

Advanced Strategic Management & Strategic Quality Management

Madrid -

30-11-2026

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Course code: PQ359 From: 30-11-2026 Venue: Madrid - Course Fees: 5000 £

Introduction

Welcome to the 5-day Advanced Strategic Management & Strategic Quality Management training program. This intensive course is designed to equip participants with advanced skills and knowledge in strategic management and quality management practices. Throughout the program, we will explore key concepts, practical methodologies, and real-world applications to enhance organizational performance and sustainability.

Objectives

By the end of this training program, participants will:

- Understand the fundamentals of strategic management and its importance in organizational success.
- Develop skills in strategic analysis, planning, and execution.
- Gain insights into advanced strategic decision-making and change management.
- Master principles and tools of quality management, including Total Quality Management (TQM) and quality improvement methodologies.
- Learn how to integrate strategic and quality management approaches for enhanced business performance.
- Apply their learning through case studies, group exercises, and discussions to solve real-world challenges.

Target Audience

This program is ideal for:

- Senior managers and executives responsible for strategic decision-making.
- Quality assurance managers and professionals seeking to enhance their knowledge and skills.
- Operations managers interested in integrating quality management practices into strategic planning.
- Anyone involved in driving organizational excellence through effective strategic and quality management practices.

Outline

Day 1

Foundations of Strategic Management

- Introduction to Strategic Management
- Strategic Planning and Analysis Techniques
- Formulating Business Strategies
- Strategy Implementation and Execution

Day 2

Advanced Strategic Planning

- Strategic Decision Making
- Scenario Planning and Risk Management
- Strategic Leadership and Governance
- Strategic Change Management

Day 3

Strategic Quality Management

- Introduction to Quality Management
- Total Quality Management (TQM) Principles
- Quality Standards and Certifications
- Tools for Quality Improvement (Six Sigma, Lean, Kaizen)

Day 4

Integrating Strategy and Quality

- Aligning Strategy with Quality Goals
- Quality Metrics and Performance Measurement
- Continuous Improvement Strategies
- Case Study Analysis and Discussion

Day 5

Strategic Quality Assurance and Future Trends

- Quality Assurance Processes

- Auditing and Compliance
- Strategic Quality Management in Global Context
- Emerging Trends in Strategic Management and Quality