



9049



In-Class



16 hours

### Course Description:

This training provides banking professionals with the knowledge and tools to implement Total Quality Management (TQM) effectively. It emphasizes aligning banking operations with ISO 9001:2015 standards, enhancing customer satisfaction, operational efficiency, and regulatory compliance.

### Target Audience:

Bank Staff.

### Course Objectives:

- Understanding of Total Quality Management principles and ISO 9001 standards.
- Developing skills to implement continuous improvement initiatives.
- Enhanced ability to identify and address quality gaps in banking operations.
- Knowledge of customer-focused quality measures to strengthen client trust.
- Practical application of TQM tools to streamline banking processes.
- Establishment of a quality-focused culture across banking teams.

### Course Outline

#### Module 1: Foundations of TQM and ISO 9001

- Introduction to TQM in Banking
- Definition and Importance of TQM in Banking Services.
- Core principles of TQM: customer focus, leadership, and process approach.
- Benefits of TQM in achieving operational excellence.
- Overview of ISO 9001:2015 Standards
- Key principles of ISO 9001:2015 and their relevance to banking.
- Introduction to the Plan-Do-Check-Act (PDCA) Cycle.
- Understanding the context of the organization and risk-based thinking.
- Process Approach in Banking
- Identifying critical processes in banking operations.
- Process mapping and documentation techniques.
- Introduction to risk assessment and management per ISO 9001.

- Customer-Centric Quality Management
- Voice of the Customer (VOC) and its significance.
- Defining Critical-to-Quality (CTQ) requirements in banking services.
- Managing customer complaints and feedback mechanisms.

#### Module 2: Implementation and Continuous Improvement

- Quality Tools for Process Improvement.
- Overview of TQM tools: Flowcharts, Pareto Analysis, and Fishbone Diagrams.
- Using Root Cause Analysis (RCA) to resolve recurring issues.
- Introduction to KPIs for Banking and their measurement.
- ISO 9001: Internal Audits and Compliance.
- Conducting effective internal audits for ISO 9001.
- Non-conformance reporting and corrective action planning.
- Preparing for ISO certification and maintaining compliance.
- Building a Quality Culture in Banking.
- Leadership's role in promoting quality initiatives.
- Engaging employees through training and empowerment.
- Encouraging a mindset of continuous improvement.
- Final Review and Wrap-Up.
- Summary of TQM and ISO 9001 principles covered.
- Interactive Q&A session to address specific challenges in banking.

### Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

### Course Language:

English Material  
Bilingual Explanation

### Prerequisites:

N/A



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### Instructor Biography:

#### Ashraf Badr Mohamed

Ashraf Badr is a seasoned expert with over 17 years of experience in Lean Six Sigma, Total Quality Management, and Operational Excellence. Currently serving as the Organizational Excellence and Business Advisory Manager at AtkinsRealis in Egypt and KSA, Ashraf leverages his profound expertise to drive strategic initiatives, optimize processes, and enhance organizational performance.

Holding a master's degree in psychology from Liverpool John Moores University and a Business Strategy Diploma from the University of Virginia, Ashraf integrates psychological insights with strategic acumen to lead cross-functional teams and foster a culture of continuous improvement. His work spans multiple industries, where he has implemented ISO standards, strengthened customer relations, and developed educational technologies.

### Current Position:

Organizational Excellence and Business Advisory Manager

### Education:

Master's Degree in Psychology – Liverpool John Moores University  
Bachelor's Degree in Accounting – Cairo University

### Certifications:

- Lean Six Sigma Black Belt - Symbios Consulting
- ISO 9001:2015 Lead Auditor – IRCA Accredited - SGS Egypt
- ISO 27001:2022 Lead Auditor - Advisera Expert Solutions Ltd
- Business Strategy Specialization - University of Virginia
- Conflict Management Specialization - University of California
- Train the Trainer - Vodafone Egypt
- PRINCE2 Practitioner and Foundation - ITEgypt Corp
- EU GDPR Data Protection Officer - Advisera Expert Solutions Ltd
- Public Relations Diploma - American University in Cairo