



# STRATEGIC THINKING FOR MANAGERS

Transform from managing tasks to shaping strategy. This intensive program equips senior managers in Malaysian SMEs with the strategic thinking capabilities needed to become effective business partners and future leaders.

**1-Day Transformation Program  
for Senior Managers & Future  
Leaders**

**Duration**

Full Day  
9am - 5pm

**Format**

Interactive  
Workshop

**Class Size**

Max 25  
leaders

**Investment**

**CONTACT US**

## What You Will Master

### Strategic vs. Operational Thinking

- Shift from "doing" to "enabling"
- Apply strategic frameworks daily
- Break free from firefighting mentality
- Systems thinking & mental models

### Strategic Communication & Influence

- Present strategic recommendations effectively
- Participate confidently in leadership discussions
- Navigate Malaysian business culture
- Build strategic credibility

### Risk Assessment & Scenario Planning

- Identify & categorize strategic risks
- Develop contingency plans
- Build "if-then" playbooks
- Prepare for multiple future scenarios

### Innovation & Calculated Risk-Taking

- Evaluate opportunities systematically
- Apply lean startup principles
- Make reversible vs. irreversible decisions
- Build experimentation culture

### Competitive Analysis & Market Awareness

- Conduct systematic competitor analysis
- Apply Porter's Five Forces
- Build market intelligence systems
- Position strategically in ASEAN markets

### Business Model Understanding

- Map your organization's business model
- Identify value drivers & profit levers
- Evaluate innovation opportunities
- Leverage government incentives (MyDIGITAL, Industry4WRD)