BLACKBIRD FOR TRAINING

Master Class: Quality Performance Leadership Excellence

26 – 30 April 2027
Lisbon (Portugal)

UK Traininig
PARTNER



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Why This Course

Quality performance is no longer the responsibility of quality departments alone. In high-performing organizations, quality is shaped by leadership decisions, culture, strategy, people, systems, data, and continuous improvement practices. Senior managers and executives play a critical role in setting the tone, creating alignment, and building an environment where excellence becomes part of daily operations.

Leading quality performance requires more than technical knowledge of quality systems. It requires strategic thinking, data-driven decision-making, strong communication, team leadership, innovation, risk awareness, and the ability to sustain improvement over time. Leaders must be able to inspire people, remove barriers, use performance insights, and connect quality initiatives directly to business value.

This intensive 1-week master class is designed for senior managers and executives who want to strengthen their leadership capability in quality performance. Through advanced leadership frameworks, real-world case studies, practical exercises, and action planning, participants will gain the tools to drive organizational excellence, lead high-performing teams, and create a culture of continuous improvement.

What You'll Learn and Practice

By joining this program, you will:

- Understand the role of leadership in quality management and performance excellence.
- Develop advanced leadership skills to drive quality performance across the organization.
- Create a clear leadership vision for quality and continuous improvement.
- Assess organizational culture and its impact on quality outcomes.
- Align quality initiatives with business strategy and organizational priorities.
- Implement effective quality management systems and assurance practices.
- Apply risk management principles to strengthen quality performance.
- Build and motivate quality-focused, high-performing teams.
- Use communication, conflict resolution, and problem-solving techniques effectively.
- Foster innovation and continuous improvement in daily work.
- Apply data analytics, KPIs, and Balanced Scorecards to quality decision-making.
- Use root cause analysis, corrective action, and predictive analytics for quality improvement.
- Lead organizational change and sustain quality improvements over the long term.



The Program Flow

Day 1: Foundations of Quality Performance Leadership

- Understanding the role of leadership in quality management.
- Key principles of performance excellence.
- Linking leadership behavior with quality outcomes.
- Developing a leadership vision for quality.
- Assessing organizational culture and its impact on performance.
- Identifying barriers to quality excellence.
- Practical exercise: Creating a quality leadership vision and culture assessment.

Day 2: Strategic Quality Management

- Aligning quality initiatives with business strategy.
- Translating strategic priorities into quality objectives.
- Implementing effective quality management systems.
- Quality assurance, governance, and accountability structures.
- Risk management in quality performance.
- Measuring and monitoring quality performance.
- Workshop: Designing a strategic quality management and monitoring approach.

Day 3: Leading High-Performance Teams

- Building and motivating quality-focused teams.
- Creating ownership, accountability, and commitment to excellence.
- Effective communication strategies for quality leaders.
- Conflict resolution and problem-solving techniques.
- Fostering innovation and continuous improvement.
- Encouraging collaboration across functions and departments.
- Role play: Leading a team conversation around quality performance improvement.

Day 4: Data-Driven Decision Making

- Leveraging data analytics for quality improvement.
- Using evidence to identify trends, gaps, and improvement opportunities.
- Key Performance Indicators and Balanced Scorecards.
- Root cause analysis and corrective action.
- Predictive analytics for quality management.
- Communicating quality performance insights to stakeholders.
- Practical exercise: Building a data-driven quality improvement dashboard.



Day 5: Leading Organizational Change

- Change management strategies for quality initiatives.
- Leading people through improvement and transformation.
- Overcoming resistance to change.
- Sustaining quality improvements long-term.
- Embedding quality into culture, systems, and leadership routines.
- Developing a personal leadership action plan.
- Final activity: Presenting a quality leadership and continuous improvement roadmap.

Individual Impact

- Strengthen your leadership capability in quality performance and excellence.
- Improve your ability to lead teams toward higher standards and better outcomes.
- Build confidence in using data to guide quality decisions.
- Enhance your communication, problem-solving, and change leadership skills.
- Gain practical tools for driving continuous improvement.
- Develop a personalized action plan for applying quality leadership in your organization.

Work Impact

- Improve alignment between quality initiatives and business strategy.
- Strengthen organizational culture around excellence, accountability, and continuous improvement.
- Enhance team motivation and ownership of quality outcomes.
- Improve quality performance monitoring through KPIs, dashboards, and scorecards.
- Reduce recurring issues through stronger root cause analysis and corrective action.
- Support sustainable organizational improvement and long-term performance excellence.

Training Methodology

This master class uses an advanced, practical, and leadership-focused approach designed for senior managers and executives. Participants will connect quality performance concepts with real organizational leadership challenges. Learning methods include:

- Executive-level discussions and guided facilitation.
- Quality leadership case studies and best practice examples.
- Culture assessment and quality vision exercises.
- Strategic quality management workshops.
- Team leadership, communication, and conflict resolution role plays.
- Data-driven decision-making and dashboard activities.
- Root cause analysis and corrective action exercises.
- Change leadership and continuous improvement planning.
- Peer exchange, facilitator feedback, and personal action planning.



Beyond the Course

Upon completion, participants will be equipped to lead quality performance with greater confidence, clarity, and strategic discipline. They will return ready to:

- Apply a comprehensive toolkit of leadership strategies for quality performance.
- Lead and motivate teams toward excellence.
- Use data-driven approaches to improve decision-making.
- Align quality initiatives with business strategy and operational priorities.
- Drive continuous improvement and innovation across the organization.
- Implement a personalized quality leadership action plan that supports sustainable performance excellence.

