

## STRATEGIC ADVANTAGE FOR MANAGERS

“Equipping Mid-Level Leaders with Tools to Drive Strategic Growth, Agility, and Competitive Value”

### Schedule

Date	Venue	Fees (Face-to-Face)
04 - 08 May 2026	Dubai, UAE	USD 3495 per delegate

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

### Introduction

In today's complex and dynamic business environment, managers are expected to do more than oversee teams—they must contribute to strategic thinking, align operations with organizational goals, and deliver results that support long-term competitiveness. Achieving strategic advantage requires a combination of business acumen, systems thinking, leadership insight, and execution capability.

This 5-day course empowers mid-level managers with the mindset, tools, and frameworks to contribute meaningfully to strategy development and execution. Through interactive sessions, case studies, and practical workshops, participants will learn how to lead strategically, manage change, and sustain performance under pressure.

### Objectives

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

- Understand strategic thinking and how it applies at the managerial level
- Translate corporate strategy into operational objectives and plans
- Identify competitive drivers and business growth opportunities
- Apply tools such as SWOT, PESTLE, and Porter's Five Forces to strategic analysis
- Lead teams through change, innovation, and cross-functional collaboration

## Why Attend

- Strengthen your ability to contribute to strategic planning and performance management
- Develop critical thinking and big-picture awareness for leadership roles
- Learn to align resources and teams with strategic priorities
- Improve your agility in responding to market and organizational change
- Gain confidence to influence stakeholders and drive results

## Target Audience

This program is designed for:

- Mid-level and senior managers across all business functions
- Team leaders preparing for strategic leadership roles
- Functional managers involved in planning, performance, or transformation
- Project managers and change agents
- Professionals aiming to enhance strategic thinking and leadership

## Individual Benefits

Key competencies that will be developed include:

- Strategic analysis and scenario planning
- Execution and alignment of strategy within teams
- Influencing and decision-making at a strategic level
- Leadership in uncertainty and cross-functional thinking
- Performance tracking and strategic communication

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved strategic alignment across departments and projects
- More effective execution of corporate goals at the operational level
- Stronger internal leadership pipeline with strategic capabilities
- Enhanced organizational agility and competitive responsiveness
- Greater innovation and accountability in management teams

## Instructional Methodology

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

- Strategy Briefings - Frameworks for strategic thinking and business modeling
- Case Studies - Lessons from real-world strategic successes and failures
- Workshops - Business simulations, strategy formulation, and execution planning
- Peer Exchange - Cross-sector learning and feedback on strategic dilemmas
- Tools - Strategic analysis templates, action planning frameworks, scorecards

## 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 Strategic Thinking

- Module 1: Strategy for Managers - What It Means and Why It Matters (07:30 - 09:30) • Strategic vs operational thinking • How managers impact organizational strategy
- Module 2: Strategic Tools and Business Environment Analysis (09:45 - 11:15) • SWOT, PESTLE, and Porter's Five Forces • External trends and internal capability
- Module 3: Workshop - Business Environment Mapping (11:30 - 01:00) • Analyze external and internal strategic drivers

### Day 2: Translating Strategy into Action

- Module 4: Aligning Strategy with Operations (07:30 - 09:30) • Cascading goals and KPIs • Linking strategy to team targets
- Module 5: Execution Excellence and Accountability (09:45 - 11:15) • Prioritizing initiatives and allocating resources • Overcoming execution roadblocks
- Module 6: Workshop - Strategic Action Plan Development (11:30 - 01:00) • Create an action plan aligned with strategic goals

### Day 3: Leadership and Influence in Strategy Execution

- Module 7: Leading Change and Driving Alignment (07:30 - 09:30) • Communicating strategy and vision to teams • Navigating resistance and building engagement
- Module 8: Strategic Influence and Decision-Making (09:45 - 11:15) • Influencing stakeholders and making data-informed decisions • Leading cross-functional collaboration
- Module 9: Workshop - Strategic Communication Simulation (11:30 - 01:00) • Practice delivering strategic messages and influencing outcomes

### Day 4: Innovation, Agility, and Continuous Improvement

- Module 10: Fostering Innovation and Strategic Agility (07:30 - 09:30) • Encouraging innovation in strategic execution • Agile leadership in fast-changing environments
- Module 11: Tracking Strategic Performance (09:45 - 11:15) • KPIs, dashboards, and performance reviews • Adjusting strategy based on results and learning
- Module 12: Workshop - KPI Scorecard Design (11:30 - 01:00) • Develop scorecards for your strategic priorities

### Day 5: Application and Strategic Simulation

- Module 13: Business Strategy Simulation Exercise (07:30 - 09:30) • Real-time decision-making in a competitive simulation
- Module 14: Review of Key Learnings and Strategic Impact (09:45 - 11:15) • Reflection on strategic mindset and leadership growth
- Module 15: Final Workshop - Strategic Advantage Blueprint (11:30 - 01:00) • Build a personal strategic roadmap for your team or department

## Certification

Participants will receive a Certificate of Completion in Strategic Advantage for Managers, validating their ability to think, lead, and execute strategically in today's fast-evolving business landscape.

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