# Strategic Business Planning & Quality Improvement Masterclass: From Planning to Execution ( 10

21 Dec 2025 - 01 Jan 2026
Prague

**AGILE** LEADERS
Training Center

# Strategic Business Planning & Quality Improvement Masterclass: From Planning to Execution ( 10 Days)

**Ref.:** 103600383_55556 **Date:** 21 Dec 2025 - 01 Jan 2026 **Location:** Prague **Fees:** 10000 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: Strategic Foundations and Quality Mindset

- **Topic 1:** Introduction to Business Strategy and Quality Integration
- **Topic 2:** Understanding the Purpose and Scope of Strategic Planning
- **Topic 3:** Defining Quality in the Context of Business Success
- **Topic 4:** Key Principles of Total Quality Management TQM
- **Topic 5:** Vision, Mission, and Value Statements Aligned with Quality
- **Topic 6:** Quality Pioneers and Their Impact on Strategic Thinking
- **Reflection & Review:** Aligning Strategic Vision with a Quality Culture

## Day 2: Market Intelligence, Models & Stakeholder Strategy

- **Topic 1:** Market Research Methodologies and Tools
- **Topic 2:** Competitor Analysis and Strategic Differentiation
- **Topic 3:** Business Model Canvas and Innovation Frameworks
- **Topic 4:** SWOT, PESTEL, and Porter's Five Forces Analysis
- **Topic 5:** Stakeholder Mapping and Influence Strategies
- **Topic 6:** Applying Research Insights to Business Model Design
- **Reflection & Review:** From Market Insights to Value Propositions

## Day 3: Quality Systems, Policies & Frameworks

- **Topic 1:** Introduction to Quality Management Systems QMS
- **Topic 2:** ISO 9001:2015 Standards and Clauses Explained
- **Topic 3:** Policy Development and Quality Documentation
- **Topic 4:** Internal Auditing and Continual Improvement Processes
- **Topic 5:** Industry-Specific Quality Frameworks and Benchmarks
- **Topic 6:** Linking QMS to Strategic Objectives and KPIs
- **Reflection & Review:** Enabling Organizational Excellence through QMS

## Day 4: Business Plan Architecture & Early Prototyping

- **Topic 1:** Components of a Realistic Business Plan
- **Topic 2:** Setting SMART Objectives and Strategic Goals
- **Topic 3:** Minimum Viable Product MVP and Pilot Testing
- **Topic 4:** Estimating Resource Requirements and Scalability
- **Topic 5:** Risk Analysis and Feasibility Assessment
- **Topic 6:** Creating Draft 1 of a Business Plan
- **Reflection & Review:** Planning with Precision and Purpose

## Day 5: QA vs QC and Operational Effectiveness

- **Topic 1:** Distinction Between Quality Assurance and Quality Control
- **Topic 2:** Roles and Responsibilities in QA/QC Systems
- **Topic 3:** Inspections, Testing, and Verification in QC
- **Topic 4:** Aligning QA Activities with Business Functions
- **Topic 5:** Cross-Functional Teams and Quality Ownership
- **Topic 6:** Identifying Process Bottlenecks and Errors
- **Reflection & Review:** Building Confidence through Quality Routines

## Day 6: Lean Thinking and Six Sigma Integration

- **Topic 1:** Core Principles of Lean Methodology
- **Topic 2:** The DMAIC Cycle of Six Sigma
- **Topic 3:** Combining Lean with Six Sigma for High-Impact Results
- **Topic 4:** Waste Elimination Techniques Muda, Mura, Muri
- **Topic 5:** Root Cause Analysis RCA and the 5 Whys
- **Topic 6:** Quality Tools: Pareto Charts, Control Charts, Fishbone Diagrams
- **Reflection & Review:** Operational Agility Through Process Excellence

## Day 7: Strategic Financials, KPIs & Value Streams

- **Topic 1:** Financial Planning Basics for Business Plans
- **Topic 2:** Break-even, ROI, and Payback Period Analysis
- **Topic 3:** Budgeting for Quality and Continuous Improvement
- **Topic 4:** Defining and Tracking Strategic KPIs
- **Topic 5:** Value Stream Mapping for Products and Services
- **Topic 6:** Balanced Scorecard and Strategic Monitoring
- **Reflection & Review:** Making Numbers Tell a Strategic Story

## Day 8: Governance, Risk, Ethics & Compliance

- **Topic 1:** Corporate Governance Principles and Accountability
- **Topic 2:** Risk Identification, Assessment, and Mitigation
- **Topic 3:** Integrating Risk Management into Strategic Planning
- **Topic 4:** Legal and Ethical Issues in Quality & Strategy
- **Topic 5:** Compliance Management and Audit Trails
- **Topic 6:** Communication Strategies During Strategic Risk Events
- **Reflection & Review:** Responsible Strategy for Sustainable Growth

## Day 9: Business Pitching, Stakeholder Buy-In & Evaluation

- **Topic 1:** Structure of a Winning Business Pitch
- **Topic 2:** Presentation Skills for Strategic and Quality Proposals
- **Topic 3:** Using Visuals and Metrics to Influence Stakeholders
- **Topic 4:** Storytelling Techniques in Strategic Communication
- **Topic 5:** Evaluation Rubrics and Performance Indicators
- **Topic 6:** Simulated Pitch: Peer Review and Instructor Feedback
- **Reflection & Review:** From Strategy to Influence – Pitching That Connects

## Day 10: Strategic Execution, Quality 4.0, and Future Planning

- **Topic 1:** Turning Plans into Projects: Execution and Change Management
- **Topic 2:** Monitoring, Evaluation, and Improvement Cycles
- **Topic 3:** Introduction to Quality 4.0 and Digital QA Tools
- **Topic 4:** Building a Culture of Innovation and Excellence
- **Topic 5:** Strategic Roadmaps and Capability Maturity
- **Topic 6:** Certification, Personal Development Plans, and Graduation
- **Reflection & Review:** Future-Ready Leaders in Strategy & Quality

## 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 ten days, 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.

It's more than a course. It's a transformation—from planning to execution, from good to exceptional.

# Training Course Categories



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**Governance, Risk and Compliance Training Courses**



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# Training Course Categories



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# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.

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