Integrated Business Excellence: Mastering Core Competencies

29 March – 2 April 2027
Madrid (Spain)



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Ref: 321996_180149 **Date:** 29 March – 2 April 2027 **Location:** Madrid (Spain) **Fees:** 5200 GBP

Why This Course

Organizations seeking long-term success must integrate strategy, operations, innovation, and leadership into a unified approach to performance improvement. Integrated Business Excellence provides a comprehensive framework for aligning business functions, enhancing efficiency, and building a culture that supports continuous improvement and sustainable growth.

This intensive 1-week program equips participants with practical tools and frameworks to drive business excellence across their organizations. By combining strategic planning, operational improvement methodologies, innovation management, and leadership development, the course helps professionals create high-performing organizations capable of adapting to evolving market demands.

What You'll Learn and Practice

By participating in this program, you will:

- Understand the core principles and frameworks of Integrated Business Excellence.
- Develop strategies that align organizational goals with operational performance.
- Apply tools and techniques to improve operational efficiency and quality.
- Foster innovation and effectively manage organizational change.
- Strengthen leadership capabilities to guide high-performing teams.
- Build systems that support continuous improvement and long-term competitiveness.

The Program Flow

Day 1: Foundations of Business Excellence

- Introduction to Integrated Business Excellence concepts.
- Overview of recognized business excellence models and frameworks.
- Conducting organizational assessments and benchmarking performance.
- Building a culture that supports excellence and continuous improvement.

Day 2: Strategic Planning and Management

- Applying strategic analysis and planning techniques.
- Developing Balanced Scorecards and key performance indicators KPIs.
- Aligning strategy with operational processes and performance goals.
- Identifying and managing strategic risks.



Day 3: Operational Excellence and Quality Management

- Mapping and analyzing organizational processes.
- Applying Lean Six Sigma principles to improve efficiency.
- Understanding Total Quality Management practices.
- Optimizing supply chain processes and operational workflows.

Day 4: Innovation and Change Management

- Creating an environment that encourages innovation and creativity.
- Applying design thinking and structured problem-solving methods.
- Implementing effective change management strategies.
- Leveraging digital transformation and technology integration.

Day 5: Leadership and Organizational Development

- Exploring leadership styles that support organizational excellence.
- Building and sustaining high-performance teams.
- Managing talent development and succession planning.
- Promoting continuous learning and organizational improvement.

Individual Impact

- Strengthen strategic thinking and leadership capabilities.
- Gain practical tools for improving operational efficiency and quality.
- Develop the ability to manage change and foster innovation.
- Build a structured plan for driving business excellence within the organization.

Work Impact

- Improve alignment between strategy, operations, and performance outcomes.
- Enhance operational efficiency and process effectiveness.
- Strengthen the organization’s ability to innovate and adapt.
- Foster a culture focused on continuous improvement and organizational excellence.

Training Methodology

The program combines conceptual learning with practical application to ensure real-world impact. Learning methods include:

- Interactive workshops and facilitated discussions.
- Case studies based on successful business excellence initiatives.
- Group exercises focused on strategy development and process improvement.
- Leadership assessments and reflective learning activities.
- Practical frameworks and tools for implementing business excellence practices.



Beyond the Course

By the end of the program, participants will be able to:

- Develop and implement integrated business excellence strategies.
- Improve organizational performance through structured improvement methods.
- Lead innovation and change initiatives effectively.
- Build high-performing teams that support long-term organizational success.

