



## course : Strategic Management for Government and Non-Profit Entities

**City :** Kuala Lumpur  
**Start Date :** 2025-12-08  
**Period :** 1 Week

**Hotel :** Kuala Lumpur  
**End Date :** 2025-12-12  
**Price :** 3950 \$

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## Course Overview

Government agencies and non-profit organizations face increasing challenges in achieving their strategic objectives due to rapid changes in the economic, social, and political environment. This course aims to equip participants with the knowledge and tools necessary to develop and implement effective strategies, enhance decision-making capabilities, and achieve optimal performance aligned with the organization's vision and goals.

## Course Objectives

**By the end of this course, participants will be able to:**

- Understand the fundamentals of strategic management and its application in government and non-profit sectors.
- Develop skills to analyze the internal and external environment of the organization.
- Design and implement effective strategies to achieve organizational objectives.
- Improve resource and operations management to achieve sustainable performance.
- Measure and evaluate strategic performance and adjust plans according to evolving circumstances.

## Target Audience

**This course is suitable for:**

- Executive managers in government agencies and non-profit organizations.
- Heads of departments and project managers.
- Professionals responsible for strategic planning and performance analysis.
- Anyone interested in developing strategic management skills in non-profit or government settings.

## Methodology

The course uses a practical, interactive approach, including case studies, group discussions, exercises, and real-world applications to ensure participants can directly apply the concepts to their organizations.

## Course Outline

### Day 1: Introduction to Strategic Management

- Overview of strategic management in government and non-profit sectors
- Importance of strategic planning for organizational success
- Differences between strategic management in profit vs. non-profit/government entities
- Key concepts: mission, vision, values, and objectives
- Group exercise: Analyzing organizational missions and visions

### Day 2: Environmental Analysis

- Internal environment analysis: strengths, weaknesses, resources, and capabilities
- External environment analysis: opportunities, threats, PESTEL framework, and stakeholder analysis
- Tools and techniques: SWOT analysis, stakeholder mapping
- Case study: Environmental analysis of a government/non-profit organization

### Day 3: Strategy Formulation

- Setting strategic objectives and priorities
- Identifying strategic options and evaluating alternatives
- Aligning strategy with mission and vision
- Introduction to Balanced Scorecard for non-profits and government
- Workshop: Formulating strategic initiatives

### Day 4: Strategy Implementation

- Resource allocation and operational planning
- Leadership and change management in strategy implementation
- Performance management and monitoring tools
- Overcoming challenges in execution
- Group activity: Developing an implementation plan for a real-world scenario

### Day 5: Strategic Evaluation and Continuous Improvement

- Measuring strategic performance: KPIs and metrics for non-profits/government
- Strategic review and adaptation
- Learning from successes and failures
- Integrating feedback into continuous improvement
- Final group project presentations and discussion