MERCURY

EFQM Advanced Strategic Planning Conference for Corporate Excellence

14 – 18 February 2027
Amman (Jordan)



Dubai - UAE: +971 4 450 5697
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Ref: 15318_1084564 **Date:** 14 – 18 February 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction:

EFQM advanced strategic planning and corporate excellence training is essential for organizations aiming to induce substantive developments in their mission, general purposes, and detailed objectives. Achieving comprehensive development and improvement that permeates all parts of the organization, the daily management methods, and modifying and enacting change cannot be achieved without a robust strategic planning process.

This EFQM advanced strategic planning and corporate excellence conference is designed to explore the principles of advanced strategic planning within the context of the EFQM framework. It will guide participants toward corporate excellence by illustrating how to achieve quality through the European Foundation for Quality Management EFQM model.

What is Corporate Excellence?

Corporate excellence extends beyond the traditional measures of success, encompassing a holistic approach to achieving sustainable competitive advantage and maximizing stakeholder value. This training incorporates a deep understanding of the EFQM model, which can be utilized to benchmark performance and drive improvements across all aspects of an organization.

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.
- Individuals seeking to attend this strategic planning conference to develop their skills and experience.

Conference Objectives:

By the end of this EFQM advanced strategic planning and corporate excellence conference, participants will be able to:

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- Enhance their abilities in applying best practices and methodologies for developing strategic plans aligned with the EFQM excellence standards.
- Record, analyze, and evaluate their organization's corporate strategic planning process according to quality standards.
- Formulate and develop strategies and plans responsive to internal and external environmental requirements and performance quality.
- Implement the stages and steps of strategic management according to recognized models of excellence.

Target Competencies:

Upon the end of this EFQM advanced strategic planning and corporate excellence conference, target competencies will be able to improve:

- European Excellence Model Basic Introductions.
- A Brief History of EFQM.
- Excellence Model Criteria: EFQM.
- Strategy development.
- The relationship between strategy and the EFQM model.
- Vision development.
- Build strategy and institutional excellence.
- Creative planning and outstanding performance.
- Concept of planning.
- Strategic planning and quality management.
- The idea of strategic planning.
- Design a practical 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.

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Conference Content:

Unit 1: European Excellence Model "Basic Introductions":

- A brief history of EFQM.
- The EFQM is a global model for excellence.
- Excellence Model Criteria calculation within institutions.
- Manage excellence through the EFQM model.
- Excellence equation and quality awards.

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: Customer Results.
- Seventh standard: Community Outcomes.
- Eighth standard: Human Performance Results.

Unit 3: Strategy Development:

- The relationship between corporate strategic planning and the EFQM model.
- Vision development.
- Mission and direction establishment.
- Develop strategic plans and programs.
- Implementation mechanisms aligned with total quality management.

Unit 4: Building Strategy and Institutional Excellence:

- Analysis of external and internal climates.
- Strategic direction identification.
- Define strategic objectives.
- Formulate and structure the strategy and tactical plans.
- Execution of strategy.
- Strategy monitoring, evaluation, and updating.

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Unit 5: Creative Planning and Outstanding Performance:

- Understand the planning concept.
- Benefits of planning on corporate excellence, meaning.
- Tactics versus strategy.
- Creative planning components.
- Various types of planning and their applications.
- Exercise in practical planning.

Unit 6: Strategic Planning and Quality Management:

- Clarify the concept of strategic planning.
- Strategic planning in the context of international competition.
- Characteristics of strategic planning.
- Features and benefits of strategic planning.
- Explore Porter's role in strategic planning.
- The synergy between strategic planning and quality.

Unit 7: Effective Planning System Design:

- Phases and steps in the strategic planning process.
- Obstacles encountered in planning.
- Innovative tools for forecasting and planning.
- Principles of effective planning, such as the Japanese Model.
- Scenario and contingency planning tools and techniques.

Unit 8: Supporting Skills for Strategic Planning:

- Control systems within corporate strategic planning.
- The importance of information systems.
- Strategic incentive systems.
- Effective communication systems as part of strategic planning.
- Role of work teams in the planning process.

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Unit 9: Future Leadership and Strategic Planning:

- Identify future leaders and managers.
- Prepare for future challenges.
- Learn from the Japanese experience in future leader preparation.
- Models for making creative, strategic plans.
- Avoid common planning mistakes.
- Strategic thinking and its impact on quality planning.

Unit 10: Strategic Planning Laboratory and Management of Excellence:

- Develop an action plan for participants' departments.
- Avert common mistakes in the planning process.
- Conduct an environmental impact survey as a strategic planning tool.
- Review past planning experiences in a laboratory setting.

Conclusion:

The EFQM advanced strategic planning and corporate excellence conference aims to embed the significance of corporate strategic planning within the framework of EF formulated alongside the definition of corporate excellence. Participants will leave empowered with an advanced understanding of this definition and equipped to lead their organizations to new heights of excellence.