Project &Quality Management · PQ343

Quality Strategy and Planning

Casablanca · 7 - 11 Dec 2026

Date	Venue	Duration
7 - 11 Dec 2026	**Casablanca**	**1 Week**
Fee	Ref	Language
£3,600 GBP	**PQ343**	**English**

Introduction:

This training programme, designed by Horizon Plus Training Center, provides participants with a strategic framework for integrating quality into the core of organisational planning and performance. As organisations face increasing pressure to deliver value, reduce waste, and enhance stakeholder satisfaction, a structured approach to Quality Strategy and Planning becomes essential.

The programme introduces strategic quality tools, planning methodologies, and measurement systems that align quality goals with business objectives. Participants will gain practical knowledge on how to develop, implement, and evaluate quality strategies that support operational excellence and continuous improvement.

Objectives:

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

- Understand the principles and strategic value of quality management.
- Align quality strategies with organisational goals and mission.
- Apply strategic planning tools for quality initiatives.
- Design and monitor key quality performance indicators (KPIs).
- Integrate quality planning with risk management and process improvement.
- Foster a quality-driven culture across departments and teams.

Course Methodology:

The programme employs an interactive learning approach that includes:

- Case studies and real-world examples
- Group discussions and brainstorming sessions
- Strategic planning simulations
- Quality strategy mapping exercises
- Interactive presentations and guided facilitation

Organisational Impact:

Organisations will benefit through:

- Improved alignment between quality initiatives and corporate strategy.
- Enhanced capability to plan and measure quality performance.
- Reduced process variability and increased efficiency.
- A proactive culture focused on quality, compliance, and innovation.
- Stronger internal collaboration and leadership commitment to quality.

Target Audience:

This programme is ideal for:

- Quality Managers and Quality Assurance Professionals
- Strategic Planners and Business Improvement Specialists
- Operations and Process Managers
- Project and Programme Managers
- Risk and Compliance Officers
- Senior Executives and Department Heads involved in quality planning

Outlines:

Day 1

Fundamentals of Quality Strategy

- Introduction to Quality in the Strategic Context
- Core Principles of Quality Management (TQM, Six Sigma, ISO)
- Linking Quality with Organisational Vision and Mission
- Strategic Role of Leadership in Quality

Day 2

Strategic Quality Planning Framework

- Components of a Quality Strategy Plan
- SWOT and PESTEL Analysis in Quality Planning
- Identifying Strategic Quality Objectives and Targets
- Benchmarking and Competitive Quality Positioning

Day 3

Tools and Techniques for Quality Strategy Execution

- Hoshin Kanri (Policy Deployment)
- Balanced Scorecard (BSC) for Quality
- KPIs and Metrics for Quality Performance
- Integrating Quality with Risk Management and Compliance

Day 4

Implementation and Monitoring of Quality Plans

- Developing Action Plans for Quality Initiatives
- Stakeholder Engagement and Communication Strategies
- Auditing, Control, and Feedback Loops

- Change Management in Quality Programmes

Day 5

Review, Case Study, and Strategic Alignment

- Designing a Quality Strategy
- Reviewing Best Practices in Global Quality Planning
- Strategic Alignment with ESG, Innovation, and Digitalisation
- Developing Your Organisation’s Quality Roadmap

Register or ask about this course online

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