



# BUSINESS STRATEGY

1 - 3 December 2026  
Kuala Lumpur

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This intensive course delivers a comprehensive foundation in business strategy, equipping professionals with the tools to analyze markets, align internal capabilities, and drive long-term competitive advantage. Participants will explore strategic models, organisational alignment, growth options, and the evolving role of leadership in shaping strategy.

### Overview

Designed for decision-makers and emerging strategists, this course offers practical frameworks and insights to formulate, evaluate, and adapt business strategies. From internal analysis to competitive positioning, participants will learn to lead strategy in a dynamic and global business environment.

Upon completion, participants will:

- Gain fluency in classic and modern strategic models (e.g., SWOT, BCG, Porter's 5 Forces)
- Learn to align structure, culture, and capabilities with long-term objectives
- Build adaptable strategies for growth, partnerships, and market resilience.

### Who should attend

- Business leaders, functional heads, and strategic planners
- Consultants and professionals involved in business transformation or growth
- Senior executives looking to sharpen strategic thinking and execution

### Methodology

Highly interactive delivery through strategic simulations, real-world case analysis, structured planning tools, and peer discussions. Focused on practical strategy design and application in complex environments..

### Trainer

Facilitated by a strategy consultant with over 25 years of experience advising multinational corporations, startups, and government agencies. The trainer brings a global perspective and deep industry insight, with previous leadership roles in corporate planning and strategic development.

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### Course Content

#### Module – 1

##### Foundations of Business Strategy and Organisational Structures.

- Understand the evolution of business strategy over time
- Why organisations need structured planning to stay competitive
- Explore common types of firm structures and how they support strategy
- Introduction to mission, vision, and long-term objectives

#### Module – 2

##### Strategic Theories and Decision-Making Models.

- Overview of foundational theories of the firm
- Economic, behavioural, and modern views of firm strategy
- Introduction to key strategic models (e.g., Ansoff Matrix, BCG Matrix)
- When and how to apply different models in business planning

#### Module – 3

##### Gaining Competitive Advantage and Analysing Markets.

- What is competitive advantage and why it matters
- Applying Porter's Five Forces to real-world scenarios
- External environment analysis: PESTEL and industry forces
- Matching internal strengths with market opportunities (SWOT)

#### Module – 4

##### Resources, Capabilities, and the Internal Strategic Core.

- Explore the Resource-Based View (RBV) in simple terms
- How to identify and strengthen core competencies
- Understanding dynamic capabilities and their strategic importance
- Internal analysis using value chain frameworks

#### Module – 5

##### Strategy and Culture: Aligning Purpose, People, and Positioning.

- How corporate culture influences strategic direction
- Aligning leadership, values, and strategic goals
- Understanding and applying Porter's generic strategies
- Communicating strategic intent across the organisation

#### Module – 6

##### Strategic Options for Growth and Market Expansion.

- Key approaches to business growth: organic vs inorganic
- Strategies for diversification and differentiation
- Mergers & acquisitions: motivations and risks
- Entering international markets: challenges and benefits

#### Module – 7

##### Collaborative Strategy and Organisational Design.

- Introduction to strategic alliances and joint ventures
- Networks, ecosystems, and strategic partnerships
- Choosing the right organisational design to support strategy
- Realigning structure during scaling or market shifts

#### Module – 8

##### Strategy Evaluation, Change Management, and Adaptability.

- Evaluating strategic success using KPIs and balanced scorecards
- Adapting strategy to change: triggers and resistance
- Overview of change management frameworks (e.g., Kotter, Lewin)
- Continuous improvement and feedback loops in strategic cycles

