



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

05 - 16 Jan 2027

الدار البيضاء



**AGILE LEADERS**  
Training Center

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

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## 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

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



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

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

## Day 3: Quality Systems, Policies & Frameworks

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

## Day 4: Business Plan Architecture & Early Prototyping

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

## Day 5: QA vs QC and Operational Effectiveness

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



## Day 6: Lean Thinking and Six Sigma Integration

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

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

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

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

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

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

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

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

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

### 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 will 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 -embed quality- but also draft comprehensive business plans original training materials, participants will not only through Lean, Six Sigma, TQM, and ISO 9001:2015. Real-world case studies, stakeholder riven thinking engagement simulations, and integrated pitch sessions bring these frameworks to life.

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



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



## فئات الدورات التدريبية



دورات معتمدة بشهادة CPD



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
الهائية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية



دورات معتمدة من قبل هيئات دولية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنبار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# 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.



**AGILE LEADERS**  
Training Center

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