THE WORLD'S FIRST-EVER WEBINAR DEDICATED TO THE NEW QUALITY CULTURE REQUIREMENT INTRODUCED IN ISO 9001:2026

ISO 9001:2026

QUALITY MANAGEMENT SYSTEM (QMS)

2.5 HOURS VIRTUAL TUTOR-LED

QUALITY CULTURE

DEVELOPMENT, IMPLEMENTATION AND CONTINUAL IMPROVEMENT PROGRAM

30 YEARS 1996-2025

ONE OF THE WORLD'S LARGEST JASANZ ACCREDITED CERTIFICATION BODY

TQCSI

100% FREE OF COST WEBINAR

UNDERSTANDING YOUR CURRENT CULTURE, IDENTIFYING WEAKNESSES AND TRACKING IMPROVEMENT



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PROGRAMME OVERVIEW:

Quality culture becomes visible in the decisions people make, the concerns they raise, the standards they uphold and the way teams respond when something goes wrong. Developing that culture requires consistent leadership, clear expectations and working arrangements that help employees deliver quality under everyday operational pressure.

ISO 9001:2026 strengthens the focus on quality culture and ethical behaviour within leadership and employee awareness. This webinar explains how organisations can translate that focus into practical actions within their existing quality management system. Relevant requirements will be distinguished from examples of implementation methods.

During this 2.5-hour live session, participants will explore how to understand their current culture, identify weaknesses, define desired behaviours, implement targeted improvements and review progress. Worked examples will connect leadership decisions, employee feedback, workplace observations and quality performance information.

The webinar is suitable for organisations of all sizes and sectors. It provides an approach that participants can adapt to their own responsibilities, processes and organisational circumstances. Familiarity with basic quality management concepts is helpful; advanced auditing qualifications are not a prerequisite.

PROGRAM DETAILS:

PROGRAMME TITLE
ISO 9001:2026 QUALITY MANAGEMENT SYSTEM QUALITY CULTURE DEVELOPMENT, IMPLEMENTATION AND CONTINUAL IMPROVEMENT

PROGRAMME LEVEL
Practical awareness and implementation guidance for leaders, managers and professionals

DATE & DAY
Saturday
January 16, 2027

SESSION TIME
15:00-17:30
Saudi Arabia time,
UTC+3

FACILITATED LEARNING AND APPLICATION
130 minutes
Including explanations, demonstrations and embedded activities

COMFORT BREAK
5 minutes

CERTIFICATE
Electronic Certificate of Participation
Issued by TQCSI Arabia
Subject to verified attendance

STANDARD CONTEXT
QUALITY CULTURE, LEADERSHIP AND AWARENESS WITHIN ISO 9001:2026

ORGANISER
TQCSI Arabia

DELIVERY MODE
Online
Live and tutor-led
Using Microsoft Teams

TOTAL LIVE DURATION
2.5 hours
150 minutes

QUESTIONS & DISCUSSION
15 minutes

REGISTRATION & PARTICIPATION
Free of charge for confirmed participants

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PRACTICAL LEARNING FORMAT:

01 THREE SHORT GUIDED ACTIVITIES:
Reflect on the current culture, prioritise a weakness and draft an improvement action. These are included in the 130 minutes of facilitated learning.

02 ONE CONNECTED WORKPLACE SCENARIO:
Examine a quality concern raised shortly before a delivery deadline and consider leadership responses, escalation, communication and follow-up.

03 TWO BRIEF LEARNING CHECKS:
Reinforce understanding through live questions or polls. These support learning and carry no pass mark.

04 OPTIONAL PREPARATION:
Spend approximately 10 minutes reflecting on how quality concerns are raised and addressed in your organisation. Bring one general example without confidential or personal information.

05 OPTIONAL FOLLOW-UP:
Spend approximately 30 minutes adapting a 30-60-90 day action outline to your workplace. This activity is outside the advertised live webinar duration.



LEARNING RESOURCES:

- Webinar presentation handout
- Quality culture self-assessment and evidence checklist.
- Desired behaviours and responsibilities worksheet.
- Improvement action-plan template.
- Indicator selection and progress-review sheet
- Optional 30-60-90 day workplace action outline
- Learning-check questions with explanations

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PROGRAMME OBJECTIVES:

1. **CLARIFY QUALITY CULTURE IN PRACTICE:** Explain how shared expectations, leadership decisions and everyday behaviours influence quality outcomes.
2. **CONNECT THE TOPIC WITH ISO 9001:2026:** Explain the relevant leadership and awareness themes, including ethical behaviour, while distinguishing requirements from optional tools.
3. **SUPPORT A BALANCED ASSESSMENT:** Introduce ways to combine employee feedback, workplace observations, discussions and existing quality information.
4. **IDENTIFY WEAKNESSES AND CONTRIBUTING CONDITIONS:** Examine unclear responsibilities, conflicting priorities, poor escalation and ineffective follow-up.
5. **DEFINE THE DESIRED CULTURE:** Translate quality commitments into observable behaviours and responsibilities for leaders, managers and employees.
6. **EMBED IMPROVEMENTS IN NORMAL WORK:** Demonstrate how induction, supervision, meetings, communication and problem-solving can reinforce quality culture.
7. **REVIEW PROGRESS USING USEFUL EVIDENCE:** Select indicators and examine whether implemented actions improve working practices and results.
8. **SUPPORT CONTINUAL IMPROVEMENT:** Develop a practical sequence for reviewing findings, assigning actions, checking effectiveness and adjusting the approach.





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LEARNING OUTCOMES:

BY THE END OF THE WEBINAR, PARTICIPANTS SHOULD BE ABLE TO:

1. Explain quality culture using examples of everyday decisions and behaviours.
2. Identify how the quality culture focus of ISO 9001:2026 relates to leadership, ethical behaviour and employee awareness.
3. Outline an initial assessment using several relevant sources of evidence.
4. Recognise gaps between stated quality commitments and actual workplace practices.
5. Distinguish visible symptoms from contributing organisational or process conditions.
6. Describe practical leadership actions that support ownership, openness and responsible quality decisions.
7. Draft an improvement action with an owner, due date, support needs and effectiveness check.
8. Select indicators that help track actions, behaviours and relevant quality outcomes.
9. Identify evidence that can support internal review and audit discussions about quality culture.
10. Outline an initial 30-60-90 day approach to assessment, implementation and review.



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TARGET AUDIENCE:

FOR LEADERS AND PROFESSIONALS RESPONSIBLE FOR QUALITY, PEOPLE, OPERATIONS AND CONTINUAL IMPROVEMENT ACROSS MANUFACTURING AND SERVICE SECTORS.

- Quality directors, quality managers and quality assurance managers.
- Business excellence, operational excellence and continual improvement leaders.
- Compliance, governance, risk and regulatory affairs professionals.
- Process owners and department heads.
- Production, manufacturing and process engineering professionals.
- Procurement, supply chain and supplier quality professionals.
- Human resources, learning and development, competence and organisational development teams.
- Senior executives and top management representatives.
- QMS representatives, coordinators and system administrators.
- Internal auditors, lead auditors and integrated management system auditors.
- Plant, site, operations and service delivery managers.
- Customer experience and service quality managers.
- Design, development, research and innovation professionals.
- Project managers, PMO teams and change management professionals.
- IT, digital transformation, data governance and document control professionals.
- Consultants and trainers supporting quality management and organisational improvement.



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WEBINAR CONTENTS:

MODULE 1:
QUALITY CULTURE AND THE ISO 9001 CONTEXT:

1. What quality culture looks like in everyday work.
2. The connection between leadership, customer requirements, employee awareness and ethical behaviour.
3. Behaviours that support accurate reporting, responsible decisions and constructive responses to quality concerns.
4. Understanding the relevant ISO 9001:2026 themes without treating every example tool as a mandatory requirement.

MODULE 2:
STRUCTURE, TERMINOLOGY, QUALITY PRINCIPLES AND ANNEX A GUIDANCE:

1. Define the area being assessed: organisation, site, department, team or process.
2. Gather evidence through observation, employee conversations, feedback and existing QMS information.
3. Use a short reflection checklist or pulse survey appropriately.
4. Compare different sources and recognise the limitations of isolated scores or anecdotes.

MODULE 3:
IDENTIFYING AND PRIORITISING WEAKNESSES:

1. Identify gaps between expected behaviours and actual practices.
2. Examine unclear authority, inconsistent leadership responses, competing targets and barriers to raising concerns.
3. Distinguish immediate symptoms from contributing conditions.
4. Prioritise a manageable improvement using customer impact, recurrence, risk and organisational influence.

MODULE 4:
DEVELOPING THE DESIRED QUALITY CULTURE:

1. Translate quality policy and organisational priorities into observable behaviours.
2. Define what leaders, managers, supervisors and employees should do in common situations.
3. Clarify ownership, escalation arrangements and follow-up expectations.
4. Communicate expectations in language that people can apply in their work.

MODULE 5:
IMPLEMENTING IMPROVEMENTS IN EVERYDAY WORK:

1. Reinforce expectations through leadership example, coaching, induction and team discussions.
2. Improve the handling of quality concerns and feedback to the people who raise them.
3. Integrate actions into existing meetings, process controls and problem-solving routines.
4. Build an action plan with ownership, resources, due dates and an effectiveness check.

MODULE 6:
TRACKING PROGRESS AND INTERPRETING RESULTS:

1. Establish a relevant starting point and choose proportionate review intervals.
2. Combine evidence of behaviour and follow-through with customer and operational results.
3. Consider indicators such as response to concerns, repeat issues, effective actions, rework and complaint rates.
4. Interpret changes carefully: an increase in reported concerns may indicate greater willingness to speak up.

MODULE 7:
DEMONSTRATING QUALITY CULTURE IN PRACTICE:

1. Use leadership decisions, employee explanations, observations and relevant records as complementary evidence.
2. Trace a quality concern from reporting through response, action and review.
3. Prepare for constructive internal-audit and management-review discussions.
4. Demonstrate whether agreed practices operate consistently and whether actions are effective.

MODULE 8:
CONTINUAL IMPROVEMENT AND THE FIRST 90 DAYS:

1. Review findings and progress through existing management arrangements.
2. Adjust actions where barriers remain or results are unclear.
3. Share learning and recognise constructive contributions.
4. Outline a 30-60-90 day sequence for assessment, action and review, adapted to the organisation.





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WEBINAR AGENDA:

JANUARY 16, 2027 (SATURDAY)
ALL TIMES ARE SAUDI ARABIA TIME, UTC+3.

NO.	TIME	MINUTES	SESSION AND PRACTICAL FOCUS
01	15:00-15:20	20	**WELCOME AND MODULE 1:** Quality culture in the ISO 9001:2026 context, leadership, awareness and ethical behaviour
02	15:20-15:45	25	**MODULE 2:** Assessing the current culture, with a guided reflection and demonstration of an evidence checklist
03	15:45-16:00	15	**MODULE 3:** Identifying and prioritising weaknesses using a workplace scenario
04	16:00-16:15	15	**MODULE 4:** Defining desired behaviours, leadership expectations and responsibilities
05	16:15-16:20	5	**COMFORT BREAK**
06	16:20-16:40	20	**MODULE 5:** Implementing improvements and developing a practical action plan
07	16:40-16:55	15	**MODULE 6:** Selecting indicators and interpreting changes in behaviour and performance
08	16:55-17:05	10	**MODULE 7:** Demonstrating implementation through observations, discussions and evidence
09	17:05-17:15	10	**MODULE 8:** Continual improvement and an initial 30-60-90 day action outline
10	17:15-17:30	15	**LIVE QUESTIONS, PRACTICAL DISCUSSION AND CLOSING REMARKSW**
11	Total	150	**130 MINUTES OF FACILITATED LEARNING AND APPLICATION, 5-MINUTE BREAK AND 15-MINUTE DISCUSSION**



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REGISTRATION REQUIREMENTS:

1. **CAPACITY AND EARLY REGISTRATION:**
   Places are subject to the webinar's available capacity. **Early registration is encouraged**; submitting an expression of interest does not guarantee a place.
   LIMITED SEATS

2. **ORDER OF PROCESSING:**
   Applications will normally be **reviewed in the order received**, subject to completeness, relevance and seat availability.

3. **PROFESSIONAL RELEVANCE:**
   The webinar is intended for people involved in quality management, customer satisfaction, operations, people development, audit or organisational improvement.

4. **WORKPLACE APPLICATION:**
   Where demand exceeds capacity, priority may be given to participants whose responsibilities enable them to apply or share the learning.

5. **REGIONAL PARTICIPATION:**
   TQCSI Arabia welcomes relevant professionals from different locations. Any specific regional allocation will be communicated clearly if it applies.

6. **ATTENDANCE COMMITMENT:**
   Applicants should be available for the full session on **January 16, 2027 (Saturday)**, from **15:00 to 17:30 Saudi Arabia time**, with a suitable device and reliable internet connection.

7. **FREE PARTICIPATION:**
   Registration, webinar participation and the electronic participation certificate are **free of charge**. Certificate issuance is subject to attendance verification.

8. **ADMINISTRATIVE CONFIRMATION:**
   The organiser will **review applications and issue confirmation** and joining instructions to accepted participants.

9. **PROFESSIONAL PARTICIPATION:**
   Participants are expected to engage respectfully, protect confidential workplace information and follow the organiser's access and participation instructions. TQCSI Arabia is committed to fair registration administration and a professional, inclusive learning environment.


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REGISTRATION PROCEDURE:

A CLEAR TEN-STEP PROCESS FROM EXPRESSION OF INTEREST TO CONFIRMED ENROLMENT.

STEP 1

SUBMIT AN EXPRESSION OF INTEREST:
Complete the online form with accurate information, including your name as it should appear on the certificate.

STEP 2

REVIEW THE PARTICIPATION CONDITIONS:
Confirm your understanding of the attendance, registration and certificate arrangements.

STEP 3

SEND THE APPLICATION:
Check your contact details before submitting. Submission acknowledges receipt of your application, it does not confirm a place.

STEP 4

ADMINISTRATIVE REVIEW:
TQCSI Arabia will check completeness, relevance and available capacity and may request clarification where necessary.

STEP 5

RECEIVE YOUR OFFICIAL ENROLMENT CODE:
Confirmed participants will receive an Official Enrolment Code (OEC) for attendance identification and certificate administration.

STEP 6

FOLLOW THE JOINING INSTRUCTIONS:
Use the official Microsoft Teams link and the identification instructions supplied by the organiser. Check your connection in advance and join promptly.



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TRAINING INFORMATION:

DATE: JANUARY 16 , 2027

DAY: SATURDAY

SESSION TYPE: LIVE ONLINE

TIME (2.5 HOURS): 15:00-17:30 HOURS

PLATFORM: MS TEAMS

TIME ZONE (SAUDI ARABIA): RIYADH, UTC+3



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SPEAKERS AND FACILITATORS:



MOHAMMED HAGGAG

GENERAL MANAGER, TQCSI IRAQ

With over 20 years of distinguished experience, Mohamed Haggag is a highly accomplished management systems executive, lead auditor, and internationally approved tutor. As the Founder and Managing Director of United Certification Service, he leads certification, training, and consultancy services across global markets. Mohamed holds prestigious approvals from bodies like CQI/IRCA, Exemplar Global, and HABC, delivering expert auditing and strategic leadership across Iraq, the Gulf, and Africa. His expertise spans quality, safety, and compliance, positioning him as a trusted authority in organizational excellence and international conformity assessment.



MAXIM ALJABR

GENERAL MANAGER, TQCSI SYRIA

With over 17 years of experience, Maxim is a distinguished expert in mathematics education and quality management systems. He built a strong pedagogical foundation teaching diverse curricula in Homs and Hama before spending eight years lecturing at the Faculty of Informatics Engineering. Transitioning into corporate excellence, he became a Lead Auditor for multiple ISO standards with global certification bodies. Currently, as General Manager of TQCSI Syria, Maxim provides strategic leadership, manages legal partnerships, and serves as the organization's public representative, ensuring operational integrity and international credibility.



SHATHA MOHAMMED AL-TARAWNEH

CERTIFICATION MANAGER, TQCSI JORDAN

Shatha Mohammed Al-Tarawneh is an expert Food Safety and Quality Management professional with 15+ years of experience. As Auditor and Certification Manager at TQCSI Jordan, she leads third-party audits for ISO 22000, FSSC 22000, ISO 9001, and HACCP.
A respected training specialist, Shatha has collaborated with global entities like WFP and World Vision. She holds a Bachelor's in Food and Nutrition and is an IRCA-certified Lead Auditor. Her deep technical expertise and leadership in certification drive operational excellence, risk reduction, and market credibility for diverse organizations.



YASER NAZIR

CHIEF EXECUTIVE OFFICER, TQCSI ARABIA

Yaser Nazir is a visionary business leader and CEO of TQCSI Arabia, recognized for steering organizations toward sustained growth and operational excellence. With a sharp strategic mindset and results-driven approach, he transforms challenges into opportunities, positioning TQCSI Arabia as a forward-thinking industry player. Under his direction, TQCSI Arabia has strengthened its operational frameworks, expanded its business footprint, and built enduring partnerships. His leadership blends executive foresight and hands-on expertise, emphasizing quality, accountability, innovation, and continuous improvement while fostering a culture of trust and excellence, empowering teams, and creating sustainable impact.



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