MILE **Portfolio**

www.mile.org

mile
madinah institute
for leadership & entrepreneurship

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madinah institute
for leadership & entrepreneurship

SOME OF THE KEY

ATTRIBUTES THAT GIVE MILE A COMPETITIVE ADVANTAGE ARE:

Top Business Schools Speakers

Executive Coaching

Most Successful CEOs

Weekly Webinars

Local / Regional Case Studies

Online Resources

Business Simulation

Personality Profiling

INTRODUCTION

Message From The
CHIEF EXECUTIVE OFFICER

Dr. Mohamed M. Mahmoud
CEO, MILE

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The Madinah Institute for Leadership and Entrepreneurship (MILE) is a non-profit institution that aims at building leadership and entrepreneurial excellence in the Arab and Muslim world.

MILE was initiated as one of Madinah Knowledge Economic City (KEC) Corporate Social Responsibility programs; however, it grew to be a collaborative initiative that attracted the contributions and support of many companies, academic institutions, research & consulting organizations and professional groups.

As of now MILE programs have been attended by top executives from more than 500 companies around the globe and have attracted above 700 participants from more than 25 countries.

MILE
WHO WE ARE

mile
madinah institute
for leadership & entrepreneurship

مدينـة المعرفـة الإقتصاديـة
Knowledge Economic City

The Madinah Institute for Leadership and Entrepreneurship (MILE) brings senior executives and high potential leaders from all over the world to discover new dimensions in leadership and management practices and help them grow in their careers. MILE offers participants' priceless engagements with the world's most influential academics and business leaders to discuss and debate on a range of critical management and leadership issues.

Our programs offer the participants the opportunity to become agents of positive change in their respective organizations and accomplish their personal goals.

MILE aspires to become among the world's top 100 executive education institutions by 2020.

MILE aims to achieve its vision through building an effective collaborative network, leveraging information technology, offering relevant holistic life-long developmental services, ensuring sustainability and continuous development of intellectual capital, and striving to become a role model in applying the most advanced and ethical management practices.

MILE at a Glance,
a CSR Initiative:

- A non-profit institution that aims at building leadership and entrepreneurial excellence in the MENA region, North Africa, and Asia.
- Initiated as a CSR Program for the Madinah Knowledge Economic City that has acquired a unique position as an executive education hub in the Middle East.

Aim

Based on the immense leadership deficit in the region, our educational and training institutions are unable to contribute towards the development and growth of leadership skills and competencies both at the corporate and government levels. Hence, this new strategic initiative is taken to establish a world-class executive and leadership development institution which aims at bridging this gap.

Destiny

To become the premier leadership development and executive education provider in the region, as well as to help leaders succeed in third world countries.

"MILE PROVIDES WORLD CLASS EXECUTIVE EDUCATION THROUGH WORKING WITH ACADEMIC INSTITUTIONS, CONSULTING ORGANIZATIONS AND PROFESSIONAL GROUPS"

KPIs

To be ranked among the top 100 Global Executive Education Providers by 2020.

TOP 100 2020

Journey

MILE contributes to executive education and development through effective collaboration, up to date information technology, relevant and holistic life-long developmental services, sustainability, and continuous development of intellectual capital. Our goal is to be a role model in applying the most advanced and ethical management practices.

MILE's
INTEGRATED PHILOSOPHY

MENTAL   SPIRITUAL

PHYSICAL   SOCIAL
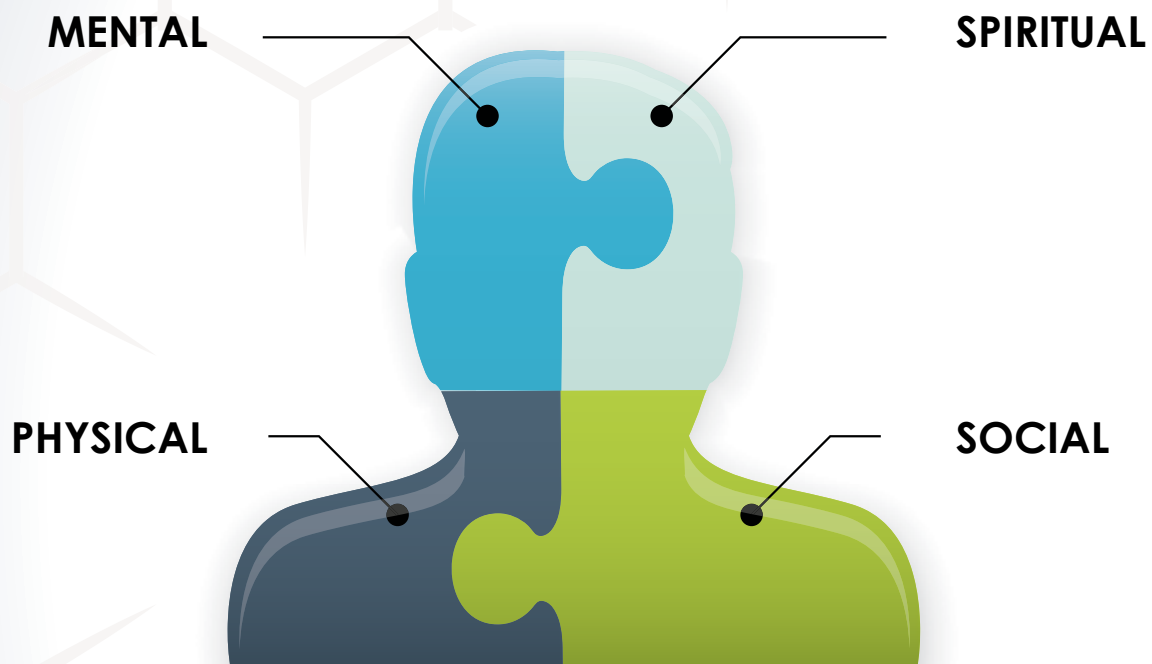
MENTAL Keep up with your field of work. Study in new directions. Renewing your mind is refreshing it. MILE does this through creating pre reading assessments, choosing a wide speaker diversity, providing case studies, best selling books and offering value readings

PHYSICAL Care for your physical body. Eat the right food and exercise. MILE does this through providing healthy food during the events, giving dietary advices, having early morning exercise sessions and mid-day stretches, as well as offering a medical check up.

SPIRITUAL Take time regularly to think about your values and goals. MILE does this through strengthening Islamic values, providing tours to Madinah museums and cultural shows as well as offering Islamic books.

SOCIAL Your relationship with others is partly in your hands. MILE helps strengthen social traits through offering team building techniques, executive and life coaching, image consulting and network opportunities.

MILE's
SPEAKERS & ADVISORS WORK AT:

MILE's CLIENTS

Since opening in 2010, thousands of professionals have benefited from our training, through our public course schedule and in-house programs. MILE has been privileged to work with the most leading organizations in the region, covering all aspects of development from strategic leadership to patient flow to financial modeling. With our carefully screened professors and our excellent team, we have shaped a superior training experience that has been a privilege to share with top tier institutions all over the Arab World. Below is a selection of our clients:
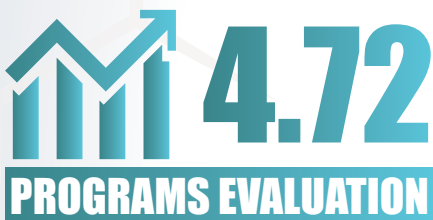
MILE's
SPONSORS & PARTNERS

"We do not need to rely only on the theoretical education that we have in our business schools, but to look for practical curricula, which can help the public sector transform and private sector grow and sustain."

Dr. Sami Baroum,
Chairman, KEC & MILE

MILE's
FLAGSHIP
PROGRAMS

Program for Advanced
Leadership & Management

PALM
Program for Advanced
Leadership & Management

73%
HAVE 10+
YEARS
EXPERIENCE

29
DIFFERENT
COUNTRIES

ALUMNI

365
GRADUATES

**4.72**
PROGRAMS EVALUATION

PROGRAM OVERVIEW

The challenges faced by today's business world demand ethical, responsible, strategic and dynamic leadership. Unfortunately, the leadership is only an industry buzz phrase unless it improves the quality of the services, saves cost, time and labor and promotes growth, helping organizations to develop a competitive advantage.
Now the corporate leaders and executives have to be innovative, they should be capable enough to envision and incorporate change, surmount complexity, accommodate ambiguity and motivate teams to work collectively for attaining a common goal while creating social and economic value.

The Madinah Institute for Leadership and Entrepreneurship (MILE) organizes The Program for Advanced Leadership and Management (PALM) twice a year for senior executives to further develop their leadership skills. PALM offers the latest management tools and concepts aiming at transforming senior executives into true leaders. The program has been designed keeping in view the industry competitive pressures and the needs of both regional and international executives.

The program addresses core business management areas such as Business Strategies and Globalization, Scenario Planning and Decision Making, Operational Excellence, Corporate Governance, Business Ethics, Emotional Intelligence, Corporate Financial Strategy, Customer Centricity and Business Simulations.
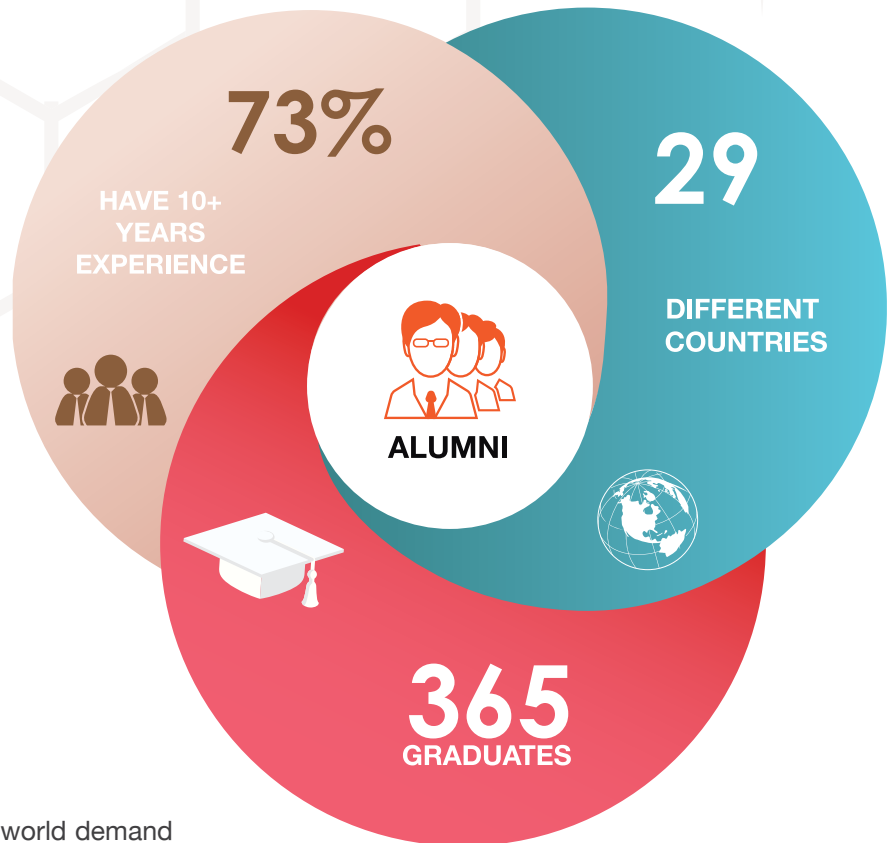
PROGRAM BENEFITS

PALM provides a unique opportunity to the executives to keep abreast with up to date and best management practices. Through interaction with renowned professors from top business schools, highly experienced consultants from the best global consulting firms, authors of best selling books on leadership, and with regional international peers, delegates are able to expand their business repertoire by learning new paradigms, practices and concepts. In simple words, PALM aims at sharpening leadership skills of the participants through executive coaching, personality profiling and action learning.
PALM also ensures life long learning by providing participants access to a very rich network of global and regional peers, essential printed references and best online learning resources.

WHO SHOULD ATTEND:

PALM has been designed for senior executives, corporate leaders and high level civil servants who are already occupying important posts in their organizations. PALM will especially be beneficial for the following professionals.

- Business Owners
- Chairmen
- Board Members
- Senior Executives
- CEOs

- HR Managers
- Regional Managers
- Department Heads
- DP & Training Managers

Leadership Program on
High Performance Governments

PROGRAM OVERVIEW

There is a general perception that public leaders have not been able to meet the growing expectations of the public. The public demands are getting more and more challenging, but they easily get disillusioned when they face the reality, causing further problems for the governments. Therefore, if a government is determined to provide first class services to its public, it has to introduce massive reforms by redesigning the system and addressing the deficiencies it entails.

Keeping in view the challenges encountered by the governments in the OIC countries, the Madinah Institute for Leadership and Entrepreneurship (MILE) has introduced a leadership program on High Performance Governments (HPG) for senior civil and public service leaders.

This program has especially been tailored to the needs and context of developing nations with particular focus on the OIC countries.

PROGRAM BENEFIT

HPG is a one-week program that empowers senior government officials to achieve a high performing government by addressing the core problems that governments in the OIC countries encounter nowadays.

HPG offers pragmatic solutions, fresh thinking, proven frameworks and successful regional case studies delivered by some of the leading governance specialists and faculty members to participants.

4.95
PROGRAMS EVALUATION
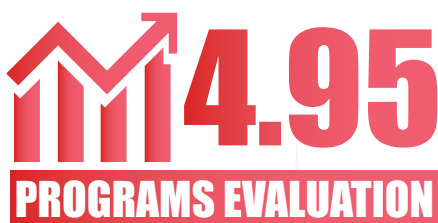
WHO SHOULD ATTEND

The purpose of HPG is to equip senior civil/public service leaders with the latest tools and techniques to run their governments efficiently and successfully.

The program is especially beneficial for the following:
- Director or Deputy Director Generals
- Ministers and Deputy Ministers from all sectors of the government
- High Impact and Fast Track Potential Leaders with more than 10 years of experience in their respective industry.
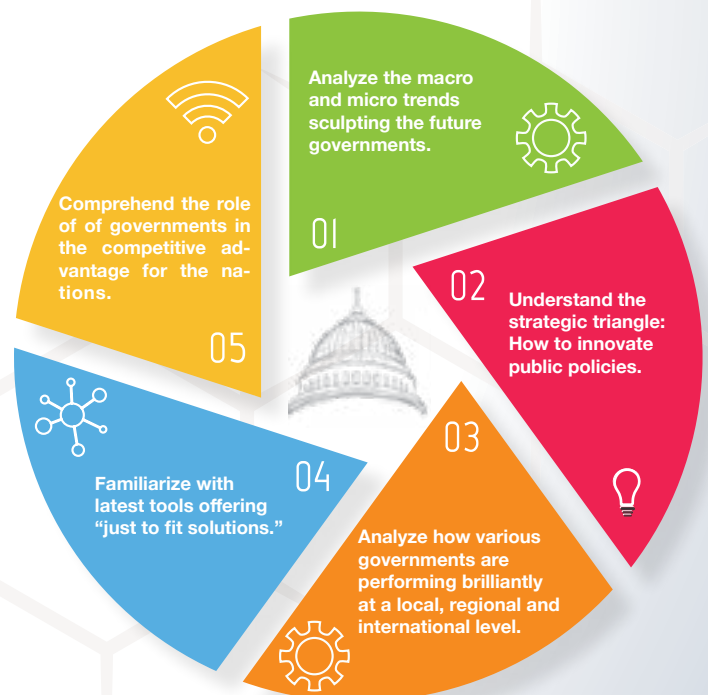
The program offers an interactive forum to the high level public servants coming from across the globe to discuss major public policy challenges, most important of which are how to utilize the limited resources to meet the increasing public demands, economic growth and productivity, effective utilization of tax payers' money, fighting corruption and improving transparency, developing strategies to capitalize technological advancements and talent retention.

The road ahead can be widened and made even if the Governments today can empower the 5 big challenges mentioned above. In order to be successful in the future, the best time to plan and act is now, do not miss the opportunity to learn how to overcome the challenges affecting the success of your government.

By attending HPG, attendees will be able to:

01 Analyze the macro and micro trends sculpting the future governments.

02 Understand the strategic triangle: How to innovate public policies.

03 Analyze how various governments are performing brilliantly at a local, regional and international level.

04 Familiarize with latest tools offering "just to fit solutions."

05 Comprehend the role of of governments in the competitive advantage for the nations.

Leadership program on
High Performance Telecommunications

PROGRAM OVERVIEW

The global telecommunication industry has experienced a lot of changes in recent years and the development seems to have no bounds. Currently, the industry operates under the burden of new transformational challenges and Telecommunication decision makers and executives need to understand the scenario sooner rather than later to make key decisions for keeping their organizations on the right path.

Extracting value out of a rapidly changing market is one of the key problems Telecommunication executives encounter nowadays. They need to formulate high level targeted strategy and market tactics to determine the pricing strategy and optimal positioning of their organizations by correctly forecasting market developments.

The Madinah Institute for Leadership and Entrepreneurship (MILE) organizes a leadership program, High Performance Telecom (HPT) for senior executives and corporate leaders from the Telecom industry. Telecom industry actually occupies an outlier position when it comes to cutting costs on existing processes while also working on

the new business models simultaneously.

Similarly, the majority of CEOs are confident that their business revenue will increase by 12% in coming years because they are more optimistic about the prospects of their companies' growth than ever before. The optimism has its roots in the resilient performance of the industry in the economic downturn and it is expected to perform even better when the economy of the region is comparatively stable.

The High Performance Telecom (HPT) is a one of its kind Executive Education program that has especially been designed to help senior Telecom executives meet their needs in the best manner possible by covering the below critical areas and market pains.

- Innovation and Sustainability
- Service and Revenue Models
- Operational Excellence
- Market Positioning and Customer Retention
- Formulating and Maintaining an Effective Strategy to Achieve Competitive Advantage

PROGRAM BENEFITS

The Telecom CEOs fully recognize various strategic challenges, such as changing consumer behavior and technological innovations, confronting their businesses. HPT enables them to stay ahead of the competition by equipping them with the latest tools and techniques prevalent in Telecom industry.

HPT offers pre-program online assessments, one-on-one executive coaching, post event resources such as free webinars and collection of bestselling books on leadership to the participants, ensuring lifelong learning and continuous development. Similarly, the attendees are also awarded with the Certificate of Completion endorsed by IIC, UK at the end of the program.

WHO SHOULD ATTEND:

HPT offers an exceptional opportunity to the senior executives from the Telecom industry to further develop their leadership and technical skills. The program has especially been designed for the following.

- CEOs, Directors and Senior Managers from both public and private sectors.
- High Impact, Fast Track potential leaders boasting more than 10 years of experience in the Telecom sector.

Following are the key learning objective of organizing HPT.

Developing robust telecom products and services that your customers want to buy.

How to determine optimum organizational positioning within this ever changing industry?

Learn about acquisitions and mergers in the telecom industry.

Familiarize with key digital capabilities that every executive must have to attain market leadership in Telecom industry.

Learn more about formulating telecom strategy and decision making in the dynamic global environment.

4.61 PROGRAMS EVALUATION

Leadership program on
High Performance Health Care Organizations

hph
High Performance Healthcare Organizations

PROGRAM OVERVIEW

Healthcare has become more mobile, global and personal as it has already enlarged its scope beyond patient domain. Leading healthcare organizations are considering the proposition of treating chronically ill patients without even accommodating them in the healthcare centers as their focus is shifting from treatment to prevention.

For this purpose, wireless technologies are being built around the idea that interactions and personalized data are prompted by the patients and managed by both healthcare providers (hospitals, Medical Home Teams, Doctors, etc.) and patients. This implies more participatory and collaborative relationship between healthcare providers and patients. There is nothing wrong in saying that we have much improved vision for "patient centricity" which includes more active, more empowering e-patient support.

Movements to implement the new relationship model are likely to be incremental because it represents a fundamental cultural shift. Forward thinkers or "early adopters" may embrace this model. Therefore, keeping in view today's needs, MILE Academic Committee is going to organize 3rd Leadership Program on High Performance Healthcare Organizations.

The program will enable you to interact with top academics and healthcare experts who have turned the tables globally with their knowledge and experience. As there is no right strategy or guidebook, our top faculty including healthcare consultants and doctors will address problems and propose solutions to better understand and incorporate best practices in designing high performance healthcare organizations.

In short at MILE, We offer a complete package for rejuvenation of your leadership skills!

4.72
PROGRAMS EVALUATION

- Networking and Pre Learning
- Program Integration Framework
- CEO Voice Surveys
- Benchmarking/ Learning Style Surveys
- Leading Executive Education Providers

PROGRAM BENEFITS

- Free Webinars (Pre/Post Program)
- Pre-Program Online Assessments
- One-on-One psychometric assessment and coaching by Talent Q.
- Instant access to Smart KPI Network
- Extensive readings of selected publications, books and reports in PDFs
- Networking with decision makers and subject experts
- World's best-selling books
- Executive 2.0 Coaching
- Free Medical Check-up
- Madinah Field Trips and Islamic History Museum
- Complimentary Umrah (applies to international participants)

WHO SHOULD ATTEND

Top healthcare industry management (public & private sectors) including:

- Chief Medical Officers
- Hospitals GM
- Heads of Nursing
- Departmental Heads
- Healthcare Insurance Providers
- Medical Directors
- Government Officials in Healthcare
- OD & Training Directors
- Healthcare Policy Makers

Mr. Anshu Vats from AT Kearney addressing issues pertaining to "Operational Excellence" during InHouse Training

"We need to move away from the theoretical education that we have in our universities now, towards more practical curricula, that are linked to the needs of the private sector."

Dr. Abdul Malik Al Jaber,
Vice Chairman & Chief Executive Officer,
Palestine Telecommunications Company,
Palestine

MILE's
IN-HOUSE TRAINING

All courses at MILE's own learning delivery arm can be delivered in-house for groups of people in your organization

We Offer;

01

Relevance 01 — We incorporate case studies and learning methods that are immediately relevant to your people. This means that they can put their learning into practice straight away and make an impact immediately.

02

Convenience and Minimal Disruption 02 — Learning is scheduled to fit with your business' day to day activities, and, because it is held at your premises (or premises of your choice), your people do not incur the expense and loss of time from travelling further afield.

03

Cost Effectiveness 03 — You pay per event, rather than per person, giving you a much larger return on your investment.

04

Time Effectiveness 04 — You don't need to design a course, train a trainer, worry about the administration and logistics – we do all the work for you.

05

Flexibility 05 — We deliver learning in a variety of different formats to suit your particular requirements – master classes, bite size, blended, e–learning, etc.

CERTIFIED TRAINING COURSES

- Certified HR Business Professional (HRBP)
- Certified CEO (CCEO)
- Certified KPI Professional and Practitioner (KPI)
- Certified Social Media Professional (CSMP)
- Certified Strategic Planning Professional (CSPP)
- Certified Customer Relationship Manager (CCRM)
- Certified Public Relations Manager (CPRM)
- Certified International Professional Trainer (CIPT)
- Certified Leadership Professional (CLP)
- Certified Financial Manager (CFM)
- Certified Marketing Manager (CMM)
- Certified Quality Manager (CQM)
- Certified Sales Manager (CSM)
- Certified Team Leader (CTL)
- International Business Driving License (IBDL)

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Certified HR Business Professional |HRBP©

About the Program
The Human Resource Business Professional (HRBP®) is a global, competency-based credential that is designed to validate professional-level core HR knowledge and skills. The credential demonstrates mastery of generally accepted technical and operational HR principles. Independent of geographic region, the credential complements local HR practices. Through demonstrated knowledge, the credential enhances the credibility of HR professionals and the organizations they serve.

Key Take Aways
- Participate actively in the Development of the Organization's HR Strategy
- Integrate Local and Global HR Practices
- Knowledge of Organizational Development Methods, Problem- Solving Techniques, Change Management Processes and Techniques and Leadership Concepts and Applications
- Identify Industry Trends in HR
- Establish and Review Results of an Employee Performance Management System

Who Should Attend
- A minimum of 1 year of professional-level experience in an HR position with a Master›s degree or global equivalent, OR
- A minimum of 2 years of professional-level experience in an HR position with a Bachelor's degree or global equivalent, OR
- A minimum of 4 years of professional-level experience in an HR position with a high school diploma or global equivalent

Program Content
- HR Administration (22%)
- Recruitment and Selection (22%)
- Employee Relations and Communication (20%)
- Training and Development (15%)
- Compensation and Benefits (14%)
- Health, Safety and Security (7%)

Certified Chief Executive Officer |CCEO©

About the Program
The move to team leader or line manager is a significant change for a supervisor or technical specialist. Balancing wider organizational and customer demands with the needs of the team calls for a wide range of skills, and the ability and confidence to know when to stand back from operational pressures and understand the bigger picture.

Key Take away
- Understanding your role as manager and leader
- Establishing clear objectives and standards of performance for your team
- Managing your workload using effective prioritization and delegation techniques
- Maximizing your influencing skills
- Building an effective team
- Developing and leveraging the capabilities of team members

Who Should Attend
CEO's Team: General Managers, Business Unit Managers, Finance Managers, Accounting Managers, Operations Managers, Human Resources Managers, Marketing Managers, Sales Managers, Project Managers, and Entrepreneurs.

Program Content
Part 1: Management in Context
- Management and Managers
- Outside the organization: understanding the environment
- Inside the organization: adapting to change

Part 2: Themes in Management
- Global business: bridging nations and cultures and Social responsibility and ethics
- Managing for quality and Enterprise

Part 3: Planning and Decision Making
- Planning and strategic management
- Decision making: choosing from alternatives

Part 4: Organising, Leading and Communicating
- Organizing: principles and design
- Leadership and motivation and Groups and teams
- Communication in management

Part 5: Implementing Policies and Plans
- Human resource management and
- Operations management
- Marketing: managing relations with customers
- Innovation: from ideas to customer benefits

Part 6: Control and Change
- Control of management processes
- Control, learning and change

Certified KPI
Professional and Practitioner | KPI©

About the Program

Selection and data gathering are considered by practitioners all around the world to be the most challenging aspects in working with Key Performance Indicators (KPIs). A way to address these challenges is to build a sound framework to measure KPIs, starting from the moment they are selected, until results are collected to be centralized in performance reports. The KPI Certified Professional – a three days training course focused on developing know-how in working with KPIs. The certification can be obtained by taking a multiple question Certification Exam in the last day of the course.

The KPI Certified Practitioner – a two days training course meant to improve the practical skills in working with KPIs and developing instruments like scorecards, dashboards and KPI documentation forms.

The applied exercises of this course will enable participants to complete a trial run of all the steps required to complete the portfolio which is the basis of the KPI Practitioner certification. The exercises will reflect a complete KPI implementation case study, from project planning to KPI data visualization.

Key Take Away

- Have a clear understanding of the KPI management challenges and how to address them;
- Provide advice and coach colleagues on the rigorous approach to establish and use KPIs.
- Deploy and promote good practice in KPI activation, reporting and visualization;

- Facilitate the KPI selection process and establishment of scorecards and dashboards at a functional and organizational level;
- Choose the right tools from the KPI management toolkit to maximize the impact of performance management in practice;

Who Should Attend

Both courses are designed for executives, operational managers and analysts from both delivery and support functions such as finance, accounting, project management, human resources, sales, marketing, logistics, quality control and improvement, strategy/planning and operations.

KPI Professional Program Content

Day 1 - A Standardized Approach to KPIs	Day 2 - KPI Selection and Target Setting	Day 3 - Data Gathering and Visualization
The World of KPIs • Challenges in performance measurement; • The value added by KPIs; • KPIs concept map; • Governance; • Organizational levels. **Understanding KPIs** • KPI related terminology; • SMART objectives decomposed by specific criteria; • KPI lifecycle. **KPI Typology** • Leading vs. lagging KPIs; • Qualitative vs. quantitative KPIs; • Efficiency vs. effectiveness KPIs. **KPI Taxonomy** • Interdisciplinary systemic worldview; • KPI use case scenarios; • KPI DNA map.	**KPI Selection** • KPI selection for organizational scorecard; • KPI selection sources; • KPI selection techniques. **KPIs in Context** • KPI selection for industry; • KPIs cascaded to functional area. • KPI Documentation • KPI documentation form functions; • KPI documentation form design; • KPI documentation process; • Organizational KPI libraries development; **Working with Targets** • Target setting process; • Targets in practice; • Challenges in working with targets; • Negative behaviors when setting targets.	**Data Gathering** • Data quality dimensions; • KPI reporting data sources; • KPI activation tools; • KPI activation techniques. **Working with Data Custodians** • Guidelines to improving communication with data custodians; • Community of practice. • Data Visualization • Guidelines to designing efficient templates; • Usability in terms of visual design. **Scorecard and Dashboard Design** • Scorecard and dashboard examples; • Best practices in scorecard design; • Best practices in dashboard design. • Review & Evaluation Test • Course review; • Certification Exam.

KPI Practitioner Program Content

Day 1 - Establishing KPIs	Day 2 - Monitoring KPIs
KPI Project Coordination • The business case for KPI implementation; • KPI project plan; • KPI workshop preparation (data sources, email notification, KPI selection workshop). **KPI Selection** • Value driver concept mapping; Defining objectives; • Value flow analysis; • KPI balancing.	**KPI Measurement** • KPI documentation; • KPI data gathering template; • Data gathering communication. **KPIs in Context** • Organizational & Departmental Scorecard; • Operational Dashboard & Change log. **Review and Assessment Quiz** • Course review; • Learning Assessment Quiz.

Certified Social Media Professional | CSMP©

About the Program

The Certified Social Media Professional (CSMP©) 2-day certification program is our most popular program that consistently receives the top scores from participants. It is specialized in the Social Media Strategy and Digital Marketing for companies of all sizes and industries . This comprehensive certification program - CSMP© - is packed with useful, actionable information that will put you on the path to success and results!

Key Take-aways

- Improve your career like no other the Social Media Marketing.
- Learn how to build your Social Media strategy and put it in ACTION.
- Meet, discuss and consult the Social Media Entrepreneur, Dr. Ahmed Saber.
- Understand the capabilities and characteristics of the social media.
- Create the right content of the matching social media based on business needs, plans and budget.
- Understand how to build your image online professionally.
- Know the right tools to identify your online audience, generate leads, run your online trading, monitor your brand, run multiple and effective PR campaigns online.
- Maximize your online presence through different social media networks and gateways.
- Build, manage, follow up and monitor current and future campaigns (i.e. product launch, Go-to-Market strategy, PR wave, etc.).
- Learn how to get an access to the effective social media marketing tools.
- Get your questions answered throughout training interactions and discussions.
- Learn best tools and solutions for next minute results.
- How to build your business effective social TV using YouTube.
- Create your Social Media strategy and implement it with interactive role play and simulations

Who Should Attend

This course is suitable for managers working in organizations where a change initiative is being planned or taking place. Delegates' roles may involve leading or managing change.

Course attendance is suitable for all Change Management roles and Project Managers, Business/Process Analysts, Team Leaders/Supervisors, Senior Managers, IT Professionals and HR Professionals.

Program Content

Day 1 - Hands on:		Day 2
• Facebook	• Preparing the Content:	• Generating Hits, Likes, Followers and More
• YouTube (Profitable Social TV)	» Writing for the Social Audience	• How to?
• Twitter	» The Socially written content for effective communications	• When?
• LinkedIn	» The Social Media Writing	• Building Database and Effective Social CRM Application:
• WhatsApp	» The Effective Cs of the Social Media Content	» How to use the Social Media Marketing to build your Database?
• Instagram	• Social Media Strategy:	» The best CRM applications
• Google AdWords	» How to write a social media strategy	» Maximize the Database contacts for better results
• Creating the social Hype (the Link):	» How to integrate the strategy with the social media presence?	» Creating Stories on the Social Media networks:
• Branding	• Go-to-Market Implementation	» Writing stories and blasting them
• Linking all together	• Boosting the Online presence:	» Follow up techniques
• Social networks integration	» Before taking off, MUST to-do!	• Viral Marketing
• The Social Media Indicators:	» Search Engine Optimization (SEO) / Outlook	• Certification Project Assignment
» The Key Performance Indications (Facebook, YouTube, Twitter, LinkedIn, Google AdWords, WhatsApp & Instagram)	• Working with Agencies:	• Project Review
» How to measure your success on each of them?	» How to search and select the right agency?	• Certification Guidelines
• How to optimize your online website and get visitors through social networks?	» Contracting	
	» Monitor and Measure	
	• Evaluation Criteria & Tools	

CERTIFIED TRAINING COURSES

Certified Strategic Planning Professional | CSPP©

CERTIFIED TRAINING COURSES

About the Program | SPP & SMP Exam Preparation Boot Camp Overview

- Designed in its entirety to enable certification applicants successfully pass the exam.
- The only certification preparation course in the market based on the most recent release of the ASP Body of Knowledge version 2.0.
- Structured entirely on the Lead-Think-Plan-Act pillars of the ASP Body of Knowledge framework.
- Captures the knowledge from the reference books based on which the ASP Body of Knowledge was created.
- Rich in case studies and best practice snapshots from top business schools and multinational fortune 500 companies.

- Builds upon all the existing ASP certifications study guides available in the market.
- Balances theory and practice and very interactive in nature.
- Introduces hot topics linked to the strategy discipline like strategy innovation, scenario planning, performance management maturity, and others.
- Provides sample exam questions for both the SPP and SMP Certifications tests.
- Equipped with a toolkit with tools, forms, and templates designed to convert the Body of Knowledge into a practical hands-on experience.

Key Take Away

- Enable executives and professionals become highly knowledgeable and skilled in the Strategy discipline.
- Equip executives and professionals with best practices and clear professional standards for the discipline.
- Assess executives and professionals on a structured Guide to the Strategy Discipline Body of Knowledge.
- As a Certified Professional, you stand out amongst your professional peers in the field.

- Recognized on ASP Website and periodicals, listed by name and profession.
- Connected with a network of highly skilled and senior executive strategy professionals Worldwide.
- Provides executives and professionals with a clear career path towards strategy leadership positions.

Who Should Attend

Senior managers, leaders, managers and project leaders of global and/or geographically dispersed teams.

Program Content

Day 1 - Overview & Lead Building Block
- Strategy best practice attributes
- Industry & professional business acumen
- Professional roles - Body of knowledge structure
- Strategic planning & management framework
- Boot camp references
- Strategic leadership theories & models
- Tool: psychometric assessment
- Case study on strategic leadership

Day 2 - Think Building Block
- Strategic thinking theories & models
- Tool: environmental scanning
- Tool: business modeling
- Case study on business model generation
- Case study on strategic innovation
- Metacognition - External assessment
- Internal assessment
- Best practice snapshot on environmental scanning
- Exercise on environmental scanning
- Exercise on strategic context analysis

Day 3 - Plan Building Block
- Strategic planning theories & models
- Tool: strategy map
- Tool: value creation map
- Case study on value creation mapping
- Case study on scenario planning
- Process - Develop the strategy elements
- Strategy formulation
- Business & operational planning
- Best practice snapshot on strategy visualization
- Exercise on change agenda creation
- Exercise on scorecard development
- Exercise on project portfolio prioritization

Day 4 - Act Building Block
- Strategic action theories & models
- Tool: strategic performance report
- Tool: portfolio performance report
- Case study on strategy alignment
- Case study on change management
- Create a performance culture
- Align the organization

- Measure & report on performance
- Assess & review performance
- Best practice snapshot on performance culture
- Exercise on performance evaluation
- Exercise on conducting a strategy review meeting

Day 5 - Acumen, Roles, & Practice
Business Acumen
- Lead business acumen
- Think business acumen
- Plan business acumen
- Act business acumen

Professional Role
- Strategic planning professional
- Strategic management professional
- Exam Practice - The entire afternoon session is dedicated to solving a complete sample exam (160 questions) - Review of exam correct answers

Certified Customer Relationship Manager | CCRM©

About the Program

In this increasingly competitive world, customers are in a position to demand forever increasing levels of service and quality.

Rather than simply react to their demands, successful companies are proactive in the way they manage quality and continuously seek to improve levels of customer satisfaction.

Key Take Away

- Describe how to use Quality Management tools and methods
- Build strong customer relationships
- Help influence and set customer expectations
- Improve service to internal customers as well as external customers

- Measure their own degree of customer focus and be able to apply a variety of methods to get closer to the customer Implement improved people skills to enhance customer service
- Use skills to build effective relationships

Who Should Attend

- All business professionals in customer facing positions or with specific responsibilities for Service Quality and Customer Satisfaction skills and tools to turn any department into a world class service provider and the envy of all other internal customers

- Personnel new to the role, as well as more experienced officers seeking to examine and enhance their service quality and customer satisfaction skills.

Program Content

Day 1 - Introducing Quality Management and Customer Services

- Introduction to Quality Management
- The history of Quality in business
- Basic Quality concepts
- What is it that Customers want?
- How can we calculate the total cost of Quality?
- Customer satisfaction is a perception and can be managed
- Setting customer expectations
- Changing internal perceptions
- Getting closer to customers
- Understanding customer needs and expectations
- Commitment starts at the top of the organization

Day 2 - Service Quality - Tools and Techniques

- Five steps to Effective Quality Management
- Beginning with measurement
- Then we need methods of Control
- Continuous Improvement
- Service Quality Tools and Techniques
- Questionnaires
- Pareto Analysis
- Nominal Group Technique

Day 3 - Managing Customer Expectations

- Exceeding customer expectations every time
- Determining how to exceed expectations
- It's the little things that matter - increased satisfaction at minimal cost
- Asking for feedback on performance
- Ongoing evaluation of effectiveness to ensure satisfaction
- Maximize the value you deliver
- Understanding different customer styles

Day 4 - People Skills to Deliver Excellent Customer Service

- Back to basics - communicating with our customers
- Identify Listening Styles for you and your customer
- Building Rapport
- Influencing skills
- Persuasion techniques
- Dealing with Difficult Customers
- Understanding Customer Behaviors
- Understanding where Anger comes from
- Developing Emotional Intelligence

Day 5 - Making it happen

- A look at Quality Management Systems
- ISO, Balanced Scorecard, Six Sigma
- Producing a Plan of Action
- Improving customer Satisfaction in 5 quick steps

CERTIFIED TRAINING COURSES

Certified Public Relations Manager | CPRM©

About the Program

The program looks at variety of corporate communications tools and models before examining in details the potential value and role of key stakeholders in the corporate affairs/PR process. It looks at approaches that will permeate the whole organization as well as the specialist disciplines within PR and communications. Firmly establishing the place of PR in the company, the program looks at the contributions that can be measured. Participants will pull together all of the program content into an action plan which can be discussed with top management.

Key Take Away

- To set Corporate Affairs in strategic anticipatory and effective context.
- To develop an understanding of stakeholder programs for regular focused communication.
- Examine the development of Corporate Affairs tools.
- Understanding the development of strategy/ plans/tactics and coordinating these.
- Evaluation and the use of research.

Who Should Attend

- Public Relations professionals.
- Other key personnel in the organization whose work involves contact and interaction with internal/ external public.
- Also beneficial to personnel who wish to learn how to use communication more effectively - possibly in the areas of personnel, marketing, sales, training and administration.

Program Content

Day 1 - Introduction and Welcome: The Power of Communication:	Day 3 - Risks and Threats: Their Identification and Management:	Day 5 - Powerful and Persuasive Action Planning:
• Introduction and welcome. • Course programmed, design and options. • Opening exercise: Goal setting. • Corporate Affairs and Public Affairs approaches. • Corporate identity and image. • Corporate communications overview and strategy. • External reputation management Communication as a change agent. • Communication as goal for all managers. **Day 2 - From the Inside Out: Crafting Consistent Messages:** • Internal communications. • Family and friends as Stakeholder. • Measuring emotional capital. • Communications channels mapping and monitoring. • Setting internal communications goals. • New media for rapid interaction. • Champions and opinion formers. • The place of the company magazine/newsletter • The multinational internal communications program. • Commitment from internal decision makers.	• Single issue politics. • Special interest groups. • Whistleblowers and the rules of disclosure. • External opinion formers. • Cause related PR and core values. • Campaigns, their design and planning. • A crisis management toolkit. • Stakeholder interest inventories. • Opinion former networks. **Day 4 - Corporate Affair/PR in the Corporate Mix:** • PR in the communications mix. • PR in the marketing mix. • Direct response PR. • Financial PR. • PR and strategy. • Brand PR. • Persuasion measurement techniques. • Integrating PR/Communications and marketing plans. • The art of leveraging. • Corporate affairs and customer relations.	• Measurement of performance: bottom line impact. • Translating strategy to tactics. • Horizons for PR and corporate affairs development. • Tools and Techniques summary: a tactical inventory. • Recruiting allies: a networking approach. • Justifying the plan and convincing top management. • Making the most of other disciplines to maximize results. • Individual and group consultancy. • Further sources of help and information.

Certified International Professional Trainer | CIPT©

About the Program

Learning is a process, not a thing that can be seen. It is individual and personal.

First Perspective: Teaching

- Motivation: Why people learn?
- Instruction: How people learn?
- Context: How the part fits the big picture?
- Explanation: Step by step, digestible small chunks.
- Practice: Demonstrate, practice with supervision, solo.
- Evaluate: Verify learning.

Second Perspective: Empowered Learners

- Co-design.
- Customize.
- Have Identity.
- Manipulate.

Key Take Aways

- Identify stages, facilitators and barriers to learning
- Recognize the different domains of learning and practically apply these to surgical training
- Explain the impact of learning style on teaching and learning
- Describe and use a four step approach to teaching a practical skill
- Explain the benefits of reflection and identify opportunities to use reflection as a learning tool
- List key elements of session planning, describe their benefits and plan a session using a suggested template
- Differentiate between different types of assessment
- Describe and use a model of effective feedback
- Discuss how to pitch content to different audiences
- Reflect on your current teaching
- Implement changes to planned teaching activities to enhance learning

Who Should Attend

If you're new to training, a subject matter expert that needs to train others or a trainer who is looking for new, more effective approaches to learning, this is the ideal workshop for you.

Program Content

- Evaluate learners' needs
- Manage the technical classroom
- Engage learners through instructional methods
- Manage instructional materials
- Train with confidence
- Lead a successful class
- Manage learner-centered instruction
- Promote learner engagement
- Motivate adult learners
- Evaluate learner competencies
- Evaluate instructor performance

Certified Leadership Professional | CLP©

About the Program

A leader is someone who sets the direction and influences people to follow in that direction". This program will take you on a journey to discover your own strengths as a leader and demonstrate how you can build on those strengths to lead your own team to higher productivity.

Some of the issues discussed in this seminar include the best approaches past leaders have taken to drive their teams or organizations to great success and how they overcame difficult times. A study of "best practices" is used based on the latest techniques used in modern business to overcome the enormous pressures that exist in this trying economy.

Key Take away

- Learn practical leadership tools and techniques that can be applied immediately
- Understand the importance of leadership influence on the team
- Develop effective communication skills
- Identify ways to generate breakthrough ideas and methods for the team
- Identify value-based leadership principles to apply in the workplace

Who Should Attend

- Middle and Senior Leaders who want to find a more authentic style
- Team leaders, Mentors and Coaches who need to communicate with their reports in more effective ways
- Professionals who wish to transform their way of working to a more leader based ideal; empowering to gain greater performance
- Aspiring leaders wishing to understand the next level and the change from Management to Leadership

Program Content

PART I: BUILDING BLOCKS

Chapter 1. Definition and Significance of Leadership
Chapter 2. The Global and Cultural Contexts
Chapter 3. Early Theories: The Foundations of Modern Leadership
Chapter 4. Individual Differences and Traits
Chapter 5. Power

PART II: CONTEMPORARY CONCEPTS

Chapter 6. New Models of Leadership: Neo-Charisma, Inspiration and the Relationship with Followers
Chapter 7. Other Leadership Perspectives: Upper Echelon and Leadership of Nonprofits

PART III: LEADING

Chapter 8. Participative Management and Leading Teams
Chapter 9. Leading Change
Chapter 10. Developing Leaders

CERTIFIED TRAINING COURSES

CERTIFIED TRAINING COURSES

Certified
Financial Manager | CFM©

About the Program

This intensive training course brings together two most of the most important areas of financial management: Understanding Finance to Influence Strategic Decisions, and Financial Analysis, Planning and Control.

The training provides delegates with the knowledge required to find better answers to questions such as:

- How are business strategies developed?
- How does financial management support strategic development?
- What is the exact nature and scope of the business problems to be analyzed?
- Which specific variables, relationships, and trends are likely to be helpful in analyzing problems?
- Are there possible ways to obtain quick 'ballpark' estimates of likely outcomes of decisions?
- How precise an answer is necessary with regard to problem-solving and decision-making?
- How reliable are available financial data, and how is uncertainty and risk likely to impact on the outcomes of decisions?

Key Take Away

- Recognize the importance of finance as a key component of the strategic decision-making process.
- Appreciate the significance of the theoretical concepts underlying the use of financial tools in the strategic decision-making process.
- Evaluate the financial consequences of alternative strategic decisions.
- Apply the appropriate financial tools in the strategic decision-making process.
- Identify the impact of external factors on a company's strategic financial plans and decision-making.

Who Should Attend

This seminar is designed for business professionals from sales and marketing, operations, engineering, planning, project management, logistics, procurement, human resources and other non-financial areas, who want to better understand the financial aspects of their roles. It is also very relevant for accountants, financial analysts, auditors, and other financial personnel and senior finance professionals who require an update or a refresher in the topics covered.

Program Content

Day 1 - Fundamentals of Strategic Planning:
- What is strategy?
- Strategic management.
- Strategic analysis:
  - » Mission.
  - » Objectives.
  - » Strategic decision-making.
- The strategic planning process:
  - » Environmental analysis.
  - » Resources analysis.
- Strategic choice.
- Strategic implementation.
- Corporate objectives and accountability.
- Forecasting financial data.

Day 2 - An introduction to the Financial Markets:
- An introduction to the equity markets:
  - » IPO's.
  - » Market Indices.
  - » International Equity Market Links.
- An introduction to bond markets:
  - » Long Term versus Short Term.
  - » Treasury versus Corporate.
  - » Types of Bond.
- An introduction to the FX market:
  - » The spot and forward market.
  - » Exchange Rate trends and linkages.
  - » Carry Trades.
- An introduction to the Derivatives Market:
  - » Futures.
  - » Options.
- The link between risk and return.

Day 3 - Capital Structure and Leverage:
- Sources of funds.
- Capital cost models.
- Can we determine a company's optimal capital structure?
- Capital structure models.
- Preparing projections to determine financing needs.

Day 4 - Capital Budgeting:
- Future values, present values and DCF.
- Capital budgeting principles.
- Methods of evaluating capital investment projects.
- Accounting rate of return (ARR) and payback.
- Net present value (NPV) versus internal rate of return (IRR).
- How do you choose which method to use?
- Equivalent annual cost (EAC) method.
- Capital budgeting methods.
- Capital asset pricing model (CAPM) versus arbitrage pricing theory (APT).

Day 5 - Managing Financial Risks:
- The value of perfect information (VOPI).
- Types of risk.
- Risk management principles.
- Talking to your bankers about managing risk.
- The analytical tools to manage risk.
- How to develop the tools for your company?
- How to minimize risk?
- Insurance and hedging.

Day 6 - The Challenge of Financial/Economic Decision-making:
- The practice of financial/economic analysis.
- The value-creating company.
- A dynamic perspective of business.
- What information and data to use?
- The nature of financial statements.
- The context of financial analysis.

Day 7 - Assessment of Business Performance:
- Ratio analysis and performance.
- Management's point of view.
- Owners' point of view.
- Lenders' point of view.
- Ratios as a system.
- Integration of financial performance analysis.
- Some special issues.

Day 8 - Projection of Financial Requirements:
- Interrelationship of financial projections.
- Operating budgets.
- Standard costing and variance analysis.
- Cash forecasts/budgets.
- Sensitivity analysis.
- Dynamics and growth of the business system.
- Operating leverage.
- Financial growth plans.
- Financial modelling

Day 9 - Analysis of Investment Decisions:
- Applying time-adjusted measures.
- Strategic perspective.
- Economic value added (EVA) and net present value.
- Refinements of investment analysis.
- Equivalent annual cost (EAC).
- Modified internal rate of return (MIRR).
- Dealing with risk and changing circumstances.

Day 10 - Valuation and Business Performance:
- Managing for shareholder value.
- Shareholder value creation in perspective.
- Evolution of value-based methodologies.
- Creating value in restructuring and combinations.
- Financial strategy in acquisitions.
- Business valuation.

CERTIFIED TRAINING COURSES

CERTIFIED TRAINING COURSES

Certified Marketing Manager | CMM©

About the Program
Develop the core marketing management skills and competencies. The core competencies include marketing knowledge, planning, control, problem- solving and communication.
- Marketing Mix 4Ps (Product, Price, Place and Promotion)
- Market Research
- Sales Management
- Customer Relationship Management
- Public Relations
- Advertising
- Branding
- E-Marketing
- Competition
- Sustainable Competitive Advantage
- PEST Analysis
- Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis
- Porter's Competitive Advantage
- Porter's 5 Competitive Forces and Value Chain
- Product Lifecycle (PLC)
- Marketing Channels.

Key Take Aways
- Understanding of the marketing management framework of a business organization.
- Experiential analysis to understand the challenges of CMOs and Marketing Managers.
- Marketing management best practices, tools and models to implement an effective marketing and sales management system.
- Planning and executing strategic marketing programs.
- Insights on how to develop marketing strategies, initiatives and programs to build and sustain a competitive market advantage.
- Practical frameworks for planning and controlling of marketing communication programs.

Who Should Attend
For accelerated team workshops, participants must have similar levels of experience. This is not required for public courses or individual self-paced distance-learning courses

Program Content
- Marketing Principles
- Marketing Strategy
- Marketing Research
- Advertising and Brand Communications.
- Marketing Communications Mix
- Publicity and Public Relations
- Marketing Laws and Ethics.

Certified Quality Manager | CQM©

About the Program
This course features a straightforward, practical look at applying the theories and principles of total quality in the real world. Current and comprehensive, it covers every aspect of total quality -- including several that receive little or no attention in other total quality books — helping students understand that in order to compete in the global arena, businesses must achieve consistent peak performance, continual improvement, and maximum competitiveness. The sixth edition has been updated to include coverage of Lean and Lean Six Sigma.

Key Take away
- Explain the definition of quality and basic quality concepts
- Build a Quality Management Plan, including quality control and quality assurance activities
- Understand a number of advanced quality management techniques for your project
- Use quality assurance techniques to manage outsourced work
- Understand the organizational characteristics needed to support an overall quality program

Who Should Attend
For Project managers, Quality managers, Senior project team members, Managers and professionals interested in understanding and managing quality

Program Content
Part I — Philosophy and Concepts
- Chapter 1: The Total Quality Approach to Quality Management
- Chapter 2: Quality and Global Competitiveness
- Chapter 3: Strategic Management: Planning and Execution for Competitive Advantage
- Chapter 4: Quality Management, Ethics, and Corporate Social Responsibility
- Chapter 5: Partnering and Strategic Alliances
- Chapter 6: Quality Culture: Changing Hearts, Minds, and Attitudes
- Chapter 7: Customer Satisfaction, Retention, and Loyalty
- Chapter 8: Employee Empowerment
- Chapter 9: Leadership and Change
- Chapter 10: Team Building and Teamwork
- Chapter 11: Effective Communication
- Chapter 12: Education and Training
- Chapter 13: Overcoming Politics, Negativity, and Conflict in the Workplace
- Chapter 14: ISO 9000 and Total Quality: The Relationship

Part II — Tools and Techniques
- Chapter 15: Overview of Total Quality Tools
- Chapter 16: Problem Solving and Decision Making
- Chapter 17: Quality Function Deployment (QFD)
- Chapter 18: Optimizing and Controlling Processes Through Statistical Process Control (SPC)
- Chapter 19: Continual Improvement Methods with Six Sigma, Lean, and Lean Six Sigma
- Chapter 20: Benchmarking
- Chapter 21: Just-in-Time Manufacturing (JIT)
- Chapter 22: Implementing Total Quality Management

Certified Sales Manager | CSM©

About the Program
This sales manager training helps you better handle the ups and downs in your business—and ensure your team's success! In three days of advanced sales management training, you'll get skills to keep pace with all the issues that are revolutionizing sales force management. It's the sales manager training seminar to choose if you want to become a more effective manager—and advance further, faster, in your career. You'll discover the can't-fail techniques that have already benefited thousands of your colleagues. Here is advanced sales management training that will help you learn how to achieve peak performance in every area indispensable to sales management success.

Key Take Aways
- Develop leadership and team-building skills
- Recruit and train a higher caliber of sales professional
- Improve your sales team's productivity
- Keep your team accomplishments in the spotlight
- Generate increased profits with fewer resources
- Understand the internal motivators of your sales force

Who Should Attend
Seasoned sales managers who want to refine sales planning techniques, build leadership skills and become more powerful decision makers, motivators, communicators, coaches and counselors through advanced sales manager training. Sales and Marketing Professionals, Sales Trainers, Salespeople, Brand Managers, Public Relations (PR) Professionals, Customer Service Professionals and anyone involved in Sales and Marketing

Program Content
PART I: Introduction to Sales Force Management
1: The Field of Sales Force Management
2: Strategic Sales Force Management
3: Personal Selling Process
PART II: Organizing, Staffing, and Training a Sales Force
4: Sales Force Organization
5: Profiling and Recruiting Salespeople
6: Selecting and Hiring Applicants
7: Developing, Delivering, and Reinforcing a Sales Training Program
PART III: Directing Sales Force Operations
8: Motivating a Sales Force
9: Sales Force Compensation
10: Sales Force Quotas & Expenses
11: Leadership of a Sales Force
PART IV: Sales Planning
12: Sales Forecasting and Developing Budgets
13: Sales Territories
PART V: Evaluating Sales Performance
14: Analysis of Sales Volume
15: Marketing Cost and Profitability Analysis
16: Evaluating a Salesperson›s Performance
17: Ethical and Legal Responsibilities of Sales Managers

Certified Team Leader | CTL©

About the Program
Working in teams is much more effective than working with the old style bureaucratic management. This has been well demonstrated by first the Japanese experience and later in other countries around the world. But the transition from hierarchy to teamwork requires the study and application of the principles of team style management.
This program covers all the essential skills necessary to be an effective team leader. There will be discussions of the special requirements of being a team leader as opposed to a traditional manager. The program will concentrate on all of the factors essential to the building of a high performance team. It will also highlight obstacles to team development and methods for overcoming these obstacles. In particular, there will be an emphasis on dealing effectively with both team member conflict and poor performing team members. All participants will leave the program with ideas they can immediately implement in their work environment.

Key Take away
- Recognize the difference between ineffective and effective teams.
- Study the different team player styles and their impact.
- Examine the art of motivating employees.
- Consider methods of dealing with conflicts between team members.
- Review strategies for handling difficult people

Who Should Attend
- New members of the management team.
- Team leaders interested in further management development.
- Managers seeking to enhance their skills in leading teams.

Program Content
DAY 1 - Building a High Performance Team:
- The Goals of Teamwork.
- High Performance Team Master Plan.
- Identifying Effective Team Behaviors.
- Identifying Ineffective Team Behaviors.
DAY 2 - Leading Different Types of Teams:
- Employing Teams at Harley Davidson.
- Creating Virtual Teams through Technology.
- Overcoming Resistance to Teamwork.
DAY 3 - Self Motivation and Development:
- Harnessing the Power of Your Abilities.
- Choosing Empowering Beliefs and Values.
- Building Your Self Con dence.
- Maintaining a Positive Attitude.
DAY 4 - Dealing with Team Conflict:
- Defining Team Conflict.
- Understanding the Causes of Conflict.
- Dealing with Different Learning Styles.
- Managing Conflict Effectively.
DAY 5 - Dealing with Difficult Team Members:
- Common Causes of Difficult People on a Team.
- Types of Difficult People.
- Adopting an Assertive Approach.

CERTIFIED TRAINING COURSES

International Business Driving License | IBDL©

About the Program

IBDL is the first international license. And the most important certificate in the field of Business Administration Skills, which is approved in 36 countries due to its compliance with the international quality standards. It has been designed to provide its students with the contemporary business concepts and the interdepartmental relations inside most of the modern

IBDL Certification complies with the International Certification Standards, and it is approved by governmental authorities, international organizations, universities, and corporate as well. The high quality of the curriculum, the fairness of the testing mechanism, and the social responsibility of IBDL Foundation are the main factors that encouraged every official institution to adopt IBDL Certificate as their ideal choice all over the world.

Key Take Away

Developing individual's ability to understand business skills effectively through:

- Developing individual's ability to interact with others within the real business environment in terms of productivity and business spoken language.
- Facilitating the understanding of the functions of each department in the organization and knowledge of modern methods to increase productivity and efficiency.
- Explaining the traits of a successful entrepreneur processes and understanding the different types of businesses and how businesses can grow.
- Understanding the functions of management and how management could be expressed and analyzed.
- Understanding the importance of leadership and motivation of employees within a business environment.

- Illustrating the process of Human Resources Management and how it could be manipulated to increase employee performance and efficiency.
- Understanding the marketing functions and how it could be formulated to better reach of your customers.
- Defining and explaining the key accounting and financial terms, statements and reports.
- Describing the nature of the global markets and developing strategies of reaching them.
- Defining ethics and social responsibility of the individuals and corporate within the business field.
- Explaining the role of information technology in the modern business environment.

Who Should Attend

Fresh university graduates, new business comers and corporate developing their first-line employees.

Program Content

- IBDL Level 1
  - » Entrepreneurship and starting a Small Business
  - » Management: Functions and Styles
  - » Leadership and Motivation
  - » Human Resources Management
  - » Marketing: Product and Price
  - » Marketing: Place and Promotion
  - » Understanding Financial Information & Accounting
  - » Business in Global Markets
  - » Demonstrating Ethical Behavior & Social Responsibility
  - » Information technology in Business
- IBDL Level 2
  - » Managing
  - » International Management
  - » Planning and Strategic Management
  - » Managerial Decision Making
  - » Managerial Control
  - » Teamwork
  - » Communicating
  - » Human Resources Management
  - » Organization Structure
  - » Organizational Agility

  - » Managing the Diverse Workforce
  - » The External Environment and Organizational Culture
  - » Ethics and Corporate Responsibility
  - » Managing Technology and Innovation
  - » Creating and Managing Change
- IBDL Level 3
  - » Strategic Thinking and Business Analysis.
  - » Internal analysis and fusion of analyses into strategic options.
  - » Strategic plans and the relevance of alliances and joint ventures.
  - » Global strategy, teambuilding and the management of internal communication.
  - » Strategic implementation & getting the value out of strategy.
  - » Practical Negotiation Strategies.
  - » The Leader's Personality Profile.
  - » Essential Competencies for the Innovative Leader.
  - » Strategic Thinking & the Power of Visionary Leadership.
  - » Combining Management Skills and Leadership Competencies.

IBDL LEVELS

1 Understanding Business

2 Business Management and Planning

3 Business Leadership and Strategies "IBDL master"

"I found PALM participants to be a truly high caliber group, similar to the executives we teach at Harvard, Wharton and INSEAD. They have shown great willingness to engage in high intellectual levels of discussion. It was a great opportunity for me to participate as a speaker."

Prof. Paul Schoemaker
The Wharton School

OTHER TRAINING COURSES

- Management and Leadership Development
- Strategy Development & Execution using the Balanced Scorecard
- Organizational Change Management
- Critical Decision-Making in Teams and Organizations
- Effective Leader Training
- Managing your Organizational Culture
- Creating Sustainable Organizational Success
- Executive Boot camp
- Organizational Health Assessment
- Maximizing the Innovation Premium at Work
- Leadership and Management Training Program
- Leading Strategic Foresight
- Self Management and Improvement
- Analyzing Problems and Decision making
- Corporate Governance
- Corporate Financial strategy
- Operational Excellence
- Emotional Intelligence
- Total Quality Management for Healthcare
- Successful Change Management in Healthcare
- Developing Strategies for Profitable Growth

Management and Leadership Development

About the Program

This Management and Leadership Development training program is designed to provide promising executives and functional specialists with the skills, tools and competencies they require for effectively operating in today's constantly changing and challenging business environment.

The program will enable participants to:

- Meet existing and future business challenges with capability, credibility and confidence
- Develop the skills, knowledge and competencies that maximize management and leadership potential
- Grow and enhance their international business networks

Key Take Away

Know how to use an enquiry led evidence based approach to develop your leadership and management capability

- Develop and enhance your personal brand
- Develop, implement and evaluate high-level, strategic, business cases
- Embed your leadership and management development in real world

Program Content

Day 1: "Motivating People in the Workplace"

- Understanding the factors that may affect performance and motivation in the work place
- Evaluating theories of motivation relevant to your workplace
- Being able to improve levels of motivation and increase performance in the workplace

Day 2: "Becoming an Effective Leader"

- Understanding your own ability to fulfil key responsibilities of the leadership role.
- Evaluating your own ability to use a range of leadership styles, in different situations and with different types of people, to fulfil the leadership role.
- Using theories of emotional intelligence to review the effect of emotions on your own and others' performance.

Day 3: "Managing for Efficiency and Effectiveness"

- Being able to assess the organization's ability to manage and lead efficiently and effectively to achieve targets and objectives
- Assessing your own organization's ability to translate vision, mission and strategic goals into operational objectives with realistic and measurable targets.
- Implementing changes in your own leadership style in order to lead more efficiently and effectively

Day 4: "Developing and Leading Teams to Achieve Organizational Goals and Objectives"

- Understanding the importance of leading teams to achieve organizational goals and objectives
- Evaluating the role of leadership in helping teams to achieve organizational goals and objectives.
- Implementing changes to your own leadership style in order to more effectively develop and lead teams.

Day 5: "Growing into a Brilliant Leader and Manager"

- This day provides tutorial support for those completing the ILM Certificate in Leadership & Management.
- Using the knowledge and tools in days 1 to 4 to fully realize your potential
- How to achieve success in the ILM Certificate in Leadership & Management.

OTHER TRAINING COURSES

madinah institute for leadership & entrepreneurship 35

STRATEGY DEVELOPMENT & EXECUTION USING THE BALANCED SCORECARD

Formulating an organizational strategy is challenging at best. The successful execution of great strategies requires many organizational capabilities and systems. This course takes the participants on an intensive 5-day journey starting with the basics of strategy, learning to formulate great strategies, how to plan the best ways of executing strategies, and practical tools and techniques for the best chances for success.

ORGANIZATIONAL CHANGE MANAGEMENT

Several global research studies indicate that only 30 percent of corporate change programs are successful. Change programs fail primarily because they fail to address employee attitudes and management behavior. This workshop focuses on the best practices of the 30% of organizational change management programs that work. It takes the participants on a comprehensive step-by- step journey through all the phases of successful rapid organizational change programs.

CRITICAL DECISION-MAKING IN TEAMS AND ORGANIZATIONS

It stands to reason that improving the decision-making within a group or an organization is an essential pre-requisite to improve the overall performance of that group or that organization. Over the course of this workshop, you will learn that decision-making is not an event, but that it is rather a process. And in most cases, as you shall learn, the decision-making process is much more important to the decision outcome than the question itself.

MANAGING YOUR ORGANIZATIONAL CULTURE

Successful organizations know that organizational culture is very important to sustainable success, and perhaps even more important than strategy itself. And yet it is hard to define culture and affecting cultural changes has proven elusive for many organizations. This course provides important concepts and techniques to be used in assessing, managing, and improving organizational culture. Many examples and best practices from the Middle East are included.

EFFECTIVE LEADER TRAINING

thinking, insightful decision-making, strategic planning, purposeful design abilities, adaptivity and flexibility, focus on priorities, performance management, change management, risk mitigation, and the ability to use cultural practices and intelligence to motivate groups.

MAXIMIZING THE INNOVATION PREMIUM AT WORK

Collaboration and innovation are often cited as critical to rejuvenation of ideas and products in organizations. This workshop provides several methods and techniques for implementing collaborative innovation in teams and organizations. Latest research and best practices from around the world are included in the form of lectures, discussions, and exercises. Also included are specific ways to nurture a culture of innovation starting with recruiting and inducting new employees.

EXECUTIVE BOOT CAMP

This workshop is about preparing you as you climb the professional ladder into the executive ranks. The insights you gain and the action plans you formulate based on this workshop will help you develop the critical skills for being a successful executive from day one. We cover important competencies, critical skills, tools and techniques for dealing with a whole set complex issues and challenges as you prepare to move into your new role.

CREATING SUSTAINABLE ORGANIZATIONAL SUCCESS

Adapting to social, political, economic, and technological changes, hiring and retaining qualified employees, and competing without losing your moral compass all present significant challenges to organizational sustainability in the twenty first century. This course provides the participants full training on using the "Sustainable Success Methodology" to deal with the often conflicting priori- ties facing your organization as you plan for long-term success.

ORGANIZATIONAL HEALTH ASSESSMENT

Strategy formulation and critical decision-making must be based on accurate information and assessment. This course covers 56 different dimensions of organizational assessment that could be used to get accurate view of reality. The course covers these concepts and provides powerful tools and case studies on how to design and execute assessment projects. The insight you will gain enables you to spot and address gaps in your understanding of organizational context.

LEADERSHIP AND MANAGEMENT TRAINING PROGRAM

Leadership and Management modules designed to develop the leadership and management skills of practicing or aspiring first line managers. These modules can all lead on to an ILM Level 3 Award and Certificate qualification in Leadership & Management.

- Solving problems and making decisions
- Achieving objectives through time management
- Writing for business
- Giving briefings and making presentations in the work place Introduction to leadership
- Motivating to perform in the workplace
- Developing yourself and others
- Managing conflict in the workplace
- Managing stress in the workplace
- Coaching and training your work team
- Organizing and delegating
- Managing projects
- Managing health and safety at work
- Working with costs and budgets Influencing others at work
- Communicating one-to-one at work
- Effective meetings for managers Leading a team effectively

LEADING STRATEGIC FORESIGHT

Over view of the Program

Strategic Foresight is a crucial skill for modern leaders to improve their decision making. It helps them to build a proactive stance about the future. So, it is highly important for all leaders in different fields to acquire this skill.

What You will learn?

- To discover about the strategic dimension of leadership.
- To learn about foresight and its modern usages.
- To build a culture of anticipation within the participants.
- To learn about the most important foresight tools & techniques.
- To enhance decision-making skills through strategic foresight.

Key Topics

- Key emerging leadership styles
- Key features of modern management & leadership philosophy.
- Managing & leading in the 21st century
- The concept of strategic foresight
- Tools & techniques of strategic foresight
- Leading strategic foresight to improve decision making
- Google case-study of strategic foresight
- Harvard business review: the example of Lee Iacocca

Who should attend ?

- All managers & leaders (middle & senior levels).
- All those who are interested in strategic foresight, and those who want to start a career as trainers in the field.

MANAGEMENT AND IMPROVEMENT

Objective

The development of skills and abilities of participants by ne-tuning their functional personalities positively and equipping them with basic skills to enhance self-confidence in improving their abilities and transforming their intellectual and practical energy
to invest in the work field.

By the end of the program Participants will be able to;

- Develop their self to servicing work purposes.
- Understands the pattern of their personality and ways of developing them. Acquire self-identify and promote self-confidence skills.
- Think positively beyond the difficulties and problems of work.

Topics which will be covered during the program

- Basic concepts in self-management.
- Key areas of self-understanding.
- Patterns and personal characteristics.
- Self-development and to responding to change.
- Developing positive thinking skills.
- Self management and methods of activating the role of employees.

ANALYZING PROBLEMS AND DECISION MAKING

Objective

To provide participants with the ability to analyze managerial problems, select alternatives and take appropriate decisions in order to achieve the goals of their organizations.

By the end of the program Participants will be able to;

- Personalize and solve administrative problems.
- Information and data collection related to problems.
- Use a variety of methods to solve problems.
- Take administrative decisions in a formal and objective manner.

CORPORATE GOVERNANCE

Program Overview

This master class is a result of extensive research across 12 countries; identified essential capabilities for high performing board members.√ Outlook of the chairman as a critical role to ensure optimum board performance based on the latest best practices and trends.√ This master class highlights on the nature and points of differentiations for various board type.√ Focusing on the Board Directors and how to engender value generating boards.

Program Outline

Session 1: Corporate Governance

This session will discuss what corporate governance is and what it is not. It will provide a framework that will provide a basis for a board to evaluate corporate governance within the participant's company.

Session 2: The Business Case for Corporate Governance

This session will look at the costs of making corporate governance changes and the benefits associated with these changes. A real case study will be used to illustrate the benefits of corporate governance using the framework introduced in the first session.

Session 3: The Role of the Board

This session will consider the purpose and tasks of a Board of Directors. A quadrant framework to understand the tasks of the board will be introduced and the relative importance of each task will be considered. The section will also cover the inter-relationship between the group board and subsidiary boards. The role of policies approved by the board will also be discussed and a checklist provided. The role of the Shari'ah Supervisory Board will be evaluated. Stakeholder relationship management maps will be used to illustrate effective relationship management processes. Board evaluation methods will be reviewed and participants will be encouraged to create a board development action plan.

Session 4: Directors Duties and Liabilities

The legal duties of directors in different jurisdictions will be compared and contrasted.

Session 5: Board Practices

The roles of the Chairman, Executive Directors, Non-Executive Directors and the Company Director will be examined. Frequency, duration and good practices of board meetings will be discussed.

Session 6: The Governance of Strategy

The Board's role in the governance of strategy will be discussed. An A – Z of strategic tools for board directors will be briefly reviewed.

Session 7: The Governance of Risk

Risk assessment and decision making frameworks will be considered. The session will also include discussion of succession planning and oversight of disaster recovery and business continuity planning.

Session 8: Corporate Responsibility

This session discusses the board's role in formulating and overseeing corporate responsibility policies and initiatives.

Session 9: Directing and Managing Change

The role of the board in the change management process will be reviewed. Potential barriers to change will be discussed and methods of overcoming these barriers will be proposed. The importance of group and team involvement will be stressed.

On completion of this course you will be able to:

- Adopt the appropriate mechanism for effective governance
- Value the shareholder and stakeholder rights and responsibilities
- Adhere to sound principles of direction and management
- Understand the significance of audit committee, its composition and responsibilities
- Implement best practices on corporate management

OTHER TRAINING COURSES

CERTIFIED TRAINING COURSES

CORPORATE FINANCIAL STRATEGY

Program Overview

Global best practices confirm that financial strategy must be consistent with, and support operational strategy, and that financial strategy does not exist, and is not determined separate from the core business strategy of the firm. The emphasis of this module will be on elevating the participant's Financial Intelligence as an organizational leader. In contrast to what is commonly taught in business school, we will emphasize applying finance frameworks and implementing financial strategy as a tool, not as a separate business discipline.

The module will focus on the application of the essential finance tools that provide the leader with the ability to create and sustain value by (i) understanding financial performance within the context of the firm's competitive position; (ii) defining and measuring value creation; and (iii) screening and evaluating potential growth opportunities.

Program Outline:

- Day 1
    - » Introduction and programme Overview:
    - » Financial Performance Assessment
    - » Industry Analysis and Financial Performance
    - » Value Creation
- Day 2
    - » Organic Growth Strategies:
    - » Organic Growth Strategies:
    - » Inorganic Growth Strategies:

Key Take Away

This course focuses on the measurement and assessment of financial performance, within the context of the company's business strategy and industry, and how financial performance impacts value creation. In addition, the course addresses the decision frameworks and techniques to evaluate both inorganic and organic growth opportunities."

OPERATIONAL EXCELLENCE

Program Overview

Global Managers need beyond the horizon thinking to successfully navigate the current economic downturn. 'Tough Times, Tough Strategies' will help participants meet the challenges of today's recession and prepare for tomorrows recovery. This module is designed to develop the analytical framework required for understanding the global macroeconomic environment and its impact on business. Issues related to economic growth, inflation, interest rate behavior, exchange rate determination, unemployment and current account, among other will be explored.

Program Outline

- Introduction
- Competing with efficient Processes
- Supply Chain Management
- Management in Crisis Environments
- Service Management
- Data-Driven Operations

Key Learning

The main takeaway of this module is to impart an understanding about how to do tasks, i.e. the art and science of getting things done in business. In this respect the key ingredient of this course is to teach any business – be it in manufacturing, trade or services – as how to do things the smart way which will ultimately allow the companies to get more done with less. The objective of this Module is to show how a good understanding of your value creation process – with a particular focus on the operations part – can help you to achieve superior results.

EMOTIONAL INTELLIGENCE

Program Overview

Emotional Intelligence (EI) is what makes the difference between top performing leaders and the rest – and this course gives you the practical tools to develop EI in yourself and your team. This course will teach you how to develop your own Emotional Intelligence, how to improve the 'emotional climate' to maximize your team's productivity, and give you simple, usable formats that will enable you to add a coaching style of management to you leadership repertoire. You will also receive a pre-course emotional intelligence self-assessment to help you identify your own goals for the course, and leave with your own action plan for developing your competencies as an emotionally intelligent leader.

Program Outline

- Leadership, Engagement, and Emotional Intelligence
- How Emotional Intelligence supports leadership
- What is Emotional Intelligence?
- The Business Case for Emotional Intelligence
- Self-Awareness, Self-Management, and Decision-Making
- How to increase Self-Awareness
- Detecting Career 'Derailleurs'
- How to stay calm in any situation
- Brain-friendly working
- Emotionally Intelligent Decision-Making
- Change and the Emotional Climate
- The 'Paradox of Change'
- What is the Emotional Climate and why is it important?
- How leaders underestimate their impact
- How to improve the Emotional Climate of your team
- Leadership Styles
- Building your 'Emotional Bank Account'
- Emotionally Intelligent Communication
- The importance of empathy, and how to increase it
- Reflective Listening
- How to hire for Emotional Intelligence
- 3 essential interview questions:
    - » Checking values are a fit for the team
    - » Checking resilience
    - » Checking how much feedback a person needs
- Relationship Management: Meetings and Feedback
- The 'Losada Line' – the secret of all high-performing teams
- 3 ways to receive feedback that don't work
    - » How to learn from 'difficult' feedback
    - » Developing Emotional Intelligence in the future – completing your
    - » Emotional Intelligence Action Plan.

Take Away

- A conceptual understanding of emotional intelligence
- An awareness of the benefits of emotional intelligence for managers
- Ways to manage their own emotional state better
- Processes to improve results through an emotionally intelligent management style
- Formats for giving and receiving feedback in an emotionally intelligent way
- Great interview questions to assess Emotional Intelligence
- A plan to develop their own Emotional Intelligence into the future

TOTAL QUALITY MANAGEMENT FOR HEALTHCARE

Program Over view

TQM can play an important part in establishing healthcare organizations competitive strategy; thus improving customer satisfaction and offering higher prospects for greater market share and profitability. This module presents effective strategies for applying TQM solutions to healthcare industry and outlines how organizations can maintain competitive advantage while ensuring highest standards of quality in services and products.

Program Outline

- What is Quality?
- History of Quality and its leaders.
- The patients' rights.
- Teaching hospitals to fly: Checklists!
- What is accreditation? Why?
- Continuous Process Improvement
- What is Sigma? Why Six?
- Physiology of Six Sigma
- Anatomy of Six Sigma?
- Six Sigma Lab: Six Sigma Tools
- Change Management

PATIENT-CENTERED CARE STRATEGY

Program over view

In today's world of rapid change, easy and quick access to information resources and advancing medical technology, people's perception and expectations of the healthcare services are constantly on the rise. However, the healthcare policies are not developing as quickly as our expectations are increasing. Healthcare policy makers in the OIC world have not been successful in keeping up with the pace of the fast moving industry.

The aim of this module is to introduce participants to the concept of person/patient-centered care (PCC); to impart an understanding how such approach will impact present practices, healthcare systems and services, their planning and delivery. It will further emphasize on types of strategies needed to establish PCC approach and its implementation.

Program Outline

- Understand PCC model and its pivotal role in planning, management and delivery of health services
- Participate in Interactive exercises to explore the importance of healthcare systems and health care delivery (e.g. integrated healthcare)
- Learn to develop PCC strategies both in public and private healthcare services
- Recognize the importance of Human Resource for Health (HRH) development in PCC model
- Explore the key role of health leadership in evolving services and products that match the expectations of patients and consumers

SUCCESSFUL CHANGE MANAGEMENT IN HEALTHCARE

Program Overview

For any organization, properly managing change is vital for achieving a successful transformation from how things are, to how things should be. One of the key concerns in Health care management is management of change and health care professionals are obligated both to acquire and to maintain the expertise needed to undertake their professional tasks, and all are obligated to undertake only those tasks that are within their competence. Moreover, change occurs continuously around us.

Managing change is about handling the complexity of the process. It is about evaluating, planning and implementing operations, tactics and strategies and making sure that the change is worthwhile and relevant. Managing change is a complex, dynamic and challenging process. It is never a choice between technological or people-oriented solutions but a combination of all. This workshop provides fundamentals of change management and how a leader overcomes resistance to change

Program Outline

- The need for Change
- Why Invest in Change Management?
- Required Management Skills
- Decision Making - Coalition Building - Achieving Action
- Change Principles and Change Skills
- The Change Process ADKAR
    - » Awareness
    - » Desire
    - » Knowledge
    - » Ability
    - » Reinforcement

DEVELOPING STRATEGIES FOR PROFITABLE GROWTH

Program Overview

Every firm needs a Competitive Strategy to create and seize new business opportunities, put the firm on a profitable growth path, and meet investor expectations. What are the essential ingredients of an outstanding Competitive Strategy? How can management create such a strategy? What strategy frameworks and tools do you need to craft and implement an outstanding Competitive Strategy?

The Competitive Strategy module discusses the essential concepts, frameworks and tools to think critically about the competitive position of your firm and develop an innovative strategy for it.

Program Outline

- Introduction & Discussion Groups
- Sources of Growth and Competitive Advantage
- Innovation – Where do Novel Ideas Come From?
- Strategic Success and Innovation Case Apple in 2012
- Three Models of Innovation and Success
- Value Curve Exercise
- Value Curve Debrief
- Competing on Cost Case Wal-Mart
- Social Mission and Corporate Scope Case Narayana Hrudayalaya Heart Hospital (505-078)

We discuss core strategy concepts such as assessing competitive advantage, creating customer value and diagnosing opportunity profitability, as well as frontier issues such as achieving leadership in eco-systems.

Participants have the opportunity to sharpen their strategy skills by discussing case studies, exchanging views on best strategy practice, and discussing key issues regarding the strategic challenges they face.

OTHER TRAINING COURSES

Soft Skills Courses

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Personal Planning

01

02 Emotional Intelligence

Problem-solving using Therese strategies

03

04 Supervisory Skills

Coaching by ATD Methodology

05

06 Leadership and Team Building

Performance Management Specialization

07

08 Performance Improvement Specialization

Dialogue Communication Skills

09

10 Self-Discovery

DISC Model and its benefits

11

Bilingual Courses

- Effective Leader Training
- Strategy Development & Execution Using the Balanced Scorecard
- Organizational Health Assessment
- Organizational Change Management
- Managing your Organizational Culture
- Personal Planning
- Executive Boot Camp
- Problem Solving using Therese Strategies
- Critical Decision Making in Teams and Organizations
- Creating Sustainable Organizational Success
- Emotional Intelligence
- DISC Model
- Maximizing the Innovation Premium at Work
- Specializing in Performance Developing
- Leadership and Team Building Skills
- Supervising Skills
- Communication Skills
- Coaching by ATD Curriculum
- Specializing in Performance Management

Business Simulation

Micromatic: A Business Strategy Game

Mogul: A Business Simulation Game

Maven is a Marketing Simulation Game

Micromatic is designed for use in both graduate and undergraduate Strategic Management courses as well as in mini-MBA courses for corporate learners. Micromatic allows students to experience the kinds of issues that are involved in managing a small manufacturing operation ($2 million to $4 million in annual sales). The company sells its product in three sales regions, one of which can be either the European Union or China. Players managing

Micromatic must have a coordinated strategy (e.g., marketing, operations, and finance are in sync) to achieve success. Because of the number and type of decisions the student users must make, Micromatic is classified as a medium to complex business simulation game. This helps students understand how the functional areas of a business fit together without being bogged down in needless detail and provides students with an excellent capstone experience in decision-making. Micromatic is a great distance learning tool that offers boundless research potential.

Mogul is a computer-based model that simulates a small manufacturing company that produces two products: Product 1 and Product 2. The manufacturing process consists of forming plastic raw materials (sheets of plastic) into the finished consumer products. The products are sold through retail markets to the general public. The two products are not substitutes for one another, nor are they complementary. This means that sales of one product do not affect sales of the other product. You will also have to decide whether to make the products yourself or to sub-contract the manufacture of them to another company.

Mogul is a basic, entry-level simulation targeted at principle-level courses. Through the simulation students learn the basic interactions between the various functional areas of business without being overwhelmed by a mountain of detail. Mogul helps students early in their careers to get firsthand experience running their own simulated business in a safe environment. They develop the skills need to successfully work in teams.

Maven is a game in which students run a small marketing company that sells up to two products in three regions. The products are sold through retail markets to the general public. The two products are not substitutes for one another, nor are they complementary. This means that sales of one product do not affect sales of the other product. You will also have to decide whether to make the products yourself or to sub-contract the manufacture of them to another company.

Maven is a basic, entry-level simulation targeted at principle-level marketing courses. Each decision round requires students to make approximately 65 decisions. Through the simulation students learn the challenges of applying the 4 Ps of marketing to a business enterprise. Maven has students apply the marketing concepts they are reading in their textbook.

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Assessments and Coaching

Psychometric Assessment

Psychometric tests are a standard and scientific method used to measure individuals' mental capabilities and behavioral style. Psychometric tests are designed to measure candidates' suitability for a role based on the required personality characteristics and aptitude (or cognitive abilities). They identify the extent to which candidates' personality and cognitive abilities match those required to perform the role. Employers use the information collected from the psychometric test to identify the hidden aspects of candidates that are difficult to extract from a face-to-face interview.

Once the Human Resources manager, or person/s in charge of hiring, ascertains that you have fulfilled the initial requirements for the position by reviewing your résumé, they will then send out a letter with specific instructions for sitting the psychometric test. The prime objective of this is to identify at an early stage those job applicants who are unlikely to fill the requirements of the position on offer and consequently narrow the applications further.

Some job applicants believe that the psychometric test is not a good measure to assess their real abilities, personality traits, and suitability for the job. However, the psychometric tests are statistically examined, and are constructed to be objective and unbiased. This is done by using standard methods of assessment so that everyone is presented with the same questions and instructions for completing them.

Our experience shows that psychometric tests are very reliable in predicting candidates' performance, and in most cases the test report provides an accurate evaluation of the applicant.

However, this doesn't say that with a good preparation you can't improve your suitability for a job. We have proven that an effective preparation which highlights your relevant strengths and improves your weaknesses increases your chances to win the job you wish to get.
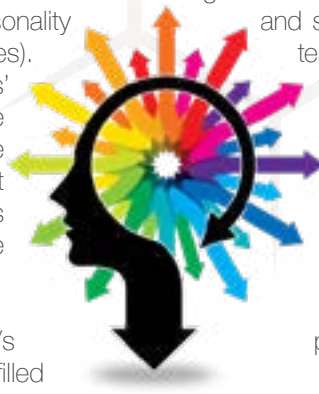
Learning Style Assessment

Overview

- The Learning Style profiler recognizes a unique learning style for each person, which if developed, will help improve the speed and quality of one's learning.
- Each person has a combination of different learning styles with one being dominant.
- The styles used for learning may vary according to different circumstances.
- There is no right mix. Nor are your styles fixed.
- By recognizing and understanding your learning styles, one may adapt the most suitable technique.

### Why know your learning style

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- The styles used for learning may vary according to different circumstances.
- There is no right mix. Nor are your styles fixed.
- By recognizing and understanding your learning styles, one may adapt the most suitable technique.
- Benefits
- Identify your learning styles.
- Build on your dominant learning style to adapt quicker in shorter time frames.
- Develop your other less dominant learning styles to expand your range of learning.
- Understand more of your physical and mental aspects of learning
- Recognize new learning technologies for yourself, team, department and organization
- Utilize peak mental fitness to explore your hidden energies and potentials for new and unsolved issues.

360 Degree Assessment

This is a system or process in which employees receive confidential, anonymous feedback from the people who work around them. This typically includes the employee's manager, peers, and direct reports. A mixture of about eight to twelve people fill out an anonymous online feedback form that asks questions covering a broad range of workplace competencies. The feedback forms include questions that are measured on a rating scale and also ask raters to provide written comments. The person receiving feedback also fills out a self-rating survey that includes the same survey questions that others receive in their forms. Managers and leaders within organizations use 360 feedback surveys to get a better understanding of their strengths and weaknesses. The 360 feedback system automatically tabulates the results and presents them in a format that helps the feedback recipient create a development plan. Individual responses are always combined with responses from other people in the same rater category (e.g. peer, direct report) in order to preserve anonymity and to give the employee a clear picture of his/her greatest overall strengths and weaknesses. 360 Feedback can also be a useful development tool for people who are not in a management role. Strictly speaking, a "non-manager" 360 assessment is not measuring feedback from 360 degrees since there are no direct reports, but the same principles still apply. 360 Feedback for non-managers is useful to help people be more effective in their current roles, and also to help them understand what areas they should focus on if they want to move into a management role.
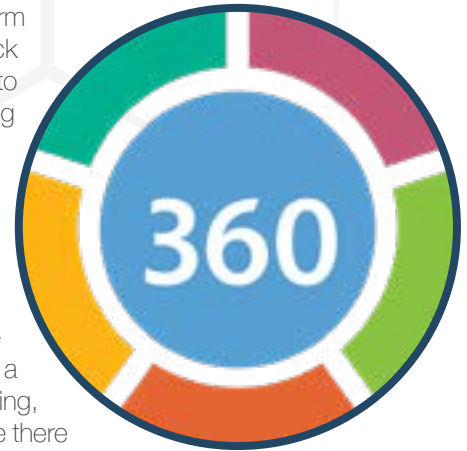
How is 360 Degree Feedback Used?
Companies typically use a 360 feedback system in one of two ways:

- 1. 360 Feedback as a Development Tool to help employees recognize strengths and weaknesses and become more effective. When done properly, 360 is highly effective as a development tool. The feedback process gives people an opportunity to provide anonymous feedback to a coworker that they might otherwise be uncomfortable giving. Feedback recipients gain insight into how others perceive them and have an opportunity to adjust behaviors and develop skills that will enable them to excel at their jobs.

- 2. 360 Feedback as a Performance Appraisal Tool to measure employee performance. Using a 360-degree feedback system for Performance Appraisal is a common practice, but not always a good idea. It is difficult to properly structure a 360 feedback process that creates an atmosphere of trust when you use 360 evaluations to measure performance. Moreover, 360 feedback focuses on behaviors and competencies more than on basic skills, job requirements, and performance objectives. These things are most appropriately addressed by an employee and his/her manager as part of an annual review and performance appraisal process. It is certainly possible and can be beneficial to incorporate 360 feed back into a larger performance management process, but only with clear communication on how the 360 feedback will be used.

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Consultancy Services

MILE developed its consultancy wing which specializes in providing consultancy services catering to projects including numerous National Initiatives for leadership development, HR development, as well as performance management on a national level in KSA.

MILE has been recognized for working closely as consultants with Ministry of Labor and Human Resources Development Fund (HRDF) undertaking several consulting assignments in the areas of:

- E-learning
- Strategic Planning
- Human Resources Management
- Content Management Systems
- BSC & Performance Management
- 360 Assessments
- Media Monitoring
- Initiation and implementation of professional academies
- BASELINE: Identification of current level of the internal services
- SERVQUAL: Strategy to manage the quality of internal services.
- Workshop Facilitation
- SMN Management

MILE has developed many projects for the:
- Developing Hafiz e-learning modules
- Developing the Saudi HR Portal (A national initiative for HR development)
- HR Academy
- Conducting several training programs for Saudi government Chief Information Officers sponsored by the Saudi E-government Agency Yesser
- BASELINE for MoL
- SERVQUAL for MoL

In addition to MoL and HRDF, Mile has offered consulting services to:
- Ministry of Hajj
- Ministry of Health
- Ministry of Strategy and Planning
- Governorate of Madinah
- Jeddah & Madinah Muncipality
- Several other organizations including many other non-profit welfare organizations

Social Media
Community & Registration

Join our Community!

MILE is on Social Media and you can now continue networking, discussing and sharing insights with delegates and speakers online.

https://twitter.com/milemadinah

https://www.linkedin.com/company/629994

https://www.facebook.com/mile.org/

https://www.youtube.com/user/milemadinah

http://community.mile.org

https://www.pinterest.com/Milecommunity/

Why Madinah?

Executive education is about self development, which would not be complete without advancing both the mind and the heart. Madinah's distinct characteristics and multi-cultural populace lend it the distinctive position it has today in the region, giving executives a unique spiritual experience.

From "The City of the Prophet" the knowledge of Islam flourished and spread, and for decades it was the most important city of Islam.

A desert oasis surrounded by mountains, this ancient city is blessed with abundant water supplies and a fertile land. Its natural roads and paths that link it to old trade routes made Madinah an important center for traders and businessmen from around the region.

On this path MILE also treads to reunite businessmen and executives from around the world providing them with the opportunity to self reflect and exchange thoughts, experiences and information.

Fourteen centuries after Prophet Mohammed made this city his home, the streets of Madinah are still reverberate with his ideals, creating a spot where cultures come together, mingling and learning from each other, and receiving both spiritual and temporal enlightenment.

CONTACT DETAILS

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