EFQM: European Foundation for Quality Management

6 – 10 September 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Ref: 3254210_151713 **Date:** 6 – 10 September 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

Welcome to the course on "EFQM: The Excellence Model!" This program provides participants with a comprehensive understanding of the EFQM Excellence Model and its practical application in modern organizations. Designed to equip professionals with the knowledge and skills necessary to drive organizational excellence, improve performance, and achieve sustainable success, this course explores the EFQM framework and how it serves as a valuable tool for enhancing quality management. Through this course, you will acquire effective tools for continuous development within your organization, ensuring the highest standards of quality management and excellence.

Course Objectives

- Gain a Deep Understanding of the EFQM Excellence Model: Participants will explore the fundamental concepts and principles of the EFQM framework, which serves as a tool for assessing and improving organizational performance.
- Understand the Benefits of Implementing the EFQM Approach: Participants will learn about the benefits of EFQM, including how it drives quality management and enhances customer satisfaction, fosters innovation, and achieves operational efficiency.
- Learn Modern Approaches to Quality Management: This course covers the latest trends in quality management systems, including agile methodologies, digital transformation, and integrating sustainability and social responsibility into organizational strategies.
- Develop Practical Skills for EFQM Implementation: Participants will acquire hands-on skills for applying the EFQM Excellence Model within their organizations, including conducting self-assessments, identifying areas for improvement, and developing actionable plans.
- Explore Case Studies and Best Practices: The course will include real-world examples of organizations that have successfully implemented the EFQM model, providing insights into best practices, lessons learned, and strategies for overcoming challenges.

Course Outlines

Day 1: Introduction to EFQM and Excellence Concepts

- Overview of the EFQM Excellence Model.
- Fundamental concepts and principles of organizational excellence.
- Understanding the RADAR logic: Results, Approach, Deployment, Assessment, and Review.



Day 2: Criteria 1-3: Leadership, Strategy, and People

- Leadership excellence: Creating a vision, driving change, and fostering a culture of excellence.
- Strategic management: Developing and executing effective strategies aligned with organizational goals.
- People excellence: Managing talent, fostering employee engagement, and promoting a learning organization.

Day 3: Criteria 4-5: Partnerships and Resources, and Processes

- Partnerships and resources: Managing relationships with stakeholders, optimizing resource use, and promoting innovation through collaboration.
- Process management: Designing and improving processes, ensuring efficiency, and driving continuous improvement.

Day 4: Criteria 6-8: Customer Results, People Results, and Society Results

- Customer focus: Understanding and meeting customer needs, enhancing satisfaction, and building customer loyalty.
- People results: Assessing and improving employee satisfaction, well-being, and development.
- Society results: Evaluating the organization's impact on society, sustainability practices, and corporate social responsibility.

Day 5: Self-Assessment, Improvement, and Future Trends

- Conducting self-assessments using the EFQM Excellence Model.
- Developing improvement plans and implementing changes for organizational excellence.
- Exploring emerging trends and future directions in quality management systems and the EFQM framework.

Why Attend this Course: Wins & Losses!

- Master the EFQM Excellence Model and apply it effectively to achieve organizational excellence.
- Implement best practices for quality management systems and quality management principles across your organization.
- Acquire practical skills to conduct self-assessments, identify improvement areas, and implement sustainable changes.
- Enhance customer satisfaction, motivate employees, and generate positive societal results through the EFQM framework.



Conclusion

In conclusion, this course equips you with the essential tools and knowledge needed to drive organizational excellence and improve performance using the EFQM Excellence Model. By understanding the principles of the EFQM framework, exploring best practices, and engaging in hands-on self-assessment, you are prepared to lead quality management initiatives that enhance customer satisfaction and foster innovation.Completing this course will provide you with a deep understanding of the EFQM Excellence Model, along with the practical skills to implement it effectively in your organization, contributing to sustainable success and excellence in quality management.

Embrace the opportunity to elevate your organization's performance with EFQM!

