



*Training Course:  
Quality Strategy and Planning*

*15 - 19 September 2025  
Baku (Azerbaijan)*

## Training Course: Quality Strategy and Planning

Training Course code: LS236117 From: 15 - 19 September 2025 Venue: Baku (Azerbaijan) - Training Course Fees: 5500  
€ Euro

### Introduction:

This training program, designed by Global Horizon Training Center, provides participants with a strategic framework for integrating quality into the core of organizational planning and performance. As organizations face increasing pressure to deliver value, reduce waste, and enhance stakeholder satisfaction, a structured approach to Quality Strategy and Planning becomes essential.

The program introduces strategic quality tools, planning methodologies, and measurement systems that align quality goals with business objectives. Participants will gain practical knowledge on how to develop, implement, and evaluate quality strategies that support operational excellence and continuous improvement.

### Objectives:

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

- Understand the principles and strategic value of quality management.
- Align quality strategies with organizational goals and mission.
- Apply strategic planning tools for quality initiatives.
- Design and monitor key quality performance indicators KPIs.
- Integrate quality planning with risk management and process improvement.
- Foster a quality-driven culture across departments and teams.

### Course Methodology:

The program employs an interactive learning approach that includes:

- Case studies and real-world examples
- Group discussions and brainstorming sessions
- Strategic planning simulations
- Quality strategy mapping exercises

- Interactive presentations and guided facilitation

## Organizational Impact:

Organizations will benefit through:

- Improved alignment between quality initiatives and corporate strategy.
- Enhanced capability to plan and measure quality performance.
- Reduced process variability and increased efficiency.
- A proactive culture focused on quality, compliance, and innovation.
- Stronger internal collaboration and leadership commitment to quality.

## Target Audience:

This program is ideal for:

- Quality Managers and Quality Assurance Professionals
- Strategic Planners and Business Improvement Specialists
- Operations and Process Managers
- Project and Program Managers
- Risk and Compliance Officers
- Senior Executives and Department Heads involved in quality planning

## Outlines:

### Day 1: Fundamentals of Quality Strategy

- Introduction to Quality in the Strategic Context
- Core Principles of Quality Management TQM, Six Sigma, ISO
- Linking Quality with Organizational Vision and Mission

- Strategic Role of Leadership in Quality

#### Day 2: Strategic Quality Planning Framework

- Components of a Quality Strategy Plan
- SWOT and PESTEL Analysis in Quality Planning
- Identifying Strategic Quality Objectives and Targets
- Benchmarking and Competitive Quality Positioning

#### Day 3: Tools and Techniques for Quality Strategy Execution

- Hoshin Kanri Policy Deployment
- Balanced Scorecard BSC for Quality
- KPIs and Metrics for Quality Performance
- Integrating Quality with Risk Management and Compliance

#### Day 4: Implementation and Monitoring of Quality Plans

- Developing Action Plans for Quality Initiatives
- Stakeholder Engagement and Communication Strategies
- Auditing, Control, and Feedback Loops
- Change Management in Quality Programs

#### Day 5: Review, Case Study, and Strategic Alignment

- Group Case Study: Designing a Quality Strategy
- Reviewing Best Practices in Global Quality Planning
- Strategic Alignment with ESG, Innovation, and Digitalization
- Developing Your Organization's Quality Roadmap

## Registration form on the Training Course: Quality Strategy and Planning

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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