

## STRATEGIC PLANNING FOR BUSINESS LEADERS

“Empowering Leaders with the Skills to Drive Long-Term Organizational Success”

### Schedule

Date	Venue	Fees (Face-to-Face)
05 - 09 Apr 2026	Manama, Bahrain	USD 3495 per delegate

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

### Introduction

In today's fast-paced business environment, effective strategic planning is essential for guiding organizations toward long-term success. This 5-day course is designed for senior executives, business leaders, and decision-makers who want to enhance their ability to develop, implement, and evaluate strategic plans that drive organizational growth, innovation, and competitiveness.

The course focuses on providing practical tools and frameworks for creating and executing strategies that align with both short-term and long-term business goals. Through case studies, group discussions, and hands-on exercises, participants will gain insights into the most effective strategic planning methodologies and how to lead their organizations through periods of change and uncertainty.

### Objectives

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

- Develop and implement strategic plans that align with organizational goals and vision.
- Understand key strategic frameworks and tools used by successful organizations.
- Analyze internal and external factors affecting the business environment and organizational performance.
- Create a culture of innovation and agility that supports strategic decision-making.
- Lead strategic initiatives that enhance competitive advantage and organizational sustainability.
- Effectively measure and evaluate the success of strategic plans.

## Why Attend

- Gain a comprehensive understanding of strategic planning principles and practices.
- Learn to align organizational vision and goals with actionable strategies.
- Enhance your ability to anticipate and adapt to changes in the business environment.
- Master the tools and techniques used by successful business leaders to create and execute strategy.
- Develop the skills to manage and lead your team through strategic change.
- Strengthen your leadership capabilities and drive better business outcomes.

## Target Audience

This program is designed for:

- CEOs, business owners, and senior executives
- Strategic planners and decision-makers in any industry
- Department heads and managers responsible for driving business strategy
- Professionals who want to strengthen their strategic thinking and leadership skills
- Individuals preparing for senior leadership roles who need a solid understanding of strategic planning

## Individual Benefits

Key competencies that will be developed include:

- Advanced strategic thinking and decision-making skills.
- Expertise in developing, implementing, and managing strategic plans.
- Ability to anticipate market trends, risks, and opportunities.
- Enhanced leadership skills in guiding teams through strategic change.
- Proficiency in using strategic planning tools and frameworks to drive business performance.

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved ability to align organizational goals with long-term strategies.
- Enhanced decision-making capabilities in both stable and uncertain business environments.
- A culture of strategic thinking and innovation throughout the organization.
- More effective execution of strategic initiatives that lead to sustained growth and competitive advantage.
- Stronger leadership and improved alignment of team efforts with organizational priorities.

## Instructional Methodology

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

- Strategy Briefings – In-depth discussions on strategic planning principles, tools, and frameworks.
- Case Studies – Real-world examples of organizations that successfully executed strategic plans.
- Workshops – Hands-on exercises for creating and refining strategic plans based on organizational goals.
- Peer Exchange – Group discussions and collaborative learning on strategic challenges and solutions.
- Tools – Practical templates and tools to support strategic planning and execution in your organization.

## MAWA EVENTS

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

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

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## 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: Introduction to Strategic Planning

- Module 1: The Importance of Strategic Planning (07:30 – 09:30)
  - The role of strategic planning in organizational success
  - Key elements of effective strategic planning
  - The relationship between vision, mission, and strategy
- Module 2: Strategic Thinking and Analysis (09:45 – 11:15)
  - Understanding strategic thinking and its importance for business leaders
  - Tools for strategic analysis: SWOT, PESTLE, and Porter’s Five Forces
  - Analyzing internal and external factors that impact strategy
- Module 3: Defining Organizational Vision and Mission (11:30 – 01:00)
  - Aligning vision and mission with long-term goals
  - Creating clear, actionable, and measurable objectives
  - Developing a strategic roadmap for the organization

### Day 2: Developing Strategic Plans

- Module 1: Strategy Formulation and Development (07:30 – 09:30)
  - Identifying strategic options and selecting the right course of action
  - Setting short-term and long-term strategic goals
  - Developing strategic initiatives that align with organizational priorities
- Module 2: Resource Allocation and Prioritization (09:45 – 11:15)
  - Allocating resources to strategic initiatives
  - Prioritizing strategic goals based on impact and feasibility
  - Managing resource constraints and optimizing business performance
- Module 3: Building a Strategy Execution Framework (11:30 – 01:00)
  - The role of leadership in executing strategy
  - Developing key performance indicators (KPIs) to track strategic progress
  - Creating a culture of accountability and performance-driven results

### Day 3: Leading Strategic Change

- Module 1: Change Management and Organizational Agility (07:30 – 09:30)
  - The importance of agility in strategic planning
  - Managing resistance to change and driving transformation
  - Tools for leading organizational change and fostering innovation
- Module 2: Leading Teams Through Strategic Shifts (09:45 – 11:15)
  - Building leadership capabilities to navigate change
  - Communicating strategic shifts and engaging stakeholders
  - Empowering teams to contribute to strategic success
- Module 3: Strategic Communication and Influence (11:30 – 01:00)
  - Communicating the strategic vision to different stakeholders
  - Influencing team behaviors and aligning efforts with strategic goals
  - Developing persuasive communication strategies for leadership

### Day 4: Implementing and Monitoring Strategy

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**Module 1: Execution Strategies for Business Leaders (07:30 – 09:30)**

- Translating strategy into action plans
- Ensuring alignment between business units and strategic priorities
- Tracking and adjusting strategic initiatives based on performance
- Module 2: Measuring and Evaluating Strategic Performance (09:45 – 11:15)
- Establishing a system for tracking strategy implementation
- Using data analytics and KPIs to measure success
- Evaluating and adjusting strategy to ensure continuous improvement
- Module 3: Risk Management in Strategic Planning (11:30 – 01:00)
- Identifying and mitigating risks to strategic objectives
- Developing risk management frameworks to support strategy execution
- Ensuring business continuity through proactive planning

**Day 5: Final Review and Action Plan**

- Module 1: Strategic Leadership and Sustainable Growth (07:30 – 09:30)
- The role of leadership in sustaining long-term growth
- Balancing short-term results with long-term strategic vision
- Leading through crisis and adapting strategies for ongoing success
- Module 2: Developing a Personal Strategic Action Plan (09:45 – 11:15)
- Creating a personalized action plan to implement course learnings
- Defining key milestones for achieving strategic goals
- Aligning personal leadership goals with organizational strategy
- Module 3: Course Conclusion and Certification Review (11:30 – 01:00)
- Final Q&A session and recap of key strategic planning concepts
- Preparing for certification exam and final course review

**Certification**

Upon completing the training course, participants will receive a Certificate of Completion in Strategic Planning for Business Leaders, recognizing their ability to develop, implement, and lead strategic initiatives that drive organizational growth and success.

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Please contact us:

TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

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