

# € TRAINING

Advanced Strategic Planning and  
Implementation of Strategic Plans for  
Institutional Excellence (EFQM)

A photograph of four smiling professionals in a meeting. A woman in a black top and beaded necklace is in the foreground, looking towards the camera. Behind her are three other people (two men and one woman) in white shirts, looking towards the right. The background is a bright, modern office setting.

16 - 27 December 2024  
Casablanca (Morocco)  
New Hotel



# Advanced Strategic Planning and Implementation of Strategic Plans for Institutional Excellence (EFQM)

REF: ST1432 DATE: 16 - 27 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

If the organization seeks to achieve limited improvement, it may be achieved through the day-to-day management methods and practices, but the situation is different if the development and overall improvement of the organization's operations are to be extended to all parts of the organization. However, a change is required in terms of the required development, i.e., the need for substantial improvements to the mission of the Organization as well as for its general purposes, and therefore for its detailed objectives. All this requires strategic planning, which is the means by which to consolidate all the activities of the organization and achieve vertical coordination between organizational levels. This course aims at achieving quality in the strategic planning process according to the European Foundation for quality management.

## Course Objectives:

At the end of this course the participants will be able to:

- Use self-assessment as an improvement tool
- Develop a roadmap for their organization's action plan
- Prioritize improvement actions to ensure effective use of resources
- Develop a plan to engage people within their organization to drive improvement efforts
- Utilize tools and techniques to improve performance
- Defend EFQM's levels of excellence to determine own goals and aspirations
- Recognize the cultural aspects of excellence to improve nontangible strengths

## Targeted Audience:

- Professionals
- Leaders
- Supervisors and all those who are engaged in excellence
- Quality management implementation and improvement of organizational performance
- Individuals who are leading or participating in the organizational effort to apply for distinguished national and international quality awards based on the EFQM Model will also find the course beneficial.

## Course Outlines:

### Unit 1: Strategy Development:

- Relationship between strategy and excellence model.
- Development of vision.
- Develop mission and guidance.
- Development of plans and programs.
- Develop implementation mechanisms in accordance with TQM.

## Unit 2: Strategic Planning and Quality Management:

- Strategic Planning Concept.
- Strategic planning and challenges of international competition.
- Characteristics of strategic planning.
- Advantages of strategic planning.
- Porter Porter and Strategic Planning.
- Strategic planning and quality.

## Unit 3: Designing an Effective Planning System:

- Steps and stages of the planning process.
- Constraints to the planning process.
- Innovative tools and means of forecasting.
- Principles of Effective Planning Japanese Model.
- Emergency planning case of operation.

## Unit 4: Supporting Skills For Strategic Planning:

- Control systems.
- Information Systems.
- Strategic incentive systems.
- Effective communication systems.
- Working teams.

## Unit 5: The Leadership of The Future And Strategic Planning:

- Who are the managers and leaders of the future?
- The challenges of the future and preparing individuals to face them.
- Japanese experience in preparing future leaders.
- The three models to develop creative plans.
- Misconceptions in planning for the future.
- Strategic thinking and quality planning.

## Unit 6: Strategic Planning Laboratory and Excellence Management:

- How to develop a business plan for its affiliate management.
- How to avoid errors in the planning process.
- Survey of environmental impacts as a model of strategic planning.
- Lab review your past experiences in planning.

## Unit 7: Building Strategy and Institutional Excellence:

- External climate analysis.
- Internal climate analysis.
- Identify strategic directions.
- Defining strategic objectives.
- Formulation and formulation of strategy and strategic and tactical plans implemented.
- Implementation of the Strategy.
- Monitor, evaluate, and update the strategy.

## Unit 8: European Excellence Model: Basic Introductions:

- History of EFQM.
- The European model of excellence as a global model.
- Enterprise Evaluation System Calculate standards of excellence model.
- Excellence Management and the European Model of Excellence.
- Excellence equation and quality awards.

## Unit 9: Excellence Model Criteria EFQM:

- The first criterion - leadership.
- Standard 2 - Policies and Strategies.
- Standard III - Human Resources.
- Standard IV - Resources.
- Standard V - Operations.
- Standard 6 - Results of dealers.
- Criterion 8 - Community Outcomes.
- Benchmark IX - Results of Human Performance.

## Unit 10: Creative Planning and Performance Creative Planning:

- Concept Planning.
- Benefits of planning.
- Tactics and strategy.
- Components and elements of creative planning.
- Types of planning.
- Exercise.

## Unit 11: Workshop Evaluates Excellence Criteria:

- Standards of excellence are evaluated by evaluating both potentials and results and connecting them to each other using the RADAR radar system.
- A radar system consists of the following assessment bases.
- Results.
- Means.
- Application Deploy.
- Review and evaluation.