MERCURY

EFQM Advanced Strategic Planning for Corporate Excellence Conference

27 December 2026 – 7 January 2027
Online



Dubai - UAE: +971 4 450 5697
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Ref: 15457_1079180 **Date:** 27 December 2026 – 7 January 2027 **Location:** Online **Fees:** 3200 Euro

Introduction:

The organization must bring about change to the extent of its development, meaning substantial developments for its basic mission, purposes, and detailed objectives, i.e., complete development and improvement of its operations and expansion to include all its parts.

Then, the daily methods and practices of management, modification, and change cannot be satisfied. Rather, it requires advanced strategic planning, representing how all the organization's activities can be unified and achieve vertical coordination between organizational levels.

This EFQM Advanced Strategic Planning Corporate conference aims to illustrate how to achieve quality in the strategic planning process according to the European institutional excellence model European Foundation for Quality Management or EFQM through its topics.

Corporate strategic planning is crucial for orchestrating an organization's long-term success and direction. It involves a systematic process that determines where an organization is going over the next year or more, how it will get there, and how it will know if it got there.

This EFQM Advanced Strategic Planning Corporate conference will delve deep into the definition of corporate strategic planning, processes, and steps, ensuring that participants have the competencies necessary for successful strategic corporate planning.

Targeted Groups:

- Leaders, managers, and administrators.
- Occupants of administrative and executive positions.
- Heads of Departments.
- Those wishing to develop work systems and procedures in their administrative units.
- Everyone who finds himself the need to attend this conference and wants to develop his skills and experience.

Conference Objectives:

At the end of this EFQM Advanced Strategic Planning Corporate conference, participants will:

- Refine and develop capabilities for applying best practices and methodologies related to strategic planning and developing strategic plans per the European Excellence Model EFQM standards.
- Record, analyze, and evaluate the organization's strategy according to quality standards.
- Formulate and develop a strategy and plans that comply with the requirements of the internal and external environment and the quality of performance.

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- Implement the stages and steps of strategic management according to models of excellence.

Target Competencies:

The target competencies in this EFQM Advanced Strategic Planning Corporate seminar will:

- European Excellence Model Basic Introductions.
- A Brief History of EFQM.
- Excellence Model Criteria: EFQM.
- Strategy development.
- The relationship between strategy and excellence model.
- Vision development.
- Building strategy and institutional excellence.
- Creative planning and outstanding performance.
- Planning concept.
- Strategic planning and quality management.
- The concept of strategic planning.
- Designing an effective planning system.
- Steps and stages of the planning process.
- Supportive skills for strategic planning.
- Future leadership and strategic planning.
- Who are the managers and leaders of the future?
- Future challenges and preparing individuals to meet them.
- Strategic Planning and Excellence Management Laboratory.

Conference Content:

Unit 1: European Excellence Model "Basic Introductions":

- A brief history of EFQM.
- The European Excellence Model as a Global Model.
- Institutions Evaluation System Calculation of Excellence Model Criteria.
- Excellence Management and the European Model of Excellence.
- Excellence equation and quality awards.

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Unit 2: Criteria for Excellence Model EFQM:

- The first standard is leadership.
- Second standard: Policies and Strategies.
- Third standard: Human Resources.
- Fourth standard: Resources.
- Fifth standard: Operations.
- Sixth criterion - the results of the dealers.
- Seventh standard: Community Outcomes.
- Eighth standard: Human Performance Results.

Unit 3: Strategy Development:

- The relationship between strategy and excellence model.
- Vision development.
- Develop mission and directions.
- Developing plans and programs.
- Develop implementation mechanisms according to total quality.

Unit 4: Building Strategy and Institutional Excellence:

- External climate analysis.
- Internal climate analysis.
- Determine strategic directions.
- Defining strategic goals.
- Formulation and composition of the strategy and strategic and tactical plans for its implementation.
- Strategy Execution.
- Monitor, evaluate, and update the strategy.

Unit 5: Creative Planning and Outstanding Performance:

- Planning concept.
- Planning Benefits.
- Tactics and strategy.
- Components and elements of creative planning.
- Planning types.
- Practical exercise.

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Unit 6: Strategic Planning and Quality Management:

- Strategic planning concept.
- Strategic planning and the challenges of international competition.
- Characteristics of strategic planning.
- Advantages of strategic planning.
- Porter and strategic planning.
- Strategic planning and quality.

Unit 7: Effective planning system design:

- Steps and stages of the planning process.
- Obstacles to the planning process.
- Creative tools and tools for forecasting.
- Principles of Effective Planning Japanese Model.
- Contingency Planning Practical Case.

Unit 8: Skills Supporting Strategic Planning:

- Control systems.
- Information Systems.
- Strategic Incentive Systems.
- Effective Communication Systems.
- Work teams.

Unit 9: Future Leadership and Strategic Planning:

- Who are the future managers and leaders?
- Future challenges and preparing individuals to meet them.
- The Japanese experience in preparing future leaders.
- The three models for making creative plans.
- Mistakes in planning for the future.
- Strategic thinking and quality planning.

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Unit 10: Strategic Planning Laboratory and Management of Excellence:

- How do you develop an action plan for the participant's department?
- How do we avoid mistakes in the planning process?
- Environmental impact survey as a model for strategic planning.
- Lab Review your past experiences in planning.