Project &Quality Management · PQ359

Advanced Strategic Management & Strategic Quality Management

Madrid · 30 Nov 2026 - 4 Dec 2026

Date	Venue	Duration
30 Nov 2026 - 4 Dec 2026	**Madrid**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**PQ359**	**English**

Introduction

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

Objectives

By the end of this training programme, participants will:

- Understand the fundamentals of strategic management and its importance in organisational 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 programme 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 organisational 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

Register or ask about this course online
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