

PRACTICAL BUSINESS PLANNING WORKSHOP

“Translating Strategy into Clear, Actionable, and Measurable Business Plans”

Schedule

Date	Venue	Fees (Face-to-Face)
04 - 06 Mar 2026	Kuala Lumpur, Malaysia	USD 2495 per delegate
17 - 19 Aug 2026	Dubai, UAE	USD 2495 per delegate

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

Introduction

Business planning is the bridge between ambition and execution. Whether for a startup, a growing department, or an entire enterprise, effective planning turns ideas into goals, and goals into results. Yet many business plans fail due to vague targets, poor alignment, or lack of ownership.

This 3-day hands-on workshop equips professionals with a practical framework to design, develop, and present strategic business plans that are realistic, measurable, and adaptable. Participants will walk through each step of the planning process—supported by tools, templates, and feedback—to build plans that drive performance and accountability.

Objectives

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

- Develop strategic, financial, and operational components of a business plan
- Translate vision and goals into clear, measurable objectives
- Use proven tools to forecast, budget, and manage risks
- Communicate plans with clarity and influence to stakeholders
- Monitor progress and adapt business plans as conditions change

Why Attend

- Create complete business plans with guidance and templates
- Learn how to align planning with budgeting, KPIs, and risk strategy
- Gain confidence presenting your plan to internal or external stakeholders
- Avoid the common pitfalls of planning that looks good but doesn't work
- Practice in a workshop environment with expert and peer feedback

Target Audience

This program is designed for:

- Department heads, managers, and planners
- Entrepreneurs and startup founders
- Strategy and business development professionals
- Financial analysts and controllers
- Anyone responsible for writing or reviewing business plans

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking and goal-setting
- Forecasting, budgeting, and business case building
- Stakeholder communication and plan presentation
- Risk analysis and mitigation
- Monitoring, adapting, and reviewing performance

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More coherent, actionable business plans aligned with strategy
- Improved integration of planning, finance, and performance management
- Greater stakeholder buy-in and transparency
- Increased confidence in launching new initiatives or products
- Better preparedness for risk and market shifts

Instructional Methodology

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

- Strategy Briefings - Planning models, logic frameworks, and risk tools
- Case Studies - Sample plans and real-world planning outcomes
- Workshops - Step-by-step planning and peer review sessions
- Peer Exchange - Group critique, problem solving, and idea sharing
- Tools - Business plan templates, KPI matrices, and risk checklists

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: Foundations of Effective Business Planning

- Module 1: Strategic Context and Vision (07:30 - 09:30) • Defining purpose, mission, and strategic alignment • Analyzing the internal and external environment • Linking strategy with planning
- Module 2: Building the Business Case (09:45 - 11:15) • Identifying value propositions and success factors • Customer and market analysis • Competitive advantage and positioning
- Module 3: Setting SMART Objectives (11:30 - 01:00) • Structuring goals for clarity and alignment • KPI design and success indicators • Linking objectives to organizational outcomes
- Module 4: Workshop - Drafting the Plan Framework (02:00 - 03:30) • Team breakout: sketching out the first plan draft

Day 2: Operationalizing and Budgeting the Plan

- Module 5: Financial Planning and Budgeting (07:30 - 09:30) • Forecasting revenues and costs • Capital requirements and ROI • Linking budgets to activities and goals
- Module 6: Risk Analysis and Mitigation (09:45 - 11:15) • Identifying and evaluating internal/external risks • Building a risk response plan • Scenario planning
- Module 7: Implementation Planning (11:30 - 01:00) • Workplans, roles, timelines, and resource allocation • Governance and decision checkpoints • Ensuring accountability
- Module 8: Workshop - Building the Operational Plan (02:00 - 03:30) • Team work: refining financials and workstreams

Day 3: Communicating and Reviewing the Business Plan

- Module 9: Communicating the Plan (07:30 - 09:30) • Writing clearly and persuasively • Structuring executive summaries and visual aids • Preparing for internal and external presentation
- Module 10: Monitoring and Adapting (09:45 - 11:15) • Establishing review cycles • Adjusting targets and activities • Learning from performance gaps
- Module 11: Simulation - Business Plan Presentation (11:30 - 01:00) • Final team presentations • Peer and facilitator feedback
- Module 12: Action Planning and Wrap-Up (02:00 - 03:30) • Personal implementation plan • Course debrief and final Q&A

Certification

Participants will receive a Certificate of Completion in Practical Business Planning, confirming their ability to build and implement structured, results-oriented business plans aligned with strategic goals.

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- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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- **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?

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