



Internationally Certified Training Programs

Certified Strategy and Business Planning Professional (Physical)

Course Introduction

The business world is rapidly changing – creating short-span windows of opportunities and unexpected threats. To adapt and adjust to this dynamic environment, organizations seek planning tools that would allow them to build strategies that are both flexible and shock-absorbent. This course will help improve long-term organizational performance through the use of strategic planning tools. Participants will explore the framework that provides the foundation of a successful business strategy, focusing on the main components of a strategy and practicing the development of an efficient strategic plan. The course will also provide insights on the fundamental principles and methods for communicating strategy across the organization.

Target Audience

- Business owners and top management
- Middle management professionals
- Strategy Manager
- Business Development Manager
- Corporate Planning Manager
- Department Head / Director
- Operations Manager
- Project Manager
- Program Manager
- Business Analyst
- Management Consultant
- Entrepreneur / Business Owner
- Public Sector Manager
- Organizational Development Manager

Learning Objectives

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

- Comprehend the fundamentals of the strategic planning process
- Learn to coordinate teams in order to set up to design strategies
- Set clear strategic objectives, evaluate strategies and suggest adjustments
- Identify key areas of a business model.

Course Outline

- **01 Day One**

Key Concepts:

- Strategy planning defined
- Assumptions for strategy planning
- The process of strategy planning – an overview

Corporate Identity:

- Impact
- Mission
- Corporate values
- Capabilities

Choice of a competitive strategy:

- Low cost, low price
- Differentiation

- Customer relationship
- Network effect

Strategic Internal Environmental Scanning:

- Assessing existing processes
- Assessing existing resources
- Assessing existing procedures
- Competitive benchmarking

• 02 Day Two

Strategic External Environmental Scanning:

- PESTEL analysis
- Porter's 5 forces
- SWOT Analysis
- Scenario Planning

Case Study:

- Definition of corporate identity
- Internal environment scanning
- External environment scanning
- SWOT analysis
- Scenario planning

Vision & Choice of Growth Strategy:

- Defining the vision in the context of the chosen planning scenario
- Intensive growth › Internationalization strategies
- Integrative growth
- Diversification strategies

• 03 Day Three

SMART Objectives at Corporate Level:

- Long-term vs. strategic objectives
- SMART strategic objectives
- The strategy tree

Case Study:

- Vision
- Choice of a growth strategy
- The strategy tree

Planning at the Departmental Level:

- An overview of the planning process at the department level
- The algorithm of cascading the corporate strategy
- Planning “business as usual” vs. identifying new projects at the department level

Review and Q&A:

- Course review
- Q&A

Certification Exam

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 14, 2025	May 16, 2025	3 days	1900.00 \$	Malaysia - kuala lumpur

FROM	TO	DURATION	FEEs	LOCATION
July 2, 2025	July 4, 2025	3 days	1900.00 \$	Malaysia - kuala lumpur
Nov. 17, 2025	Nov. 19, 2025	3 days	1900.00 \$	Malaysia - kuala lumpur