



## Achieving Market Leadership through Business Excellence (EFQM Model)

### 2 day Workshop

*A unique opportunity to learn & effectively implement Business Excellence Models*

#### (A) Introduction

To achieve market leadership, organizations need to continually deliver excellence. Business Excellence models like Sheikh Khalifa Excellence Award, Dubai Quality Award, Abu Dhabi Award for Excellence in Government, Dubai Government Excellence Program, provide well proven comprehensive framework for organizations to achieve business excellence and superior results.

#### (B) Impact of Business Excellence model on Corporate Performance

Credible scientific research<sup>1</sup> has proved that effective implementation of Business Excellence initiative positively impacts corporate financial performance. Sample results from the study:

- *Award winners operating income increased by an average of 86% compared to 43% for benchmark firms;*
- *Sales increased by 62% compared to 32% for benchmark firms;*
- *Total assets increased by 67% compared to 37% for benchmark firms;*
- *Return on sales improved by 12% compared to no improvement for benchmark firms.*

#### (C) Course Objectives

- *To understand the concepts & principles of Business Excellence.*
- *To understand European Foundation for Quality Management (EFQM) Excellence Model, its 32 sub criteria and linkages among various sub criteria.*
- *To learn how to participate in the award.*
- *To learn how assessment process works.*

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<sup>1</sup> Impact of TQM on corporate performance research study by Prof. Vinod Singhal, Georgia Institute of Technology, USA and Kevin Hendricks, University of Western Ontario, Canada.



### **(D) What Will You Learn**

In this 2 day interactive programme you will learn:

- *The history and background of the different Business Excellence models;*
- *Impact of Business Excellence on corporate performance;*
- *The fundamental concepts of Excellence;*
- *The application of EFQM Business Excellence Model and RADAR methodology;*
- *Requirements under each of the 24 Enabler sub criteria and 8 Results sub criteria.*
- *Linkages among various sub criteria;*
- *Acquire the knowledge on how to identify the strengths and areas for improvement for your organisation;*
- *Align ongoing improvement initiatives into one comprehensive framework;*
- *Assessment and scoring process;*
- *Requirements to participate in the award process;*
- *Tracking progress of an organisations' journey towards business excellence.*

### **(E) Who should Attend**

- *Leadership team of the organisation;*
- *Senior Management team;*
- *Heads of Management Services / Corporate Services;*
- *Business Excellence/ Quality Managers.*

### **(F) Workshop Facilitator - Mr Sunil Thawani**

Mr. Sunil Thawani is the Chief Executive Officer of M/s. Quality Indeed Consulting Services, Canada and currently based in U.A.E. He is a leading management professional with over 28 years of experience in diverse functions in various industries like manufacturing, logistics, oil, contracting, banking, real estate etc.

He has a successful track record of assisting many organizations to successfully transform and improving their business performance in terms of quality, cost, speed, service, accuracy, delivery and win prestigious business excellence awards. He is the Author of book titled "Business Excellence Awards – Strategies for Winning".

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As Project Manager for business excellence framework for a leading bank in UAE, Sunil provided leadership to a team of about 40 people over 2 year period. Bank won prestigious SKEA Gold & Dubai Quality Award with highest scores to date in 2005 and 2006 respectively.

As Project Manager, Dubai Holding Excellence Award for one of the real estate firms, he provided leadership to teams in implementing Business Excellence award framework and developing a world class winning submission document. Company won 2 categories of awards in 2008. Performance scores improved in 8 of the 9 criteria of excellence.

His area of expertise is in the field of Business Excellence (EFQM Model), Six Sigma, Reengineering, Gemba Kaizen, Service Quality, ISO: 9000, Corporate Governance, Strategy deployment and Performance Management etc.

He is Chairman of Continual Improvement sub group, Dubai Quality Group and American Society for Quality (ASQ) Country Counsellor, UAE and 1<sup>st</sup> Fellow of ASQ in the GCC. His work can be accessed at [www.qualitywaves.com](http://www.qualitywaves.com)

**(H) Contact**

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