EFQM Principles & Action: Driving Organizational Excellence

1 – 5 March 2027
Baku (Azerbaijan)



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Why This Course

In an increasingly competitive global environment, organizations must strive not only to perform well but to excel. The EFQM Excellence Model provides a powerful, structured framework that enables organizations to assess their performance, identify improvement opportunities, and drive sustainable excellence. Mastering this model equips professionals with the tools to enhance organizational capability, strengthen leadership effectiveness, and deliver results that matter.

The EFQM Excellence Model Implementation - Intensive 1-Week Program is designed for leaders, quality professionals, and organizational development practitioners seeking to understand and apply the EFQM framework in practical, measurable ways. Through interactive discussions, applied exercises, and best-practice case studies, participants will learn how to navigate the model's principles, evaluate performance using RADAR logic, and develop effective improvement strategies. This program bridges theory with application—empowering participants to lead excellence-driven transformation within their organizations.

What You'll Learn and Practice

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

- Understand the structure, principles, and criteria of the EFQM Excellence Model.
- Apply the RADAR logic to assess performance and identify improvement opportunities.
- Develop strategic approaches for implementing the EFQM model in diverse organizational contexts.
- Drive continuous improvement initiatives using practical tools and techniques.
- Prioritize improvement actions and translate them into measurable results.

The Program Flow

Day 1: Introduction to the EFQM Excellence Model

- Exploring the purpose and structure of the EFQM Excellence Model
- Understanding the 7 Criteria across Direction, Execution, and Results
- Reviewing the Fundamental Concepts of Excellence
- Understanding model dynamics and how various elements integrate



Day 2: RADAR Logic and Self-Assessment

- Understanding RADAR: Results, Approach, Deployment, Assessment, Refinement
- Applying RADAR to both Enabler and Result criteria
- Conducting organizational self-assessments step by step
- Identifying strengths, gaps, and improvement opportunities

Day 3: Implementing EFQM in Organizations

- Building an effective EFQM implementation strategy
- Aligning organizational values and culture with EFQM principles
- Applying change management to support EFQM implementation
- Overcoming typical challenges in adopting the EFQM model

Day 4: Continuous Improvement and Excellence

- Using EFQM to drive organizational improvement and innovation
- Prioritizing improvement actions for maximum impact
- Developing SMART objectives aligned with excellence goals
- Monitoring progress and measuring performance

Day 5: EFQM Recognition and Best Practices

- Exploring EFQM recognition schemes and levels of excellence
- Studying award-winning organizations and best-practice examples
- Using benchmarking to identify improvement opportunities
- Developing a personalized action plan for organizational excellence

Individual Impact

Participants will return with the ability to:

- Conduct structured EFQM-based self-assessments.
- Develop improvement strategies aligned with excellence principles.
- Foster a culture that supports continuous improvement and innovation.
- Apply RADAR logic to evaluate performance and refine organizational approaches.

Organizational Impact

Organizations benefit through:

- Enhanced clarity in performance evaluation and improvement planning.
- Stronger alignment between strategy, operations, and results.
- A culture of excellence rooted in continuous improvement.
- Improved capability to achieve and maintain recognition through EFQM standards.



Training Methodology

This program blends conceptual understanding with practical application through:

- Real-world EFQM case studies and award-winning examples
- Self-assessment workshops using RADAR logic
- Group exercises focused on improvement planning and prioritization
- Facilitator-led discussions linking EFQM principles to organizational realities

Beyond the Course

Upon completion, participants will be fully prepared to lead EFQM-based transformation initiatives. They will return equipped with practical tools, actionable strategies, and the confidence to guide their organizations toward sustainable excellence.

