MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

STRATEGIC MANAGEMENT WORKSHOP

""Translating Vision into Action Through Strategy, Execution, and Performance Alignment""

Schedule

Date	Venue	Fees
03 – 05 Mar 2026	Online (Live Virtual)	USD 1000 per delegate
20 – 22 Apr 2026	Riyadh - KSA	USD 2495 per delegate

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

Introduction

Strategic management is the backbone of long-term organizational success. It involves defining direction, making purposeful choices, and ensuring the effective implementation of strategy across teams and functions. Yet many strategies fail—not because they're wrong, but because they aren't executed well.

This 3-day workshop provides a step-by-step, hands-on framework for strategic management—from vision development to execution tracking. Participants will explore practical tools for environmental scanning, setting strategic priorities, aligning KPIs, and leading change. Whether you\'re launching a new initiative or refining an existing plan, this course helps bridge the gap between strategy and results.

Objectives

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

- Develop a strategic plan using real-world analysis and tools
- Set organizational priorities, objectives, and success metrics
- Align resources, people, and budgets with strategic goals
- Monitor execution through performance dashboards and reviews
- Lead change and communicate strategy effectively across teams

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Why Attend

- Gain a practical, structured approach to strategic planning and execution
- Learn how to manage internal and external forces that impact strategic success
- Align departments and teams toward a common vision
- Increase adaptability in the face of change or uncertainty
- Build leadership confidence in driving strategic conversations and initiatives

Target Audience

This program is designed for:

- Executives, directors, and department heads
- Strategic planners and business development professionals
- Project leaders and transformation managers
- Financial controllers and performance analysts
- Entrepreneurs and decision-makers across sectors

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking and prioritization
- Vision setting and goal alignment
- Performance measurement and review
- Scenario planning and risk management
- Communication and influence in strategic leadership

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Clear and coherent strategy frameworks across functions
- Stronger linkage between strategy, operations, and KPIs
- Increased execution discipline and organizational alignment
- Greater readiness for change, competition, and innovation
- Improved stakeholder trust through transparent performance reporting

Instructional Methodology

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

- Strategy Briefings – Strategic frameworks, models, and best practices
- Case Studies – Real-world examples of strategy execution success and failure
- Workshops – Environmental scanning, goal-setting, and execution mapping
- Peer Exchange – Collaborative planning, critique, and scenario development
- Tools – Strategic plan templates, scorecards, and stakeholder maps

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Course Outline

Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 – 02:00

Day 1: Strategic Foundations and Analysis

- Module 1: Introduction to Strategic Management (07:30 – 09:30) • Purpose, principles, and pitfalls of strategy • Levels of strategy and planning cycles • Linking strategy to operations and leadership
- Module 2: Environmental Scanning and SWOT (09:45 – 11:15) • Internal and external environment analysis • PESTLE, SWOT, and competitive assessments • Identifying risks, gaps, and opportunities
- Module 3: Setting Strategic Direction (11:30 – 01:00) • Crafting vision, mission, and core values • Strategic goals vs operational objectives • Cascading objectives through departments
- Module 4: Workshop – Strategic Framework Design (02:00 – 03:30) • Teams create the framework for their organization or case study

Day 2: Planning and Alignment

- Module 5: Strategic Initiatives and KPIs (07:30 – 09:30) • Selecting initiatives to drive priorities • Designing KPIs and success metrics • Linking KPIs to Balanced Scorecard or OKRs
- Module 6: Resource Alignment and Budgeting (09:45 – 11:15) • Budgeting strategically • Allocating roles, timelines, and resources • Governance and accountability
- Module 7: Risk and Scenario Planning (11:30 – 01:00) • Anticipating and responding to uncertainty • Strategic risk analysis and mitigation • Planning for flexibility and resilience
- Module 8: Workshop – Execution Roadmap (02:00 – 03:30) • Drafting strategic actions, milestones, and owners

Day 3: Execution, Leadership, and Review

- Module 9: Monitoring and Execution Control (07:30 – 09:30) • Dashboards, reports, and performance reviews • Frequency and format of strategic reviews • Managing drift and staying on course
- Module 10: Leading Strategic Change (09:45 – 11:15) • Communicating strategy across the organization • Engaging teams and stakeholders • Leadership mindset and behaviors for strategy success
- Module 11: Strategy Presentation Simulation (11:30 – 01:00) • Group simulation: Presenting a strategic plan to leadership
- Module 12: Action Planning and Wrap-Up (02:00 – 03:30) • Final review and personal strategic commitments • Certification ceremony and Q&A

Certification

Participants will receive a Certificate of Completion in Strategic Management, confirming their ability to develop, align, and execute strategic plans that drive long-term organizational success.

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:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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