



*Training Course:
Organizational Excellence – EFQM*

*3 - 7 November 2025
Paris (France)*

Training Course: Organizational Excellence – EFQM

Training Course code: LS236252 From: 3 - 7 November 2025 Venue: Paris (France) - Training Course Fees: 5500 – Euro

Introduction

If an organization seeks only limited improvement, this may be achieved through the daily methods and practices of management. However, the situation is different when the aim is to bring about comprehensive and complete improvement of the organization's processes, covering all its parts. In such a case, it is not enough to rely solely on daily management practices and minor adjustments. What is required is a transformation that matches the desired level of development. This means introducing fundamental changes to the organization's core mission as well as its general purposes and, consequently, its detailed objectives.

Achieving this demands [strategic planning](#), which serves as the tool to unify all organizational activities and ensure vertical coordination across management levels. Therefore, this training program aims to guide participants on [how to achieve quality in strategic planning in alignment with the European Foundation for Quality Management EFQM model of organizational excellence](#).

Program Objectives

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

- Enhance and develop their abilities to apply [best practices and methodologies in strategic planning](#), designing strategic plans in accordance with EFQM excellence criteria.
- Record, analyze, and evaluate the organization's strategy in line with quality standards.
- Formulate and develop strategies and plans compatible with [internal and external environmental requirements](#) and performance quality.
- Implement the stages and steps of [strategic management using excellence models](#).

Target Audience

- Leaders, managers, and officials.
- Individuals in administrative and executive positions.
- Department heads.
- Those seeking to develop their administrative systems and procedures.
- Anyone interested in improving their skills and sees value in this course.

Outlines

Day One:

- The EFQM Excellence Model - Key Foundations
 - Historical background of EFQM.
 - EFQM as a global excellence framework.
 - Organizational assessment system based on EFQM criteria.
 - Excellence management and the EFQM model.
 - The excellence equation and quality awards.
- EFQM Criteria:
 - Criterion 1 - Leadership.
 - Criterion 2 - Policy and Strategy.
 - Criterion 3 - Human Resources.
 - Criterion 4 - Resources.
 - Criterion 5 - Processes.
 - Criterion 6 - Customer Results.
 - Criterion 8 - Society Results.
 - Criterion 9 - People Results.

Day Two:

- Strategy Development:
 - The relationship between strategy and excellence.
 - Developing vision.
 - Developing mission and directives.
 - Developing plans and programs.
 - Developing implementation mechanisms based on Total Quality.
- Building Strategy and Organizational Excellence:
 - External environment analysis.
 - Internal environment analysis.

- Setting strategic directions.
- Setting strategic objectives.
- Formulating strategic, tactical, and actionable plans.
- Strategy implementation.
- Monitoring, evaluation, and updating of strategy.

Day Three:

- **Creative Planning and High Performance**
 - Concept of planning.
 - Benefits of planning.
 - Tactics vs. strategy.
 - Components and elements of creative planning.
 - Types of planning.
 - Practical exercise.
- **Strategic Planning and Quality Management**
 - Concept of strategic planning.
 - Strategic planning and global competition challenges.
 - Characteristics of strategic planning.
 - Advantages of strategic planning.
 - Porter's approach to strategic planning.
 - Strategic planning and quality.

Day Four:

- **Designing an Effective Planning System**
 - Steps and stages of the planning process.
 - Barriers to planning.
 - Creative forecasting tools and techniques.

- Principles of effective planning Japanese model.
- Contingency planning case study.
- **Supporting Skills for Strategic Planning:**
 - Control systems.
 - Information systems.
 - Strategic incentive systems.
 - Effective communication systems.
 - Teamwork.

Day Five:

- **Leading the Future and Strategic Planning**
 - Who are the managers and leaders of the future?
 - Future challenges and preparing individuals to face them.
 - The Japanese experience in preparing future leaders.
 - Three models for creating innovative plans.
 - Common mistakes in future planning.
 - Strategic thinking and planning for quality.
- **Strategic Planning and Excellence Management Workshop**
 - Developing an actionable plan for the participant's department.
 - Avoiding mistakes in the planning process.
 - Environmental scanning as a model for strategic planning.
 - Workshop: Reviewing past planning experiences.

Registration form on the Training Course: Organizational Excellence – EFQM

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

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