

**The Quality Management Institute**  
**Systems Engineering Quality Manager**  
**(SEQM) Certification**

## **Systems Engineering (SEQM)**

The SEQM Certification is a curriculum for reliably accelerating the time-to-market of information technologies deliverables within the assuring framework of rigor, due diligence and systems thinking, and as optimally expressed via a “lean” and “agile” work environment. It provides options for measuring performance, success and quality across all project dimensions.

It is a comprehensive solution of education for collaboration and team-building that will verify, validate and improve your human values and skills, process knowledge and application of technologies. It increases the capacity of the human to be a reliable partner with the computer in an intelligent system of quality management. Building upon this foundation, we'll show you how to maximize your professional strengths and apply work-process analysis techniques that will enable you to produce consistently reliable high performance and outputs. You will have the capacity to design, develop, plan and budget the scope of digital systems projects with greater certainty and predictability. SEQM provides a competitive advantage for SE leadership with measurable increases in productivity and on-time, lean and profitable deliverables by focusing on the human factors and culture. It creates a conscientious, hassle-free work life with competencies that easily achieve regulatory compliance and commercial success.

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SEQM is delivered via online self-paced training and a secure testing center to assure competency. It is also supported by QMI faculty to assist you in fully integrating the concepts affecting people, processes and tools that are required for success. Following are descriptions of the SEQM Professional Certification training modules.

### **SEQM 1 – ZERO DEFECTS ATTITUDE**

A Zero Defects Attitude is not just a concept for eliminating defects in a product or service; it is an attitude of the heart. Similar to the “pride of workmanship,” it represents a desire to do things right, every time we take action. It is not an attempt to achieve perfection but a commitment to make each customer’s experience as close to what was promised as possible. The Learner will gain specific knowledge of:

- *The Eight Attributes of a Quality Manager as a foundation for achieving all course objectives.*
- *QM methods, values and language that will enable learning throughout the course lessons.*

### **SEQM 2 – VOCATIONAL CERTAINTY**

Vocational Certainty™ is a measure of our faithfulness to our career agenda. When we have been disciplined about developing our skills and talents, we can acquire the self-esteem and confidence that accompanies earned success. Vocational Certainty™ challenges us to become equipped by education, training and experience to perform effectively and grow in leadership. The Learning objectives are.

- *How to identify a person’s vocational strengths, weaknesses, character and personality.*
- *How to define and achieve reasonable standards for excellence.*
- *Human motivation in the workplace and how to increase productivity and prevent errors.*
- *How to define obstacles to workplace efficiency and calculate the costs to eliminate them.*

### **SEQM 3 – PROCESS QUALITY**

Process Quality is a measure of our mastery of planning and budgeting disciplines. Applying the Work Process Analysis (QM-WPA) Project Management principles will enable a person with good ideas to bring organization to his or her work, improve their communications skills and establish the influence that is critical to career growth. The Learner will gain specific knowledge of:

- *The concepts of Work Process Analysis and how to apply it to create reliable business solutions.*
- *How to evaluate ideas for a product or service improvement and use lists to manage them.*
- *How to research the design and demand for a project and take reasonable development actions.*
- *How to calculate the resources for implementing a project and create a pro-forma budget.*
- *How to eliminate the guessing and unfounded financial assumptions that create project failures.*
- *How to convert research and design data into reliable steps for project implementation.*

### **SEQM 4 – ADMINISTRATIVE CONSISTENCY**

Administrative Consistency is a measure of our attention to details. When people think of managing details, they often picture an auditor or clerk making sure all the names and numbers match on a list. However, this module describes consistency of leadership. The Learner will gain specific knowledge of:

- *The communications skills required to establish reliable business processes and relationships.*
- *Applying “due diligence” to workplace details and the leadership skills required to manage risks.*
- *Five methods for monitoring defects and the business metrics to isolate and eliminate the causes.*
- *The Four Absolutes for Choosing Reliable People and how to unify around common goals.*

### **SEQM 5 – EXECUTIVE CREDIBILITY**

Executive Credibility is a measure of our sincerity and skill with people. Sincerity comes naturally from the heart. But skills can be sharpened and improved. By adding QM values and methods to your routines, people will gain confidence in your leadership, especially when you take time to listen to them and give them clear, competent answers. The Learner will gain specific knowledge of:

- *The Three Relational Principles for Creating an Open and Accountable Work Culture.*
- *How to manage the consequences of personal behaviors rooted in fear, insecurity and pride.*
- *How to measure the reliability of information, test and prove the facts, and act responsibly.*
- *How personal authenticity in workplace relationships can create opportunities for great success.*

### **SEQM 6 – PERSONAL AUTHENTICITY**

Personal Authenticity is a measure of our resolve to be consistent with our customers and coworkers. There are indicators of consistency in leadership all around us. They're recognized by how we routinely depend upon products and services that support our personal or business lifestyle. But somewhere an authentic leader is working diligently to make our experience feel normal. The Learner will gain specific knowledge of:

- *Applying due diligence to workplace details and the leadership skills required to manage risks.*
- *Making workplace decisions by applying the “Scientific Method” to personnel and process issues.*
- *The impact of poor workplace ethics on an enterprise, its customers and shareholders.*

### **SEQM 7 – ETHICAL DEPENDABILITY**

Ethical Dependability is a measure of our trustworthiness in practical matters. It is clearly indicated in the ways we handle money and exercise our organizational authority. It is also measured by whether or not people turn to us when they want things to work right, run on time, and be there when they are needed. The Learner will gain specific knowledge of:

- The communications skills required to establish reliable business processes and relationships.
- The causes and business costs associated with workplace negligence and how to avoid them.
- How to identify and manage the personal factors that complicate business judgments.

**SEQM 8 – CREATES A KEEPING-THE-PROMISE CULTURE**

The openness and collegiality of a QM Keeping the Promise Culture is the most effective model for leadership because it is predicated upon recognizing one another’s strengths and finding the most effective solutions to problems. The Learner will gain specific knowledge of:

- How to naturally model the values of a QM-Keeping the Promise Culture and become an influential leader and change agent.

