



Strategic Thinking & Execution for Senior Managers



Shifting from "Reactive Problem Solving" to "Proactive Strategic Orchestration."



Day 1: The Strategic Mindset & Future-Proofing

Module 1: The 2026 Strategic Landscape

- The "Leadership Factory" Concept: Moving beyond ad-hoc management to repeatable, system-driven leadership.
- AI as a Strategic Catalyst: Integrating AI into market analysis, scenario planning, and risk assessment (The Human-AI Collaboration).
- Strategic Trade-offs: The discipline of deciding what not to do in a volatile market.

Module 2: Strategic Thinking Tools & Frameworks

- The SPECTRUM Analysis: Moving beyond PESTEL to include Social values and Technology disruptions.
- The "Blue Ocean" Refresh: Finding new growth routes in crowded Malaysian markets using the 4-Actions Framework (Eliminate, Reduce, Raise, Create).
- Futures Thinking: Analyzing signals of change to forecast multiple "Possible Futures" rather than one "Fixed Plan."

Module 3: Materiality & Resource Prioritization

- The "Big Rocks" Principle: Using the Time Matrix to move from Quadrant 1 (Urgent/Crisis) to Quadrant 2 (Strategic/Growth).
- Resource Alignment: Mapping your departmental budget and talent directly to the 3-5 core pillars of the company vision.
- Activity: Participants create a "Stop-Doing List" to reclaim 20% of their team's capacity for strategic work.





Day 2: The Execution Lab & Performance Cadence



Module 4: The 4 Disciplines of Execution (4DX)

- Focus on the Wildly Important (WIG): Choosing the one goal that makes all other goals easier.
- Act on Lead Measures: Identifying high-leverage activities that predict success (e.g., "Number of client meetings" vs. "Total Sales").
- Creating a Compelling Scoreboard: Making progress visible to drive team engagement and transparency.
- Cadence of Accountability: Establishing weekly 15-minute "WIG Sessions" to review progress and commit to new actions

Module 5: Culture as the Engine of Execution

- Translating Values into Decisions: Why strategy fails when culture isn't aligned. How to reward the "right" behaviors.
- Managing Change Resistance: Reframing employee resistance into a "Refining Fire" for better strategy refinement.
- The Growth Culture: Fostering a psychological safety zone where team members can experiment, fail fast, and learn.

Module 6: Measuring & Sustaining Success

- Beyond KPIs: Mastering OKRs: Integrating Objectives and Key Results to foster bottom-up ownership.
- The Feedback Loop: Setting up "Quarterly Strategy Reviews" to pivot quickly without losing sight of the long-term vision.
- Personal Strategic Roadmap: Each participant drafts their "90-Day Execution Blueprint" to present to their management.

Learning Outcomes

- **Speed of Decision-Making:** We focus on shortening the distance between "Insight" and "Action."
- **Human-Centered:** It emphasizes empathy and coaching—the skills AI cannot replicate.
- **Measurable ROI:** Participants leave with a scoreboard and a cadence of accountability they can implement immediately.

Investment:

Individual

RM2,899

Early Bird

RM2,200

**BUNDLE
(MIN.3 PAX)**

RM1,988



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