


# € TRAINING

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

A group of four smiling professionals (two men and two women) in a meeting setting. They are wearing white shirts. The background is blurred, suggesting an office or conference room. A blue curved graphic element is overlaid on the top right and bottom right of the image.

4 - 15 November 2024  
Casablanca (Morocco)  
New Hotel



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

REF: C1495 DATE: 4 - 15 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 7295 Euro

## Introduction:

If the organization seeks to achieve limited improvement, it may be achieved through the day-to-day management practices 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's core mission, as well as for its general purposes, and therefore for its detailed objectives. All this requires strategic planning, which represents the means by which to consolidate all the activities of the Organization and achieve coordination between the organizational levels. This program aims at how to achieve quality in the process of strategic planning in accordance with the model of European institutional excellence.

## Conference Objectives:

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

- Refine and develop participants' abilities on how to apply best practices and methodologies related to strategic planning and strategic planning according to the EFQM.
- Record, analyze, and evaluate the organization's strategy according to quality standards.
- Develop and develop strategies and plans that meet the requirements of the internal and external environment and the quality of performance.
- Implement of stages and steps of strategic management according to excellence models.

## Targeted Audience:

- Team Leaders
- Supervisor Managers
- Senior Managers
- All leaders are responsible for the planning and implementation of policies and objectives of different organizations.

## Conference Outlines:

### Unit 1: European Excellence Model:

- History of EFQM.
- The European model of excellence as a global model.
- The enterprise evaluation system calculates the criteria of the discrimination model.
- Excellence Management and the European Model of Excellence.
- Excellence equation and quality awards.

## Unit 2: 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 3: 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 4: Building Strategy and Institutional Excellence:

- External climate analysis.
- Internal climate analysis.
- Identify strategic directions.
- Setting strategic objectives.
- Formulating and formulating strategy and strategic and tactical plans.
- Implementation of the strategy.
- Monitor, evaluate, and update the strategy.

## Unit 5: Creative Planning and Outstanding Performance:

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

## Unit 6: Strategic Planning and Quality Management:

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

### Unit 7: 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 study.

### Unit 8: Supporting Skills for Strategic Planning:

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

### Unit 9: The Leadership of The Future and Strategic Planning:

- Who are the managers and leaders of the future?
- The challenges of the future and the return of individuals to confront 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 10: Strategic Planning Laboratory and Management Excellence:

- 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.
- Laboratory Review your past experiences in planning.