

# BUSINESS OPTIMIZATION IN THE AGE OF RAPID DISRUPTION - EXECUTIVE MASTERCLASS

*"Driving Strategic Agility, Performance Excellence, and Sustainable Growth in a Disruptive World"*

## Schedule

Date	Venue	Duration	Fees (Face-to-Face)
02 – 06 Nov 2026	London, UK	5 Days	USD 3,495 per delegate
15 – 18 Dec 2026	Dubai, UAE	4 Days	USD 2,995 per delegate

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

## Introduction

Organizations today operate in an era of unprecedented disruption driven by digital transformation, economic uncertainty, geopolitical shifts, and rapidly changing customer expectations. Traditional business models and optimization approaches are no longer sufficient to sustain competitive advantage.

This executive masterclass equips senior leaders with advanced strategies, frameworks, and tools to optimize business performance in volatile and fast-changing environments. The program focuses on strategic agility, operational excellence, innovation, and data-driven decision-making—enabling executives to redesign processes, optimize resources, and lead organizations confidently through continuous disruption.

## Objectives

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

- Understand the forces driving rapid business disruption
- Redesign business models for agility and resilience
- Optimize end-to-end processes for efficiency and value creation
- Apply data-driven and digital-enabled optimization strategies
- Align strategy, operations, and leadership for sustained performance
- Drive change, innovation, and continuous improvement
- Make informed executive decisions under uncertainty

## Why Attend

- Gain executive-level insights into business optimization and transformation
- Learn proven frameworks to thrive amid disruption and uncertainty
- Improve organizational agility, productivity, and profitability
- Strengthen strategic decision-making and leadership effectiveness
- Benchmark best practices from global organizations
- Enhance executive confidence in leading large-scale change

## Target Audience

This program is designed for:

- C-suite executives and senior leaders
- Business unit heads and directors
- Strategy, transformation, and performance leaders
- Operations, finance, and supply chain executives
- Senior managers preparing for executive roles
- Decision-makers responsible for organizational performance

## Individual Benefits

Key competencies that will be developed include:

- Executive-level strategic thinking and agility
- Advanced business optimization and transformation skills
- Stronger analytical and decision-making capabilities
- Enhanced leadership in times of disruption
- Improved ability to manage complexity and change
- Greater confidence in driving enterprise-wide performance

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved operational efficiency and cost optimization
- Enhanced organizational agility and responsiveness
- Better alignment between strategy and execution
- Increased innovation and value creation
- Stronger leadership capability across the organization
- Sustainable competitive advantage in disruptive markets

## Instructional Methodology

The executive masterclass follows a highly interactive, practical learning approach:

- Strategy Briefings – Executive insights on disruption, optimization, and strategic agility
- Case Studies – Global examples of successful business transformation and optimization
- Executive Workshops – Hands-on exercises in strategy redesign, process optimization, and decision-making
- Peer Exchange – High-level discussions on executive challenges and leadership lessons
- Tools – Executive frameworks, diagnostics, and optimization models

## Course Outline

Detailed Course Outline

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

Day 1: Business Disruption & Strategic Agility

- Understanding the drivers of rapid disruption
- Impact on business models and value chains
- Building strategic agility and resilience

Day 2: Business Optimization & Performance Excellence

- End-to-end process optimization
- Cost, productivity, and value optimization
- Leveraging digital and data analytics

Day 3: Innovation, Digital Enablement & Decision-Making

- Innovation-led optimization
- Data-driven executive decision-making
- Managing risk and uncertainty

Day 4: Leadership, Change & Execution Excellence

- Leading transformation and change
- Aligning people, culture, and performance
- Execution discipline and governance

Day 5 (5-Day Program Only): Sustainable Growth & Future Readiness

- Scaling optimization initiatives
- Measuring impact and performance
- Building future-ready, adaptive organizations

(Note: Day 5 applies only to the 5-Day London program)

## Certification

Participants will receive a Certificate of Completion in Business Optimization and Executive Leadership in the Age of Disruption, recognizing their advanced capability to lead strategic optimization initiatives, drive performance excellence, and manage organizational transformation in rapidly changing business environments.

## 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:

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