GLOBAL TRAINING INSTITUTE

Reputation Resilience: Mastering Strategic Communications



GTI - Coordination Office and International Relations (Accredited Programs)

Course Description

The Reputation Resilience: Mastering Strategic Communications training course is designed to position Quality Management at the forefront of organizational strategy. Over a comprehensive 10-day program, participants will gain essential tools and insights to implement best practices in quality management and business improvement. The course emphasizes strategic frameworks that enhance performance, address leadership gaps, and foster a customer-centric culture. By the end of the training, attendees will be equipped to tackle complex quality management challenges and drive continuous improvement within their organizations.

Who Should Attend

This course is suitable for:

- Business Managers
- Team Leaders
- Quality Management Specialists
- Operations and Customer Service Personnel
- Change Management Professionals
- High-Potential Individuals earmarked for Future Leadership Roles

Course Objectives

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

- Develop a deep understanding of current issues in Strategic Quality Management.
- Design and implement organizational processes that deliver customer value.
- Identify areas for improvement and apply quality techniques to support strategic goals.
- Utilize specific business improvement approaches to achieve targeted objectives.
- Maximize customer value while minimizing process and product variation.
- Engage and empower team members in the quality improvement process.
- Foster a culture of continuous improvement and excellence within the organization.

Course Content

Strategic Quality Management Framework

- Overview of how strategic quality management drives business performance.
- Identifying and addressing leadership and planning gaps.

Business Improvement Approaches

- Introduction to Lean and Lean Six Sigma methodologies.
- Application of quality tools to enhance operational efficiency.

Organizational Alignment

- Ensuring organizational processes align with customer expectations.
- Developing systems for monitoring and maintaining quality.

Stakeholder Engagement

- Strategies for involving employees in the quality management process.
- Creating a culture that supports improvement initiatives.

Performance Measurement and Continuous Improvement

- Key performance indicators for assessing quality management effectiveness.
- Techniques for fostering ongoing development and refinement of quality practices.