

# € TRAINING

Mastering EFQM Implementation for  
Organizational Strategic Success



2 - 13 December 2024  
Cambridge (UK)



# Mastering EFQM Implementation for Organizational Strategic Success

REF: ST1432 DATE: 2 - 13 December 2024 Venue: Cambridge (UK) - Fee: 9915 Euro

## Introduction:

This advanced training program is designed to equip participants with the skills necessary to excel in strategic planning and implementation based on the European Foundation for Quality Management EFQM Excellence Model. It focuses on enhancing institutional excellence by adopting a holistic approach to strategic management and continuous improvement.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand and apply the EFQM Excellence Model in strategic planning.
- Develop comprehensive strategic plans that align with organizational excellence.
- Implement strategies effectively to achieve and sustain high performance.
- Lead organizational change and improvement initiatives.
- Evaluate and refine strategic processes using EFQM criteria.

## Targeted Audience:

- Senior Executives and Leaders.
- Strategic Planners and Business Analysts.
- Quality and Excellence Managers.
- Organizational Development Professionals.
- EFQM Assessors and Consultants.

## Program Outline:

### Unit 1:

#### Understanding EFQM and Strategic Excellence:

- Introduction to the EFQM Excellence Model.
- Principles of excellence and their relevance to strategic planning.

- Aligning organizational vision with the EFQM framework.
- Overview of the EFQM model's criteria and enablers.
- Importance of leadership in fostering organizational excellence.

## Unit 2:

### Developing Strategic Objectives with EFQM:

- Setting strategic objectives within the EFQM framework.
- Identifying and engaging stakeholders in the strategic planning process.
- Utilizing EFQM's RADAR methodology for effective planning.
- Balancing short-term goals with long-term strategic vision.
- Integrating sustainability and corporate responsibility into strategy.

## Unit 3:

### Tools and Techniques for Strategic Analysis:

- Advanced tools for environmental and internal analysis.
- SWOT, PESTEL, and other relevant strategic planning tools.
- Analyzing performance gaps using the EFQM model.
- Scenario planning and its importance in strategy formulation.
- Leveraging competitive intelligence for strategic insights.

## Unit 4:

### Strategy Formulation and Decision Making:

- Crafting strategies that leverage organizational strengths.
- Decision-making processes that align with EFQM principles.
- Developing adaptable and resilient strategic plans.
- Prioritization of initiatives based on strategic impact and resources.
- Incorporating risk management into strategic decisions.

## Unit 5:

### Implementing Strategic Plans Effectively:

- Best practices for strategy implementation in line with EFQM.
- Role of leadership in driving strategic initiatives.
- Aligning resources and capabilities with strategic objectives.
- Utilizing change management principles to facilitate implementation.
- Monitoring progress and maintaining strategic focus.

## Unit 6:

### Communication and Stakeholder Engagement:

- Effective communication strategies throughout the strategic cycle.
- Building consensus and commitment among key stakeholders.
- Transparency and accountability in communication.
- Engaging employees and stakeholders in continuous improvement.
- Maintaining effective internal and external communication channels.

## Unit 7:

### Measuring and Evaluating Strategic Performance:

- Developing key performance indicators KPIs based on EFQM criteria.
- Regular reviews and audits to assess strategic performance.
- Using feedback and performance data to refine strategies.
- Benchmarking against best practices and industry standards.
- Continuous improvement cycles and performance management.

## Unit 8:

### Leading Change and Organizational Transformation:

- Leadership strategies for effective organizational change.
- Cultivating a culture of excellence and continuous improvement.

- Overcoming resistance and managing the dynamics of change.
- Sustaining change through leadership and commitment.
- Lessons learned from successful organizational transformations.

## Unit 9:

### Sustaining Success and Building Organizational Capability:

- Strategies for long-term sustainability and institutional excellence.
- Building capabilities and competencies aligned with EFQM.
- Fostering innovation and creativity within the strategic framework.
- Developing future leaders and succession planning.
- Case Study: Successful long-term strategy execution using EFQM.

## Unit 10:

### Preparing for EFQM Assessment and Recognition:

- Advices for Preparing for the EFQM assessment process.
- Documenting and presenting strategic achievements.
- Tips for achieving recognition and awards under the EFQM model.
- Utilizing assessment feedback for continuous strategic refinement.
- Planning for ongoing excellence and re-assessment cycles.