

Novas Academy Sdn Bhd

Proudly Presents

“STRATEGIC BUSINESS PLANNING FOR LEADERS: Building a Winning 3-5 Year Strategy & Competitive Advantage”

[Classroom]

Training Time: 9am – 5pm

1 Day

Digital Certificate of attendance awarded for those who complete the course

INTRODUCTION

In today's volatile, uncertain, complex, and ambiguous (VUCA) business environment, long-term strategic planning is critical to organizational survival and growth. The "Strategic Business Planning for Leaders" training course equips business leaders with the analytical frameworks and strategic thinking skills needed to develop a clear, competitive, and future-focused company strategy for the next 3-5 years. Participants learn how to analyse external and internal business environments using proven frameworks (PEST, Porter's Five Forces, SWOT), identify strategic opportunities and risks, and translate analysis into actionable strategic roadmaps. Through strategic thinking tools, scenario planning, and practical workshops, leaders gain the ability to craft sustainable growth strategies, align stakeholders, and navigate competitive markets with confidence and foresight.

COURSE OBJECTIVES

- Participants will gain comprehensive knowledge of strategic planning frameworks and develop the ability to analyse business environments using PEST, Porter's 5 Forces, and SWOT analysis.
- Participants will develop practical skills in identifying strategic risks, opportunities, competitive advantages, and formulating strategic priorities and initiatives for the next 3-5 years.
- Participants will learn to translate strategic analysis into practical, actionable strategic roadmaps with clear milestones, KPIs, and resource allocation for successful implementation.

METHODOLOGY

- Interactive Lectures
- Strategic Framework Analysis Workshops
- Case Studies and Industry Analysis Exercises
- Group Strategy Development Sessions
- Scenario Planning and "What-If" Analysis
- Strategic Roadmap Development Practice
- Stakeholder Alignment Simulations
- Personal and Organizational Action Planning

WHO SHOULD ATTEND?

- C-Level executives and senior business leaders
- Business unit heads and department heads
- Strategic planning and business development professionals
- Entrepreneurs and business owners
- Management consultants and business advisors
- Managers seeking to enhance strategic thinking capabilities
- Anyone involved in long-term business planning and strategy development

TRAINING NEEDS

Physical Appearance

- Stationery: Flipchart, markers, notebooks
- Digital Tools: Projector, strategic planning templates and worksheets
- Props: Strategic framework cards or visual aids

COURSE CONTENT

[9:00am – 9:30am]

Module 1: Introduction to Strategic Thinking & Long-Term Strategy

- What is a 3-5 Year Strategy? Defining long-term strategic direction
- Why strategic planning matters in volatile business environments (VUCA, BANI principles)
- Understanding strategic direction:
 - Vision: What does your organization want to become?
 - Mission: What is your fundamental purpose?
 - Strategic positioning: How will you differentiate in the market?
 - Competitive advantage: What unique value do you offer?
- Key strategic frameworks overview (PEST, 5 Forces, SWOT, TOWS, Scenario Planning)
- Strategic vs. tactical thinking: The difference between long-term vision and operational execution
 - Assessing your organization's strategic readiness

[9:30am – 10:30am]

Module 2: Business Environmental Analysis – PEST Analysis

- Understanding macro-environmental factors affecting your business:
 - Political & regulatory environment: Government policies, compliance, regulatory changes
 - Economic conditions & market cycles: GDP growth, interest rates, inflation, market trends
 - Social & consumer behavioural trends: Demographic shifts, cultural changes, consumer preferences
 - Technology & digital transformation: Innovation, automation, emerging technologies
- How PEST factors affect your business strategy over the next 3-5 years
- Identifying trend signals, market disruptions, and industry shifts
- Scenario planning based on PEST factors: Best case, worst case, most likely scenarios
- Workshop exercise: Conduct PEST analysis for your organization/industry

[10:30am – 11:15am]

Module 3: Porter's Five Forces & Industry Structure Analysis

- Understanding industry competitiveness through Porter's Five Forces:
 - Threat of New Entrants: Barriers to entry, capital requirements, brand loyalty
 - Bargaining Power of Suppliers: Supply chain concentration, switching costs
 - Bargaining Power of Buyers: Customer concentration, price sensitivity
 - Threat of Substitutes: Alternative products/services, technological alternative
 - Industry Rivalry: Competitive intensity, differentiation, market consolidation
- How industry competitiveness affects long-term strategy and profitability
- Identifying strategic barriers, competitive pressures, margin opportunities
- Using Five Forces to identify strategic positioning and competitive leverage points
- Workshop exercise: Five Forces analysis for your competitive landscape

[11:15am – 12:00pm]

Module 4: SWOT Analysis & Internal Capabilities Assessment

- Differentiating between external (Opportunities/Threats) and internal (Strengths/Weaknesses)
- Strengths assessment: Core competencies, resources, capabilities, brand value
- Weaknesses identification: Skill gaps, resource constraints, operational limitations
- Opportunities exploration: Market gaps, growth adjacencies, technological enablers
- Threats monitoring: Competitive threats, market risks, disruption signals
- Capability-based view: Resources, competencies, digital readiness, innovation capacity
- Identifying strategic gaps using SWOT analysis
- Linking SWOT insights to strategic decisions and direction setting
- Workshop exercise: Comprehensive SWOT analysis for your organization

[12:00pm – 1:00pm]

Lunch Time

[1:00pm – 2:30pm]

Module 5: Strategic Direction & Strategic Options Development

- Translating environmental analysis into strategic options
- Growth strategies framework:
 - Market Penetration: Deeper engagement in existing markets
 - Market Development: Entry into new geographic or customer markets
 - Product/Service Development: Innovation and new offerings
 - Diversification: New markets and new products
- Strategic positioning choices:
 - Operational excellence: Cost leadership and efficiency
 - Customer intimacy: Customer focus and relationship-based differentiation
 - Product/innovation leadership: Technology and innovation-driven differentiation
- Blue Ocean thinking: Creating uncontested market space vs. Red Ocean competition
- Strategic risk identification: Market risks, operational risks, financial risks
- Scenario planning: Developing strategies for multiple possible futures
- Workshop exercise: Strategic options evaluation and scenario development

[2:30pm – 4:30pm]

Module 6: Building the 3-5 Year Strategy Roadmap & Implementation

- Translating strategy into an actionable, implementation-ready roadmap:
 - Strategic pillars: The 3-5 core strategic focus areas
 - Key initiatives: Major programs and projects that drive strategic change
 - KPIs & success measures: Quantifiable targets and performance indicators
 - Timeline: 1-year, 3-year, and 5-year milestones and deliverables
 - Resource allocation: Budget, talent, and capability investments
 - Dependencies and risk mitigation: Critical path and contingency planning

- Change management considerations: Organization readiness, capability building, stakeholder engagement
- Aligning stakeholders and communicating strategy internally
- Creating accountability and follow-up mechanisms
- Measurement and monitoring: Strategic dashboard and review cadence
- Adaptation and course correction: Responding to market changes and new information
- Workshop exercise: Develop a complete 3-5 year strategic roadmap

[4:30pm – 5:00pm]

Integration & Personal Action Planning

- Consolidating learning from all modules
- Translating strategic frameworks into your organizational context
- Creating actionable next steps and implementation commitments
- Developing follow-up and accountability partnerships
- Q&A and Closing Remarks
- Commitment to strategic execution and continuous improvement

REGISTRATION PROCEDURE

1. Please fill up & email us a copy of your registration form;
2. (HRD Corp Registered Employer) Please apply via HRDCorp e-TRIS for HRD Corp Claimable Course: Skim Bantuan Latihan KHAS) scheme before training date (subject to approval),
3. (HRD Corp Registered Employer) Upon training completion, please fill up form PSMB/SBL-Khas/JD/14 and return it to us immediately. The delay in returning the form will result in delay of the employer's submission of claims

Training Provider

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