



# Strategic Thinking and Leadership: Driving Innovation and Growth

*Unlock your leadership potential with this immersive two-day workshop designed specifically for senior managers.*

## What you will learn:



Foster a culture of innovation and creativity to drive organisational growth.



Cultivate a strategic mindset to anticipate market trends and organisational challenges.



Apply critical and creative thinking to solve strategic and complex business challenges.



Distinguish between strategic and tactical thinking to enhance decision-making and leadership.



Use strategic analysis tools to assess competitive positions and market dynamics.

**Early Bird :**  
**RM3,040**

*Register before 30 September*

**Normal Fee : RM3,300**  
*(Including SST)*

Please collect your RM20 TNG eWallet reload pin at registration desk.



### DATE & TIME

14-15 OCTOBER 2025,  
9AM-5PM



### VENUE

CONCORDE HOTEL,  
KUALA LUMPUR

Sarah Hannis

sarah@symphonydigest.com | 010-2387806

Ain Afiqah

afiqah@symphonydigest.com | 010-3932800

# Strategic Thinking and Leadership: Driving Innovation and Growth



## DAY 1

### WELCOME AND OVERVIEW

### CULTIVATING A STRATEGIC MINDSET

- Introduction to Strategic Thinking
- Developing Strategic Awareness
- Foundations of Strategic Management

Module 1

Module 2

### ESSENTIAL STRATEGIC THINKING SKILLS

- Identifying Your Thinking Styles
- Whole Brain Thinking
- Integrating Critical, Creative and Systems Thinking in the Strategic Leadership

Module 3

## DAY 2

### ESSENTIAL STRATEGIC THINKING SKILLS

- Defining Critical Thinking and Its Strategic Importance
- Asking the Right Questions for Strategic Decision-Making
- Strategic Analysis Tools and Frameworks
- Case Study: Practical SWOT Analysis Exercise

Module 4

### UNLEASHING CREATIVE THINKING FOR INNOVATION

- Building a Culture of Creativity and Innovation
- Mastering Creative Problem-Solving Tools and Techniques
- Releasing Your Creative BIRD; (Brave, Inquisitive, Receptive, Driven)

Module 5

### WRAP-UP AND ACTION PLANNING

- Key Learning Takeaways
- Personal Action Plan

Module 6



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## TRAINER'S PROFILE

The trainer was a business consultant in Deloitte, Ernst & Young, and Andersen where he helped clients to articulate enterprise strategies and align business models and technology investments. His clients were primarily from the financial services and public sectors, advising them in areas of strategy and transformation, customer management, performance and cost management, and PPP/PFI. His clients included those from the energy, aviation and transport infrastructure sectors.

From there, he went on to lead Performance Management Solutions at SAS Institute, and was an Associate Partner for Business Analytics; Optimisation at IBM's Global Business Services, leading the ASEAN Smarter Commerce Solution. At both SAS and IBM, he helped clients develop digital and advanced analytics capabilities.

He later joined ZICO, assuming the role of Chief Value Officer, driving shareholder value creation such as M&A and investment as well as the group's digital and business transformation, before being made CEO of Shakeup Online, an online legal service start-up affiliate of the ZICO Group. The trainer currently provides advisory services on business start-ups and transformation.

## REGISTRATION DETAILS

### PARTICIPANT DETAILS

Name:
Position:
Department:
Contact Number:
Email:
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Name:
Position:
Department:
Contact Number:
Email:

### ADMIN DETAILS

Name:
Position:
Department:
Company:
Contact Number:
Email:
Address:
Payment Method: <input type="checkbox"/> Direct Payment <input type="checkbox"/> Claim HRD

#### Notes:

- For cancellation less than 14 days before or non-arrival on the training day, no refund will be given. Substitution is allowed.
- Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.
- HRDC grant application shall be applied and approved before the training day. Maximum claim from HRDC is RM1,750 per day. The balance, if any, is to be topped up by client.