



INTERNATIONAL CONFERENCE OF  
PHARMACY & MEDICINE

IN PARTNERSHIP WITH



24 January  
Open 10.00 Am - 01:00 Pm

**BOOK YOUR  
SEAT  
TODAY!**

*Free of Charge*

# CULTURAL EXCELLENCE WORKSHOP

"A practical model to assess and continuously improve the maturity of the organization's quality culture"

**MORE INFORMATION**

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## MEET THE LEADER

### **Safwa Al Mousa**

*Founder of Pharada*

- 30 years of diversified hands-on experience in pharmaceutical industry covering all areas with focus and in-depth experience in manufacturing, regulatory and quality management
- A prominent Trainer and consultant of quality and regulatory related topics with many trainings and consultations provided worldwide



### **WHO WILL BENEFIT?**



CEOs & Senior Directors

Quality Managers

Managers and leaders across the organization

Everyone in the organization



# Introducing Cultural Excellence

Defining, Measuring, and Enabling

**Quality culture is not a random subjective activity, although culture reflects the organization's leadership beliefs, its sustainability is only granted by following a structured and well-defined methodology for development and promotion.**



**LEADERSHIP  
ROLE**



**MENTALITY**



**WALK THE  
TALK**



**QUALITY  
MEASURES &  
TARGETS**



**MANAGEMENT  
REVIEW**



**CULTURE  
ENABLERS**

In this workshop we will clarify the above concepts and discuss the 6 key dimensions that affect organizational culture and how to assess the maturity of each dimension and take proper action towards cultural excellence.



# 1 Culture Dimensions

In the first part of the workshop we will define organizational culture and its impact on patient's benefit.

We will also identify the six dimensions of culture and the importance of each dimension

# 2 Culture Assessment Criteria

During this session, we will understand how an organizational culture is assessed to identify areas of improvement, whether it's in top management or in site teams, and everything in between.

# 3 Culture Advancement Plan

At this final session of the workshop, we will address the culture enhancement plan and the practical steps to be done as well as the execution monitoring and assessment approach and tools.