



STRATEGIC THINKING FOR MANAGERS & EXECUTIVES 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 Thinking for Managers & Executives Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training equips managers and executives with the mindset, tools and approaches required to think and act strategically in a dynamic business environment. The programme covers strategic awareness, analytical skills, problem framing, scenario planning, decision making, business acumen, and the ability to align organisational goals with operational priorities. Participants will learn how to anticipate change, evaluate options, and formulate effective strategies that support sustainable business growth.

OBJECTIVE(S):

- Understand the fundamentals of strategic thinking and business foresight.
- Strengthen analytical and critical thinking for effective decision-making.
- Learn tools for market scanning, competitor analysis and opportunity identification.
- Align departmental initiatives with organisational strategy.
- Identify risks, evaluate options and prioritise strategic actions.
- Build the ability to think systemically and long-term.
- Develop strategic action plans for real workplace challenges.

TARGET GROUP(S):

- Managers & Executives
- Supervisors & Team Leaders
- Department Heads
- Strategy, Planning & Business Development personnel
- High-potential staff preparing for leadership roles

ENTRY REQUIREMENT(S):

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

TOPIC(S):

1. Introduction to Strategic Thinking
2. Characteristics & Mindset of Strategic Leaders
3. Understanding Business Environment & Market Forces
4. Environmental Scanning Tools (SWOT, PESTLE, 5 Forces)
5. Problem Framing & Strategic Issue Identification
6. Option Evaluation & Strategic Decision Making
7. Scenario Planning & Business Foresight
8. Aligning Strategy with Operations
9. Strategic Risk Assessment
10. Communicating Strategy & Influencing Stakeholders
11. Developing Strategic Plans & KPIs
12. Strategic Action Plan & Follow-Through

LIST OF REFERENCE BOOK(S):

- “Good Strategy Bad Strategy” – Richard Rumelt
- HBR Strategic Thinking Collection
- “Playing to Win” – Lafley & Martin
- SWOT, PESTLE & Scenario Planning Toolkits

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories

METHODOLOGY(S):

- Lecture
- Group discussions
- Case studies
- Strategic analysis workshops
- Scenario planning exercises

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration & Introduction
9:00 am – 9:45 am	Topic 1: Fundamentals of Strategic Thinking
9:45 am – 10:30 am	Topic 2: Mindset & Traits of Strategic Leaders
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 11:30 am	Topic 3: Understanding Business Environment
11:30 am – 12:30 pm	Topic 4: SWOT, PESTLE & Competitive Analysis
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Topic 5: Strategic Problem Framing
2:30 pm – 3:30 pm	Topic 6: Evaluating Options & Decision Making
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Workshop 1: Market & Scenario 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 & Business Foresight
9:45 am – 10:30 am	Topic 8: Strategy–Operations Alignment
10:30 am – 10:45 am	Morning Tea Break
10:45 am – 11:30 am	Topic 9: Strategic Risk Assessment
11:30 am – 12:30 pm	Topic 10: Communicating Strategy Effectively
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 2:30 pm	Topic 11: Developing Strategic Plans & KPIs
2:30 pm – 3:30 pm	Topic 12: Strategic Action Plan Workshop
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Final Workshop: Strategic Implementation Roadmap