MAWA EVENTS

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

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

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

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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

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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: 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.

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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