

COMPETITIVE STRATEGIC MANAGEMENT & LEADERSHIP THINKING

"Empowering Leaders to Drive Organizational Success and Sustainable Growth"

Schedule

Date	Venue	Fees (Face-to-Face)
25 - 26 Jun 2026	Dubai, UAE	USD 1,995 per delegate
01 - 02 Jul 2026	Doha, Qatar	USD 1,995 per delegate
08 - 09 Jul 2026	Manama, Bahrain	USD 1,995 per delegate
19 - 20 Aug 2026	Muscat, Oman	USD 1,995 per delegate

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

Introduction

In today's fast-paced and competitive business environment, leaders must possess the strategic thinking and management skills necessary to stay ahead of the competition. This 2-day intensive course focuses on the application of competitive strategic management principles, helping leaders think critically about their organizational direction and implement effective strategies for growth and sustainability.

Participants will learn how to analyze market trends, identify competitive advantages, and develop leadership strategies that align with both short-term objectives and long-term goals. Through case studies and interactive discussions, this course will provide tools for leading organizations towards achieving a sustainable competitive edge.

Objectives

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

- Understand the principles and frameworks of strategic management
- Develop and implement strategies for competitive advantage
- Lead teams with a strategic mindset to achieve organizational goals
- Conduct a thorough analysis of market trends and industry competition
- Apply leadership thinking techniques to foster innovation and sustainability

Why Attend

- Gain insights into leading-edge strategic management practices
- Learn how to develop and execute strategies that ensure organizational success
- Enhance your ability to think strategically and drive results
- Equip yourself with the tools to analyze competition and market trends
- Become a more effective and visionary leader

Target Audience

This program is designed for:

- Senior managers and executives responsible for strategy formulation
- Aspiring leaders aiming to enhance their strategic thinking
- Department heads and division managers
- Entrepreneurs and business owners
- Consultants involved in strategic planning and management

Individual Benefits

Key competencies that will be developed include:

- Strategic thinking and decision-making skills
- Ability to lead and inspire teams with clear strategic goals
- Proficiency in analyzing market trends and competitor dynamics
- Enhanced leadership and communication abilities
- Capability to drive organizational change and innovation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved competitive strategies and market positioning
- Stronger leadership within teams and across departments
- Enhanced organizational performance through strategic alignment
- Increased ability to adapt to market changes and disruptions
- Stronger organizational resilience and long-term growth

Instructional Methodology

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

- Strategy Briefings - Introduction to key concepts and frameworks of strategic management
- Case Studies - Analysis of real-world examples of competitive strategies and leadership successes
- Workshops - Collaborative sessions to develop strategic plans for various scenarios
- Peer Exchange - Interactive group discussions to exchange ideas and solve complex challenges
- Tools - Strategic management templates, competitor analysis models, and leadership frameworks

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Strategic Management Foundations

- Module 1: Introduction to Competitive Strategic Management (07:30 – 09:30)
 - Understanding the concept of strategic management and its importance
 - Overview of strategic management frameworks (SWOT, PESTLE, Porter's Five Forces)
 - The role of leadership in competitive strategy
- Module 2: Analyzing Market Trends and Competitor Landscape (09:45 – 11:15)
 - Tools for analyzing industry trends and competitive landscapes
 - Identifying opportunities and threats in the external environment
 - Case study analysis of successful competitive strategies
- Module 3: Developing Strategic Leadership Thinking (11:30 – 01:00)
 - The link between leadership thinking and organizational strategy
 - Techniques to foster innovation and creativity in leadership
 - Leadership styles and their impact on strategic decision-making

Day 2: Strategic Planning and Execution

- Module 4: Building a Competitive Advantage (07:30 – 09:30)
 - Core competencies and sustainable competitive advantage
 - Differentiation and cost leadership strategies
 - Innovation and technology as competitive advantages
- Module 5: Strategic Decision-Making and Risk Management (09:45 – 11:15)
 - Decision-making models for leaders
 - Evaluating and managing risks associated with strategic plans
 - Tools for strategic forecasting and long-term planning
- Module 6: Leading Strategy Execution and Measuring Success (11:30 – 01:00)
 - Aligning organizational structure with strategic goals
 - Measuring performance: KPIs, Balanced Scorecard, and other tools
 - Leading through change and ensuring strategic alignment

Certification

Participants will receive a Certificate of Completion in Competitive Strategic Management & Leadership Thinking, validating their ability to develop and implement effective strategies while demonstrating leadership in achieving sustainable business growth and success.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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Interested in running this course for your team?

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