

Informa Connect

Academy



EFQM Certified Assessor

Elevate your expertise and gain a globally recognised accreditation as an EFQM Certified Assessor



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Certification Partner

About EFQM



Driving sustainable performance together

For over 35 years, EFQM has fostered positive change, guiding over 50,000 organisations on their unique paths.

EFQM's framework – The EFQM Model, EFQM's Learning Pathways, and AssessBase – empower organisations to navigate their journey towards sustainable performance through transformation and continuous improvement.

EFQM transcends best practices, helping organisations understand their strengths, identify areas for improvement, and align their actions with environmental, social, and economic goals.

Through integrated training and services, EFQM partners with leaders and their teams, equipping them to drive cultural change and take charge of sustainable transformation.

EFQM's mission – To empower organisations to achieve lasting impact, build a more sustainable future, and deliver meaningful benefits for all stakeholders.

About Informa Connect Academy



Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners.

We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.



Course Information

Course Overview

This five-day training begins with two days of the **EFQM Foundation Certification** that provides an essential understanding of the EFQM Model, followed by three days of the **EFQM Certified Assessor** training.

The **EFQM Foundation Certification** equips individuals with an essential understanding of the EFQM Model and RADAR, offering practical insights into organisational performance improvement. By completing this certification, you will advance your management skills and contribute to your organisation's strategic success and sustainable growth. This course is a prerequisite for the EFQM Certified Assessor.

The **EFQM Certified Assessor** certification equips you to perform strategic assessments both internally and externally. This certification will enable you to drive organisational performance improvements and contribute to sustainable growth across any organisation.

The EFQM Model

The EFQM Model is the world's most widely used management framework. The EFQM Model provides a blueprint for organisations to develop a culture of improvement and innovation. The focus of the EFQM Model is on providing you with a roadmap of questions and ideas that allows you to be curious about how your organisation could be successful in improving its performance, landing change, fulfilling the needs of society and nurturing your people.

The EFQM Model helps organisations achieve success by measuring where it is on the path to creating sustainable value, understanding the gaps and solutions available, empowering you to progress and significantly improve your organisation's performance.

The EFQM Model coupled with AssessBase, is a highly effective management tool that enables leaders to understand how an organisation should set its purpose and deliver on its promises.

AssessBase

On this course, you will gain access to EFQM's online platform, AssessBase, an intuitive platform to support your organisation as it goes through the assessment process.



The EFQM Model

Course Information

Learning Outcomes

As an EFQM Certified Assessor, you will be able to:

- **Apply** the EFQM Model criteria and the RADAR logic to transform organisational performance and achieve strategic alignment
- **Drive** strategic improvement by providing actionable insights to tackle key areas of improvement
- **Analyse** the ecosystem and the key stakeholders of an organisation, and develop key strategic themes to support an EFQM assessment
- **Identify** the strategic priorities for an organisation and develop interviewing skills essential for conducting assessments
- **Understand** the structure and purpose of the site visit and how to conduct it
- **Enhance** stakeholder trust and confidence by delivering evidence-based insights for organisations

Key Features

The EFQM Certified Assessor offers:

- Comprehensive Assessment Training
- A Deep Dive into the EFQM Model and RADAR
- Strategic Context Analysis
- Advanced Feedback Techniques
- Effective Communication Skills
- Site Visit Proficiency
- Scoring and Reporting

This Course Is Ideal For

This certification is essential for anyone who wants to become an EFQM Certified Assessor. It provides the accreditation required to formally assess your own, or external organisations. It is ideal for consultants who wish to add the EFQM Model and RADAR diagnostic tool to their portfolio of products and services. It will also benefit any team members participating in an EFQM assessment, to prepare them for what is required and ensure their organisation receives maximum ROI from the process.

This course is ideally suited for:

- Quality Assurance Professionals
- Process Owners
- Project and Programme Managers
- Excellence Managers
- Continuous Improvement Practitioners
- Transformational Leaders
- Aspiring senior management and C-Suite executives
- Consultants

Note: The EFQM Certified Assessor certification status is valid for a period of three years. This course will help you recertify yourself if your certification status has expired.



Course Information

Certification Criteria

You must meet three criteria to be eligible for the EFQM Certified Assessor certificate for this course:

- **Satisfactory attendance** – You must attend all sessions of the course. If you miss more than two hours of the course will not be eligible to sit the course exam
- **Successful completion of the EFQM Foundation Certification exam** – You must complete the exam with a pass mark of 60% and above
- **Successful completion of the EFQM Certified Assessor exam** – You must complete the exam with a pass mark of 60% and above

If you do not meet these criteria, you will receive a Certificate of Attendance issued by Informa Connect Academy. If you have not attended all of the course, the certificate will clearly state the number of hours attended.



You are required to bring your laptop all throughout the session.

Certification Exam

The **EFQM Foundation Certification** exam is intended to assess your understanding of the EFQM Model and the RADAR logic. The EFQM Foundation Certification is a prerequisite for the EFQM Certified Assessor exam, which assesses your ability to apply your understanding of the EFQM Model in context.

You will be allocated one hour for the exam which will consist of a variety of question types.

The **EFQM Certified Assessor** examination is administered upon the completion of the EFQM Foundation Certification exam.

You will be allocated one hour for the exam which will consist of multiple-choice questions.

If you are unable to succeed in the first attempt, you will be provided with one attempt to retake the exam at no additional charge. This re-sit can be taken within one month of completion of the course.



Course Director



Amin Issa

With over 39 years of experience, Amin Issa is a seasoned senior professional specialising in evaluating organisational performance and driving excellence. He possesses strong expertise in quality and business process management, strategic performance frameworks, and transformation program design and execution. His skills in strategy execution, OKR development, stakeholder engagement, and performance measurement enable him to support organisations in achieving sustainable growth through excellence-driven performance management.

As a master trainer, senior consultant, and certified expert in multiple methodologies, Amin has held senior and C-level positions in international organisations across the telecom, marine, and consultancy sectors. He has led consultancy and training initiatives for both public and private sector organisations, including SITA, SME Dubai, Sohar International, STC, SASO, Asia Cell, SAJA Pharma, Petra Engineering, Nuqul Group, and various government entities across Saudi Arabia, Abu Dhabi, Jordan, and Dubai.

Amin is an EFQM Certified Assessor, Certified Senior Associate Partner with the Balanced Scorecard Institute and holds multiple professional certifications, including Certified ISO 9000 Lead Auditor, Certified Trainer for Process Management Professionals, Certified Balanced Scorecards Master Professional, Certified KPI Professional and Objectives & Key Results Professional.

In addition to delivering high-impact EFQM training programmes, Amin is a sought-after keynote speaker on process management, customer experience, change management, and strategy execution.

Course Director



Mohammad Amawi

Mohammad is a certified Project Management Professional (PMP) with over 30 years of experience in strategic reform, institutional development and capacity building. He has delivered more than 4,000 hours of training and has trained over 1,000 participants across sectors in UAE, Jordan, Saudi Arabia, and Libya, focusing on administrative and project management. His work spans both public and private sectors, specialising in enhancing competitiveness and performance.

Mohammad has managed numerous technical assistance projects and led public sector reform initiatives, licensing streamlining, and industrial operations management. His consultancy projects have driven significant organisational transformations in both governmental and private institutions. His approach emphasises real-world applications, fostering a collaborative and result-driven learning environment.

Mohammad has been a PMP-certified professional since 2005 and has held Project Management Office Certification (PMOC) since 2009. He is the founding partner of a consultancy firm that specialises in developing public policies and supporting reform projects in the Arab world. His qualifications and extensive consultancy work reflect his dedication to fostering institutional growth.

Mohammad has adapted his training and consultancy methods for virtual delivery, ensuring engaging, interactive, and impactful sessions that mirror the effectiveness of his in-person workshops.

Course Outline

EFQM Foundation Certification

Introduction to EFQM

- EFQM training pathway

The Benefits of Using the EFQM Model

You will understand why, in this changing world, organisations benefit from using a management framework to assess their maturity and improve their performance.

- The main aims of the EFQM Model
- How organisations use the EFQM Model
- The key differentiators of the EFQM Model

The Key Concepts and Structure of the EFQM Model

Understand the EFQM Model structure which is based on pillars, criteria, and criterion-parts, as well as the key concepts behind the EFQM Model philosophy.

- Awareness of “Sustainable Performance” concepts
- Knowledge of the key elements/concepts of Model 2025
- Understanding the stakeholders’ driven importance
- Understanding the structure of the Model

The Key Principles of the “Direction” Pillar of the EFQM Model and How It Can Be Applied to an Organisation

Understand the structure and content of the two criteria belonging to the “Direction” pillar.

- Deep dive into the “Direction” pillar
- C1 – Purpose, vision, and strategy
- C2 – Organisational culture and leadership

The Key Principles of the “Execution” Pillar of the EFQM Model and How It Can Be Applied to an Organisation

Understand the structure and content of the three criteria belonging to the “Execution” pillar.

- Deep dive into the “Execution” pillar
- C3 – Engaging stakeholders
- C4 – Creating sustainable value
- C5 – Driving performance and transformation

The Key Principles of the “Results” Pillar of the EFQM Model and How It Can Be Applied to an Organisation

Understand the structure and content of the two criteria belonging to the “Results” pillar.

- Deep dive into the “Results” pillar
- C6 – Stakeholder perceptions
- C7 – Strategic and operational performances

The Key Principles of RADAR and How It Is Used to Review and Assess the Maturity of an Organisation

Understand the logic and key principles of RADAR and how it is used within organisations to assess and improve their performance as well as to describe their desired results and the necessary actions that need to be taken.

- Understanding the RADAR Logic
- RADAR as a performance improvement tool
- RADAR as a diagnostic tool
- Scoring

The Key Principles of Running an Assessment and How It Can Benefit Your Organisation

Understand what an assessment is, what are the different steps, who is involved, how to plan it, the key steps and processes, as well as the diagnostic tools available through the EFQM platform.

- Introduction and benefits of assessments
- The assessment process
- Exploring the diagnostic tools
- External assessments and EFQM recognitions

The Opportunities Provided by Data and Insights and How They Apply to Your Organisation

Understand what analysing and comparing assessment scores mean, how to read these. Explore how to identify improvement actions and dig deeper into the organisation's scoring profile.

- What the rapid diagnostic is telling us
- Perception vs. reality analysis
- Scoring against the full EFQM Model and scoreband comparisons

Individual and Organisation Capability Building

Understand what the next steps are personally as well as for the organisation.

- Building capabilities individually
- Building the organisation's capabilities

EFQM Foundation Certification Examination

Course Outline

EFQM Certified Assessor

The Role of the Assessor

Understand the aims of the EFQM Assessment and the Assessor's role.

- What is an EFQM assessment?
- Benefits of the EFQM assessment
- Key elements of a successful assessment
- How the role of an assessor differs from that of an auditor or consultant
- EFQM assessor competencies and individual activity self-evaluation

Understanding the Organisation

Understand how to conduct an initial analysis of the organisation to be assessed.

- Organisational ecosystem and its layers
- Identifying and using key strategic themes in the assessment process
- Introducing the key elements of the assessor workbook used by the assessor to complete the assessor prework

Applying the EFQM Model Criteria for Assessments

Understanding of the content of the EFQM Model criteria and how to apply it during the assessment.

- Overview of the structure, content of the model, and the underlying design principles
- How to work with the model criteria to identify site visit subjects and prepare for assessing the organisation
- C1 – Purpose, vision, and strategy
- C2 – Organisational culture and leadership
- C3 – Engaging stakeholders
- C4 – Creating sustainable value
- C5 – Driving performance and transformation
- C6 & C7 – Assessing results
- The two levels of the assessment process

Applying the RADAR Methodology for Assessments

Understanding the RADAR methodology and how to apply it during the assessment.

- Use of RADAR and RADAR attributes for Direction, Execution and Results
- How to work with RADAR attributes to formulate site visit questions
- Steps of applying RADAR and identifying RADAR attributes in the feedback statements

Site Visit

Understand the structure of an assessment site visit.

- Purpose and structure of the site visit and information-gathering methods
- Running focus groups
- Conducting interviews

Identifying Organisational Strengths and Opportunities for Improvement

Understand how to write value-adding feedback statements.

- Reiterating the two levels of the assessment process and the key outcomes of each level
- Identifying high-level messages emerging from the assessment of the case study organisation
- Definitions of a strength and opportunity for improvement
- Formulation of value-adding/meaningful statements using NERD method

Scoring

Understand the EFQM scoring methodology and how it is applied during the assessment.

- How to approach scoring
 - Scoring methodology
 - Scoring bands
 - Scoring charts
 - Scoring rules
- Steps to reach a consensus on the score
- The score distribution across seven criteria of the model

Feedback Report

Understand the structure and content of the feedback report.

- Structure of the feedback report
- Key steps leading to the final feedback report
- Key elements of the executive summary



EFQM Certified Assessor Examination

EFQM Certified Assessor



 **Click Here for Schedules and Pricing**

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ABOUT INFORMA CONNECT ACADEMY

Informa Connect Academy

Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT TIMINGS, PRICING AND DOCUMENTATION

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at <https://informaconnect.com/delegate-terms-and-conditions>. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/delegate-terms-and-conditions>. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com/academy.



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