

STRATEGY & STRATEGIC PLANNING

““Creating Purpose-Driven Strategies and Action Plans that Deliver Results””

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

A well-defined strategy and an actionable strategic plan are essential for organizations to thrive in competitive and uncertain environments. Without a clear direction, businesses risk resource misalignment, missed opportunities, and poor performance. This course bridges strategic intent with implementation discipline—helping participants develop purposeful, agile, and outcome-oriented strategies.

In this 2-day training, participants will explore the building blocks of effective strategy and how to convert strategic vision into execution-ready plans. From environmental scanning and goal-setting to KPIs and reviews, the course provides tools to align teams, budgets, and performance to long-term strategic success.

Objectives

- By the end of this course, participants will be able to:
- Understand the principles of strategy and strategic planning
 - Conduct situational and stakeholder analysis for informed decision-making
 - Set strategic goals, objectives, and key success metrics
 - Develop aligned, measurable, and actionable strategic plans
 - Establish monitoring systems to track and adapt strategy

Why Attend

- Gain clarity on how to build strategies that align with mission and vision
- Learn a practical planning process to engage stakeholders and manage resources
- Enhance your ability to lead planning workshops and cross-functional teams
- Improve agility and decision-making through structured strategic reviews
- Walk away with templates and tools to apply immediately in your organization

Target Audience

This program is designed for:

- Strategic planners and business unit leaders
- Mid- to senior-level managers responsible for annual or long-term planning
- Department heads and project leaders
- Financial planners and policy makers
- Entrepreneurs and professionals tasked with setting and executing strategy

Individual Benefits

Key competencies that will be developed include:

- Strategic analysis and priority setting
- Goal formulation and milestone planning
- Stakeholder engagement and communication
- Monitoring and adaptive leadership
- Integration of planning with budgeting and performance

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Better alignment between corporate goals and departmental plans
- Enhanced strategic clarity and execution discipline
- More effective use of resources toward key priorities
- Improved team engagement and accountability
- Stronger resilience in planning amidst change or disruption

Instructional Methodology

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

- Strategy Briefings – Core concepts and modern approaches to strategic planning
- Case Studies – Strategy formulation and implementation in action
- Workshops – Strategy canvas design, KPI mapping, and planning simulations
- Peer Exchange – Team-based planning discussions and diagnostics
- Tools – Strategic planning templates, alignment checklists, and review dashboards

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: Foundations of Strategy & Planning

- **Module 1: Understanding Strategy (07:30 - 09:30)** • What strategy is (and isn't) • Vision, mission, values, and strategy linkage • Strategy types and planning horizons
- **Module 2: Strategic Analysis (09:45 - 11:15)** • SWOT, PESTLE, and stakeholder analysis • Internal capability assessment • Identifying drivers of success and risk
- **Module 3: Goal Setting and Prioritization (11:30 - 01:00)** • From big-picture goals to SMART objectives • Setting priorities and sequencing initiatives • Aligning strategy with organizational capacity
- **Module 4: Workshop - Strategic Position Mapping (02:00 - 03:30)** • Case-based group exercise on positioning and priorities

Day 2: From Strategy to Execution

- **Module 5: Building a Strategic Plan (07:30 - 09:30)** • Components of an effective plan • Initiatives, responsibilities, and resource planning • Creating alignment with team and departmental plans
- **Module 6: KPIs and Performance Alignment (09:45 - 11:15)** • Defining measures of success • Linking objectives to operational KPIs • Balanced Scorecard and OKR frameworks
- **Module 7: Monitoring, Communication & Review (11:30 - 01:00)** • Strategic review cycles and reporting • Communicating strategy across the organization • Adaptive planning and course correction
- **Module 8: Final Planning Simulation (02:00 - 03:30)** • Participants develop and present a mini strategic plan • Peer feedback and closing insights

Certification

Participants will receive a Certificate of Completion in Strategy & Strategic Planning, confirming their ability to craft, communicate, and execute strategic plans that deliver meaningful, measurable outcomes.

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