MERCURY

Advanced Strategic Management & Strategic Quality Management

13 – 17 September 2027
Geneva (Switzerland)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 121284_1081605 **Date:** 13 – 17 September 2027 **Location:** Geneva (Switzerland) **Fees:** 6500 Euro

Introduction

This course provides an in-depth understanding of advanced strategic management principles and strategic quality management practices. Participants will explore methods to align organizational goals with operational excellence. The program emphasizes decision-making frameworks, quality standards, and performance improvement strategies. It integrates theoretical foundations with practical applications to enhance strategic thinking. Participants will gain insights into managing competitive environments and driving sustainable growth. This course is for professionals seeking to strengthen leadership and quality management capabilities.

Targeted Groups

This Advanced Strategic Management & Strategic Quality Management targets professionals seeking specialized knowledge and skills:

- Senior managers and executives
- Strategy and quality managers
- Business analysts and consultants
- Project and program managers
- Organizational development specialists
- Professionals in performance improvement roles
- Leaders responsible for operational excellence

Course Objectives

Participants will achieve the following objectives by Advanced Strategic Management & Strategic Quality Management:

- Understand strategic management frameworks and models
- Apply quality management principles to organizational processes
- Develop practical strategic planning skills
- Enhance decision-making and problem-solving abilities
- Integrate quality standards into business strategies
- Drive organizational performance and operational efficiency
- Assess competitive environments and market trends
- Align strategic initiatives with long-term goals

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Targeted Competencies

Participants will gain the following competencies during the program:

- Strategic analysis and critical thinking
- Quality planning and management skills
- Risk assessment and mitigation strategies
- Performance measurement and improvement
- Leadership and change management abilities
- Effective decision-making and prioritization
- Operational alignment with strategic objectives
- Stakeholder management and communication skills

Studying Scenarios

In this training, participants will develop their skills through the analysis of the following scenarios:

- Real-world strategic planning challenges
- Quality management system implementation
- Performance assessment and improvement cases
- Organizational change and transformation scenarios
- Risk management and mitigation exercises
- Market competition and business strategy simulations
- Operational efficiency and process optimization

Course Content

Unit 1: Foundations of Strategic Management

- Key concepts of strategic management
- Vision, mission, and organizational goals alignment
- Strategic planning process and frameworks
- Environmental scanning and market analysis
- Competitive advantage and value proposition
- Decision-making models and tools
- Case studies on strategy formulation

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Unit 2: Strategic Quality Management Principles

- Introduction to quality management systems
- Total quality management TQM concepts
- ISO standards and compliance requirements
- Continuous improvement methodologies
- Quality performance measurement and indicators
- Tools for process analysis and enhancement
- Aligning quality strategy with organizational goals

Unit 3: Advanced Strategic Analysis

- SWOT, PESTEL, and Porter's Five Forces applications
- Benchmarking and competitive intelligence
- Strategic risk assessment and management
- Scenario planning and forecasting techniques
- Resource allocation and optimization strategies
- Evaluating organizational strengths and weaknesses
- Developing strategic alternatives

Unit 4: Implementation and Performance Management

- Translating strategy into actionable plans
- Key performance indicators KPIs design and monitoring
- Balanced scorecard and performance dashboards
- Change management strategies for strategy execution
- Leadership approaches for performance improvement
- Operational excellence integration with strategic objectives
- Monitoring and evaluating outcomes

Unit 5: Innovation, Sustainability, and Continuous Improvement

- Driving innovation in strategic management
- Sustainable business practices and quality integration
- Lean management and efficiency improvement
- Problem-solving and continuous improvement techniques
- Knowledge management and learning organization practices
- Case studies on strategic success and quality excellence
- Future trends in strategic and quality management

Final Insights & Key Takeaways

Participants will leave with practical skills to align strategy with quality initiatives. They will drive sustainable organizational growth and operational excellence.