

QUALITY & OPERATIONAL EXCELLENCE | COURSE BROCHURE

Quality Leadership for Managers

5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Quality is shaped by leadership decisions, priorities and behaviours. This course helps managers lead quality: quality as strategy, customer focus, setting quality objectives, engaging teams in quality, making quality visible, dealing with quality failures and balancing cost, speed and quality.

When leaders compromise on quality, teams follow. You will learn to lead in a way that builds a quality culture.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Leadership case studies, decision dilemmas, quality culture assessments and action planning.

Course objectives

By the end of this course, participants will be able to:
• Explain the leader's role in quality
• Link quality to strategy and customers
• Set and deploy quality objectives
• Engage teams in quality ownership
• Respond to quality failures constructively
• Balance quality with cost and speed

Target audience

This course is suitable for:
• Managers and team leaders
• Department heads
• Quality managers
• Operations directors
• Senior leaders



Course content

Target competencies

Participants will develop competencies in:

- Quality leadership
- Customer focus
- Objective setting
- Team engagement
- Decision making

Course outline

Day 1: Leadership and Quality

09:00–10:08	Quality as strategy
10:08–11:00	Leadership behaviours
11:00–11:30	**Coffee break**
11:30–11:45	Leadership behaviours (continued)
11:45–12:53	Case studies
12:53–14:00	Exercise

Day 2: Customer Focus

09:00–10:08	Customer requirements
10:08–11:00	Voice of the customer
11:00–11:30	**Coffee break**
11:30–11:45	Voice of the customer (continued)
11:45–12:53	Value
12:53–14:00	Workshop

Day 3: Objectives

09:00–10:08	Quality objectives
10:08–11:00	Deployment
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Deployment (continued)
11:45–12:53	Visibility
12:53–14:00	Exercise

Day 4: Teams and Failures

09:00–10:08	Engagement
10:08–11:00	Responding to failures
11:00–11:30	**Coffee break**
11:30–11:45	Responding to failures (continued)
11:45–12:53	Blame-free learning
12:53–14:00	Case study

Day 5: Balancing Priorities

09:00–10:08	Cost, speed and quality
10:08–11:00	Decision dilemmas
11:00–11:30	**Coffee break**
11:30–11:45	Decision dilemmas (continued)
11:45–12:53	Leadership commitments
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,890.-**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.-**
London Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,450.-**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Rome Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Vienna Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,940.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Barcelona Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,840.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	3 May 2027	7 May 2027	**€1,890.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	24 May 2027	28 May 2027	**€2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Vienna Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,940.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Rome Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.-**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.-**
Cape Town Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,890.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Rome Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	30 Aug 2027	3 Sept 2027	**€2,840.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**€1,250.-**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,650.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Dubai Confirmed dates	25 Oct 2027	29 Oct 2027	**€3,150.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,650.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
The Netherlands

View the latest course details online