The European Foundation for Quality Management (EFQM) Model Training Course

Professional Development Training Course Outline

Category	Quality Assurance and ISO standards	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The European Foundation for Quality Management (EFQM) Model is a globally recognized framework designed to drive organizational excellence, sustainability, and continuous improvement. The European Foundation for Quality Management (EFQM) Model Training Course equips participants with deep insights into performance excellence, change management, and leadership approaches that align with evolving business environments. By focusing on innovation, stakeholder engagement, and measurable results, the EFQM Model empowers organizations to achieve sustainable growth and competitive advantage.

In today?ÇÖs competitive marketplace, businesses must embrace integrated quality management practices to remain resilient and agile. Through this course, participants will learn how to apply the EFQM Model as a strategic tool for organizational transformation, building a culture of innovation, and strengthening stakeholder trust. The training blends real-world case studies, interactive activities, and practical methodologies, enabling participants to connect theoretical concepts with actionable strategies for achieving excellence.

Programme Curriculum

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Course Objectives

1. Understand the principles of the EFQM Excellence Model.
2. Learn how to apply quality management systems to organizational strategy.
3. Explore methods for fostering continuous improvement.
4. Enhance decision-making through evidence-based approaches.
5. Align organizational vision with stakeholder expectations.
6. Strengthen leadership for performance excellence.
7. Develop a culture of innovation and resilience.
8. Apply benchmarking techniques to drive competitiveness.
9. Assess organizational maturity using EFQM diagnostic tools.
10. Improve operational efficiency through process optimization.
11. Integrate sustainability into organizational practices.
12. Build effective change management strategies.
13. Deliver long-term results through excellence-driven practices.

Organizational Benefits

- Improved organizational performance and effectiveness.
- Enhanced innovation and adaptability.
- Stronger stakeholder satisfaction and trust.
- Increased employee engagement and empowerment.
- Better alignment between strategy and operations.
- Evidence-based decision-making capabilities.
- Competitive advantage through benchmarking.
- Robust sustainability and responsibility practices.
- Greater operational efficiency and productivity.
- Long-term resilience and organizational success.

Target Audiences

- Senior Managers and Executives
- Quality Assurance Professionals
- Business Excellence Managers
- Strategy and Planning Officers
- Human Resource Development Leaders
- Operations Managers
- Consultants in Quality and Change Management
- Project Managers and Team Leaders

Course Duration: 5 days

Course Modules

Module 1: Introduction to EFQM Model

- History and evolution of EFQM Model
- Core concepts of excellence
- Relevance of EFQM in modern organizations
- Stakeholder value creation principles
- Importance of continuous improvement
- Case Study: Global organization applying EFQM for growth

Module 2: Leadership in EFQM Excellence

- Role of leaders in quality transformation
- Building vision and strategic direction
- Inspiring and motivating teams
- Driving accountability across the organization
- Leadership assessment methods
- Case Study: Leadership-driven EFQM success story

Module 3: Strategy and Stakeholder Engagement

- Aligning strategy with EFQM principles
- Identifying stakeholder needs and expectations
- Strategy development tools
- Effective communication of strategy
- Monitoring and evaluating strategy execution
- Case Study: Strategy alignment through EFQM

Module 4: People and Organizational Culture

- Employee involvement in excellence practices
- Building a performance-driven culture
- Empowerment and engagement strategies
- Developing learning organizations
- Measuring employee satisfaction and growth
- Case Study: People-focused EFQM adoption

Module 5: Partnerships and Resources

- Building strategic partnerships
- Optimizing use of organizational resources
- Supply chain integration for excellence
- Leveraging technology for EFQM implementation
- Resource allocation strategies
- Case Study: Resource optimization through EFQM

Module 6: Processes, Products, and Services

- Process management principles
- Service quality improvement methods
- Innovation in products and services
- Customer experience enhancement
- Value creation through processes

- Case Study: Process excellence transformation

Module 7: Measurement, Analysis, and Knowledge Management

- Performance measurement tools
- Data-driven decision-making
- Knowledge sharing and retention
- Benchmarking best practices
- Building analytics-driven culture
- Case Study: Knowledge management for excellence

Module 8: Achieving Sustainable Results

- Organizational resilience strategies
- Balancing short-term and long-term goals
- Sustainable development practices
- Enhancing competitiveness through EFQM
- Delivering measurable business outcomes
- Case Study: Sustainability success with EFQM

Training Methodology

- Instructor-led interactive lectures
- Real-world case study discussions
- Group-based problem-solving activities
- Practical application workshops
- EFQM diagnostic tool simulations
- Peer-to-peer learning and feedback

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com