

# EXECUTIVE STRATEGIC PLANNING & CORPORATE PERFORMANCE MANAGEMENT

*"Building a High-Impact HR Foundation through Practical Tools and Core Competencies"*

## Schedule

Date	Venue	Fees (Face-to-Face)
15 - 19 Feb 2026	Abu Dhabi, UAE	USD 3,495 per delegate
01 - 05 Mar 2026	Doha, Qatar	USD 3,495 per delegate
09 - 13 Mar 2026	Dubai, UAE	USD 3,495 per delegate
07 - 11 Jun 2026	Doha, Qatar	USD 3,495 per delegate
12 - 16 Jul 2026	Riyadh, KSA	USD 3,495 per delegate
04 - 08 Oct 2026	Manama, Bahrain	USD 3,495 per delegate
06 - 10 Dec 2026	Riyadh, KSA	USD 3,495 per delegate

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

## Introduction

In today's fast-paced and competitive business environment, executive leaders must develop and execute strategy with clarity, discipline, and alignment. Strategic planning is no longer a periodic exercise but a continuous, agile process that must respond to both internal priorities and external change.

This intensive 5-day training equips participants with the tools, models, and practical frameworks needed to lead the strategic planning process, cascade strategy into performance objectives, and oversee strategy execution through KPIs, dashboards, and cross-functional alignment.

## Objectives

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

- Build a strategic plan using established frameworks (SWOT, PESTLE, Porter's, etc.)
- Align business functions and units around strategic goals
- Design performance management systems using KPIs, OKRs, and Balanced Scorecards
- Lead strategic review and performance improvement discussions
- Integrate planning, monitoring, and reporting for better execution
- Facilitate cross-departmental ownership and accountability

## Why Attend

- Gain a complete toolkit for strategy formulation and execution
- Improve strategic decision-making and cross-functional collaboration
- Learn to set and manage key performance indicators across the enterprise
- Equip yourself to lead boardroom strategy sessions and planning workshops
- Bridge the gap between planning and real-time performance tracking

## Target Audience

### This program is designed for:

- C-Suite Executives and Senior Managers
- Strategic Planning and Policy Officers
- Department Heads and Directors
- Strategy Consultants and Business Analysts
- PMO, Transformation, or Performance Specialists

## Individual Benefits

### Key competencies that will be developed include:

- Strategic planning, goal setting, and alignment
- KPI and scorecard development
- Risk analysis and foresight techniques
- Leadership in cross-functional initiatives
- Communication of performance and results to stakeholders

## Organizational Benefits

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

- Stronger organizational alignment around vision and strategy
- Better resource allocation and prioritization
- Improved measurement and accountability systems
- Enhanced board reporting and strategic governance
- Sustainable value creation and performance improvement

## Instructional Methodology

- Strategy Briefings - Best-practice frameworks and models
- Hands-On Exercises - Strategy maps, SWOTs, KPIs, and scorecards
- Case Studies - Success and failure examples from real-world organizations
- Workshops - Developing vision statements, performance dashboards, and action plans
- Peer Exchange - Strategy presentations and discussion-based feedback
- Tools - Strategic planning templates, KPI trees, execution tracking logs

## 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 Thinking and Environmental Scanning

##### • Module 1: Role of Executives in Strategic Planning

- Strategic vs. operational focus
- Linking mission, vision, and objectives
- Stakeholder alignment and board-level engagement

##### • Module 2: Tools for Environmental Analysis

- SWOT, PESTLE, Porter's Five Forces
- Industry, competitor, and market analysis
- Internal capability assessment

##### • Module 3: Strategic Issue Identification

- Gap analysis
- Prioritizing strategic challenges
- Framing high-impact strategic questions

#### Day 2 - Strategy Development and Alignment

##### • Module 4: Formulating Strategic Goals and Objectives

- Defining strategic priorities
- Cascading goals into departments
- Balancing growth, risk, and innovation

##### • Module 5: Strategy Mapping and Balanced Scorecard (BSC)

- Cause-effect relationships
- Defining perspectives: financial, customer, internal, learning
- Strategy map creation

##### • Module 6: Workshop - Build Your Strategy Map

- Hands-on creation of a strategy map
- Peer review and refinement

#### Day 3 - Performance Measurement and Execution Planning

##### • Module 7: Key Performance Indicators (KPIs) and OKRs

- KPI vs. OKR - when and how to use each
- Defining SMART and aligned measures
- Avoiding common KPI design pitfalls

##### • Module 8: Cascading Performance Measures

- Departmental and team-level scorecards
- Integrating KPIs into business reviews
- Linking performance to accountability

##### • Module 9: Workshop - Scorecard and Dashboard Design

- Teams create and present scorecards for sample strategic objectives

#### Day 4 - Governance, Review, and Strategic Execution

##### • Module 10: Strategic Governance and Review Mechanisms

- Monthly/quarterly strategic review cycles
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Strategy review meeting formats and leadership engagement

- Action tracking and correction protocols
- **Module 11: Linking Budgets, Risk, and Strategic Projects**
- Strategy-aligned budgeting
- Linking capital planning to strategic priorities
- Managing strategy execution risk
- **Module 12: Case Study - Turning Around Strategy Implementation**
- Analyzing a failed strategy execution case
- Group discussion and recovery plan development

#### Day 5 - Strategic Leadership and Continuous Improvement

- **Module 13: Building a Strategic Culture**
- Strategic thinking in middle management
- Communication of goals and results
- Recognition and accountability structures
- **Module 14: Innovation, Agility, and Foresight**
- Adaptive strategy and digital trends
- Future-proofing the strategy process
- Foresight and scenario planning
- **Module 15: Final Workshop - Executive Strategy Review Simulation**
- Each team presents its full strategy + performance framework
- Feedback from facilitator and peers
- Wrap-up and action planning

#### Certification

Participants who complete the course will receive a **Certificate of Completion in executive Strategic Planning & Corporate Performance Management**, validating their capability to lead strategic planning and performance monitoring functions at an executive 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.

#### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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