



Strategic Operational Planning & Quality Management

4 – 15 January 2027
Casablanca

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Overview

Enterprise resilience depends on bridging commercial vision with rigorous execution methodologies. The Strategic Business Planning & Quality Improvement executive masterclass spans ten intensive working days to unify commercial business strategy with Total Quality Management principles, ISO 9001:2015 frameworks, and Lean Six Sigma toolkits. Corporate planners and operational heads examine how to construct resilient corporate models, eliminate procedural variance, and establish sustainable performance controls across complex workflows. This masterclass is delivered by Agile Leaders Training Center.

Who Should Attend

- Executive directors and corporate development leads steering ten-day capability transformation roadmaps.
- Senior operations leaders aiming to merge corporate strategy with Lean Six Sigma execution methods.
- Quality directors, governance specialists, and audit leads standardizing cross-functional performance architectures.
- Enterprise analysts and commercial strategists linking financial projections to shop-floor defect prevention.
- Plant directors, transformation officers, and continuous improvement program champions.

Departments and Industries

This ten-day curriculum serves functional leaders across multi-tier corporate divisions and competitive manufacturing and service ecosystems.

- Corporate Strategy and Enterprise Portfolio Offices
- Operations Transformation and Continuous Improvement Teams
- Quality Governance, Assurance, and Standards Directorates
- Industrial Manufacturing, Precision Engineering, and Automotive Assemblies
- Healthcare Networks, Pharmaceutical Realization, and Technology Services

Learning Objectives

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



- Formulate ten-day strategic roadmaps integrating Total Quality Management principles and commercial milestones.
- Deploy the Lean Six Sigma DMAIC framework to diagnose root causes and eliminate enterprise waste.
- Embed ISO 9001:2015 clauses into daily departmental workflows and procedural governance matrices.
- Construct robust financial viability models featuring break-even metrics and capital payback forecasts.
- Produce cross-functional value stream mapping architectures that enhance workflow velocity and customer value.
- Present data-backed business cases and operational investment briefs to executive steering committees.

Course Agenda

Day 1: Strategic Direction and Total Quality Culture

- Foundations of commercial business strategy and quality system convergence
- Formulating corporate purpose, strategic pillars, and governance mandates
- Core tenets of Total Quality Management and executive sponsorship dynamics
- Leadership behaviors required to foster defect-prevention cultures
- Aligning high-level enterprise goals with departmental operational scorecards
- Diagnostic evaluation of corporate maturity and execution readiness

Day 2: Market Dynamics, Value Propositions, and Model Design

- External environment scanning applying PESTEL and industry competitive force matrices
- Voice of the Customer capture methods and stakeholder priority matrix design
- Constructing and validating multi-segment Business Model Canvases
- Defining sustainable competitive advantages through service and product excellence
- Synthesizing market intelligence into measurable operational requirements
- Workshop on testing business model viability against economic disruptions

Day 3: Standards Architecture and ISO 9001 Integration

- Interpreting the High-Level Structure across modern governance standards
- Implementing core clauses and procedural requirements of ISO 9001:2015
- Drafting standard operating documentation, policies, and procedural flowcharts
- Designing internal audit regimens, evidence registries, and corrective action workflows
- Supplier qualification mechanisms and procurement control governance
- Translating standard requirements into daily functional accountability

Day 4: Operational Business Plan Construction

- Structuring investor-ready business plans with technical delivery schedules
- Establishing SMART departmental targets aligned with multi-year milestone tables
- Resource capacity planning, technology acquisition, and capital expenditure phasing
- Designing commercial risk registers and enterprise risk mitigation blueprints
- Establishing stage-gate review criteria for new product and service rollouts
- Practical clinic on refining business plan components and operational assumptions

Day 5: Quality Assurance and Quality Control Systems

- Delineating functional mandates between quality assurance and verification control
- Designing in-line inspection gates, sensory checks, and product acceptance criteria
- Root cause prevention versus reactive inspection across production pipelines
- Distributed accountability models across decentralized operating departments
- Establishing nonconformance quarantine protocols and deviation escalation thresholds
- Case evaluation on transforming reactive inspection into proactive assurance

Day 6: Lean Thinking and Six Sigma DMAIC Deployment

- Principles of Lean thinking, customer-defined value, and flow optimization
- Diagnosing and removing the eight forms of enterprise waste: Muda, Mura, and Muri
- Navigating the Lean Six Sigma DMAIC framework: Define, Measure, Analyze, Improve, Control
- Root cause investigation utilizing 5-Why analysis, Pareto charts, and Ishikawa fishbone diagrams
- Statistical variance tracking using histograms, process capability indices, and control charts
- Applied workshop on resolving systemic operational bottlenecks

Day 7: Performance Measurement and Value Stream Architecture

- End-to-end value stream mapping for production lines and administrative cycles
- Calculating takt time, cycle duration, lead time, and overall equipment effectiveness
- Designing the corporate Balanced Scorecard across customer, operational, and financial dimensions
- Aligning operational productivity metrics with executive reporting dashboards
- Eliminating information silos between commercial sales teams and delivery units
- Simulation exercise on re-engineering high-friction operational workflows

Day 8: Financial Modeling and Return on Investment

- Financial architecture for business plans: operating expenditure and capital outlays
- Calculating break-even points, net present value, and internal rate of return
- Cost of Quality classification: prevention, appraisal, internal, and external failure costs
- Budgeting methodologies for continuous improvement and quality infrastructure investments
- Building sensitivity scenarios to evaluate operational risk exposures
- Practical exercise on drafting financial justifications for process upgrades



Day 9: Stakeholder Communication and Business Case Defense

- Structuring compelling operational business cases for executive approval
- Data visualization techniques for communicating statistical variance and capacity metrics
- Techniques for managing stakeholder resistance and cross-functional friction
- Conducting financial and operational due-diligence pitch simulations
- Peer-reviewed proposal defense sessions with quantitative evaluation rubrics
- Feedback clinics on refining leadership presence and message clarity

Day 10: Execution Roadmaps, Quality 4.0, and Long-Term Maturity

- Translating strategic business plans into departmental execution charters
- Developing agile Plan-Do-Check-Act review cadences and steering committee rituals
- Introduction to Quality 4.0: automated inspection, digital workflows, and sensor telemetry
- Building permanent continuous improvement competencies across workforce tiers
- Finalizing individual enterprise implementation roadmaps and performance commitments
- Consolidation of program outcomes and presentation of executive action roadmaps

FAQs

What distinguishes this ten-day masterclass from shorter executive quality seminars?

This masterclass provides ten full days of comprehensive instruction, blending commercial planning architectures with deep technical execution in TQM, ISO 9001 frameworks, and Lean Six Sigma disciplines. The extended duration allows participants to construct practical business plans, build financial models, map value streams, and simulate operational defenses.

Are there mandatory prerequisites for enrollment in this course?

There are no formal prerequisites. The program is designed for enterprise planners, operations leaders, quality directors, and senior functional managers. Working familiarity with standard business operations and departmental workflows ensures an optimal learning experience.

How are Lean Six Sigma and ISO 9001 integrated during the sessions?

ISO 9001 provides the systemic governance architecture, standard procedures, and quality policies required for enterprise consistency. Lean Six Sigma provides the analytical tools and DMAIC frameworks required to eliminate waste and reduce variation within those standardized workflows, ensuring that corporate strategy yields concrete efficiency gains.



Conclusion

Mastering commercial planning alongside rigorous operational standards enables leaders to transform strategic vision into sustained enterprise excellence. Participants conclude this ten-day intensive masterclass equipped to author executable business roadmaps, maintain resilient management systems, and direct continuous improvement programs that elevate market competitiveness and operational performance.