MAWA EVENTS

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

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

MANAGING BUSINESS GROWTH STRATEGY

"Design and Execute Scalable Growth Strategies to Drive Long-Term Business Success"

Schedule

Date	Venue	Fees (Face-to-Face)
05 – 06 Feb 2026	Dubai, UAE	USD 1995 per delegate
05 – 06 Aug 2026	Doha, Qatar	USD 1995 per delegate

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

Introduction

Growth is not just about increasing revenue—it\'s about creating sustainable value, scaling operations strategically, and maintaining alignment between people, processes, and performance. Business leaders must understand how to identify and capitalize on growth opportunities while mitigating the risks of overstretching resources or losing core focus.

This 2-day course equips participants with the knowledge and tools to formulate and implement business growth strategies that are realistic, data-driven, and aligned with market needs. Through real-world case studies and interactive workshops, participants will explore the foundations of growth management, execution planning, and performance measurement.

Objectives

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

- Understand key drivers and barriers to business growth
- Design a strategic growth plan tailored to organizational goals and market dynamics
- Evaluate expansion models such as diversification, partnerships, and market entry
- Align growth strategies with operational, financial, and human capabilities
- Build performance dashboards and KPIs to track strategic execution
- Mitigate common risks associated with scaling businesses

MAWA EVENTS

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

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

Why Attend

- Learn how to balance strategic ambition with operational readiness
- Gain a structured framework to guide business scaling and expansion
- Discover new growth avenues through market analysis and innovation
- Align team capabilities, budgets, and infrastructure with growth plans
- Access planning templates and models to apply back in your organization

Target Audience

This program is designed for:

- Business owners and managing directors
- Strategy and business development leaders
- Operations and general managers
- Financial officers and planning professionals
- Entrepreneurs scaling startups and growing enterprises

Individual Benefits

Key competencies that will be developed include:

- Growth diagnostics and business model analysis
- Strategic decision-making under conditions of uncertainty
- Resource planning and financial forecasting for growth
- Leadership skills to align and motivate teams during expansion
- Use of tools such as SWOT, Ansoff Matrix, and growth gap analysis

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved strategic alignment between growth vision and operations
- Increased confidence in managing scale, change, and expansion risk
- Better investment prioritization based on market intelligence
- More effective cross-functional collaboration during growth phases
- Stronger financial and customer performance through disciplined strategy execution

Instructional Methodology

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

- Strategy Briefings – Growth models, strategic analysis, and market frameworks
- Case Studies – Real examples of successful and failed growth initiatives
- Workshops – Growth scenario planning, resource modeling, and strategy alignment
- Peer Exchange – Cross-industry sharing of best practices and pitfalls
- Tools – Strategic templates, dashboards, and execution roadmaps

MAWA EVENTS

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

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

Course Outline

DETAILED 2-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 Growth Planning

- Module 1: Understanding Growth Dynamics (07:30 – 09:30) • The difference between tactical growth and strategic scaling • Key drivers of business growth and signals of readiness • Growth constraints: internal and external
- Module 2: Growth Strategy Frameworks (09:45 – 11:15) • Organic vs. inorganic growth paths • Ansoff Matrix, BCG Growth-Share Matrix, SWOT, and Blue Ocean Strategy • Choosing the right strategy based on competitive position
- Module 3: Market Opportunity Assessment (11:30 – 01:00) • Market research and customer segmentation • Competitive analysis and unmet demand identification • Financial forecasting for new opportunities
- Module 4: Workshop – Strategic Growth Map (02:00 – 03:30) • Participants build a high-level growth strategy map for their business

Day 2: Execution, Risk, and Performance Management

- Module 1: Operational Alignment for Scaling (07:30 – 09:30) • People, systems, and process requirements for growth • Infrastructure scaling and cost modeling • Aligning culture with growth ambitions
- Module 2: Risk Management in Growth Execution (09:45 – 11:15) • Overextension, cash flow strain, team burnout, and culture misfit • Contingency planning and early warning indicators
- Module 3: Monitoring and Evaluating Growth Performance (11:30 – 01:00) • KPIs for growth: revenue, customer acquisition, productivity, margins • Dashboard design and strategy execution tools • Lessons from high-growth companies
- Module 4: Final Planning Exercise and Wrap-up (02:00 – 03:30) • Teams present their refined growth strategy and KPIs • Course reflection and Q&A

Certification

Participants will receive a Certificate of Completion in Managing Business Growth Strategy, recognizing their expertise in developing and implementing effective strategies for scalable and sustainable business growth.

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.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.