
Quality Assurance Systems and ISO 9001 Leadership Training Course

8 – 12 March 2027

Dubai - Marriott Hotel Al Jaddaf, Dubai





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Programme Summary

Quality assurance systems and ISO 9001 leadership is a one-week training course for quality and operations leaders at strategic level, culminating in a quality assurance system improvement plan for their organisation. Many quality management systems are maintained for the certificate rather than used to run the business, so audits find paperwork while customers still find defects. The approach links quality policy, processes, risks, suppliers and assurance activities into one system that leaders use to make decisions. Mars Training Centre UK delivers this programme in quality assurance systems and ISO 9001 leadership.

The Business Case

A quality assurance system that is owned by leadership gives early warning of failure, prevents repeat problems and gives customers and regulators confidence in what the organisation delivers. When the system is treated as an audit exercise, the cost of poor quality stays hidden in rework, complaints and supplier failures. Leaders who direct the system through clear objectives, risk-based controls and honest management review turn it into a management tool.

- Cost of Poor Quality: Falls as nonconformities are traced to root causes and corrective action prevents recurrence.
- Customer Complaints and Returns: Reduce when quality objectives and controls reflect what customers value.
- Audit and Certification Readiness: Strengthens when evidence is produced by daily operation rather than prepared for audits.

Principles and Evidence Base

- ISO 9001:2026 Quality Management Systems Requirements: Defines the system requirements applied across Sessions 1 to 4, including the transition from ISO 9001:2015.
- ISO 9000 Quality Management Principles: Frame leadership, process approach, evidence-based decision making and relationship management in Session 1.
- Plan-Do-Check-Act Cycle and Risk-Based Thinking: Structure process control and the treatment of risks and opportunities in Session 2.
- ISO 19011:2018 Guidelines for Auditing Management Systems: Guide the design of a risk-based internal audit programme in Session 4.



Intended Participants

- Leaders accountable for the organisation's quality management system and its results.
- Heads of quality assurance who report system performance to top management.
- Operations and service directors who own processes within the system.
- Senior managers responsible for supplier and outsourced process quality.

The programme serves manufacturing, healthcare, construction and engineering, and public and financial services.

Learning Outcomes

1. Participants will be able to evaluate the context, interested parties and scope of a quality management system.
2. Participants will be able to construct a quality policy and measurable quality objectives aligned with strategy.
3. Participants will be able to prioritise quality risks and opportunities using risk-based thinking.
4. Participants will be able to design controls for suppliers and outsourced processes.
5. Participants will be able to direct a risk-based internal audit programme and a management review that drives decisions.
6. Participants will be able to justify corrective actions that remove the root causes of nonconformity.

Programme Structure

Day 1: Quality Assurance Systems and Leadership

What does top management have to own in a quality management system?

- ISO 9000 Quality Management Principles
- Context of the Organisation and Interested Parties
- ISO 9001:2026 Structure and Transition From ISO 9001:2015
- Quality Policy, Objectives and Leadership Accountability
- Quality Culture and Ethical Behaviour

Day 2: Process Approach and Risk-Based Thinking

How are processes and risks controlled so that quality is built in?

- Process Interaction Maps and Process Owners
- Plan-Do-Check-Act Cycle for Process Control
- Quality Risk and Opportunity Register
- Documented Information: What to Keep and Why
- Competence, Awareness and Communication Controls



Day 3: Supplier Quality and Operational Control

How is quality assured across suppliers, outsourced work and service delivery?

- Supplier Selection, Evaluation and Monitoring
- Control of Outsourced Processes
- Design and Change Control
- Release of Products and Services
- Control of Nonconforming Outputs

Day 4: Assurance, Audit and Management Review

How does leadership know the system works and act on what it learns?

- ISO 19011:2018 Risk-Based Internal Audit Programme
- Customer Satisfaction and Performance Monitoring
- Management Review Inputs, Outputs and Decisions
- Nonconformity, Root Cause Analysis and Corrective Action
- Continual Improvement Planning

Day 5: Applying Quality Assurance Systems Leadership

How are the tools combined into a plan to strengthen the system?

- Gap Assessment of a Participant Quality Management System
- Setting Quality Objectives and Indicators
- Simulated Management Review Meeting
- Peer Challenge of Assurance Priorities
- Quality Assurance System Improvement Plan Presentation

Methodology

The programme uses case analysis and structured exercises based on quality management systems from manufacturing, healthcare and service organisations. Participants assess real evidence such as audit reports, complaint data and supplier records, then decide what leadership should change, with peers challenging each decision.

- Suggested activity: Building a quality risk and opportunity register for a hospital laboratory.
- Suggested activity: Planning a risk-based internal audit programme for a multi-site manufacturer.
- Suggested activity: Chairing a simulated management review using a quarterly quality dashboard.



Capstone Output

Each participant completes a quality assurance system improvement plan. It contains a gap assessment against ISO 9001:2026, revised quality objectives and indicators, a prioritised risk register, supplier control actions, an internal audit programme and a management review agenda, ready for approval by top management.

Frequently Asked Questions

Is quality assurance systems and ISO 9001 leadership suitable for senior leaders who are not auditors?

Yes. It is designed for leaders who own or direct the quality management system. It assumes management experience and basic familiarity with quality concepts but no auditor training.

Which standards underpin quality assurance systems and ISO 9001 leadership in this programme?

It rests on ISO 9001:2026 and the transition from ISO 9001:2015, the ISO 9000 quality management principles, the Plan-Do-Check-Act cycle and ISO 19011:2018 guidance on auditing.

How is the quality assurance system improvement plan used at work?

It gives you a prioritised, evidence-based agenda for strengthening your quality management system, ready to present at management review and to track through the year.

How does an ISO 9001 quality assurance programme differ from statistical quality control training?

It concentrates on leading and assuring the management system as a whole, while statistical quality control training focuses on measurement, sampling and control charts at process level.