

COMPETITIVE & STRATEGIC LEADERSHIP

““Driving Sustainable Advantage Through Vision, Strategy, and High-Impact Leadership””

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

In today’s volatile and competitive environment, leaders must do more than manage—they must chart the course, build advantage, and lead with foresight. Strategic leadership is the ability to shape vision, make bold decisions, and create value through innovation and alignment. Competitive leadership adds the layer of outperforming rivals through positioning, differentiation, and agility.

This 2-day advanced program equips leaders with the strategic mindset, competitive tools, and people-leadership capabilities needed to succeed in high-stakes, fast-moving contexts. The course blends strategy, innovation, and influence—giving participants practical frameworks to lead with confidence and deliver measurable results.

Objectives

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

- Understand the dynamics of competitive advantage in modern markets
- Develop strategic thinking and long-term planning capabilities
- Lead with clarity in complex, uncertain business environments
- Influence stakeholders and align teams with strategic objectives
- Build a resilient leadership style that drives innovation and performance

Why Attend

- Enhance your strategic and competitive positioning as a leader
- Learn how to develop and execute business strategies effectively
- Improve your ability to manage ambiguity and lead change
- Use influence and communication to drive cross-functional alignment
- Learn practical strategy tools used by successful executives and consultants

Target Audience

This program is designed for:

- Senior and mid-level leaders responsible for strategic planning or execution
- Business unit managers and corporate decision-makers
- Leaders in transformation, innovation, or growth functions
- High-potential professionals preparing for executive roles

Individual Benefits

Key competencies that will be developed include:

- Strategic foresight and vision setting
- Market analysis and competitive positioning
- Leadership agility and problem solving
- Stakeholder alignment and strategic communication
- Change leadership and risk navigation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger alignment between strategy and execution
- Competitive differentiation in crowded or volatile markets
- Increased ability to lead transformational change
- More informed and future-ready decision-making
- Improved team commitment and strategic follow-through

Instructional Methodology

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

- **Strategy Briefings** – Competitive advantage, strategic leadership models, and market dynamics
- **Case Studies** – Global and regional examples of successful strategic leadership
- **Workshops** – Business strategy mapping, competitor analysis, and stakeholder planning
- **Peer Exchange** – Cross-industry dialogue and experiential exercises
- **Tools** – Strategic canvases, influence frameworks, and competitive scorecards

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: Strategy Thinking and Competitive Positioning

Module 1: The Essence of Strategic Leadership (07:30 - 09:30)

- Defining strategy vs tactics
- Vision-setting and long-term thinking
- Leadership characteristics that enable competitive edge

Module 2: Competitive Analysis and Strategic Tools (09:45 - 11:15)

- SWOT, Porter's Five Forces, and value chain analysis
- Identifying your competitive positioning
- Disruption mapping and anticipating threats

Module 3: Driving Strategic Alignment (11:30 - 01:00)

- Aligning people, processes, and priorities
- Strategy communication for buy-in and execution
- Creating ownership at every level

Module 4: Workshop - Competitive Advantage Canvas (02:00 - 03:30)

- Group exercise using a real or simulated company case

Day 2: Leading Change and Delivering Results

Module 5: Strategic Decision-Making Under Uncertainty (07:30 - 09:30)

- Tools for decision-making in ambiguity
- Balancing innovation with risk management
- Scenario planning for resilience

Module 6: Influencing Without Authority (09:45 - 11:15)

- Stakeholder mapping and influence strategies
- Communicating across functions and silos
- Leading through trust, not control

Module 7: Building Agility and Innovation in Teams (11:30 - 01:00)

- Enabling innovation and calculated risk-taking
- Agility in leadership and team dynamics
- Learning cycles and iteration for growth

Module 8: Simulation - Strategy in Action (02:00 - 03:30)

- Final challenge: develop and present a strategic initiative
- Group feedback and action planning

Certification

Participants will receive a **Certificate of Completion in Competitive & Strategic Leadership**, affirming their ability to lead strategically, drive competitive advantage, and influence outcomes at the organizational level.

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