

Lean Six Sigma for Quality Management and Public Relations

Special Workshops
Amsterdam (Netherlands)
25 - 29 Aug 2025

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Lean Six Sigma for Quality Management and Public Relations

Ref: 321546_132166 **Date:** 25 - 29 Aug 2025 **Location:** Amsterdam (Netherlands) **Fees:** 4200 **Euro**

Course Description

This comprehensive 5-day course integrates Lean Six Sigma principles with quality management and public relations practices. Participants will learn to apply data-driven methodologies to optimize PR strategies, enhance quality control, and drive organizational excellence. The course combines theoretical concepts with practical applications, equipping professionals with tools to improve efficiency and stakeholder satisfaction.

Learning Objectives

- Master Lean Six Sigma methodologies and their application in PR and quality management
- Develop skills to identify and eliminate waste in PR and quality processes
- Learn to use data analytics for informed decision-making in communications
- Acquire techniques to enhance stakeholder satisfaction and brand reputation
- Gain proficiency in continuous improvement strategies for PR and quality initiatives

Course Modules

Day 1: Foundations of Lean Six Sigma in PR and Quality Management

- Introduction to Lean Six Sigma principles
- DMAIC methodology overview
- Quality management fundamentals
- PR process mapping and value stream analysis

Day 2: Data-Driven PR Strategies and Quality Control

- Statistical process control in PR
- Measuring PR effectiveness and ROI
- Quality metrics in communications
- Root cause analysis for PR issues

Day 3: Process Optimization and Waste Reduction

- Identifying and eliminating waste in PR processes
- Lean tools for streamlining communications
- Kaizen events for rapid PR improvements
- Quality function deployment in PR planning

A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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Day 4: Stakeholder Management and Communication Excellence

- Voice of the Customer VOC in PR strategies
- Enhancing stakeholder satisfaction through Six Sigma
- Crisis communication process improvement
- Quality-driven content creation and distribution

Day 5: Continuous Improvement and Implementation

- Developing a Lean Six Sigma culture in PR teams
- Change management for process improvements
- Sustaining gains through control plans
- Action planning and implementation strategies

Practical Wins for Participants

- Ability to reduce costs and improve efficiency in PR operations
- Enhanced skills in data-driven decision-making for communications
- Improved capability to measure and demonstrate PR value to leadership
- Techniques to consistently deliver high-quality PR outputs and stakeholder experiences

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