

ASQ Certified Quality Improvement Associate (CQIA)

Overview

The CQIA certification program provides a solid foundation in quality principles, tools, and improvement methodologies. Participants will explore quality basics, team dynamics, process improvement techniques, and customer–supplier relationship management. The course emphasizes practical skills such as problem-solving, root cause analysis, risk assessment, and the use of quality improvement tools like PDCA, Six Sigma, Lean, and control charts.

This program is ideal for professionals at all levels—whether new to quality management or seeking to formalize and expand their knowledge. It is particularly useful for individuals involved in process improvement, operations, service delivery, or those supporting quality initiatives across industries. By completing this training, learners will not only strengthen their problem-solving and teamwork capabilities but also contribute to improved efficiency, customer satisfaction, and organizational performance.

Day 1 – Quality Foundations

1. Introduction to CQIA Certification & Exam Structure

- Overview of exam format, question types, and preparation strategy.

2. Quality Basics (Part 1)

- Definitions of Quality
- Quality Plans – purpose, objectives, responsibilities
- Quality Systems: QA, QC, and Continuous Improvement

3. Quality Basics (Part 2)

- Organizational Culture & its impact (Lean, Six Sigma, ISO, Baldrige)
- Employee Involvement vs. Empowerment
- Systems & Processes: SIPOC framework
- Variation: Common vs. Special Cause
- Standardization and ISO 9001 role

4. Benefits of Quality

- Organizational, customer, supplier, and community benefits

5. Foundations of Quality Thought Leaders

- Deming, Juran, Crosby, Ishikawa, Shewhart, Feigenbaum
-

Day 2 – Team Basics

1. Team Organization

- Purpose of Teams in Quality Improvement
- Types of Teams (process, project, cross-functional, virtual, etc.)
- Strategic Value of Teams

2. Team Roles & Responsibilities

- Sponsor, Champion, Facilitator, Leader, Member, Scribe, Timekeeper

3. Team Formation & Dynamics

- Launching & Sustaining Teams
- Selecting Team Members & Diversity
- Stages of Team Development: Forming → Adjourning
- Conflict Management & Groupthink
- Decision-Making Models (voting, consensus, follow-up)

4. Case Study & Group Activity – Forming a quality improvement team

Day 3 – Improvement Tools & Techniques

1. Process Improvement Approaches

- Six Sigma Concepts & DMAIC Framework
- Lean Concepts & Tools (5S, Kaizen, JIT, VSM, Poka-yoke)
- Benchmarking Practices
- Incremental vs. Breakthrough Improvement

2. Improvement Techniques

- Brainstorming, PDCA Cycle
- Affinity Diagrams
- Cost of Poor Quality (COPQ)
- Internal Audits as Improvement Drivers

3. Improvement Tools (Hands-On Practice)

- Flowcharts, Histograms, Pareto Charts
- Scatter Diagrams, Check Sheets
- Control Charts, Decision Trees

4. Root Cause Analysis

- 5 Whys, Fishbone (Ishikawa) Diagram

5. Risk Management

- FMEA, SWOT
 - Risk Prioritization
-

Day 4 – Supplier & Customer Relationships + Exam Prep

1. Supplier Relationship Management

- Supplier Selection Criteria
- Supplier Relationship Challenges
- Supplier Performance Measurement

2. Customer Relationship Management

- Internal vs. External Customers
- Voice of the Customer (VOC): surveys, feedback, warranty claims, focus groups
- Complaint Handling Process
- Quality Function Deployment (QFD) & Customer Needs Analysis

3. Integrated Case Study: Improving Quality Across Supply Chain & Customer Experience

- Applying SIPOC, PDCA, Lean/Six Sigma, VOC feedback

4. Exam Preparation & Review

- Practice Questions by Domain
- Exam-Taking Strategies & Time Management
- Q&A / Open Clarification