

# Build the Best Strategy for Global Uncertainty

## Introduction

Strategies that neither protect against dangers nor take advantage of possibilities that increased degrees of uncertainty may present could result from underestimating uncertainty. An alternative strategy—one that stays away from this perilous binary viewpoint—is needed to consistently make effective strategic decisions in the face of uncertainty. Even in the most uncertain situations, it is uncommon for managers to have no knowledge about anything strategically significant. In fact, they frequently have the ability to pinpoint a variety of possible outcomes or even a specific set of events. This straightforward observation is incredibly insightful since the degree of uncertainty a firm encounters has a significant impact on which strategy is appropriate and what process should be employed to achieve it.

This programme is designed and developed specifically to assist Corporations, Small and mid-size enterprises (SMEs) and Business Owners in developing innovative strategies in global uncertainty. The aims are to:

- Be aware of the industry landscape affecting individual companies competitiveness.
- Develop strategic plan in individual new business model.
- Create scenario planning in unpredictable business situations.
- Build agility culture in meeting the business KPIs.

Course Fee: RM6,000.00 per day (In-house)  
RM1,300.00 per day per participant (Public)

\*For the complete course content and quotation, please reach out to us at [info@irs-training.com](mailto:info@irs-training.com) or [kavitha@irs-training.com](mailto:kavitha@irs-training.com).

## Key Learning Outcomes

By the end of the course, participants should be able to:

- Create industry guiding principles for organisations in managing unforeseen future challenges, business interruptions and risks.
- Create a New Business Model Canvas and strategic plan supporting the new business model.
- Develop Strategic Mapping in line with the strategic direction in business and functional level.
- Build Scenario Planning in meeting unpredictable situations.
- Develop Transformational Leaderships in an agility business culture.

## Duration

3 Days

## Target Participants

Senior Leaders, Management Teams – Middle and Senior Managers, Team Leaders, Supervisors, Senior Executives, Executives, and staff members related to strategy planning and implementation