

## STRATEGIC ADVANTAGE FOR EXECUTIVE LEADERSHIP TEAMS

“Achieving Sustained Organizational Success through Strategic Vision, Execution, and Executive Alignment”

### Schedule

Date	Venue	Fees (Face-to-Face)
16 - 20 Mar 2026	Dubai, UAE	USD 3495 per delegate
23 - 27 Nov 2026	London, UK	USD 3495 per delegate

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

### Introduction

In the age of digital disruption, global competition, and stakeholder scrutiny, senior leadership teams must move beyond operational competence toward strategic mastery. Executive leaders play a pivotal role in aligning vision with execution, managing strategic risks, and driving innovation to create long-term competitive advantage.

This 5-day program is designed to challenge and empower executive teams to think strategically, act decisively, and lead collectively. Participants will engage in strategic planning simulations, alignment exercises, and leadership challenges that mirror the complexity of real-world executive decision-making. The course is ideal for top-tier leaders seeking to refresh their strategic thinking, clarify their corporate direction, and build a unified leadership agenda..

### Objectives

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

- Define and communicate a compelling strategic vision.
- Analyze internal and external environments using proven strategic frameworks.
- Strengthen executive team alignment and strategic consensus.
- Identify key drivers of competitive advantage and value creation.
- Lead strategic execution with agility, governance, and stakeholder engagement.
- Create a strategy roadmap with metrics, milestones, and change leadership components.

## Why Attend

- Refine your executive decision-making and boardroom communication.
- Strengthen cohesion within the leadership team to drive strategy forward.
- Address organizational challenges with real-time strategy tools.
- Improve governance, strategic risk assessment, and resource allocation.
- Gain a global perspective on leading business in volatile markets.

## Target Audience

### This program is designed for:

- Executive leadership teams (CXOs, VPs, Managing Directors)
- Strategy, transformation, and governance leaders
- Heads of Business Units and corporate directors
- Board members and senior advisors
- High-potential leaders preparing for C-suite roles

## Individual Benefits

### Key competencies that will be developed include:

- Strategic thinking and competitive positioning
- Executive alignment and high-stakes communication
- Change leadership and stakeholder influence
- Business model innovation and scenario planning
- Governance and enterprise value creation

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- Sharper enterprise-wide strategic direction
- Greater leadership cohesion and accountability
- Improved response to market shifts and disruption
- Enhanced capacity for innovation and sustainable advantage
- Stronger communication with boards, investors, and internal teams

## Instructional Methodology

- Strategic briefings and global case studies
- Scenario-based strategy labs and simulations
- Executive alignment and peer feedback exercises
- Templates for strategy maps, execution dashboards, and risk matrices
- Facilitated sessions with group coaching
- Role-play board meetings and cross-functional issue resolution

## 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 - Strategic Vision and Executive Alignment

- **Module 1: Executive Role in Strategy Leadership (07:30 - 09:30)**
  - Strategic vs. operational leadership
  - Leading from the top: mindset, influence, and outcomes
  - Cross-functional alignment and silo breakdown
- **Module 2: Crafting and Communicating a Shared Vision (09:45 - 11:15)**
  - Vision vs. mission: clarity and purpose
  - Vision alignment at the executive level
  - Strategic narrative and storytelling
- **Module 3: Frameworks for Strategic Analysis (11:30 - 01:00)**
  - SWOT, PESTLE, Porter's Five Forces
  - Using insights to shape long-term advantage
  - Internal vs. external alignment
- **Module 4: Executive Alignment Workshop - Strategy Consensus (02:00 - 03:30)**
  - Realignment simulation and strategy roundtable

#### Day 2 - Competitive Strategy and Business Models

- **Module 5: Strategic Positioning and Differentiation (07:30 - 09:30)**
  - What drives competitive advantage?
  - Cost leadership, differentiation, and niche strategy
  - Understanding your position in the value chain
- **Module 6: Innovation and Business Model Reinvention (09:45 - 11:15)**
  - Business model canvas and value proposition design
  - Disruptive innovation and ecosystem thinking
  - Strategic agility and reinvention cycles
- **Module 7: Scenario Planning and Strategic Foresight (11:30 - 01:00)**
  - Anticipating trends, volatility, and uncertainty
  - Scenario design and stress testing strategies
  - Early warning systems and strategy resilience
- **Module 8: Strategy Simulation - Building and Defending Market Position (02:00 - 03:30)**
  - Executive teams run market-entry simulations

#### Day 3 - Governance, Risk, and Strategic Execution

- **Module 9: Strategic Governance and Oversight (07:30 - 09:30)**
  - Executive responsibility vs. board oversight
  - Role of audit, risk, and compliance in strategy
  - KPIs, dashboards, and strategy reviews
- **Module 10: Enterprise Risk Management (09:45 - 11:15)**
  - Risk appetite and culture at the executive level
  - Risk heat maps and mitigation matrices
  - Linking risk to opportunity
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**Module 11: Turning Strategy into Execution (11:30 - 01:00)**

- From vision to roadmap: milestones and accountabilities
- Balanced scorecard and OKRs
- Resource allocation and initiative management

**Module 12: Workshop - Strategic Governance Scorecard (02:00 - 03:30)**

- Build governance and performance tracking framework

**Day 4 - Leading Change and Driving Culture****Module 13: Culture as a Strategic Asset (07:30 - 09:30)**

- Culture shaping vs. managing behavior
- Aligning leadership behaviors with strategic goals
- Diagnosing and shifting cultural roadblocks

**Module 14: Change Leadership and Executive Communication (09:45 - 11:15)**

- Kotter's 8-step model and resistance management
- Communicating at scale: influence without overreach
- Building resilience in leadership teams

**Module 15: Cross-Functional Leadership Challenges (11:30 - 01:00)**

- Leading across silos and business units
- Conflict management and executive collaboration
- Shared accountability for outcomes

**Module 16: Simulation - Crisis and Transformation Leadership (02:00 - 03:30)**

- Teams manage an unexpected disruption scenario with stakeholder pressure

**Day 5 - Strategy Lab and Final Presentations****Module 17: Executive Strategy Lab - Capstone Planning (07:30 - 09:30)**

- Teams finalize strategic initiative for presentation
- Apply frameworks, foresight, and alignment principles

**Module 18: Stakeholder Management and Influence (09:45 - 11:15)**

- Mapping stakeholder power and influence
- Engagement strategies and stakeholder dashboards

**Module 19: Final Presentations - Executive Strategy Roadmap (11:30 - 01:00)**

- Each group presents a strategic transformation plan
- Feedback from facilitator and peers

**Module 20: Wrap-Up, Personal Commitments & Certification (02:00 - 03:30)**

- Executive reflection and next-step planning
- Closing discussion and certificate distribution

**Certification**

Participants who complete the program will receive a **Certificate of Completion in Strategic Advantage for Executive Leadership Teams**, validating their strategic leadership capabilities, alignment expertise, and governance insight at the enterprise level.

## 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.

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