



*Training Course:
Leading Organizational Excellence: Continuous
Improvement for General Managers*

*29 December 2025 - 2 January 2026
Casablanca (Morocco)
New Hotel*

Training Course: Leading Organizational Excellence: Continuous Improvement for General Managers

Training Course code: LS235428 From: 29 December 2025 - 2 January 2026 Venue: Casablanca (Morocco) - New Hotel
Training Course Fees: 4500 € Euro

Introduction:

In today's competitive business environment, achieving and sustaining organizational excellence is paramount. This program is designed to equip general managers with the leadership skills and strategic insights necessary to drive their organizations towards excellence. Participants will learn how to foster a culture of continuous improvement, implement best practices, and lead their teams to achieve exceptional performance. The course will cover various frameworks and methodologies, including the EFQM European Foundation for Quality Management Model, to help managers assess and enhance their organizational practices.

Target Audience:

- General Managers
- Senior Executives
- Business Unit Leaders
- Department Heads
- Operations Managers

Objectives:

1. Understand the principles and frameworks of organizational excellence.
2. Develop strategic leadership skills to drive excellence.
3. Learn to assess and enhance organizational performance.
4. Foster a culture of continuous improvement and innovation.
5. Implement best practices for achieving and sustaining high performance.

Outlines:

Day 1:

Understanding Organizational Excellence

- Introduction to Organizational Excellence

- Importance of Excellence in the Modern Business Environment
- Overview of the EFQM Model and Other Excellence Frameworks
- Key Components of Organizational Excellence
- Case Studies of Excellence in Various Industries
- Group Discussion: Identifying Excellence in Your Organization

Day 2:

Strategic Leadership for Excellence

- Leadership Styles and Their Impact on Organizational Excellence
- Developing a Vision and Mission for Excellence
- Aligning Organizational Goals with Excellence Initiatives
- Strategic Planning and Execution for Excellence
- Building and Leading High-Performance Teams
- Workshop: Crafting a Strategic Plan for Your Organization

Day 3:

Assessing and Improving Organizational Performance

- Techniques for Assessing Organizational Performance
- Using Key Performance Indicators KPIs to Drive Excellence
- Conducting Self-Assessments Using the EFQM Model
- Identifying Strengths and Areas for Improvement
- Implementing Continuous Improvement Processes
- Case Study Analysis: Performance Improvement in Action

Day 4:

Fostering a Culture of Continuous Improvement

- Creating a Culture of Excellence and Innovation

- Employee Engagement and Empowerment Strategies
- Effective Communication and Change Management
- Tools and Techniques for Continuous Improvement e.g., Kaizen, Lean
- Integrating Continuous Improvement into Daily Operations
- Group Activity: Designing a Continuous Improvement Initiative

Day 5:

Implementing Best Practices for Sustaining Excellence

- Best Practices from World-Class Organizations
- Sustainability and Corporate Social Responsibility CSR
- Risk Management and Resilience Planning
- Maintaining Momentum: Keeping the Organization on the Path to Excellence
- Developing a Long-Term Excellence Strategy
- Action Planning and Next Steps

Registration form on the Training Course: Leading Organizational Excellence: Continuous Improvement for General Managers

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