



# Strategic **Quality Management** and **Business Performance**



**Achieve  
Winning Results  
Through Business  
Excellence**



**20 & 21 September 2010**, Pearl Continental Hotel, Lahore  
**23 & 24 September 2010**, Sheraton Hotel & Towers, Karachi  
**9:00 am to 5:00 pm**

**Key Business Benefits:**

- **Understand** how to develop the business case for pursuing a quality strategy that will help you control your costs, ensure the quality of your products and win more business
- **Explore** Business Excellence, Six Sigma and Lean Strategies and how to implement them to improve business performance
- **Understand** when and how to deploy process improvement tools to transform your organization
- **Learn** how to develop and deploy long-range business plans, and how to report on your progress against these plans, to ensure that your plans are being successful

**By completing this course you will be able to:**

- Outline your business case for pursuing a quality strategy
- Explain how to implement excellence in an organization from developing your vision, mission and values to introducing process improvement programs
- Outline the principles of lean operations and demonstrate an ability to construct a value stream map
- Explain the principles of Six Sigma and demonstrate an ability to construct a control chart
- Understand when and how to deploy a selection of process improvement tools
- Construct a strategy map and a Balanced Scorecard



Course Facilitator:

**Alan Power**  
MD, MPower (UK) Ltd.

**For Details & Registration**

Tel: 021-34534261, 021-34536315  
Fax: 021-4520708, 34546693  
E-mail: register@octara.com  
[www.octara.com](http://www.octara.com)





Course Facilitator

# Alan Power

MD, MPower (UK) Ltd.

A former Head of Quality Management at Lloyds Bank, UK, Alan Power today heads his independent consultancy. A veteran in the field of Quality Management and Business Excellence in UK's top ranked financial and services sector. Alan, while at Lloyds Bank had developed a model for corporate leadership based on Quality Management which he describes as Leadership from the Head, Hands and Heart.

Alan Power first became aware of the Total Quality movement in 1986, while he was The Personnel Director at Mortgage Express, a UK home loans company. It was at this time that he launched his first Total Quality Management program.

As a result of the success of that program Alan was invited to set up a new company, TSB Homeloans, the home loans arm of TSB Bank, a UK retail bank. The company was established in Scotland during 1989 and Alan was General Manager until the merger of TSB Bank with Lloyds Bank in 1997.

During the period of Alan's tenure as General Manager TSB Homeloans won the following:

- Digital Quality Award (1993)
- Quality Scotland Prize for Business Excellence (1994)
- Quality Scotland Award for Business Excellence (1996)

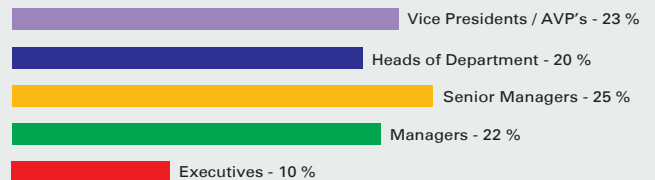
In addition, Mortgage Express Ltd. won the British Quality Award in 1996. Prior to taking up his general management role Alan had some 20 years experience in senior roles in human resource development.



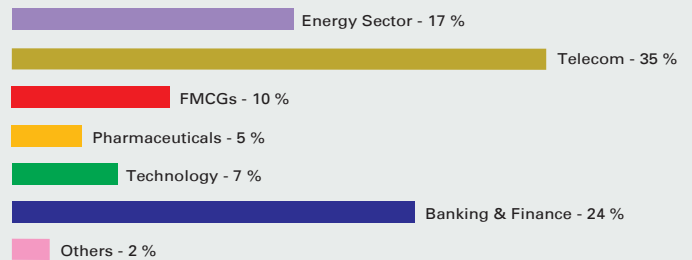
Participants of  
**"Measuring and Monitoring Customer Satisfaction"**  
 Octara workshop held on 19 to 21 May, 2008 with  
**Alan Power**

"Measuring and Monitoring Customer Satisfaction" was a tremendous success in 2008. Participants from the top companies of Pakistan took part in the workshop, bringing in diversified experience to the program which may also be gauged from the following data compiled.

By Participant Profile



By Industries Represented



**Local and International organizations which benefited from Alan's workshops**

## What delegates have said about Alan Power:

"I'm empowered by the valuable techniques to improvise Mystery Shopping & Customer Satisfaction. Thank you Alan for a definitive workshop."

**AM Quality, Ufone.**

"Alan is an excellent speaker with outstanding presentation skills."

**Quality System and SRA Coordinator  
DAL Food Industries**

"The course has opened my mind to a whole lot of things that I feel I can apply to my work. A great 3 days journey! Best of luck to Alan and Octara."

**Deputy General Manager, Habib Bank Limited**

**Who Should Attend?**  
 This course is designed for business leaders, managers and executives who wish to implement quality tools and models in their organization including: Quality Managers and Directors, HR Managers and Directors, Planning and Budgeting Managers, Management Information Managers, Operations Managers, Administration Managers, Finance Managers and Directors.

# Strategic Quality Management and Business Performance

20 & 21 September 2010, Lahore | 23 & 24 September 2010, Karachi

**Course Overview:** Quality management has the potential to make huge differences to your organization and to facilitate improvements on a continuing basis – but to achieve this, you must look at it as a strategic initiative – not a short term fix.

Strategic Quality Management and Business Performance is a focused and practical training course that will deepen your understanding of how you can help transform your organization to deliver business excellence. The effective implementation of the tools and techniques that you will learn can help secure greater market share and increased profits, as well as reducing costs.

## Day ONE

### Business Excellence - A Framework For Business Management

- A history of the quality movement and Business Excellence
  - Developments in Japan
  - Developments in USA
  - Developments in Europe
- The business case for Excellence

### A Fast-Track Method Of Implementing Excellence

- The Grand Prix outlined
- The Grand Prix workshop method

### Understanding And Communicating

#### Why Your Business Exists

- Developing an effective statement of business purpose
  - Understanding the need for a mission statement
  - The process for developing an effective mission statement

### Determining Your Approach To Fulfilling Your Business Purpose

- Being clear about how you differentiate your business
- Understanding the need for a clear statement of business strategy
- The process for developing an effective strategy statement
- The contribution of a Porter analysis to strategy development

### Identifying What Needs To Be Done To Deliver Your Strategy

- How to identify key business processes
- Establishing the principle of process ownership
- The role of the process owner

### Process Management – Identifying Improvement Opportunities

- The 4 dimensions of quality
- The importance of quality suppliers and quality inputs
- Improving the quality of plant, machinery and tools
- Improving the three dimensions of human side of the enterprise: competence, culture and commitment
- Control points and the importance of zero defects

### Output Quality – How To Monitor Productivity

- Efficiency
- Effectiveness
- Output per paid hour
- The complexity of managing human performance

### Managing the Transformation Process to Deliver Reduce Waste – Lean Operations

- Lean thinking
  - The 7 wastes
  - The Principles of Lean Operations
  - The 5Ss
  - Process Mapping & Flow charting
  - Value Stream Mapping

#### Exercise:

*Developing The Skills Of Value Stream Mapping*

## Day TWO

### Managing Business Processes to Reduce Variability – Six Sigma

- Common Cause & Special Cause Variability
- 6 Sigma as a business strategy – the DMAIC model
- Statistical Process Control

#### Exercise:

*Developing Basic SPC Charts*

### Managing The People Dimension Of Your Business

- Developing ethics, values and beliefs
  - Understanding the need to articulate ethics, values and beliefs
  - The process for developing a clear set of statements of ethics, values and beliefs
  - Consider the need to prioritise beliefs
  - The impact of ethics, values and beliefs on organizational culture
  - A theoretical framework for developing ethics, values and beliefs

### Developing And Deploying Your Long-Range Business Plan

- Producing an analysis of your strengths, weaknesses, opportunities and threats
  - Environmental analysis
  - Capability analysis
- The contribution of vision statement to long-range planning
  - Understanding the need for a 'rich picture' of the business for the planning horizon
  - How to develop a vision statement

### Converting Vision Into Reality With A 5-Year Business Plan

- Understanding the need for a structured approach to business planning
- Identifying results and actions to deliver results using the 'walkback' technique

### Making Sure Your Plan Is Delivered

- An outline of the policy deployment process
- Understanding the difference between management control and breakthrough management
- The Policy Deployment Matrix
- Using the Policy Deployment Matrix to achieve goal congruence

### The Balanced Scorecard

- The financial perspective
- The customer perspective, including the Importance / Performance Matrix
- The internal perspective
- The learning and growth perspective
- Identifying cause & effect relationships
- Constructing a Balanced Scorecard for your business
- Linking the Balanced Scorecard to corporate vision

### Summary And End Of Course

- Further work
- Additional support

# Strategic Quality Management and Business Performance

Achieve Winning Results Through Business Excellence



## Workshop Investment

PKR **44,999/-**  
per participant

on **3+** nominees

**SAVE PKR. 5,000**  
per participant

Course material, Octara certificate, lunch, refreshments & business networking

## Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
E-mail : register@octara.com  
          : info@octara.com  
Fax      : 021-34520708, 021-34546639
- **Send us your:**  
Name | Designation | Organization  
Mailing Address | Phone, Fax and E-Mail
- Send your cheque in favor of  
"**Octara Private Limited**" to:  
**Muhammad Imran Anwer**  
Octara Private Limited  
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**info@octara.com**

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### Registration Note

Participation will be confirmed **subject to receipt of payment.**

### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

## Bring

Strategic **Quality Management**  
and **Business Performance**

## In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Mohsin Rahim** at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at **0321-2133409** for more details

## Upcoming Programs Book your seat TODAY!

### Collaborative Planning, Forecasting and Replenishment (CPFR)

**Andre Verdier, UAE**  
22 September 2010, Karachi  
24 September 2010, Lahore

### Negotiation and Contract Management

**Dr. Dermot Carey, Ireland**  
11 & 12 October 2010, Karachi  
14 & 15 October 2010, Lahore

### Building Brand Equity

**Omar Abedin, UAE**  
October 2010, Karachi

### Inspirational Speaking

**Lucy Cornell, Australia**  
October 2010, Karachi & Lahore

### Power of Perception (POP)™

**Tauseef Qadri, UAE**  
(Certified de Bono Trainer)  
October 2010, Karachi & Lahore

### Managing the Training Function

**Paul Walsh, UK**  
October 2010, Karachi & Lahore

### Training Needs Analysis

**Paul Walsh, UK**  
October 2010, Karachi & Lahore

### Budgeting and Budget Control of The HR Function

**Paul Walsh, UK**  
November 2010, Karachi & Lahore

### Creating ROI on HR Initiatives

**Paul Walsh, UK**  
November 2010, Karachi & Lahore

### Mind maps at work!

**Sandra Reeves, Singapore**  
November 2010, Karachi & Lahore

### The Customer is King Series

**Sandra Reeves, Singapore**  
November 2010, Karachi & Lahore

### Staying in the Helicopter® and lead effectively

**Roger Harrop, UK**  
November 2010, Karachi,  
Lahore & Islamabad

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