MAWA EVENTS

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

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

VALUE ENGINEERING AND STRATEGIC MANAGEMENT

"Maximize Project Value and Drive Strategic Decision-Making in Construction"

Schedule

Date	Venue	Fees (Face-to-Face)
08 – 10 Sep 2026	Doha, Qatar	USD 2,495 per delegate

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

Introduction

In the competitive construction industry, delivering projects with optimal cost, quality, and functionality is crucial for organizational success. Value engineering and strategic management provide structured approaches to enhance project outcomes, optimize resource utilization, and ensure sustainable growth. This course equips participants with practical tools and frameworks to improve project performance, reduce costs, and align strategic objectives with execution plans.

Through interactive workshops, case studies, and real-world examples, participants will gain hands-on experience in evaluating construction projects, identifying opportunities for value improvement, and implementing strategies that maximize efficiency and impact. By the end of the program, attendees will be able to make informed strategic decisions and add tangible value to projects and organizational performance.

Objectives

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

- Understand the principles and methodology of value engineering in construction.
- Identify opportunities to optimize project cost, quality, and functionality.
- Apply strategic management techniques to construction project planning and execution.
- Develop frameworks for decision-making and resource allocation.
- Implement value improvement initiatives aligned with organizational objectives.

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Why Attend

- Learn how to maximize project value and optimize construction resources.
- Gain practical tools for strategic decision-making and risk mitigation.
- Improve project performance and reduce operational inefficiencies.
- Align construction projects with organizational strategy and long-term goals.
- Network with industry professionals and share best practices.

Target Audience

This program is designed for:

- Civil engineers, project managers, and construction supervisors
- Strategic planners and operations managers in construction companies
- Consultants and advisors in value engineering and project management
- Executives responsible for project delivery, cost control, and organizational strategy

Individual Benefits

Key competencies that will be developed include:

- Mastery of value engineering techniques and methodology.
- Strategic planning and decision-making skills for construction projects.
- Ability to identify cost-saving opportunities without compromising quality.
- Enhanced project evaluation and risk assessment capabilities.
- Skills to implement value improvement initiatives across projects.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Optimized project costs and improved return on investment.
- More efficient resource utilization and project execution.
- Enhanced alignment of projects with organizational strategic goals.
- Reduced project risks and improved delivery performance.
- Strengthened culture of value creation and continuous improvement.

Instructional Methodology

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

- Strategy Briefings – Explore principles of value engineering and strategic management
- Case Studies – Analyze real-world construction projects and value improvement initiatives
- Workshops – Hands-on exercises to evaluate projects, identify cost-saving opportunities, and plan strategies
- Peer Exchange – Group discussions on challenges and lessons learned in construction project management
- Tools – Templates for project evaluation, cost-benefit analysis, and strategic decision-making

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Course Outline

Detailed 3-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: Introduction to Value Engineering in Construction

Module 1: Fundamentals of Value Engineering (07:30 – 09:30)

- Introduction to value engineering principles and methodology
- Understanding functional analysis and value improvement opportunities
- Role of value engineering in project lifecycle

Module 2: Strategic Management in Construction (09:45 – 11:15)

- Concepts of strategic planning and project alignment
- Linking organizational goals with project objectives
- Decision-making frameworks for construction projects

Module 3: Project Evaluation Techniques (11:30 – 01:00)

- Tools for cost-benefit analysis and resource optimization
- Assessing project feasibility and value improvement potential

Module 4: Case Study and Interactive Workshop (02:00 – 03:30)

- Hands-on exercises to identify and implement value improvement strategies
- Group discussion and peer feedback

Day 2: Implementing Value Engineering and Strategic Management

- Module 1: Process Analysis and Optimization
- Module 2: Risk Management and Cost Control
- Module 3: Project Planning and Resource Allocation
- Module 4: Interactive Workshop: Strategic Decision-Making

Day 3: Sustaining Project Value and Organizational Impact

- Module 1: Integrating Value Engineering into Organizational Processes
- Module 2: Monitoring and Measuring Project Value Outcomes
- Module 3: Action Planning Workshop for Strategic Implementation
- Module 4: Peer Exchange and Lessons Learned

Certification

Participants will receive a Certificate of Completion in Value Engineering and Strategic Management, validating their expertise in applying value engineering principles, strategic planning, and project optimization techniques in construction projects.

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**

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