



MEDIA

Kereen R. McPherson

KIT

THE PURPOSE

This media kit serves as a comprehensive guide to Kereen R. McPherson, an esteemed CEO, Founder, and Author in the realm of Quality Management and Integrated Management Systems (IMs). Here, you will find information about her professional journey, her company's services and workshops, and details about her acclaimed book, "Synergy Unleashed: Mastering Integrated Management Systems (IMs) for Success."

CONTACT INFORMATION

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BIOGRAPHY

KEREEN R. MCPHERSON CEO AND FOUNDER

Kereen R. McPherson is the CEO and Founder of KRMcPherson Quality Management (KQM), an accomplished author, and a seasoned professional with an abiding passion for quality management. Her journey from laboratory technician to Design Control Coordinator at The Myerson Company Limited is a testament to her dedication and expertise in the field.

CAREER HIGHLIGHTS

- Laboratory Technician at Trinidad and Tobago Bureau of Standards (TTBS).
- Quality Assurance Technician at Carib Glassworks Limited.
- Quality Assurance Officer at National Training Agency (NTA).
- Quality Assurance Analyst at Optik Technologies.
- Senior Quality Assurance Officer at the Accreditation Council of Trinidad and Tobago (ACTT) also ensuring regulatory compliance of tertiary education institutions.
- Senior Specialist at The University of Trinidad and Tobago (UTT) focusing on quality assurance.

ACADEMIC QUALIFICATIONS

- Bachelor of Science degree in Chemistry and Management (Hons).
- Master of Science degree in Occupational and Environmental Safety and Health (OESH).

CERTIFICATIONS

- Certified Manager of Quality and Organizational Excellence (CMQ/OE) by ASQ.
- Trinidad and Tobago Laboratory Accreditation Services (TTLABS) Laboratory Assessor and Internal Quality Auditor.

BOOK MEDIA COVERAGE

Interviews and Features

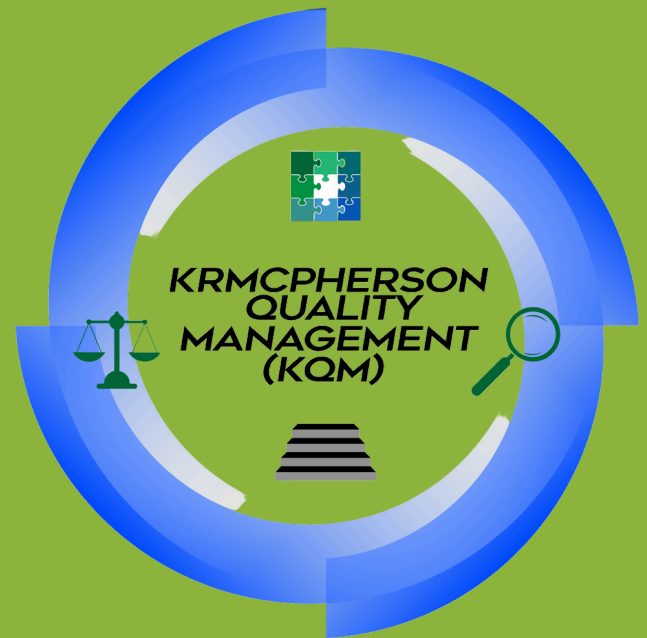
- [Link to Interview with CCN TV6 Trinidad and Tobago](#)
- [Link to Interview with Jarrod Best-Mitchell](#)
- [Article from Trinidad and Tobago Guardian Newspaper](#)

Awards and Recognitions

- Business Enterprise Category of the Young Woman of the Year Award 2004
- Source: National Entrepreneurship Development Corporation (NEDCO) in collaboration with the Network of Non-Governmental Organizations of Trinidad and Tobago for the Advancement of Women.

Company Overview

KRMcPherson Quality Management (KQM)



About KQM

KRMcPherson Quality Management (KQM) is dedicated to providing top notch services and workshops in the realm of quality management and integrated management systems (IMSs).

We specialize in helping organizations achieve operational excellence, compliance, and enhanced performance through strategic methodologies and ISO standards integration.

Our Mission

Guided by unrelenting attention to pleasing our clients, we will continually seek to assist them in getting appropriate solutions to their documented information, quality auditing, training and any associated operational needs.

Our Vision

To be known for demonstrating excellence in meeting current and even future documented information, quality auditing and training needs.

Our Values & Purpose

KRMcPHERSON QUALITY MANAGEMENT (KQM) aims to embody the following Values & Purpose:

1. Continuous Improvement:

Promote a culture of continuous improvement within our clients' organizations, encouraging them to regularly review and enhance their Quality Management Systems.

2. Knowledge Sharing & Training:

KQM conducts quality workshops and training sessions to impart knowledge and skills that enable clients to better manage their quality processes internally.

3. Quality Auditing:

Through quality auditing, KQM provides an independent assessment of the effectiveness of the client's Quality Management System, identifying areas for improvement and ensuring compliance with relevant standards and regulations.

4. Risk Management:

KQM helps clients identify and mitigate risks that could impact the quality of their products or services, thereby safeguarding their reputation and customer satisfaction.

OUR PLEDGE TO CLIENTS

As your dedicated Quality Management Consultant, KRMcPERSON QUALITY MANAGEMENT (KQM) pledges to offer the following assurances:

1

CLIENT-CENTRIC FOCUS:

Your organization's unique needs, goals and challenges will always be our top priority. We will take the time to understand your business thoroughly and tailor our services to align with your specific objectives.

2

COMPLIANCE AND ACCOUNTABILITY:

We will help to ensure that your Quality Management System complies with relevant standards, regulations and industry best practices. Together, we will establish clear metrics, benchmarks, and accountability measures to track progress and drive continuous improvement.

3

CONFIDENTIALITY AND SECURITY:

Your proprietary information and sensitive data will be treated with the utmost confidentiality and security. It will be treated with the utmost confidentiality and security. We will ensure that all information shared during our engagement remains strictly confidential and protected from unauthorized access.

4

EMPOWERMENT AND ENABLEMENT:

Through comprehensive documentation, training and support, KQM will empower your team to take ownership of your quality processes. Our goal is to equip you with the knowledge, skills and tools needed to thrive in a dynamic business environment. By making this pledge, we affirm our unwavering dedication to your organization's success and prosperity. Together, we will embark on a transformative journey towards excellence in quality management.



SERVICES OFFERED

by KRMcPherson Quality Management (KQM)

1

ASSISTING WITH DEVELOPING DOCUMENTED INFORMATION

Documented information is defined as the information which needs to be controlled and kept by an organization, in addition to the medium on which it is kept. This includes, policies, processes (including process maps), procedures, work instructions and records. This documented information can be customized by KQM to meet the client's specific needs. This can be done for Stand-Alone Management systems or Integrated Management Systems (IMSs).

2

QUALITY AUDITING

Quality auditing examines a management system to determine if activities within the organization comply with requirements of an established standard. The KQM auditor will help to identify nonconformities. These nonconformities may be causing unnecessary waste and inefficiencies. Once these nonconformities are identified, corrective action can be taken. Once the Costs Of Poor Quality (COPQ) are corrected this can result in lower operating costs and increased profits. Top management of the organization can focus on one or two areas of inefficiencies and develop monitoring instruments. These areas can be examined regularly as the organization strives for continuous improvement which is an ongoing process.

3

WORKSHOPS AND SEMINARS

While some persons use the terms seminars and workshops interchangeably please see below for how they are regarded at KRMcPherson Quality Management (KQM).

- Seminars are usually 90 minutes to 3 hours and workshops are 1 to 2 days long.
- Seminars usually cater for more than 100 persons while workshops have approximately 25 persons.
- Information at seminars is presented from the front of the room whereas workshops have interactive sessions.
- Seminars may have a seminar booklet but handouts are hard copies of the presentations. Workshops have a workbook.

By offering these comprehensive services, KQM can assist clients in developing robust documented information that supports their quality management efforts and contributes to overall organizational success.



CLIENTS TESTIMONIAL

by KRMcPherson Quality Management (KQM)



We recently had the pleasure of hosting Kereen R. McPherson at THTI for an 'Introduction to Process Mapping' workshop using MS Visio 2016. Ms. McPherson's expertise and engaging approach were evident as she guided our Management Team and 14 staff members through the workshop.

The workshop was incredibly insightful, providing us with valuable information to streamline our operations by identifying and eliminating bottlenecks and inefficiencies. Not only did it help us recognize the boundaries within our processes, but it also highlighted opportunities to strengthen our relationships.

We are sincerely grateful to Ms. McPherson for bringing this workshop to Tobago. It has already made a positive impact on our institute, and we look forward to implementing these learnings for continued improvement.

SHINELLE JAMIE SMITH
DEAN: ACADEMIC SERVICES
TOBAGO HOSPITALITY AND TOURISM INSTITUTE (THTI)

Working with KRMcPherson Quality Management (KQM) has been a transformative experience for Dara Publishing LLC. Kereen R. McPherson's strategic guidance and tailored workshops on IMS development have significantly enhanced our operational efficiency and quality standards. Implementing insights from her book, "Synergy Unleashed," has streamlined our processes, providing a clear organizational framework. KRMcPherson Quality Management's personalized support and commitment to excellence have been invaluable. We highly recommend Kereen and her team to professionals seeking to write and publish books they can monetize and leverage.

REEA RODNEY
CEO & FOUNDER OF DARA PUBLISHING
SELF-PUBLISHING CONSULTING AND BOOK COACH



CLIENTS TESTIMONIAL

by KRMCPHERSON Quality Management (KQM)

We extend our sincere gratitude to Ms. Kereen McPherson for her outstanding delivery of the 'Professional Development Lecture for Administrative Staff' at the University of the Southern Caribbean. Ms. McPherson's expertise and engaging presentation style captivated our staff, providing them with valuable insights and practical knowledge.

Her dedication to delivering an informative session, drawing from relevant personal experiences, is truly commendable. We are grateful for her commitment to excellence in quality assurance consulting.

Thank you, Ms. McPherson, for your contribution to the professional development of our administrative staff. We look forward to future opportunities to collaborate.

LEN M. ARCHER, PH. D
PROVOST
UNIVERSITY OF THE SOUTHERN CARIBBEAN

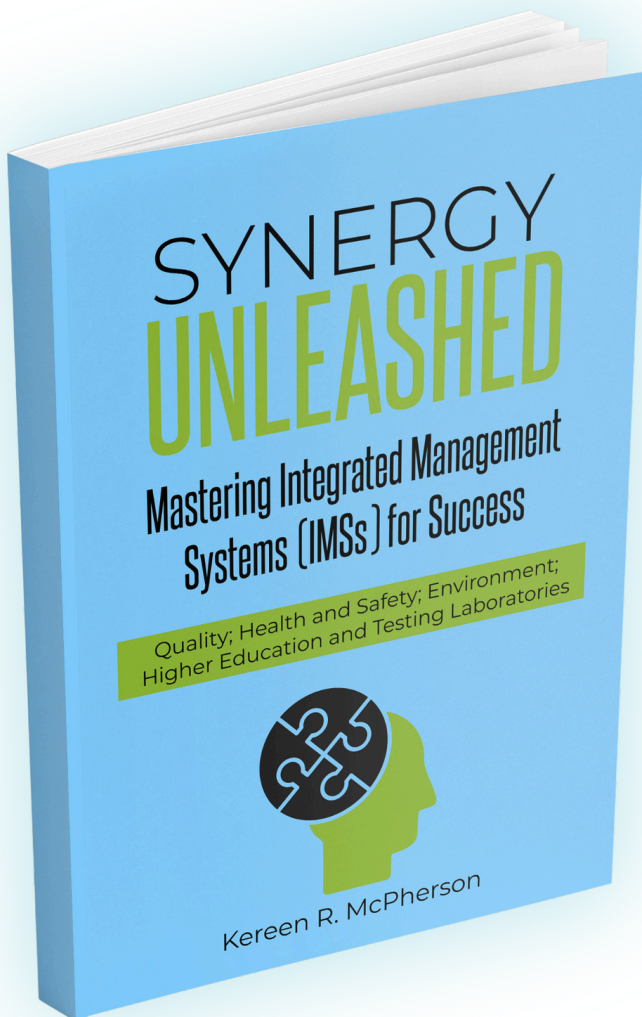
BOOK SUMMARY

SYNERGY UNLEASHED: MASTERING INTEGRATED MANAGEMENT SYSTEMS (IMSS) FOR SUCCESS



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All content in this media kit, including text, images, and logos, is copyrighted to KRMcPherson Quality Management (KQM). Any unauthorized use or reproduction of this content is strictly prohibited.



"Synergy Unleashed" is a comprehensive roadmap for optimizing organizational operations through integrated management systems (IMSSs). Explore IMS development, strategic methodologies, ISO standards integration, crafting organizational frameworks, and managing documented information. Appendices provide valuable samples for practical application.

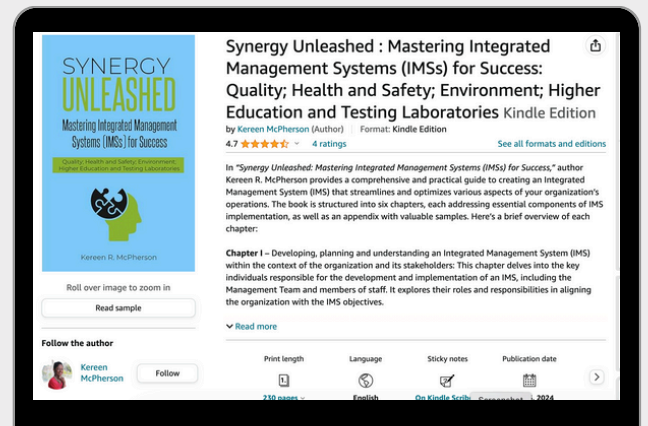


TARGET AUDIENCE

- Organizational Leaders and Managers
- Quality Assurance Professionals
- Environmental and Safety Officers
- Testing Laboratory Personnel
- Higher Education Administrators
- Business Consultants
- Individuals Embarking on IMS Development Journey

BOOK BENEFITS

- Enhanced Operational Efficiency
- Strategic Planning Insights
- Heightened Compliance Levels
- Boosted Competitiveness
- Methodical Implementation Approach



AVAILABLE ON AMAZON!

"Synergy Unleashed: Mastering Integrated Management Systems for Success" on Amazon

ORDER NOW

Author: Kereen McPherson
Category: Business & Money
Print ISBN: 978-976-97221-2-5
Hardcover: 978-976-97221-1-8
eBook: 978-976-97221-0-1
Publisher: Kereen McPherson

BOOK REVIEWS



Synergy Unleashed: Mastering Integrated Management Systems (IMSs) for Success provides a comprehensive summary and explanation of the documented information requirements across various management system standards, including ISO 9001, ISO 14001, ISO/IEC 17025, ISO 21001, and ISO 45001. It develops a methodology for integrating these requirements and documenting them in the form of policies, process maps, procedures, work instructions, and records. What sets this book apart is its simplicity and practicality. Its userfriendly approach enables readers to quickly apply these concepts to the integration of their management systems.



ORETT L CAMPBELL

BSC (CIVIL ENG.), MSC (CONSTR. ENG. & MGT), IRCA REGISTERED ISO 9000
PRINCIPAL AUDITOR

At the beginning of each year, my unit gets involved in setting objectives. Honestly, I had a little challenge being able to make a profound contribution to this task. However, Synergy Unleashed: Mastering Integrated Management Systems (IMSs) for Success provided valuable insight into the intricate process of breaking down larger organizational goals into manageable, actionable steps and objectives. I now have a greater appreciation of how well defined objectives can play a major part in organizational excellence. I feel a lot more confident in getting involved in this objective setting exercise.



DAMIEN BROWNE

COMPTIA A+ CERTIFICATION AND MOBILE DEVICES; MS OFFICE 2000

This manual (Synergy Unleashed: Mastering Integrated Management Systems (IMSs) for Success) appeals to the newbie as well as the seasoned professional. It shows the firsttimer the basic steps required to implement the IMS and provides the pro with a simple refresher. Guidance is provided and demonstrated on how to build the system using the fundamental building blocks found in the ISO essentials to create the IMS. Appendices provide templates for constructing work plans and assembling document records. Appendix M, for example, demonstrates the construction of a flow chart and references the ISO clauses from which the requirements were derived.



DARYL PRICE

AIRCRAFT MAINTENANCE ENGINEER LICENCE,
NATIONAL HELICOPTER SERVICES (NHS)

MEDIA COVERAGE

INTERVIEWS AND FEATURES



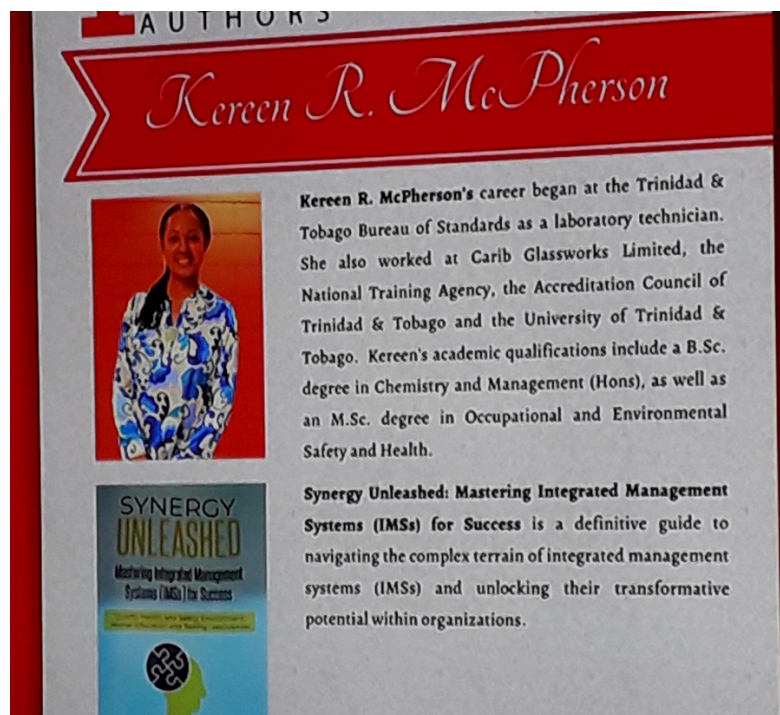
INTERVIEW WITH CCN TV6 TRINIDAD AND TOBAGO



INTERVIEW WITH JARROD BEST-MITCHELL



FIRST TIME AUTHORS AT THE NALIS APPRECIATION PROGRAMME AWARD



Kereen R. McPherson's career began at the Trinidad & Tobago Bureau of Standards as a laboratory technician. She also worked at Carib Glassworks Limited, the National Training Agency, the Accreditation Council of Trinidad & Tobago and the University of Trinidad & Tobago. Kereen's academic qualifications include a B.Sc. degree in Chemistry and Management (Hons), as well as an M.Sc. degree in Occupational and Environmental Safety and Health.

Synergy Unleashed: Mastering Integrated Management Systems (IMGs) for Success is a definitive guide to navigating the complex terrain of integrated management systems (IMGs) and unlocking their transformative potential within organizations.

Frequently Asked Questions

Q: What inspired Kereen to write "Synergy Unleashed"?

A: Kereen's passion for optimizing organizational operations and her extensive experience in quality management inspired her to share her knowledge through the book. Kereen also worked in the Technical and Vocational Education and Higher Education sectors and saw that many institutions do not have a Quality Management System.

Q: Is "Synergy Unleashed: Mastering Integrated Management Systems for Success" suitable for small businesses?

A: Yes, the book provides a structured approach that is applicable to organizations of all sizes and types.

Q: What industries can benefit most from the strategies outlined in "Synergy Unleashed: Mastering Integrated Management Systems for Success"?

A: The strategies in "Synergy Unleashed: Mastering Integrated Management Systems for Success" are versatile and can benefit a wide range of industries, including manufacturing, healthcare, education, and services.

Q: How can I book Kereen for a workshop?

A: Please visit our website, krmqmanagement.com or contact krmqmanagement@gmail.com for workshop bookings and inquiries.

Q: How can implementing an Integrated Management System (IMS) benefit my organization?

A: Implementing an IMS can lead to enhanced operational efficiency, improved compliance with industry standards, streamlined processes, and a clearer organizational framework.

Q: Can "Synergy Unleashed" help my organization achieve ISO certification?

A: Absolutely. The book provides insights into aligning your organization with the requirements of ISO standards, which is foundational for achieving certification.

Q: How does KRMcPherson Quality Management (KQM) tailor its workshops to suit different organizations?

A: Our workshops are customizable to meet the specific needs and challenges of each organization. We conduct thorough assessments to ensure the content is relevant and impactful.

Q: As a small business owner, will the concepts in "Synergy Unleashed: Mastering Integrated Management Systems for Success" be too complex for me to implement?

A: Not at all. The book offers practical guidance and step-by-step methodologies that are adaptable to businesses of all sizes.

Q: Are there case studies or real life examples included in "Synergy Unleashed: Mastering Integrated Management Systems for Success"?

A: Yes, "Synergy Unleashed" features case studies and examples to illustrate how organizations have successfully implemented IMS strategies.

Q: Does KRMcPherson Quality Management (KQM) offer ongoing support after a workshop or consultation?

A: Absolutely. We believe in building long term relationships with our clients. After a workshop or consultation, we offer continued support and guidance to ensure successful implementation.

Q: How can I schedule Kereen R. McPherson for a speaking engagement or book signing event?

A: For speaking engagements, book signings, or event appearances, please contact our media manager, Mavis B. McPherson, at krmqmanagement@gmail.com or call 1-868-761-8207.



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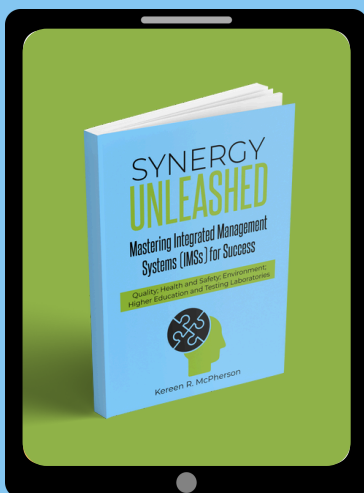
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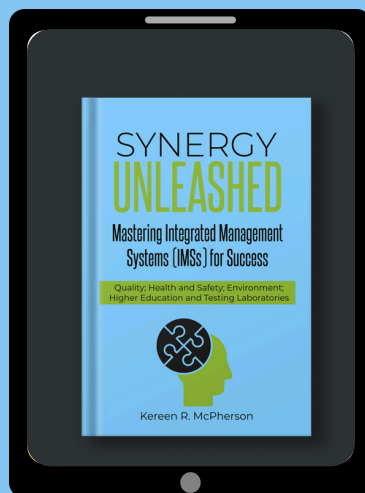
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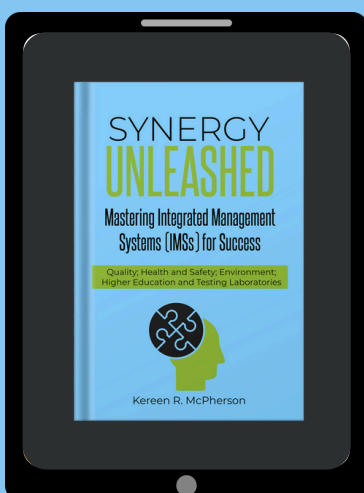
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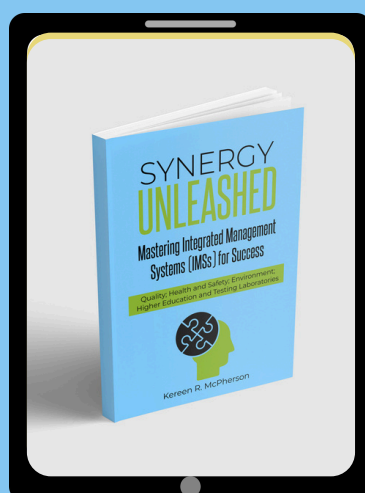
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