaders — professionals capable of transforming organizations into agile, efficient, and customer-driven enterprises built on the foundation of excellence.

