MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

ADVANCED STRATEGY FOR DIRECTORS & SENIOR MANAGEMENT

""Leading with Strategic Foresight, Innovation and Executive Alignment to Drive Long-Term Value""

Schedule

Date	Venue	Fees (Face-to-Face)
19 – 23 Jan 2026	Kuala Lumpur, Malaysia	USD 3,495 per delegate
26 – 30 Jul 2026	Riyadh, KSA	USD 3,495 per delegate
03 – 07 Aug 2026	Dubai, UAE	USD 3,495 per delegate
22 – 26 Nov 2026	Doha, Qatar	USD 3,495 per delegate
07 – 11 Dec 2026	Dubai, UAE	USD 3,495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

At the highest levels of leadership, strategy is not just a plan—it is a mindset, a lens for decision-making, and the foundation for competitive advantage. This advanced program equips directors and senior leaders with the frameworks, tools, and real-world insights necessary to lead strategy formulation, execution, and renewal in complex, uncertain environments.

Through a mix of boardroom-level case studies, strategic foresight tools, and leadership simulations, this 5-day program challenges participants to think beyond quarterly metrics and short-term execution. It emphasizes strategic clarity, executive alignment, governance, and business model evolution—preparing senior leaders to drive long-term growth, resilience, and stakeholder value.

Objectives

By the end of this course, participants will be able to:

- Lead the strategic planning process with vision and clarity
- Analyze global trends and macroeconomic signals to shape long-term direction
- Evaluate strategic alternatives, business models, and market positioning
- Align board and executive leadership on strategic priorities
- Design governance, KPIs, and execution systems that accelerate implementation
- Embed agility, innovation, and scenario thinking into strategic decisions.

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Why Attend

- Refine your ability to lead enterprise-wide strategy formulation and execution
- Gain tools for making high-stakes strategic decisions in uncertain conditions
- Understand the strategic role of the board and C-suite in value creation
- Prepare for M&A, digital transformation, or portfolio realignment
- Learn from peer leaders, real-world cases, and interactive simulations

Target Audience

This program is designed for:

- Board members and non-executive directors
- CEOs, COOs, CFOs, and senior executives
- Corporate strategy and transformation leaders
- General managers and business unit heads
- Senior advisors and governance professionals

Individual Benefits

Key competencies that will be developed include:

- Strategic foresight and macro analysis
- Business model innovation and transformation
- Risk-based strategic planning
- Executive communication and alignment
- Strategy execution and performance tracking

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Strengthen strategy governance and long-term planning capability
- Align leadership on transformation goals and investment priorities
- Improve response to market volatility, disruption, and innovation cycles
- Accelerate execution through KPI integration and alignment
- Build competitive advantage through forward-thinking leadership

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Global case studies and board-level simulations
- Strategic analysis tools and business model canvases
- Scenario planning and foresight mapping
- Group strategy development exercises
- Executive feedback, peer coaching, and action planning

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Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Strategic Foresight and Competitive Positioning

- **Module 1: Global Trends and Strategic Insight (07:30 – 09:30)**
- Scanning geopolitical, technological, economic trends
- Identifying signals and drivers of change
- Turning foresight into strategy
- **Module 2: Strategic Thinking at the Executive Level (09:45 – 11:15)**
- Tools: SWOT, PESTEL, Porter\'s Five Forces, Blue Ocean
- Strategic narrative and long-term framing
- Mindsets of strategic leaders
- **Module 3: Market Positioning and Portfolio Strategy (11:30 – 01:00)**
- Industry structure and market evolution
- Balancing core, growth, and emerging portfolios
- Value curve analysis
- **Module 4: Workshop – Strategic Foresight Mapping (02:00 – 03:30)**
- Teams map strategic opportunity and risk drivers

Day 2: Business Models, Innovation & Transformation

- **Module 5: Business Model Innovation (07:30 – 09:30)**
- Business model canvas and value proposition design
- Disruption, digital models, and ecosystem thinking
- Rethinking customer and revenue models
- **Module 6: Strategy in the Digital Age (09:45 – 11:15)**
- Digital transformation and platform strategy
- Agility, scalability, and data-driven decisions
- Case: Traditional vs. digital-native strategy
- **Module 7: Transformation Leadership and Alignment (11:30 – 01:00)**
- Culture, mindset, and strategic resistance
- Aligning people, systems, and structures
- Role of strategic communication
- **Module 8: Simulation – Redesigning the Business Model (02:00 – 03:30)**
- Teams reimagine a traditional business for disruption readiness

Day 3: Strategic Execution and Performance Leadership

- **Module 9: Strategy Execution Systems (07:30 – 09:30)**
- Balanced Scorecard and OKRs
- Linking strategy to operations and budgets
- Cascading goals and initiatives
- **Module 10: KPIs, Metrics, and Strategic Monitoring (09:45 – 11:15)**
- Lagging vs. leading indicators
- Dashboards, reviews, and course correction
- Transparency and accountability
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Module 11: Risk Governance and Scenario Planning (11:30 – 01:00)

- Enterprise risk frameworks
- Building strategic agility and resilience
- Planning under uncertainty
- **Module 12: Case Exercise – Strategy Health Check (02:00 – 03:30)**
- Teams assess strategic plans using real-world diagnostics

Day 4: Board Engagement and Strategic Governance

- **Module 13: Strategy and the Role of the Board (07:30 – 09:30)**
- Fiduciary vs. strategic roles
- Setting direction vs. execution oversight
- Effective board–management dynamics
- **Module 14: Strategic Governance Best Practices (09:45 – 11:15)**
- Agenda setting and board information flow
- Committee roles (strategy, risk, transformation)
- Case study: Boardroom strategic alignment
- **Module 15: Ethical, ESG, and Stakeholder Strategy (11:30 – 01:00)**
- Purpose-driven and sustainable strategy
- Navigating shareholder vs. stakeholder expectations
- ESG strategy integration
- **Module 16: Board Simulation – Strategic Oversight Review (02:00 – 03:30)**
- Teams play board roles reviewing a transformation plan

Day 5: Integration, Application and Action Planning

- **Module 17: Strategic Alignment and Communication (07:30 – 09:30)**
- Leading cross-functional strategic initiatives
- Building commitment at all levels
- Executive storytelling and vision alignment
- **Module 18: Capstone Simulation – Strategic Decision Challenge (09:45 – 11:15)**
- Live challenge with complex trade-offs
- Teams recommend high-level strategic moves
- **Module 19: Action Planning and Execution Readiness (11:30 – 01:00)**
- 90-day strategic leadership plan
- Prioritizing decisions, initiatives, and alignment sessions
- **Module 20: Final Presentations and Wrap-Up (02:00 – 03:30)**
- Peer feedback and coaching
- Certificate distribution and final discussion

Certification

Participants will receive a **Certificate of Completion in Advanced Strategy for Directors & Senior Management**, recognizing their ability to lead corporate strategy with foresight, discipline, and transformational leadership.

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Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

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