

STRATEGIC PLANNING: FRAMEWORK, PRINCIPLES, AND TOOLS

“Mastering Strategic Planning to Drive Business Growth and Achieve Organizational Goals”

Schedule

Date	Venue	Fees (Face-to-Face)
08 - 12 Feb 2026	Doha, Qatar	USD 3495 per delegate

Introduction

In today’s highly competitive business environment, developing and executing an effective strategic plan is crucial for achieving long-term growth and sustainability. Strategic planning is a systematic process that helps organizations align their goals with resources, assess the competitive landscape, and make informed decisions that drive success.

This 5-day course offers a comprehensive understanding of strategic planning principles and provides hands-on experience with key frameworks and tools. Participants will learn how to analyze the business environment, set actionable goals, and implement strategies that foster growth and innovation. The course will also cover critical aspects such as stakeholder analysis, performance measurement, and risk management, ensuring that participants can apply these tools in real-world business contexts.

Objectives

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

- Understand the key principles and frameworks of strategic planning
- Develop a strategic plan that aligns organizational goals with available resources
- Conduct environmental analysis using tools like SWOT and PESTEL
- Set SMART objectives and translate them into actionable strategies
- Monitor, evaluate, and adjust the strategic plan for continuous improvement
- Identify and mitigate risks to ensure strategic goals are achieved

Why Attend

- Gain a deep understanding of strategic planning frameworks and their application
- Learn how to create, implement, and evaluate an effective strategic plan
- Build skills to align organizational goals with available resources and market opportunities
- Understand how to adapt your strategy based on changing market conditions and internal performance
- Develop the ability to communicate strategic plans effectively to stakeholders

Target Audience

This program is designed for:

- Senior executives, business managers, and department heads
- Strategic planners, business analysts, and project managers
- Entrepreneurs and business owners looking to develop or refine their strategic plans
- Individuals involved in long-term planning, decision-making, and resource allocation
- Professionals looking to enhance their strategic thinking and leadership skills

Individual Benefits

Key competencies that will be developed include:

- Proficiency in strategic planning frameworks and tools
- Ability to assess market conditions, competition, and internal capabilities
- Skills to develop and execute strategies that align with business goals
- Confidence in managing and adjusting strategic plans based on business performance
- Enhanced leadership and decision-making capabilities in complex, dynamic environments

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- A more structured and effective approach to long-term strategic planning
- Improved alignment of resources, capabilities, and goals with business strategy
- Greater organizational agility through the ability to adapt strategies to market changes
- Enhanced decision-making and leadership at all levels of the organization
- Better risk management and resource allocation through informed strategic choices

Instructional Methodology

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

- Strategy Briefings - Core concepts of strategic planning, frameworks, and tools
- Case Studies - Real-life examples of successful strategic planning initiatives
- Workshops - Hands-on activities to create, evaluate, and adjust strategic plans
- Peer Exchange - Collaborative discussions on challenges and solutions in strategic planning
- Tools - Strategic planning templates, tools for market analysis, and performance metrics

MAWA EVENTS

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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: Introduction to Strategic Planning and Frameworks

- **Module 1: Overview of Strategic Planning** (07:30 – 09:30)
 - The importance of strategic planning in organizational success
 - The role of strategic planning in driving growth and sustainability
 - Key concepts: vision, mission, goals, objectives, and strategies
- **Module 2: Strategic Planning Frameworks** (09:45 – 11:15)
 - Overview of strategic planning frameworks: SWOT, PESTEL, Porter’s Five Forces, BCG Matrix
 - Using frameworks to assess the business environment
 - Identifying opportunities and threats in the marketplace
- **Module 3: Conducting Environmental Analysis** (11:30 – 01:00)
 - Analyzing the external environment: market trends, competition, and regulations
 - Understanding the internal environment: strengths, weaknesses, resources, and capabilities
 - Conducting a SWOT analysis and PESTEL analysis for comprehensive strategic planning
- **Module 4: Workshop – Environmental Analysis and SWOT Mapping** (02:00 – 03:30)
 - Participants conduct a SWOT and PESTEL analysis for a sample business
 - Group discussions on findings and identification of key strategic factors

Day 2: Setting Goals, Objectives, and Developing Strategies

- **Module 5: Setting SMART Objectives** (07:30 – 09:30)
 - The importance of setting clear, measurable, and achievable objectives
 - Developing SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals
 - Aligning objectives with long-term strategic vision
- **Module 6: Translating Objectives into Actionable Strategies** (09:45 – 11:15)
 - Developing strategic initiatives that support the achievement of objectives
 - Allocating resources and setting priorities for strategy implementation
 - The role of innovation in developing competitive strategies
- **Module 7: Risk Management and Contingency Planning** (11:30 – 01:00)
 - Identifying potential risks to the strategic plan
 - Developing contingency plans to manage uncertainties
 - Ensuring resilience through risk mitigation strategies
- **Module 8: Workshop – Developing SMART Objectives and Strategic Initiatives** (02:00 – 03:30)
 - Participants develop SMART objectives and corresponding strategies for a case study
 - Group presentations and feedback from the instructor

Day 3: Implementing and Executing Strategic Plans

- **Module 9: Strategy Execution and Alignment** (07:30 – 09:30)
 - Aligning resources, processes, and teams with strategic objectives
 - Creating detailed action plans and timelines for execution
 - The role of leadership in driving strategy execution
- **Module 10: Performance Measurement and KPIs** (09:45 – 11:15)
 - Setting Key Performance Indicators (KPIs) to track strategic progress
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Developing dashboards and reporting tools to monitor performance

- Adjusting strategies based on performance data and market changes
- **Module 11: Change Management in Strategic Execution (11:30 - 01:00)**
- Managing organizational change during strategy implementation
- Overcoming resistance and building commitment to the plan
- Leading teams through change to achieve strategic goals
- **Module 12: Workshop - Executing a Strategic Plan and Tracking KPIs (02:00 - 03:30)**
- Participants work through a scenario to develop an action plan and KPI system for strategy execution
- Group presentations and instructor feedback on execution strategies

Day 4: Strategy Communication and Alignment with Stakeholders

- **Module 13: Communicating the Strategy to Stakeholders (07:30 - 09:30)**
- Communicating the strategic plan to internal and external stakeholders
- Ensuring alignment between senior leadership, teams, and external partners
- Crafting clear, persuasive messages for different audiences
- **Module 14: Engaging Employees and Teams in Strategy (09:45 - 11:15)**
- Aligning teams with the strategic vision
- Motivating employees through strategic clarity and purpose
- Ensuring alignment through regular updates and feedback loops
- **Module 15: External Stakeholder Engagement and Partnerships (11:30 - 01:00)**
- Building relationships with customers, suppliers, and business partners
- Aligning external stakeholders with the organization's strategic goals
- Managing partnerships to ensure mutual strategic success
- **Module 16: Workshop - Strategy Communication Plan (02:00 - 03:30)**
- Participants develop a strategy communication plan for internal and external stakeholders
- Group presentations and feedback from peers and instructors

Day 5: Strategic Review, Adjustments, and Future Planning

- **Module 17: Strategic Review and Continuous Improvement (07:30 - 09:30)**
- Regular strategic review processes and performance evaluations
- Identifying areas for improvement and making adjustments to strategies
- Continuously adapting the strategy to market changes and business developments
- **Module 18: Preparing for the Future: Long-Term Strategic Planning (09:45 - 11:15)**
- Developing long-term strategic plans based on emerging trends
- Preparing for future challenges: technology, globalization, and market disruption
- Ensuring organizational agility and sustainability through strategic foresight
- **Module 19: Final Review and Action Plan (11:30 - 01:00)**
- Recap of key concepts, frameworks, and tools
- Developing an actionable strategy implementation and improvement plan for your organization
- Discussion of next steps and continuing strategic learning
- **Module 20: Workshop - Final Strategic Plan and Presentation (02:00 - 03:30)**
- Participants finalize their strategic plans and present to the group for feedback
- Group discussion on real-world application of strategic planning techniques

Certification

Participants will receive a **Certificate of Completion in Strategic Planning: Framework, Principles, and Tools**, validating their proficiency in strategic planning and their ability to implement effective strategies to drive business growth.

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