

STRATEGIC THINKING, ANALYSIS & BUSINESS PLANNING

““Developing Future-Focused Strategies Through Structured Thinking and Insightful Planning””

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

Strategic thinking is a critical leadership skill that helps organizations stay relevant, competitive, and future-ready. Yet without structured analysis and actionable planning, even the best strategies may fall short. This course brings together the three essential pillars of strategic excellence: clear thinking, intelligent analysis, and practical planning.

Over two intensive days, participants will learn how to think strategically, use analytical tools to assess their business environment, and convert insights into a focused, executable business plan. The course offers hands-on frameworks, scenario building, and planning templates that equip professionals with a robust strategy mindset.

Objectives

- By the end of this course, participants will be able to:
- Apply structured strategic thinking models in business decision-making
 - Conduct internal and external analysis using proven strategic tools
 - Translate insights into actionable strategic and business plans
 - Align departmental and team plans with long-term organizational goals
 - Communicate strategic priorities with clarity to key stakeholders

Why Attend

Build the mindset and habits of high-impact strategic thinkers

- Gain confidence using frameworks like SWOT, PESTLE, and Porter's Five Forces
- Learn how to shift from reactive to proactive planning
- Strengthen your ability to contribute to strategic discussions and direction
- Develop a practical, business-aligned plan with measurable outcomes

Target Audience

This program is designed for:

- Mid- to senior-level managers and department heads
- Business strategists and corporate planners
- Entrepreneurs, startup leaders, and business developers
- Project and operations managers contributing to strategic planning

Individual Benefits

Key competencies that will be developed include:

- Strategic foresight and planning
- Environmental scanning and market analysis
- Decision-making under uncertainty
- Business model alignment
- Communication of strategic intent

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Sharper strategic focus and alignment across teams
- Improved risk anticipation and opportunity identification
- Greater planning discipline linked to performance goals
- Faster and more confident decision-making at all levels
- Enhanced cross-functional strategic collaboration

Instructional Methodology

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

- Strategy Briefings – Strategic models, tools, and real-world business analysis
- Case Studies – Global and regional examples of strategic execution
- Workshops – Planning simulations, analytical exercises, and prioritization
- Peer Exchange – Sharing ideas and planning insights in groups
- Tools – Business model canvas, strategy maps, and planning templates

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 Thinking & Analysis

- Module 1: Foundations of Strategic Thinking (07:30 – 09:30) • Characteristics of strategic thinkers • From tactical to long-term thinking • Visioning and shaping the future
- Module 2: Environmental Scanning Tools (09:45 – 11:15) • Using PESTLE, SWOT, and Porter’s Five Forces • Identifying trends, threats, and innovation drivers • Understanding internal capabilities and competitive edge
- Module 3: Strategic Prioritization and Options (11:30 – 01:00) • Generating and evaluating strategic alternatives • Making trade-offs and setting direction • Linking analysis to planning
- Module 4: Workshop – Strategic Analysis Simulation (02:00 – 03:30) • Real-time application of tools on a selected case or scenario

Day 2: Business Planning & Execution

- Module 5: Strategic Planning Frameworks (07:30 – 09:30) • Components of a solid business plan • From mission to milestones • Bridging strategy and execution
- Module 6: Financials, KPIs, and Risk (09:45 – 11:15) • Setting measurable goals and success indicators • Budget alignment and ROI thinking • Identifying and managing strategic risks
- Module 7: Communicating and Leading Strategy (11:30 – 01:00) • Presenting strategic plans with clarity • Engaging and aligning teams • Creating ownership and accountability
- Module 8: Final Workshop – Strategic Plan Draft (02:00 – 03:30) • Team or individual plan development • Peer feedback and personal action planning

Certification

Participants will receive a Certificate of Completion in Strategic Thinking, Analysis & Business Planning, confirming their ability to think critically, plan strategically, and lead with clarity and foresight in a dynamic business environment.

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.

<div><div>In-House / Customized Training</div><div>Interested in running this course for your team?</div><div>Please contact us:</div></div>	<div>TEL:</div> <div>+601116373203</div>	<div>EMAIL:</div> <div>info@mawaevents.net</div>
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