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

21 December 2026 – 1 January 2027
Abu Dhabi

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Training Center

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Ref: 103600383_76628 **Date:** 21 December 2026 – 1 January 2027 **Location:** Abu Dhabi **Fees:** 8500 Euro

Overview

Organizations achieve lasting market success when robust strategic direction is reinforced by rigorous operational standards. The Strategic Business Planning & Quality Improvement masterclass bridges the gap between commercial strategy and systematic process management over ten intensive days. Participants examine how to structure viable business plans while embedding Total Quality Management principles, ISO 9001:2015 frameworks, and Lean Six Sigma problem-solving disciplines into daily operations. This course is delivered by Agile Leaders Training Center.

Who Should Attend

- Business analysts and strategic planners seeking to align enterprise goals with measurable operational performance.
- Entrepreneurs and startup founders preparing viable operational models and investor-ready presentations.
- Operations managers and project leaders seeking to eliminate process bottlenecks and reduce operational waste.
- Quality assurance and quality control professionals responsible for governance, auditing, and compliance standards.
- Functional department managers aiming to lead structured process improvement initiatives across cross-functional units.

Departments and Industries

This program supports strategic planners, operations teams, and quality management professionals across multiple sectors.

- Strategic Planning and Corporate Development Divisions
- Quality Assurance and Quality Control Departments
- Operations and Production Management Units
- Manufacturing, Automotive, and Industrial Engineering Sectors
- Healthcare, Technology, and Professional Consulting Services

Learning Objectives

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

- Construct viable business plans that integrate clear quality objectives and performance metrics.
- Conduct competitive market analysis and stakeholder assessments using structured strategy frameworks.
- Establish quality management systems aligned with ISO 9001:2015 standards and organizational policies.
- Apply Lean and Six Sigma tools including DMAIC cycles, value stream mapping, and root cause analysis.
- Model project financials, strategic key performance indicators, and continuous improvement budgets.
- Deliver data-driven business presentations that secure executive alignment and investor buy-in.

Course Agenda

Day 1: Strategic Foundations and Quality Mindset

- Foundations of enterprise strategy and quality alignment
- Scope and governance of strategic business planning
- Defining operational quality within corporate strategy
- Total Quality Management core tenets and historical evolution
- Formulating mission, vision, and values focused on quality
- Strategic leadership principles from quality pioneers
- Review workshop on building an organizational quality culture

Day 2: Market Intelligence, Models and Stakeholder Strategy

- Primary and secondary market research methodologies
- Competitor benchmarking and competitive positioning
- Business Model Canvas application and structural testing
- Environmental analysis using SWOT, PESTEL, and Porter Five Forces
- Stakeholder identification, prioritization, and influence mapping
- Translating research intelligence into customer value propositions
- Review session on translating market insight into strategy

Day 3: Quality Systems, Policies and Frameworks

- Architecture of modern Quality Management Systems
- ISO 9001:2015 standard clauses and governance requirements
- Drafting quality manuals, operational procedures, and policies
- Internal audit methodologies and corrective action protocols
- Sector-specific benchmarks and international quality standards
- Connecting quality management indicators to corporate scorecards
- Review exercise on operationalizing quality frameworks

Day 4: Business Plan Architecture and Early Prototyping

- Core modules of an operational business plan
- Establishing SMART objectives and multi-year milestones
- Minimum viable product design and pilot testing methods
- Resource allocation modeling and scalability assessments
- Strategic risk registers and commercial feasibility evaluations
- Formulating initial drafts of the operational business plan
- Review clinic on plan architecture and viability checks

Day 5: Quality Assurance, Quality Control and Operational Effectiveness

- Distinctions and linkages between quality assurance and quality control
- Organizational roles and authority within QA and QC structures
- Inspection techniques, material testing, and verification plans
- Embedding quality control checkpoints in functional workflows
- Cross-functional collaboration and distributed quality ownership
- Process bottleneck diagnosis and defect prevention workflows
- Review session on establishing routine quality controls

Day 6: Lean Thinking and Six Sigma Integration

- Foundations of Lean philosophy and value creation
- The Six Sigma DMAIC framework: Define, Measure, Analyze, Improve, Control
- Synergies between Lean flow and Six Sigma variance reduction
- Waste elimination categories: Muda, Mura, and Muri
- Root cause identification using 5-Why analysis and Ishikawa diagrams
- Statistical tools: Pareto analysis, histograms, and control charts
- Review workshop on process stabilization and flow optimization

Day 7: Strategic Financials, KPIs and Value Streams

- Financial modeling fundamentals for strategic business plans
- Assessing break-even points, payback schedules, and return on investment
- Budgeting frameworks for quality programs and process optimization
- Designing balanced strategic key performance indicators
- Value stream mapping for product and service delivery lines
- Balanced Scorecard design and strategy mapping
- Review exercise on aligning financial returns with quality targets

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Day 8: Governance, Risk, Ethics and Compliance

- Corporate governance structures and managerial accountability
- Enterprise risk assessment, mitigation planning, and monitoring
- Incorporating risk management matrices into business planning
- Ethical standards, regulatory compliance, and consumer safety
- Document control, compliance auditing, and traceability systems
- Crisis management protocols and strategic communication plans
- Review workshop on building resilient compliance controls

Day 9: Business Pitching, Stakeholder Buy-In and Evaluation

- Structure and pacing of an effective business presentation
- Communication techniques for presenting operational proposals
- Data visualization methods for performance and quality metrics
- Strategic storytelling techniques for diverse executive audiences
- Proposal evaluation scorecards and project readiness rubrics
- Simulated presentation sessions with structured peer evaluation
- Review clinic on presentation delivery and stakeholder alignment

Day 10: Strategic Execution, Quality 4.0 and Future Planning

- Translating strategic plans into operational implementation roadmaps
- Continuous evaluation cadences and PDCA review mechanisms
- Quality 4.0 foundations: automation, sensor data, and digital QA
- Fostering continuous learning and process ownership
- Long-term maturity modeling and strategic capability roadmaps
- Individual implementation charters and action planning
- Course review and presentation of professional development roadmaps

FAQs

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

No formal academic qualifications are required to attend. The curriculum is structured for professionals working in business planning, operations management, corporate development, or quality management. Familiarity with organizational workflows and standard business concepts helps participants get the most value from the program.

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

Each day consists of approximately four to five hours of instruction, structured discussions, and practical exercises, with scheduled breaks. Over the full ten-day duration, the program delivers approximately 40 to 45 contact hours.

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

Total Quality Management focuses on organizational culture and company-wide commitment to quality across every business function. Lean Six Sigma provides data-driven tools and structured statistical methods to remove process waste and reduce variation. This course covers both methodologies so leaders can cultivate a quality-oriented culture while executing precise process improvement projects.

Conclusion

Equipping leaders with structured planning capabilities and continuous improvement tools ensures organizational strategies translate into sustained operational performance. Participants return to their workplaces prepared to draft actionable business plans, uphold rigorous quality management systems, and direct process excellence initiatives that produce tangible business outcomes.