MAWA EVENTS

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

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

BUSINESS STRATEGY AND CHANGE

""Driving Organizational Growth and Transformation through Strategic Thinking and Change Management""

Schedule

Date	Venue	Fees (Face-to-Face)
13 – 17 Apr 2026	Barcelona, Spain	USD 3495 per delegate

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

Introduction

In today's fast-paced and dynamic business environment, organizations must continuously adapt and evolve to stay competitive. This 5-day course is designed for professionals who want to deepen their understanding of business strategy and develop the skills needed to drive organizational change. The course covers key aspects of strategic management, including competitive analysis, strategic planning, and change management processes. Participants will learn how to develop and implement business strategies that lead to sustainable growth and successfully manage change initiatives that align with organizational objectives.

Objectives

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

- Understand the principles and concepts of business strategy and strategic management
- Develop a strategic plan for an organization, including market analysis, positioning, and competitive advantage
- Apply change management theories and models to effectively lead and manage organizational transformation
- Utilize tools and techniques for implementing and monitoring strategic initiatives and change programs
- Align organizational structure, culture, and resources with the strategic goals and vision of the business

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Why Attend

- Gain a comprehensive understanding of how to formulate and implement business strategies
- Learn how to identify opportunities for strategic growth and competitive advantage
- Develop skills to lead change initiatives and overcome resistance to change
- Understand the dynamics of organizational culture and how it impacts strategy execution
- Enhance your ability to drive results through effective business strategy and change management

Target Audience

- Senior executives, business leaders, and managers involved in strategic decision-making
- Professionals in charge of leading or supporting organizational change
- Strategic planners and business consultants
- Managers from various functions looking to gain a deeper understanding of strategy development and implementation
- HR, operations, and marketing professionals working closely with strategic initiatives

Individual Benefits

Key competencies that will be developed include:

- Advanced knowledge of business strategy development and strategic management principles
- Skills in leading and managing organizational change initiatives
- Proficiency in tools and frameworks for competitive analysis and strategic planning
- Leadership abilities to guide teams through strategic transformations
- Understanding of how to align strategy with organizational culture and resources

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to develop and implement effective business strategies that lead to long-term growth
- A more agile organization capable of responding to change and shifting market conditions
- Enhanced alignment between strategic goals, organizational culture, and resource allocation
- Increased organizational performance by fostering a strategic mindset across all levels of the organization
- Improved change management processes that minimize resistance and ensure successful transformation

Instructional Methodology

- Lectures to introduce key concepts, theories, and frameworks in business strategy and change management
- Case studies to analyze real-world examples of successful and failed strategies and change initiatives
- Interactive discussions on the challenges and opportunities in business strategy and organizational change
- Group exercises to develop and present strategic plans and change initiatives
- Workshops to practice applying strategy development tools and change management techniques

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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: Understanding Business Strategy and Strategic Planning

- Module 1: Introduction to Business Strategy (07:30 – 09:30) • The role of strategy in achieving organizational success • Key principles of strategic management • The strategic planning process: from vision and mission to execution
- Module 2: Competitive Analysis and Market Positioning (09:45 – 11:15) • Analyzing the competitive landscape using tools like SWOT, PESTLE, and Porter's Five Forces • Understanding market positioning and identifying competitive advantage • Strategies for sustaining competitive advantage
- Module 3: Workshop – Developing a Strategic Plan (11:30 – 01:00) • Participants will develop a strategic plan for a sample organization using strategic analysis tools

Day 2: Leading Organizational Change

- Module 4: Change Management Theories and Models (07:30 – 09:30) • Overview of change management models: Lewin's Change Model, Kotter's 8-Step Process, and ADKAR • The psychology of change and overcoming resistance • The role of leadership in managing change
- Module 5: Implementing Change Initiatives (09:45 – 11:15) • Strategies for planning and executing change initiatives • Communicating change and engaging stakeholders • Measuring and evaluating change success
- Module 6: Workshop – Leading Change (11:30 – 01:00) • Hands-on exercise where participants will develop a change management plan for an organizational scenario

Day 3: Aligning Strategy with Organizational Culture

- Module 7: Organizational Culture and Strategy Alignment (07:30 – 09:30) • Understanding organizational culture and its impact on strategy execution • Aligning culture with strategy for improved performance • Changing organizational culture to support strategic initiatives
- Module 8: Resource Allocation and Strategy Execution (09:45 – 11:15) • The role of resource allocation in strategy execution • Aligning human resources, finances, and technology with strategic goals • Overcoming barriers to successful strategy implementation
- Module 9: Workshop – Aligning Strategy and Culture (11:30 – 01:00) • Participants will develop a plan to align culture and resources with an organization's strategy

Day 4: Tools and Techniques for Effective Strategy Execution

- Module 10: Strategic Tools for Execution (07:30 – 09:30) • Key performance indicators (KPIs) for measuring strategy execution • Balanced Scorecard: A tool for aligning business activities with strategy • Strategy mapping for visualizing and communicating strategic goals
- Module 11: Innovation and Strategic Agility (09:45 – 11:15) • The role of innovation in business strategy • Developing a culture of innovation and adaptability • Strategies for ensuring strategic agility in a dynamic environment
- Module 12: Workshop – Implementing KPIs and Strategy Maps (11:30 – 01:00) • Participants will create KPIs and strategy maps to track and execute a strategic plan

Day 5: Sustaining Strategic Success and Continuous Improvement

- Module 13: Sustaining Strategic Success (07:30 – 09:30) • Ensuring long-term success by continuously monitoring and adapting strategies • Risk management and contingency planning in strategy execution • Strategies for overcoming obstacles to strategic success
- Module 14: Continuous Improvement in Strategic Management (09:45 – 11:15) • The role of continuous improvement in business strategy • Lean thinking and Six Sigma for strategic optimization • Building a sustainable strategy-driven organization
- Module 15: Workshop – Developing a Continuous Improvement Plan (11:30 – 01:00) • Participants will design a continuous improvement strategy for an organization

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Certification

Upon successful completion of this course, participants will receive a Certificate of Completion in Business Strategy and Change, demonstrating their ability to lead and manage business strategy development and organizational change initiatives.

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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