

Strategic Thinking: Leaders for Uncertain Business Environment

Are you ready with strategies during economic uncertainty?

Do you know how to evaluate your organisation before revising strategy during economic uncertainty?

Introduction

We live in uncertain times. Today, leadership often feels like being the captain of a sailing ship caught in a heavy storm. While you struggle to keep the boat steady and afloat, you also need to maintain orientation, anticipate the next wave, and make decisions without knowing what lies ahead. This is the reality of modern business.

Our world is shaped by what many call a VUCA environment: volatility, uncertainty, complexity, and ambiguity. Markets shift quickly, technologies disrupt entire industries, consumer behavior changes overnight, and political and economic shocks ripple across borders. In such conditions, traditional approaches to leadership and strategy no longer guarantee success.

Leaders are under more pressure than ever. Rapid change exposes weaknesses in management decisions more brutally than in stable times. Businesses that fail to adapt risk stagnation or decline, while those that can rethink and realign their strategies are more likely to survive and grow. The challenge, then, is not just to weather uncertainty, but to use it as an opportunity for transformation.

This requires a different mindset—one that goes beyond firefighting or reacting to crises. It calls for leaders who can combine clear strategic thinking with agility, creativity, and resilience. Leaders must be able to scan the horizon, ask the right questions, evaluate their organisation honestly, and mobilise teams to act with purpose.

By applying the three core principles outlined in this program, leaders and their organisations stand a much stronger chance of sailing successfully through the turbulent waters of our unpredictable world. The question is: are you ready to transform your thinking, strengthen your strategic capabilities, and lead with confidence in uncertain times?

Program Objectives

This program aims to:

- Increase the market share of the organisation
- Nurture leaders who would leverage the business environment to grow the business.

Learning Outcomes

After completing this program, the participants should be able to:

- gain a deeper understanding of your market
- develop a strategic vision
- think critically about proposals
- survive and thrive in a recession

- implement and manage strategic changes

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Executive, Managers, Senior Management, and anyone who would like to boost your strategic thinking skills as leaders

Program Outline

| Day One | |
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| Time | Topics |
| 9:00am – 10:30am | <p>Strategic Leadership and Conversational Style</p> <p>In this module, participants will explore different leadership styles and how they shape strategic decision-making. They will learn to identify the strengths and weaknesses of each style and evaluate their impact in uncertain business environments. The session will also guide participants on how to overcome common shortcomings while enhancing their personal leadership strengths. By the end, participants will understand how to adapt their leadership style to inspire teams, build trust, and drive strategy with confidence.</p> |
| 10:30am – 11:00am | Tea Break and Networking |
| 11:00am – 1:00pm | <p>Strategic Leadership for Brain-based Communication and the Thinking Skills Required</p> <p>In this module, the participants would look at the cognitive perspectives of a leader, how the cognitive load affects the leadership style. First, the participants would learn the five basic thinking skills. Then, the participants learn how to combine the five skills to be conversational thinking, imaginative thinking, conversational thinking, reflective thinking, creative thinking, and innovative and ethical thinking. At the end of the program, the participants would be able to use the three advanced thinking tools for strategic managers – metaphor, models, and system thinking.</p> |
| 1:00pm – 2:00pm | Lunch and Networking |
| 2:00pm – 3:30pm | <p>Marketing Leadership and Management Action</p> <p>This module is a practical module where the participants would learn through a case study to train participants on the strategic action that needs to be taken by marketers and managers during</p> |

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| | turbulent times. The participants should be able to foretell the future in uncertain times, get strategies to compete in chaos, manding resources, creating knowledge, watching the bottom line and supply line, developing vision, downsizing a downturn, and taking decisions in a difficult time. The participants would also be able to recruit, sell, train, select the price, especially during the downturn. |
| 3:30pm – 4:00pm | Tea Break and Networking |
| 4:00pm- 5:00pm | <p>Gathering Strategic Intelligence</p> <p>In this module, the participants would learn through brainstorming, a focus group on methodology, how to conduct and the skills to analyse the business situation – what has changed (past), what is changing (present), and what will change (future). The participants should be able to use the checklist and a rubric to analyse situations such as changes in technology, changes in economics, changes in the market, changes in politics, changes in law, changes in ethics, and societal change modules.</p> |
| Day Two | |
| Time | Topics |
| 9:00am – 10:30am | <p>Assess Strategic Capability</p> <p>This module enables participants to analyse and identify the solid or weak features of products or services, identify the point of differences that the product or service has that win over the other competitors, identify and deliver the benefits of the products/service to customers. In addition, the participants would be taught how to adopt the 9M assess audit – Morale, Mores, Market Reputation, Money, Management, Mental Muscle, Materials, Movement, Machines, and Money.</p> |
| 10:30am – 11:00am | Tea Break and Networking |
| 11:00am – 1:00pm | <p>Create Strategic Knowledge and Make Strategic Predictions</p> <p>In this module, participants would learn how to identify strategic intelligence, strategic capability and create strategic knowledge. At the end of this module, the participants would predict customers, competitors, employees, stakeholders, funders, and suppliers. In addition, the participants are trained to envisage the worst-case scenario in this module.</p> |
| 1:00pm – 2:00pm | Lunch and Networking |
| 2:00pm – 3:30pm | <p>Develop Strategic Vision and Strategic Options</p> <p>At the end of the module, the participants should create an optimistic view of the future, determine a promising strategic direction, set motivating milestones, markers, and review points. Then, the participants are given skills to identify obstacles, analyse</p> |

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| | existing options for removing barriers, think creatively about ideas, innovation, and inventing more options. |
| 3:30pm – 4:00pm | Tea Break and Networking |
| 4:00pm- 5:00pm | <p>Take Strategic Decision and Create Communicate Market-led Strategy</p> <p>The participants would learn how to assess the competitiveness, controllability, compatibility, feasibility, the impact of risk of each of your options for change, select a shortlist of options for adaptation to discuss with stakeholders, and determine the final selection. At the same time, the participants would forge together some chosen options for change to create synergy, sustainability, advantage, and strategic edge, create perceived value for customers, and write up and present the strategy to stakeholders.</p> |