

Strategic Business Planning & Quality Improvement Masterclass

11 – 15 October 2027
Dubai

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Ref: 103600381_55338 **Date:** 11 – 15 October 2027 **Location:** Dubai **Fees:** 4500 Euro

Course Overview:

This masterclass blends two vital domains—strategic business planning and quality improvement—into a unified, intensive program. Participants will master the development of investor-ready business plans while incorporating continuous quality improvement principles and tools. From market research and business model development to Total Quality Management TQM, ISO 9001 standards, and Lean Six Sigma, this course equips professionals with strategic and operational excellence. Designed for entrepreneurs, analysts, managers, and quality professionals, this course empowers participants to lead initiatives that are not only strategically sound but also operationally optimized and quality-driven.

Target Audience:

- Business Analysts
- Entrepreneurs and Startup Founders
- Project and Operations Managers
- Quality Assurance and Control Specialists
- Business Development and Marketing Professionals
- Executives driving improvement initiatives

Targeted Organizational Departments:

- Business Development
- Strategic Planning
- Quality Assurance & Quality Control
- Operations & Production
- Project Management

Targeted Industries:

- Technology & Startups
- Healthcare
- Manufacturing & Automotive
- Retail & Consumer Goods
- Consulting & Investment

Course Offerings:

By the end of the course, participants will be able to:

- Draft complete, realistic business plans aligned with quality objectives.
- Apply market research, stakeholder analysis, and business model strategies.
- Integrate Lean, Six Sigma, and continuous quality improvement methods.
- Develop and evaluate quality improvement initiatives.
- Present business plans effectively with compelling, data-driven narratives.

Training Methodology:

This program uses a dynamic mix of:

- Case studies
- Interactive workshops
- Real-world simulations
- Group projects and roundtables
- Feedback and refinement sessions

Course Toolbox:

- Business Plan Templates
- Quality Improvement Solution Manual
- Lean Six Sigma Tools
- Market Research Checklists
- QMS & ISO 9001:2015 Modules
- Project Planning Kits

Course Agenda:

Day 1: Business Planning Meets Quality Thinking

- **Topic 1:** Business Plan Essentials & Quality as a Strategic Asset
- **Topic 2:** Business Models and Quality-Driven Value Propositions
- **Topic 3:** Research Methods for Market and Quality Data
- **Topic 4:** Quality Pioneers and Their Influence on Strategic Thinking
- **Topic 5:** Realistic Business Planning with Integrated QA/QC
- **Topic 6:** Initiating Business Plans with Quality Foundations
- **Reflection & Review:** The Strategic-Quality Intersection: Case Insights

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Day 2: Total Quality & Planning Development

- **Topic 1:** QA vs QC in Business Development: Alignment Strategies
- **Topic 2:** Total Quality Management TQM in Business Model Execution
- **Topic 3:** From Ideas to Business Plans: Pilot Testing & Prototyping
- **Topic 4:** Stakeholder Management & Quality Expectations
- **Topic 5:** Tailoring Business Plans for Quality-Focused Ventures
- **Topic 6:** Roundtable: Integrating QA/QC in Strategic Objectives
- **Reflection & Review:** Linking Planning Frameworks with TQM Principles

Day 3: Systems, Standards, and Strategic Analysis

- **Topic 1:** Quality Management Systems & ISO 9001:2015 in Strategic Planning
- **Topic 2:** Analyzing Competitive Advantage and Operational Quality
- **Topic 3:** Financial and Non-Financial Indicators of Strategic Success
- **Topic 4:** Value Creation Through Quality-Aligned Operations
- **Topic 5:** Supply Chain and Quality Sustainability Analysis
- **Topic 6:** Business Plan Diagnostics and Gap-Fit with QMS
- **Reflection & Review:** Strategic Systems that Support Quality and Growth

Day 4: Lean Startups and Lean Six Sigma Execution

- **Topic 1:** Lean Business Strategies and Continuous Improvement
- **Topic 2:** Introduction to Six Sigma and its Business Benefits
- **Topic 3:** Combining Lean with Six Sigma in Strategic Execution
- **Topic 4:** Practical Tools for Process and Business Optimization
- **Topic 5:** Hands-On Workshop: Lean Six Sigma in Startup Scenarios
- **Topic 6:** Finalizing Business Plan Drafts with CI Approaches
- **Reflection & Review:** Building High-Quality, Lean Business Frameworks

Day 5: Pitching, Valuation & Quality 4.0 Readiness

- **Topic 1:** Presenting Quality-Backed Business Plans to Investors
- **Topic 2:** Business Pitch Techniques and Quality Metrics
- **Topic 3:** Preparing for Financing Rounds and Due Diligence
- **Topic 4:** Strategic Planning for Quality 4.0 and Digital Future
- **Topic 5:** Certification, Career Pathways, and Implementation Plans
- **Topic 6:** Roundtable: Essential Skills for Business and Quality Leaders
- **Reflection & Review:** Final Pitches, Feedback, and Graduation Ceremony

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FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No formal qualifications are required; however, the course is ideal for professionals with roles in business development, strategic planning, operations, or quality management. A basic understanding of organizational planning or quality assurance concepts will help participants maximize the value of this course.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4–5 hours, with breaks and interactive activities included. The total course duration spans two weeks, approximately 40–45 hours of instruction.

What is the difference between Total Quality Management TQM and Lean Six Sigma, and why are both covered in the course?

This is a common question. TQM focuses on embedding a culture of quality across all functions of an organization, while Lean Six Sigma emphasizes measurable process improvements using data and statistical tools. This course includes both because successful strategic planning depends on both cultural alignment and performance metrics. You'll learn how to apply each approach at different stages of business development and execution, using case-based learning to clarify their distinct value.

How This Course is Different from Other Strategic Business Planning or Quality Improvement Courses:

The Strategic Business Planning & Quality Improvement Masterclass offers a rare integration of two essential disciplines—business plan development and operational quality enhancement—into one cohesive, high-impact experience. While most business strategy courses stop at financial projections and stakeholder analysis, and most quality training programs focus narrowly on compliance or tools, this course bridges the gap.

Using insights drawn from both business development and quality management principles as highlighted in the original training materials, participants will not only **draft comprehensive business plans** but also **embed quality-driven thinking** through Lean, Six Sigma, TQM, and ISO 9001:2015. Real-world case studies, stakeholder engagement simulations, and integrated pitch sessions bring these frameworks to life.

Learners won't receive a box of tools—instead, they'll gain practical insights and guided exposure to strategic and quality frameworks, enabling them to confidently apply the most appropriate tools in real work scenarios. This course stands out by offering a dual certification pathway for professionals seeking to lead both strategic planning initiatives and quality improvement transformations in their organizations.