Integrated Quality Management

Learn how to integrate quality management into your organization’s processes and get a draft action plan customized for your business.

Toronto, June 17-18, 2015

Quality management just makes sense. You need to know how to make it a part of your organization. In this course, you’ll review advanced quality management principles, best practice techniques, tools, and skills. You’ll find these concepts useful in a wide range of businesses and organizations including manufacturing, service, government, education, and healthcare. The course uses adult learning principles including Discovery Learning techniques, small group work, self assessments, articles, and mini-case study reviews. You will create a list of key areas for improvement and develop a draft action plan that you can finalize back on the job.

This two-day course provides you with a comprehensive review and working knowledge of key concepts and practices included in the following: ASQ’s Certified Manager of Quality/Organizational Excellence Body of Knowledge, ASQ’s Certified Quality Improvement Associate Body of Knowledge, and The Malcolm Baldrige National Quality Award Performance Excellence Criteria.

- **CEU Hours:** 1.40
- **ASQ Recertification Units:** 1.40

All attendees must attend 2 full days, 8:30-5

**Speaker:**

Debra Owens, CQ Manager, CQIA

Strategic Management and Continuous Improvement Center of Excellence, Consultant at Whitney, Bradley & Brown (WBB), Inc. in Reston, Virginia. WBB’s support focus is on business solutions designed to effect transformation and process improvement through the alignment of an enterprise’s mission, organization, capabilities, functions, tasks and internal processes.

**Highlights:**

- Over 30 years of experience in the field of Quality Management and full life-cycle continuous improvement transitions. Successful strategic improvement program design and tactical project deployment, training and coaching. World-wide consulting and training in numerous industries, including public and private sectors.
- Former President and Principal of Owens Management Consulting
- Stood up the LSS program at a DoD MEDCOM Acquisitions Joint Project Management Office leading them to self-sufficiency and $10 million in savings.
- Provided LSS BB mentoring and training for the Navy's Great Lakes GB personnel with direct support to the Region Commander-led LSS project.
- Former Fortune 100 Executive- Baxter International, Corporate VP, Quality Management.
- Certified Lean Six Sigma Master Black Belt, Black Belt, Green Belt.
- Certified Quality / Organizational Excellence Manager and Certified Quality Improvement Associate.
- ASQ: Course developer and instructor for 22 years; Recipient of the 1996 Most Successful New Course Award and the Faculty Excellence Award for Outstanding Customer Satisfaction; Elected Board of Directors member; Senior Member; Testimonial Award for Valued Service.
- Member of the team that developed the first Malcolm Baldrige Criteria for Performance Excellence and Examiner training; 4 year National Examiner; US Secretary of Commerce Commendation for Service to the Nation.
- Co-founder of the Lincoln Award for Performance Excellence (Illinois based Baldrige)
- College of Lake County, IL (CLC), Lean Six Sigma (LSS) Contract Consultant for Client Solutions; LSS blended learning and Lean Master Series Instructor for CLC Workforce and Professional Development Institute

### Learning Objectives

- Apply QM concepts and practices to create workplace value
- Utilize a course overview roadmap to understand the integration of each module and the “big picture”
- Make use of the ASQ Futures Study to see and understand the impact of change on their business and the changing roles of quality professionals
- Compare and contrast the use of business excellence models and standards as a key management tool; understand the goals of quality management that support business excellence
- Apply the best practices in culture, leadership, and change management to assure adequate consideration is given to key human factors needed to achieve technical solutions
- Be able to understand the evolution of business metrics and today’s use of metrics to align with and deploy business strategy
- Familiarize themselves with the framework of a Balanced Scorecard, and use the Baldrige Criteria and the BSC Hall of Fame criteria to critique their organization’s process.
- Recognize elements of best practice customer listening posts and the strategic use of customer value drivers to target and improve performance.
- Examine the strategic use and integration of improvement methods such as cost of Quality, Six Sigma, Lean Six Sigma, and benchmarking.

### Course Outline

#### I. Quality Management Overview
   - What is it?
   - ASQ Futures Study and its implication to organizations and quality practitioners
   - Business excellence models and standards; tools of management
   - Process management

#### II. Human factors needed to achieve technical solutions
   - HR performance management
   - Culture and leadership
   - Change management

#### III. Performance Metrics and Strategic Planning for Improvement
   - Performance metrics evolution; BSC
   - Customer listening posts and the strategic use of customer value drivers to target and improve performance; strategic use and integration of improvement methods such as Cost of Quality, Six Sigma, Lean Six Sigma, and benchmarking.

#### IV. Product and Service Design and Improvement
A. Juran Trilogy and exemplary model and methods for product/service planning (design and development) and improvement. Similarities and differences between current methods such as QFD, DFSS, APQP, DOE, FMEA, control plans, QFD, lean, Six Sigma, and Lean Six Sigma (LSS).