

جمعية الإمارات للجودة  
Emirates Quality Association



**” How You Can  
Delight your Customer “**

## Introduction:

Many organisations have recognised the importance of focusing on satisfying the customer in their effort to enhance their competitiveness. The role of the customer in product and service development has radically changed over the last two decades which rendered many traditional product and service development approaches obsolete. Customer focused approaches are currently a highly sought after training field, and would bring about awareness of the impact of organisational culture and business practices on quality, time and cost.

This 3 days training programme is designed to enable participants develop good understanding of customer orientation and its impact on successful innovation. Participants maybe currently involved, or expect to be involved, in the technical development or management of products and services in IT, Construction, Manufacturing, Service, or change initiatives.

The main objectives of this training programme are to:

- Develop an understanding of the concept of customer orientation and customer culture
- Provide an understanding of the role of leadership and management of teams in a customer driven organisation.
- Provide an understanding of how innovation should be driven by the customer agenda to exceed customer expectations
- Promote and appreciation of the role of supply chains in the customer oriented project management

## Programme

### Day1 Understanding Quality from a Customer Perspective

- Quality in the Age of the Customer
- Understanding the Customer
- Customer as an effective partner in your development projects
- The emergence of “Stakeholders” and effective Stakeholder Management

### Day 2 The Customer Oriented Culture

- Customer Oriented Organisations
- Effective Communication with Customers
- Customer Driven Innovation
- Enabling the Team to Deliver Customer Driven Innovation

### Day 3 The Customer Oriented Supply Chain

- Importance of the supply chain
- Characteristics of a customer driven supply chain
- Effective management of such supply chains

## Presenter

**Professor Mohammed Dulaimi**

**Professor of Project Management and Innovation,  
The British University in Dubai (BUiD)  
CIB Board Member (International Council for  
Research and Innovation in Building and  
Construction)**

Professor Mohammed Dulaimi is a senior academic and industrialist with an extensive experience in research in construction management and project management. Professor Dulaimi has spent more than 25 years in academia working in universities in the UK, Singapore and UAE developing a strong record in winning research grants and leading international research teams. Professor Dulaimi has published extensively in internationally refereed journals and conferences with over 100 papers published worldwide. His area of expertise and interest include management of innovation, leadership, project management, sustainable development and procurement.

Dr Dulaimi has a significant international profile giving presentations, keynote speeches, seminars and training courses in USA, UK, Europe, Middle East and the South East of Asia. He is currently a member of CIB board ([www.cibworld.nl](http://www.cibworld.nl)) which is the leading international research forum in construction and building innovation. Professor Dulaimi was the Director of Research and Innovation at ADICOE from 2008 to 2010 during which he led the team who developed the first sustainability report for Abu Dhabi Chamber of Commerce and Industry. He was also a member of Abu Dhabi Sustainability Group from 2008 to 2010. Recently Dr Dulaimi joined the Westlaw Roundtable Group expert witness panel ([www.roundtablegroup.com](http://www.roundtablegroup.com)).

## Language

The training course is delivered in English/Arabic by Professor Dulaimi who is experienced in working in multi-lingual and multi-cultural environment.

## Training course dates

This training course is scheduled for ..... to .....  
Sessions start at 8.30am and finishes 1.30pm, daily.

## Who Should Attend

This course will benefit project managers, experienced and relatively new, and their support staff by helping them to develop a deeper understanding of the different facets of project management and its challenges. This course will also benefit organisations and individuals who are concerned with managing tasks and projects more effectively.

## How to register

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Duration:

10-12 May 2011

Target participants:

1500 for EQA Members

2000 for Non- EQA Members

Training methods:

Lectures, case studies and videos.

Venue/ location and date:

EQA – ADICOE training room

Registration

Contact Mr. Mamoun Dafaalla

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