



Overview

Total Quality Management (TQM) is a management approach through which an organization ensures that quality is embedded in its culture, processes, services, and products.

It emphasizes that achieving quality excellence is the responsibility of everyone within the organization – from top management to frontline employees – through continuous improvement, customer focus, teamwork, and effective process management. TQM also promotes the involvement of all stakeholders to consistently meet and exceed customer and organizational expectations.

Objectives

This course will enable the participants to understand what TQM is, and how it can be developed in an organization. By the end of this workshop, participants will be able to:

- Understand the concepts of quality and TQM and their importance for organizational success.
- Recognize the key principles of TQM and their role in improving organizational performance.
- Understand the importance of building a quality culture within the organization.
- Explain the concept of process thinking and its impact on service and operational effectiveness.
- Identify the main benefits of implementing TQM in different types of organizations.
- Understand the importance of continuous improvement and performance excellence.
- Apply basic TQM concepts through practical exercises and group discussions.

Course Outlines

1. Introduction to Quality
2. TQM Fundamentals
3. Core Principles of TQM
4. Building a Quality Culture
5. Benefits of TQM for Organizations
6. Process Thinking
7. Continuous Quality Improvement
8. Practical Group Activities and Discussion



Targeted Groups

This course is designed for professionals from different sectors who are interested in understanding and applying TQM principles and quality culture within their organizations. Audience who are recommended to attend includes:

- Managers and Supervisors
- Team Leaders and Department Heads
- Quality and Operational Staff
- QC and QA departments
- Customer Service and Administrative Employees
- HR and Support Function Employees
- Employees involved in process improvement and organizational performance
- Individuals interested in understanding TQM concepts and quality culture in organizations

Course Duration

“Total Quality Management (TQM): Principles and Fundamentals” training course will be delivered over 4 training hours in one day. It can also be customized based on specific organizational needs for in-house training.

Training Material

Once a participant confirms his/her registration, the training material will be provided in PDF format. Participants are strongly encouraged to print the material and keep it with them during the training sessions to effectively follow the instructor, take notes, and engage more actively throughout the course.

Course Fees

The standard course fee is JD50 per participant. As part of JAQM’s commitment to supporting individuals and organizations investing in people development, a special 40% discount is offered. Accordingly, the discounted fee is JD30 per participant. Course fees are to include:

- Completion e-certificate issued by JAQM and internationally accredited by the International Accreditation Organization (IAO) located in the USA.
- Training material in pdf format.
- Handouts in pdf format.
- The instructor whiteboard notes.



Payment Methods

To make it easy to settle the course fees, JAQM offers different alternatives for fees payment as follows:

- Transfer to JAQM's bank
- Cash deposit to JAQM's bank
- CliQ: alias name: JAQM
- ZainCash Wallet
- Orange Money Wallet
- Western Union transfer

Please choose in the registration form the method that is best for you so we can send you the details based on your choice.

Date and Time

- Date: Monday, 15/6/2026
- Time: 6:00 – 10:00 PM Jordan Time

Registration Process

To enroll in this course, please click the following link and fill out all the fields in the registration form:

<https://forms.gle/nmjbwNDXhKNnWeH38>

Once you submit the application form, you will receive a notice that your application is received and recorded. Registration is confirmed only after fees are settled as per your payment method.

For organizations' delegates, HR or training department can send an email to confirm the registration for their delegates including their names, emails, and mobiles.

For further information or details, please email JAQM at training@jaqm.net, or call +962 6 516 0157, Mobile and WhatsApp: +962 7 7744 1808

JAQM reserves the right to reschedule, postpone, or cancel the course when necessary. Registered participants will be notified of any changes in advance.



Delivery Approach

- Online live and interactive
- English for presentation slides
- English for material and handouts
- English and Arabic for delivery, explanation, and discussion
- Throughout the course, there will be related video clips, pictures, case studies, different workshops, and group activities.