MAWA EVENTS

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

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

ADVANCED STRATEGIC MANAGEMENT

"Master Strategic Thinking, Drive Organizational Excellence, and Achieve Sustainable Competitive Advantage."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's dynamic and competitive business environment, effective strategic management is critical to achieving organizational goals and sustaining growth. Advanced strategic management equips leaders with the skills to formulate, implement, and evaluate strategies that maximize performance, enhance competitiveness, and drive long-term success.

This course provides participants with practical tools, frameworks, and insights to navigate complex business challenges, align resources with strategic objectives, and make informed decisions. Through case studies, interactive exercises, and real-world applications, participants will develop the competencies required to lead strategically and deliver sustainable outcomes.

Objectives

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

- Understand the principles, frameworks, and processes of advanced strategic management.
- Analyze internal and external business environments to identify opportunities and threats.
- Formulate strategic plans aligned with organizational vision, mission, and goals.
- Implement strategies effectively across departments and teams.
- Monitor, evaluate, and adapt strategies to ensure performance excellence.
- Apply strategic leadership and decision-making skills in complex scenarios.
- Drive innovation, growth, and competitive advantage within organizations.
- Develop actionable strategic plans for real-world business challenges.

MAWA EVENTS

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

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

Why Attend

Organizations that excel strategically outperform competitors and achieve sustainable growth. This course empowers professionals to master strategic management techniques, enhance decision-making, and lead their organizations toward long-term success. Participants gain the skills and confidence to implement strategies that deliver measurable business outcomes.

Target Audience

This course is suitable for:

- Senior and Middle-Level Managers
- Executives and Business Leaders
- Strategy and Planning Professionals
- Project Managers seeking strategic insight
- Professionals aspiring to leadership and strategic decision-making roles

Individual Benefits

- Develop advanced strategic thinking and planning capabilities.
- Enhance leadership, problem-solving, and decision-making skills.
- Gain expertise in analyzing business environments and market trends.
- Increase professional value and career advancement opportunities.
- Acquire practical tools for implementing and monitoring strategic plans.
- Build confidence in driving organizational performance and competitive advantage.

Organizational Benefits

- Strengthen organizational strategic planning and execution capabilities.
- Align resources, teams, and operations with strategic objectives.
- Improve decision-making, risk management, and innovation.
- Enhance competitiveness, efficiency, and business performance.
- Build internal capacity for strategic leadership and sustainable growth.
- Foster a culture of accountability, strategic thinking, and continuous improvement.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on advanced strategic management principles and frameworks
- Case studies of successful strategies and business scenarios
- Group exercises and simulations to practice strategic analysis and planning
- Workshops focused on strategy formulation, implementation, and monitoring
- Assignments based on real-world strategic challenges
- Continuous feedback, coaching, and Q&A sessions

MAWA EVENTS

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

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

Course Outline

- Module 1: Introduction to Advanced Strategic Management – Principles, Importance, and Frameworks
- Module 2: Environmental Scanning – Internal Analysis (Resources, Capabilities) and External Analysis (Opportunities, Threats)
- Module 3: Strategy Formulation – Vision, Mission, Goals, and Strategic Options
- Module 4: Strategic Implementation – Aligning Resources, Processes, and Teams
- Module 5: Strategic Leadership and Decision-Making
- Module 6: Monitoring, Evaluation, and Strategic Control Systems
- Module 7: Risk Management, Change Management, and Adaptation
- Module 8: Innovation and Competitive Advantage Strategies
- Module 9: Performance Measurement and Continuous Improvement
- Module 10: Capstone Project – Developing and Presenting a Comprehensive Strategic Plan

Certification

Upon successful completion, participants will receive a Certificate in Advanced Strategic Management, recognizing their expertise in strategy formulation, implementation, and monitoring, and their ability to drive sustainable organizational success.

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**

Follow us: **Facebook** **Twitter** **YouTube** **LinkedIn** **Instagram**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.