

SUSTAINABLE BUSINESS STRATEGY

“Integrating Purpose, Profit, and Planet for Long-Term Competitive Advantage”

Schedule

Date	Venue	Fees (Face-to-Face)
04 - 05 Mar 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate

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

Introduction

The shift towards sustainability is no longer a choice—it's a business imperative. Stakeholders, investors, regulators, and customers are increasingly expecting companies to deliver long-term value not only economically, but also socially and environmentally. This course helps leaders and strategists understand how to integrate sustainability into the core of business strategy to drive innovation, growth, and reputation.

Participants will explore tools and frameworks to embed ESG (Environmental, Social, Governance) principles, assess sustainability risks and opportunities, and align their business with the global agenda for responsible growth.

Objectives

- By the end of this course, participants will be able to:
- Define what sustainable strategy means in a business context
 - Align sustainability with business objectives and stakeholder expectations
 - Identify key ESG drivers relevant to their sector
 - Use tools to assess sustainability performance and reporting standards
 - Drive innovation and competitive advantage through sustainable thinking

Why Attend

- Understand the latest renovation methods and materials
- Learn from real case studies in structural repair and retrofitting
- Minimize risks and prolong building life spans
- Improve building compliance with updated codes and safety standards
- Gain tools and templates for structural assessment and renovation planning

Target Audience

This course is ideal for:

- Strategy and Business Development Managers
- Sustainability and ESG Officers
- Corporate Affairs and Compliance Professionals
- Senior Executives and Board Members
- Project Managers seeking alignment with global standards

Individual Benefits

Key competencies that will be developed include:

- Systems thinking and strategic foresight
- Stakeholder mapping and engagement
- ESG performance measurement and communication
- Integration of sustainability into business models
- Leadership in responsible transformation

Organizational Benefits

Upon completion, participants will contribute to:

- Stronger brand reputation and stakeholder trust
- Improved risk management and regulatory alignment
- Innovation through sustainable product and service models
- Enhanced investor appeal and access to green capital
- Contribution to global sustainable development goals (SDGs)

Instructional Methodology

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

- Strategy Briefings – Analysis of structural issues and renovation principles
- Case Studies – Examples of local and international renovation projects
- Workshops – Hands-on planning and diagnosis of renovation needs
- Peer Exchange – Group sharing of challenges in real building projects
- Tools – Checklists for condition assessment, repair methods, and budgeting

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: Condition Assessment and Planning for Renovation

- Module 1: Understanding Structural Deterioration and Damage (07:30 – 09:30)
 - Causes of damage: aging, environmental, seismic, load changes
 - Visual and instrument-based condition assessment
- Module 2: Structural Inspection and Diagnosis (09:45 – 11:15)
 - Non-destructive testing techniques
 - Identifying signs of stress, fatigue, corrosion, and foundation problems
- Module 3: Codes, Compliance, and Planning (11:30 – 01:00)
 - International and local building codes for renovation
 - Legal, safety, and performance considerations
- Module 4: Workshop – Building Condition Report (02:00 – 03:30)
 - Participants evaluate sample building data using checklist tools

Day 2: Strengthening Techniques and Project Management

- Module 1: Retrofitting and Strengthening Methods (07:30 – 09:30)
 - Concrete jacketing, FRP, steel bracing, base isolation
 - Seismic and fire resistance upgrading
- Module 2: Selecting Repair Materials and Technologies (09:45 – 11:15)
 - Advanced materials: fiber-reinforced polymers, carbon wrap, self-healing concrete
 - Application methods and performance
- Module 3: Project Planning and Cost Control (11:30 – 01:00)
 - Phasing, contractor selection, and budgeting
 - Safety and stakeholder communication
- Module 4: Case Study – Successful Renovation Projects (02:00 – 03:30)
 - Lessons learned from actual structural renovation projects

Certification

Upon successful completion of the Sustainable Business Strategy course, participants will receive a Certificate of Completion confirming their ability to lead and implement strategies that balance economic goals with environmental and social impact.

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