



Sales, Marketing and Customer Service

Excellence Foundation

Course Introduction

Many improvement initiatives fail due to a fragmented approach to the alignment and execution of practitioner activities. Excellence supports the drive for sustainable profitability and growth within your organization by adopting a holistic approach to improvement.

This training course will equip you with the knowledge, skills and behavioral competencies of excellence and contribute significantly to the bottom line of your organization, reducing variation, defects, cycle times, lead times, waste and costs within your operations.

This training seminar will cover:

- Reasons why improvement initiatives can fail
- The benefits of Operational Excellence
- Success factors that drive sustainable performance
- Problem solving tools and techniques
- Change and Behavioral considerations

Target Audience

- Entrepreneurs & Small Business Owners
- Corporate Employees
- Early-Career Professionals
- Junior & Mid-Level Managers
- Freelancers & Self-Employed Individuals

Learning Objectives

At the end of the training course, participants will be able to

- Prioritize and link improvement activities to achieve the organization's strategic objectives
- Analyze the 'Voice of the Customer' to align changes to customer requirements
- Engage stakeholders to collectively remove waste and optimize the whole 'Value Stream'
- Select the appropriate methods and tools within the improvement framework
- Influence organizational culture and employee behavior to support Operational Excellence

Course Outline

• 01 Day One

- OPEX Framework
- DMAIC Improvement Method (Define, Measure, Analyze, Improve & Control)
- Voice of the Customer
- Customer-Supplier Partnerships
- Strategy Deployment
- Project Pipeline Development and Prioritisation

• 02 Day Two

- Process Mapping
- Value Stream Mapping
- Reliability
- Effectiveness (Overall Equipment Effectiveness)
- Zero Targets

• 03 Day Three

- Problem Statements
- Project Charters
- Root Cause Analysis
- Behavioral Analysis

- Organization Culture Analysis

- **04 Day Four**

- Lean Principles
- 7 Wastes
- Mistake Proofing
- Problem Solving
- Total Productive Maintenance
- Set-up Reduction / SMED
- 5S
- Line of Sight

- **05 Day Five**

- Control and Monitoring Plans
- Change Management Framework
- Behavioral Plan

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 30, 2025	July 4, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 18, 2025	Aug. 22, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Nov. 16, 2025	Nov. 20, 2025	5 days	4250.00 \$	KSA - Riyadh