



STRATEGIC PLANNING FOR BUSINESS SUSTAINABILITY TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor

Course Title: Strategic Planning for Business Sustainability Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with a structured approach to developing strategic plans that support long-term business sustainability. It focuses on sustainable strategy formulation, environmental and market analysis, risk and opportunity identification, resource planning, stakeholder engagement, and developing long-term performance indicators. Participants will learn how to integrate sustainability elements into organisational planning to ensure competitiveness, resilience, and continuous value creation.

OBJECTIVE(S):

- Understand the principles of business sustainability and strategic planning.
- Analyse internal and external factors affecting long-term sustainability.
- Apply tools such as SWOT, PESTLE, risk mapping and scenario planning.
- Identify sustainability-driven opportunities for organisational growth.
- Develop strategic objectives, initiatives and KPIs aligned with sustainability.
- Strengthen leadership skills in implementing and monitoring sustainable strategies.
- Create an action-oriented strategic plan to support long-term organisational success.

TARGET GROUP(S):

- Managers & Executives
- Department Heads & Supervisors
- Strategy, Corporate Planning & Business Development Teams
- Sustainability, ESG & Risk Management Personnel
- High-potential employees involved in planning activities

ENTRY REQUIREMENT(S):

- Able to read, write, and communicate in Malay/English

TOPIC(S):

1. Introduction to Strategic Planning & Sustainability
2. Principles of Business Sustainability
3. Environmental Analysis (PESTLE, Market Trends)
4. Internal Assessment (Strengths, Capabilities & Gaps)
5. SWOT & Strategic Issue Identification
6. Sustainability Risk & Opportunity Mapping
7. Scenario Planning for Future Business Needs
8. Formulating Strategic Goals & Sustainability Objectives
9. Strategy Execution Frameworks
10. Monitoring Tools & Sustainability KPIs
11. Stakeholder Engagement & Communication
12. Strategic Sustainability Action Plan

LIST OF REFERENCE BOOK(S):

- “Strategy for Sustainability” – Adam Werbach
- HBR Sustainable Strategy Collection
- Business Sustainability Frameworks & Toolkits

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories

METHODOLOGY(S):

- Lecture
- Group discussions
- Case studies
- Strategic planning workshops
- Sustainability scenario exercises

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration & Introduction
9:00 am – 9:45 am	Topic 1: Strategic Planning & Sustainability Concepts
9:45 am – 10:30 am	Topic 2: Principles of Business Sustainability
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 11:30 am	Topic 3: Environmental Analysis – PESTLE
11:30 am – 12:30 pm	Topic 4: Internal Assessment & Capability Review
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Topic 5: SWOT & Identifying Strategic Issues
2:30 pm – 3:30 pm	Topic 6: Sustainability Risk & Opportunity Mapping
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Workshop 1: Strategic Issue Mapping & Analysis

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 9:45 am	Topic 7: Scenario Planning for Business Sustainability
9:45 am – 10:30 am	Topic 8: Formulating Strategic Goals & Objectives
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 11:30 am	Topic 9: Strategy Execution Frameworks
11:30 am – 12:30 pm	Topic 10: Sustainability KPIs & Monitoring Tools
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Topic 11: Stakeholder Engagement & Communication Strategy
2:30 pm – 3:30 pm	Topic 12: Strategic Implementation Planning
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Final Workshop: Strategic Sustainability Action Plan