MAWA EVENTS

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

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

STRATEGIC PLANNING

"Learn to craft, implement, and monitor winning strategies that align with organizational goals."

Schedule

Date	Venue	Fees (Face-to-Face)
15 Jul 2026	Online	USD 450 per delegate

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

Introduction

This one-day course provides practical tools and insights for leaders and managers to develop clear, actionable strategic plans. Participants will explore frameworks, tools, and case studies to understand how to guide their organization toward long-term success.

Objectives

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

- Define the core components of a strategic plan
- Analyze internal and external business environments
- Set SMART objectives aligned with organizational goals
- Identify key initiatives and success metrics
- Develop actionable implementation roadmaps

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Why Attend

- Strengthen Strategic Thinking: Learn proven models and frameworks
- Align Teams: Ensure all departments work toward common goals
- Drive Better Decisions: Use data and analysis to guide priorities
- Enhance Leadership Impact: Equip yourself to lead strategic initiatives
- Boost Organizational Performance: Focus on what drives sustainable success

Target Audience

This program is designed for:

- Senior leaders and executives
- Department heads and managers
- Strategy and planning professionals
- Business development teams
- Anyone involved in shaping organizational direction

Individual Benefits

Key competencies that will be developed include:

- Strategic analysis and decision-making
- Goal setting and performance alignment
- Initiative prioritization and resource allocation
- Change management and communication
- Monitoring and evaluation of strategic outcomes

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Clear understanding of strategy formulation and execution
- Stronger alignment between strategy and operations
- Improved ability to manage change and uncertainty
- Greater accountability for delivering results
- Enhanced competitive positioning in the market

Instructional Methodology

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

- Case Studies – Analyze real-world strategic successes and failures
- Group Exercises – Build mock strategic plans
- Interactive Discussions – Share challenges and lessons learned
- Toolkits & Templates – Take-home resources for immediate application
- Action Planning – Develop steps to apply learnings in your role

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Course Outline

Training Hours: 9:00 AM – 4:30 PM (Online) **Breaks:** Morning break, lunch, afternoon break

- Introduction to strategic planning fundamentals
- Conducting SWOT, PESTEL, and stakeholder analyses
- Setting vision, mission, and strategic objectives
- Designing initiatives and key performance indicators (KPIs)
- Implementation strategies and monitoring progress
- Communicating the plan across the organization

Certification

Participants will receive a Certificate of Completion in Strategic Planning, recognizing their readiness to contribute to high-level organizational strategy.

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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