MAWA EVENTS

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

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STRATEGIC MANAGEMENT & CORPORATE GOVERNANCE

""Aligning Strategy, Structure, and Stewardship for Sustainable Organizational Success""

Schedule

Date	Venue	Fees (Face-to-Face)
01 – 05 Feb	Cairo, Egypt	USD 3495 per delegate

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

Introduction

In today's dynamic global landscape, organizations must constantly evolve to maintain competitiveness and meet stakeholder expectations. Strategic management and corporate governance are essential pillars that drive organizational direction, integrity, and long-term success.

This intensive 5-day course equips business leaders, senior executives, and board professionals with the frameworks and tools to formulate robust strategies, ensure responsible governance, and align business execution with purpose and performance. Through a combination of global best practices, real-world case studies, and interactive workshops, participants will gain the ability to lead strategically, govern responsibly, and build resilient, high-performing organizations.

Objectives

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

- Develop and implement strategic plans aligned with business goals
- Understand key governance principles and regulatory expectations
- Build effective governance structures, policies, and board roles
- Drive ethical leadership, risk oversight, and stakeholder engagement
- Integrate ESG and corporate responsibility into strategic thinking
- Monitor performance, ensure compliance, and support long-term value creation

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Why Attend

- Bridge the gap between strategy formulation and governance execution
- Gain practical insights into building strategic agility and ethical accountability
- Prepare for senior leadership, board, or C-suite responsibilities
- Improve organizational alignment, reputation, and regulatory confidence
- Address governance challenges in diverse sectors and regions

Target Audience

This program is designed for:

- Board members and corporate directors
- CEOs, COOs, CFOs, and strategy officers
- Senior managers and executive leaders
- Company secretaries, legal advisors, and governance professionals
- Public sector and nonprofit leaders involved in strategic planning or oversight

Individual Benefits

Key competencies that will be developed include:

- Strategic planning and execution
- Corporate governance framework design
- Stakeholder communication and board alignment
- Ethical leadership and regulatory awareness
- ESG strategy integration and accountability

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger board governance and decision-making structures
- Greater alignment between vision, strategy, and performance
- Enhanced stakeholder trust, transparency, and compliance
- Long-term sustainability and resilience in uncertain environments
- A culture of ethical leadership and responsible stewardship

Instructional Methodology

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

- Strategy Briefings – Corporate strategy models, governance codes, and regulatory frameworks
- Case Studies – Governance failures, M&A governance, and global strategy execution
- Workshops – Strategy mapping, board structure design, policy drafting
- Tools – Strategic planning templates, board self-assessment frameworks, ESG scorecards
- Peer Exchange – Facilitated group discussions on current issues and challenges
- Governance Simulations – Mock board sessions and executive strategy reviews

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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: Foundations of Strategic Management and Governance

- **Module 1: Principles of Strategic Thinking and Execution (07:30 – 09:30)**
- Definitions of corporate and business strategy
- Hierarchy of strategic planning: vision, mission, objectives
- Strategy vs. operations: long-term focus and leadership role
- Characteristics of effective strategy execution
- **Module 2: Governance Structures and Roles (09:45 – 11:15)**
- Definition and importance of corporate governance
- Roles of shareholders, board of directors, and executive management
- Types of governance models (e.g., Anglo-American, Continental, Hybrid)
- Board composition, independence, and diversity
- **Module 3: Aligning Strategy with Vision, Mission, and Values (11:30 – 01:00)**
- Cascading strategic direction throughout the organization
- Developing purpose-driven strategic frameworks
- Integrating values into decision-making
- Strategic drift and realignment
- **Module 4: Workshop – Organizational Strategy Gap Analysis (02:00 – 03:30)**
- Participants assess their organization’s current strategic plan
- Identify areas of misalignment between vision and execution

Day 2: Strategy Formulation and Business Models

- **Module 5: Environmental Scanning and Competitive Positioning (07:30 – 09:30)**
- External environment assessment: macro and industry levels
- Market dynamics, regulatory changes, and digital disruptions
- Identifying opportunities and threats in a VUCA world
- **Module 6: Strategy Formulation Tools – SWOT, PESTLE, Porter’s Five Forces (09:45 – 11:15)**
- Step-by-step use of SWOT and TOWS matrix
- PESTLE for macro-environmental scanning
- Porter’s Five Forces for industry structure analysis
- **Module 7: Business Model Innovation and Strategic Agility (11:30 – 01:00)**
- Canvas model for visualizing business logic
- Adapting to new technologies and shifting consumer needs
- Agile thinking in strategic formulation and revision
- **Module 8: Case Study – Strategy Redesign in a Disrupted Market (02:00 – 03:30)**
- Participants review a case and redesign a new business strategy
- Teams present revised vision and value proposition

Day 3: Governance and Risk Oversight

- **Module 9: Corporate Governance Codes and Best Practices (07:30 – 09:30)**
- Key elements of governance codes (e.g., OECD, UK, GCC)
- Principles of transparency, accountability, fairness, responsibility
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Compliance frameworks and voluntary vs. regulatory governance

- **Module 10: Role of the Board, Committees, and Company Secretary (09:45 – 11:15)**
- Responsibilities of board and executive leadership
- Key board committees: audit, risk, nomination, remuneration
- Company secretary as governance facilitator
- **Module 11: Governance Failures and Lessons Learned (11:30 – 01:00)**
- High-profile governance failures and their root causes
- Internal control gaps, fraud cases, lack of oversight
- Lessons from Enron, Wirecard, and Theranos
- **Module 12: Governance Simulation – Crisis Response at the Board Level (02:00 – 03:30)**
- Participants engage in a crisis scenario simulation
- Board teams make decisions under pressure and scrutiny

Day 4: Ethics, ESG, and Performance Management

- **Module 13: Ethical Leadership and Integrity in Governance (07:30 – 09:30)**
- Creating an ethical culture and tone at the top
- Codes of conduct, whistleblower protection, conflict of interest
- Managing ethical dilemmas in leadership and governance
- **Module 14: ESG – Environmental, Social, and Governance Integration (09:45 – 11:15)**
- ESG framework and reporting obligations
- Green governance, social equity, and board oversight
- Aligning ESG with stakeholder value and long-term growth
- **Module 15: Strategic KPIs and Board Performance Oversight (11:30 – 01:00)**
- Linking performance metrics to strategy outcomes
- KPIs for board, executive, and organizational levels
- Monitoring, reporting, and data-based decision making
- **Module 16: Workshop – Building an ESG-Aligned Strategic Scorecard (02:00 – 03:30)**
- Participants develop scorecards that integrate strategic and ESG metrics
- Peer review and refinement session

Day 5: Implementation, Stakeholders & Final Simulation

- **Module 17: Strategy Execution and Change Management (07:30 – 09:30)**
- Barriers to execution: misalignment, silos, unclear accountability
- Strategic program and portfolio management
- Leading and communicating change effectively
- **Module 18: Stakeholder Engagement and Reporting (09:45 – 11:15)**
- Identifying internal and external stakeholders
- Communication channels, disclosure, and reporting standards
- Using integrated reports for transparency
- **Module 19: Board Evaluation and Governance Improvement (11:30 – 01:00)**
- Tools and frameworks for board self-evaluation
- Developing board improvement plans
- Continuous governance review and benchmarking
- **Module 20: Final Group Exercise – Strategic Governance Simulation (02:00 – 03:30)**
- Teams act as board members developing a strategic governance response

Focus on balancing performance, ethics, and stakeholder interests

Certification

Participants who complete the course will receive a **Certificate of Completion in Strategic Management & Corporate Governance** , recognizing their ability to align strategic thinking with governance excellence and lead with purpose, performance, and accountability.

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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