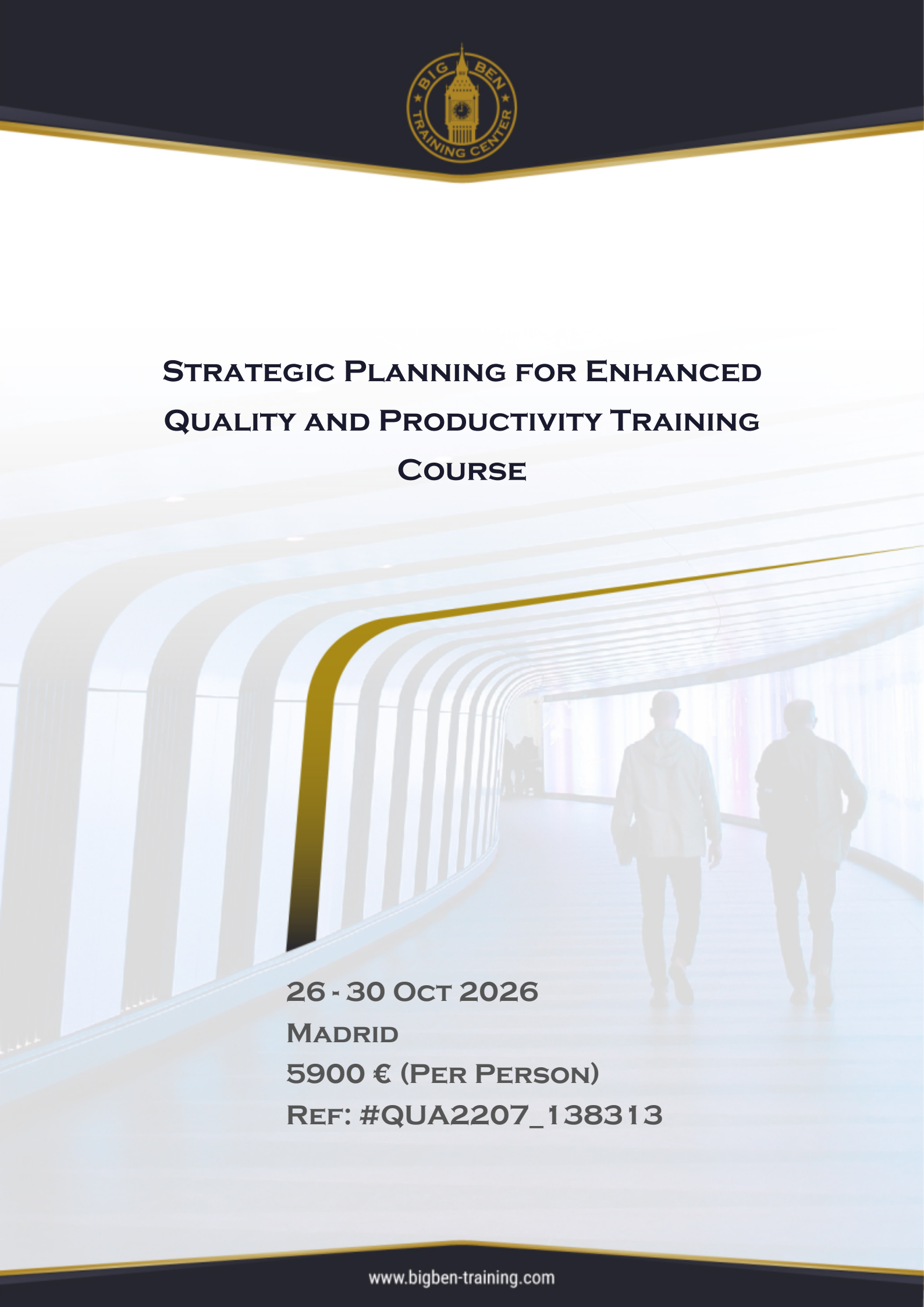
Strategic Planning for Enhanced Quality and Productivity Training Course



26 - 30 Oct 2026

Madrid

5900 € (Per Person)

Ref: #QUA2207_138313

Course Introduction / Overview:

In today's competitive global market, the ability to seamlessly integrate strategic planning with robust quality management and productivity enhancement is no longer a luxury but a fundamental necessity for survival and growth. This course provides a comprehensive framework for leaders and professionals to master the synergy between these critical business functions. Moving beyond theoretical concepts, this program delves into the practical application of proven methodologies to drive operational excellence and achieve sustainable competitive advantage. Drawing upon the foundational principles of quality management pioneers like W. Edwards Deming, and insights from his seminal work "Out of the Crisis," participants will learn how to build systems that inherently produce higher quality and greater efficiency. BIG BEN Training Center has designed this immersive experience to equip attendees with the tools to not only formulate a winning strategy but also to execute it flawlessly by embedding continuous improvement and productivity metrics into the very fabric of their organizational culture. This training course is engineered to transform your approach from reactive problem-solving to proactive, strategic performance management, ensuring that every initiative is aligned with overarching goals and delivers measurable results.

Target Audience / This training course is suitable for:

- Strategic Planners and Business Analysts.
- Quality Assurance and Quality Control Managers.
- Operations Managers and Production Supervisors.
- Department Heads and Team Leaders.
- Continuous Improvement Specialists.
- Project Managers.
- Entrepreneurs and Business Owners.
- Professionals aspiring to leadership roles in operations or strategy.

Target Sectors and Industries:

- Manufacturing and Engineering.
- Healthcare and Pharmaceuticals.
- Information Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Logistics and Supply Chain Management.
- Construction and Real Estate.
- Government Agencies and Public Sector Organizations.
- Hospitality and Service Industries.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Operations and Production.
- Quality Assurance and Control.
- Research and Development (R&D).
- Project Management Office (PMO).
- Human Resources.
- Finance and Administration.
- Supply Chain and Procurement.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive strategic plan that integrates quality and productivity objectives.
- Apply Total Quality Management (TQM) principles to foster a culture of excellence.
- Utilize Lean and Six Sigma methodologies to eliminate waste and reduce process variation.
- Design and implement effective Key Performance Indicators (KPIs) to monitor performance.
- Master root cause analysis techniques to solve complex operational problems.
- Lead change management initiatives to ensure successful strategy implementation.
- Optimize workflows and business processes for maximum efficiency and output.
- Align departmental goals with the organization's overarching strategic direction.
- Conduct effective quality audits and performance reviews.
- Create a sustainable framework for continuous improvement and innovation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in the workplace. This course moves beyond traditional lectures to create a dynamic learning environment built on a foundation of experiential activities. A significant portion of the training will be dedicated to analyzing real-world case studies, allowing participants to dissect the successes and failures of strategic quality and productivity initiatives in various industries. Through collaborative group workshops and team-based exercises, attendees will practice using tools like process mapping, value stream mapping, and the Balanced Scorecard. Interactive sessions, facilitated discussions, and brainstorming activities encourage the sharing of diverse perspectives and experiences. Participants will receive continuous, constructive feedback from expert instructors and peers, helping to refine their understanding and build confidence. The methodology emphasizes a hands-on approach, ensuring that every concept is reinforced with practical application, transforming theoretical knowledge into tangible skills for driving operational excellence and achieving strategic goals.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Planning and Quality Integration

- The modern strategic planning process.
- Defining quality, productivity, and operational excellence.
- The critical link between corporate strategy and daily operations.
- Introduction to Total Quality Management (TQM) principles.
- The role of leadership in driving a quality-focused culture.
- Understanding customer expectations and requirements.
- Aligning strategic goals using the Hoshin Kanri framework.

Unit Two: Core Methodologies for Quality Enhancement

- An overview of Lean principles for waste elimination.
- Fundamentals of Six Sigma and the DMAIC methodology.
- Practical application of root cause analysis tools like Fishbone diagrams and 5 Whys.
- Introduction to Statistical Process Control (SPC) for monitoring processes.
- Techniques for effective process mapping and analysis.
- Understanding the ISO 9001 Quality Management System framework.
- Conducting effective internal quality audits.

Unit Three: Strategies for Driving Productivity

- Techniques for accurately measuring organizational and team productivity.
- Identifying and overcoming common productivity bottlenecks.
- Workflow optimization and business process improvement (BPI).
- Leveraging technology and automation to boost efficiency.
- The impact of employee engagement on productivity.
- Effective resource allocation and capacity planning.
- Implementing performance management systems that drive results.

Unit Four: Implementation, Measurement, and Control

- Translating strategic objectives into actionable plans.
- Developing meaningful Key Performance Indicators (KPIs) for quality and productivity.
- Utilizing the Balanced Scorecard for a holistic view of performance.
- Managing organizational change during strategy implementation.
- Risk assessment and mitigation in strategic projects.
- Data-driven decision making for performance management.
- Conducting effective strategic review meetings.

Unit Five: Sustaining a Culture of Continuous Improvement

- Building a Kaizen culture of small, incremental improvements.
- Leadership strategies for sustaining long-term momentum.
- Fostering innovation and employee-led improvement initiatives.
- Effective communication strategies for embedding change.
- Recognizing successes and learning from setbacks.
- Developing a long-term roadmap for operational excellence.
- Capstone project: Developing an integrated strategic plan for a case study.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can an organization effectively balance the pursuit of radical, breakthrough innovation with the disciplined, incremental approach of continuous improvement within its strategic framework?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a deeply integrated and holistic perspective that treats strategic planning, quality management, and productivity enhancement not as separate disciplines, but as interconnected components of a single, powerful system for achieving operational excellence. While many programs focus on the tools of either quality or strategy in isolation, this training course emphasizes the critical synergy between them. It focuses on the "how" of implementation, moving beyond theoretical models to equip participants with the leadership and change management skills necessary to embed these principles into their organization's culture. The curriculum is built around a narrative of strategic execution, teaching participants how to translate high-level goals into tangible actions and measurable results on the front lines. Rather than just presenting a toolkit, the course cultivates a strategic mindset, enabling leaders to make data-driven decisions that align daily activities with long-term vision, ensuring that efforts toward quality and productivity directly contribute to a sustainable competitive advantage.