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## **Business Engineering** *Based on ISO 9001:2008*

### **1. Introduction.**

Although the application of ISO 9001:2008 has been proven as the most powerful tool for managing world class companies, in all sizes (small, medium, large), most Mexican corporations avoid its application in a rigorous manner. Why? does not it fit our culture? is it too complicated? is it mere bureaucracy? The name of the game is DISCIPLINE, which must be applied at all organizational levels starting from top management. Working with a disciplined organization, impressive results can be achieved.

### **2. General aim.**

This is a top management seminar, based on world class practices. It presents and discusses fundamental concepts of ISO 9001:2008 application, with a marked orientation towards the company's managing direction (top management). The seminar is mainly focused on the quality management system fundamentals (item 4 of the norm) and on the management responsibility (item 5 of the norm), as well as on the activities of measurement, analysis and improvement (item 8 of the norm). Naturally, by focusing on the top management, responsible for all organizational processes, all items of the norm are discussed from a strategic perspective. The seminar brings value starting from goals definition, a systematic measurement of product and process performance, instruments for an objective evaluation of company's strengths and weaknesses, personnel performance evaluations, resources provision, as well as techniques for an efficient strategic planning, all of them duly aligned with ISO 9001:2008.

### **3. Who should attend.**

CEOs, board members and policy makers, senior executives, middle managers, project managers, team leaders and entrepreneurs interested in developing their management skills duly aligned to ISO 9001:2008.

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#### 4. What you will learn.

- Basic concepts of process control, fundamental tool for the application of quality management systems.
- Basic premises of ISO 9001 standards, highlighting the importance of a full satisfaction of the customer requirements.
- Conceptualization of a quality management system, fully aligned with the general requirements established by the norm for these purposes.
- Management documents required by the norm (mandatory), as well as the correct manner to designing such tools; quality policy, quality objectives and quality manual.
- Fundamentals of the six management procedures required by the norm (mandatory), as well as its strategic-operating application inside the organization.
- Importance of counting on operating procedures, as a working guide for all processes in the organization, such as management responsibility, purchasing, resources provision, human resources, customer related processes, among others
- Detailed analysis of the norm requirements for the management responsibility, as well as its effective and efficient application on the diverse organization activities.
- Importance of a proper QMS planning, designing the balanced scorecard and applying an effective methodology for the organization strategic planning.
- Detailed design of measurement, analysis and improvement tools for all organization processes, according to the requirements established by the norm.
- A solid package of management tools, developed from a wide experience in managing direction, which leads to an effective accomplishment of all benefits, associated to the ISO 9001:2008 application, into tangible results for the short, medium and long terms.

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## **5. Seminar topics.**

### **I. Quality management fundamentals.**

- a) Control concepts.
- b) ISO 9000 families..
- c) Quality management system.
- d) Process based approach.
- e) PEVA methodology.
- f) Customer satisfaction.
- g) QMS benefits.

### **II. QMS general requirements.**

- a) QMS general requirements.
- b) Organizational processes.
- c) Outsourced process control.
- d) Documentation requirements.
- e) Management procedures.
- f) Operating procedures.
- g) Documents control.
- h) Records control.

### **III. Management responsibility.**

- a) Management responsibility.
- b) Management commitment.
- c) Customer focus.
- d) QMS planning.
- e) Responsibility and authority.
- f) Management representative.
- g) Internal communication.
- h) Management review.
- i) Resources provision.
- j) Human resources.
- k) Planning of product realization.
- l) Design and development.
- m) Purchasing.
- n) Production and Service provision.
- o) Infrastructure/Work environment.

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#### **IV. Measurement, analysis and improvement.**

- a) Measurement, analysis and improvement..
- b) Customer satisfaction.
- c) Internal audit.
- d) Process monitoring and measurement.
- e) Product monitoring and measurement.
- f) Control of non conforming product.
- g) Data analysis.
- h) Continual improvement.
- i) Preventive action.
- j) Corrective action.

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## 6. Instructor profile.



Raul received a Bachelor Degree in Chemical Engineering from the Monterrey Institute of Technology in December 1978, being rated as the best student of his class and recognized by the institution “The Best Students of Mexico” in 1979.

He started his professional activities at the Technology Division of Hylsamex, where he worked in executive positions at the Commercial Division, after development in diverse positions in the Engineering and Projects areas. His professional responsibilities enabled him to carry out business activities in more than 40 countries, in collaboration with prestigious companies of Germany, United Kingdom, Japan and the United States.

He worked as Associated Professor in Chemical Engineering for 11 years (1980-1991), at the Monterrey Institute of Technology, being distinguished as one of the 406 Professors with a major influence on the 105 generations graduated from the institute (70 years celebration). He also taught Chemical Engineering courses during one year at the University of Monterrey.

Among his professional experience, he served as Commercial Vice-president in a Mexican Solar Energy Corporation, where he also participated as Shareholder.

He has authored and co-authored numerous technical articles, presenting conferences in prestigious international seminars in more than 11 countries.

He worked as full time-Senior Consultant during one year in Germany, supporting the commercial activities of a German corporation with world prestige in the engineering and construction field. Main activities were focused on marketing and sales of metallurgical plants worldwide.

In the Strategic Development Project for the Mexican company *Multiceras*, he was in charge of the positions of Marketing Manager, Strategic Development Director, as well as Managing Director for a seven month period. This experience enriched significantly his vision and skills in business development.

During a 3 year period (2010-2012), he performed as Managing Director of Empresas Vilher in Guadalajara, Jalisco, directing a talented group of 50 people, in commercialization of specialty ingredients for the food, feed and transformation industries.

Convinced of the importance of keeping a continuous formation, Raul uses reading as his primary knowledge source, in diverse subjects such as philosophy, psychology, human development, history, science, politics, among others.