



mile
madinah institute
for leadership & entrepreneurship

PALM 13
Program for Advanced
Leadership & Management

PROGRAM FOR ADVANCED
**LEADERSHIP &
MANAGEMENT**

15 – 27 OCTOBER, 2022
MADINAH | SAUDI ARABIA

www.mile.org



Under the patronage of
His Royal Highness Prince

Saud Bin Khalid Al-Faisal

Deputy Governor, Madinah Region

“ I am so pleased that such a high-quality executive education program is offered in Madinah. I have found the Program for Advanced Leadership and Management to be a very enriching and unique experience that addressed the intellectual, spiritual, emotional and physical aspects of leadership development.”

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PROGRAM OVERVIEW



Today's business challenges demand strategic, responsible and ethical executive leadership and unfortunately "leadership" is nothing more than an industry buzz-phrase, unless it saves time, cost, or labor, or it improves quality, enables growth, or develops a new competitive advantage. The governed factors that have the power to make or break today's businesses are; Trends, Change, Strategy and bottom line.

Saudi Arabia's Vision 2030 was adopted as a methodology and roadmap for economic and developmental action in the Kingdom of Saudi Arabia. The vision stipulates clearly that the public, private, SME and NGO sectors need to play a pivotal role in materializing

the vision. The objective of this two-week program is to shed light on the role that each of these sectors need to play and the potential opportunities and commitments that are to be achieved by the public, private and nonprofit sectors.

The **Program for Advanced Leadership and Management (PALM)** keeping in view the regional / global needs and the industry competitive pressures, offers the latest management concepts and tools, focused on transforming senior executives into potential leaders. This leadership program is designed to challenge your current perceptions about leadership and the values that shape it, encouraging to think and lead differently. The participants will leave with a broader vision of

success and will experience the latest in learning techniques, acquire a unique skill set and insight into what makes a potential leader and collaborate with the thought leaders of today. This program will also support executives through the key transitions of their careers.

PALM is an opportunity for senior executives to interact with international and diverse peers, exceptional faculties from Top 10 business schools, authors of best-selling books, and highly experienced consultants from the top global consulting firms, participants will have the opportunity to expand their business repertoire to include new concepts, paradigms and forward-looking educational practices.

PROGRAM DEMOGRAPHICS

21

Different nationalities
of Participants

632

Participants from
21 different countries

87

Speakers from Top 10
Business Schools

36

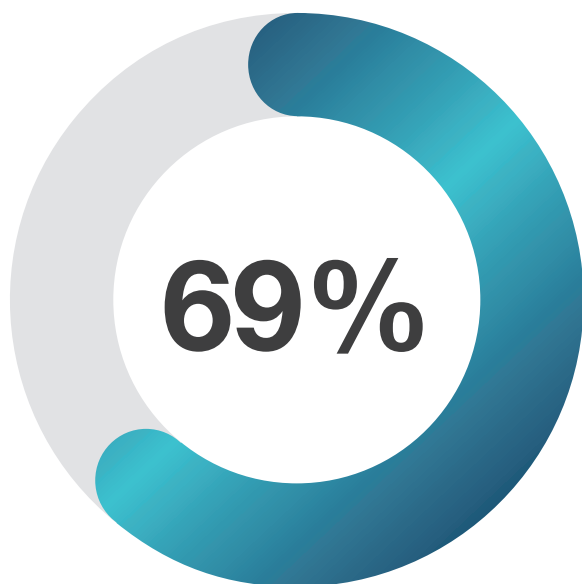
Speakers from 16 global
consulting companies

40

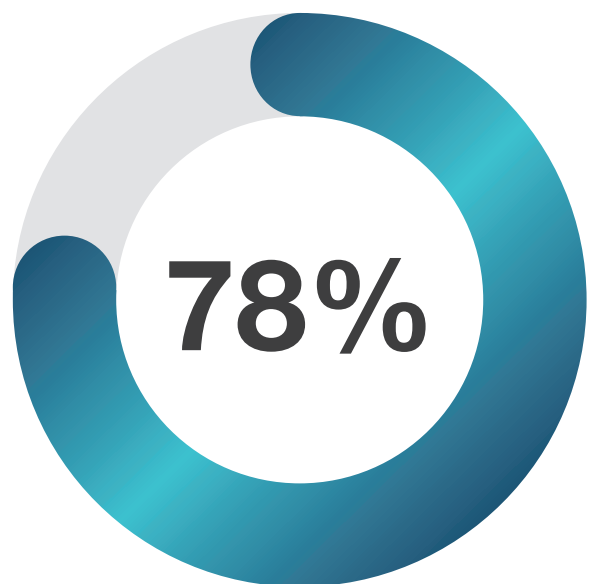
Participants' average
age

42

Young
Executives Scholarships



of participants holding
post graduate degrees
(Masters and PhDs)



of participants
have 10+ years experience

WHY PALM

ADVANCE

your strategic decision-making capabilities and learn how to move from mastery of one focused area to success in a broader role

LEARN

the latest trends on the leadership best practices from the world's top-notch leaders

DEVELOP

your skills to transition to CXO role and lead transformation in your organization

NETWORK

with top business school faculties and find answers to all your questions, challenges and business pains

BENEFIT

from the Business Networking and meet your peers during Palm Networking Coffee Break

APPLY

a strategic plan to transform your PALM knowledge into action when you return to work

ENHANCE

your skills to innovate new business models and implement change in your organization

UNDERSTAND

how market leaders are stunningly leading; locally, regionally and internationally

DEEPEN

your understanding of customer and market insights to lead your organization to growth

LEAD

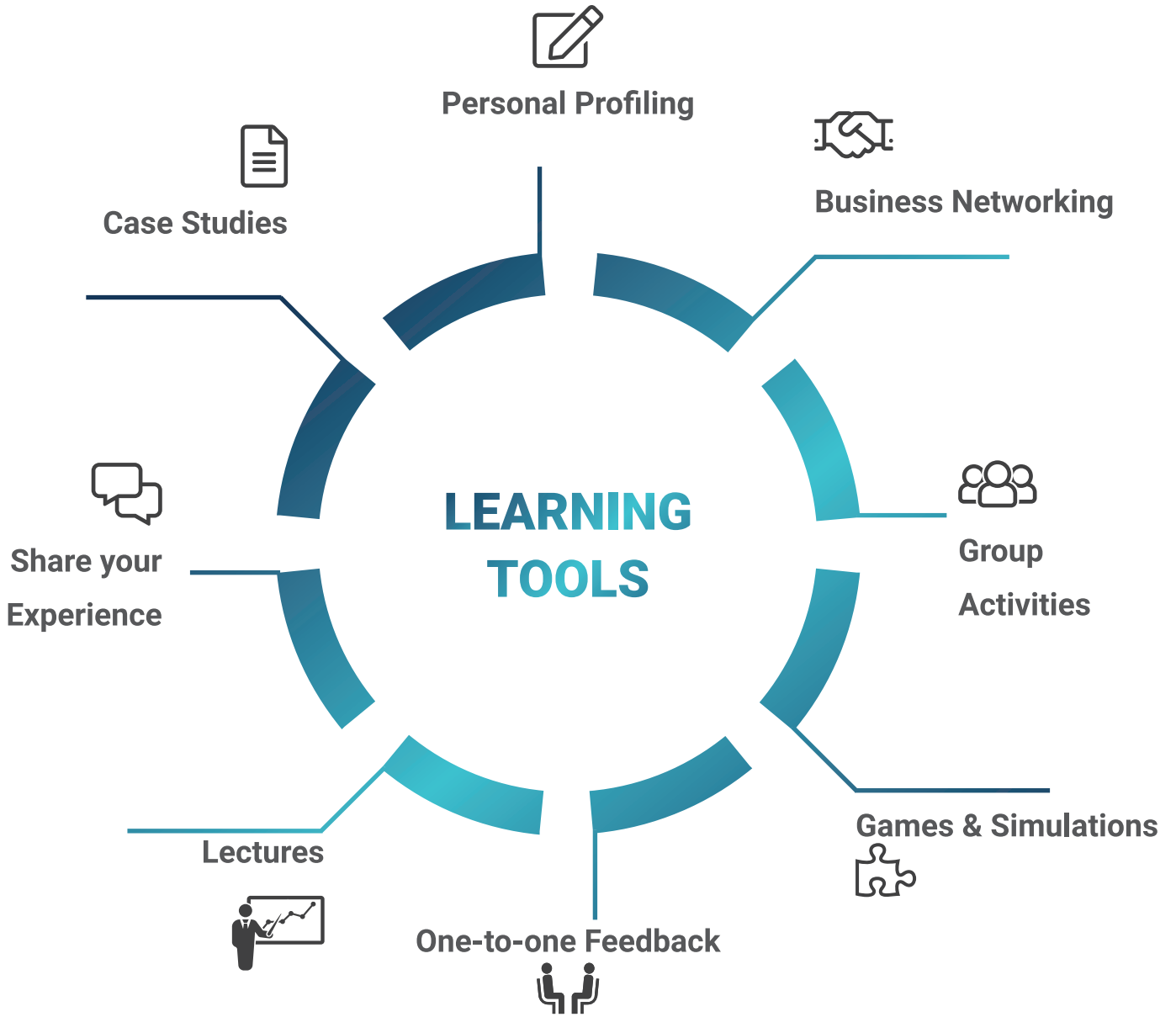
your organization in implementing cutting-edge business models in the digital age

BECOME

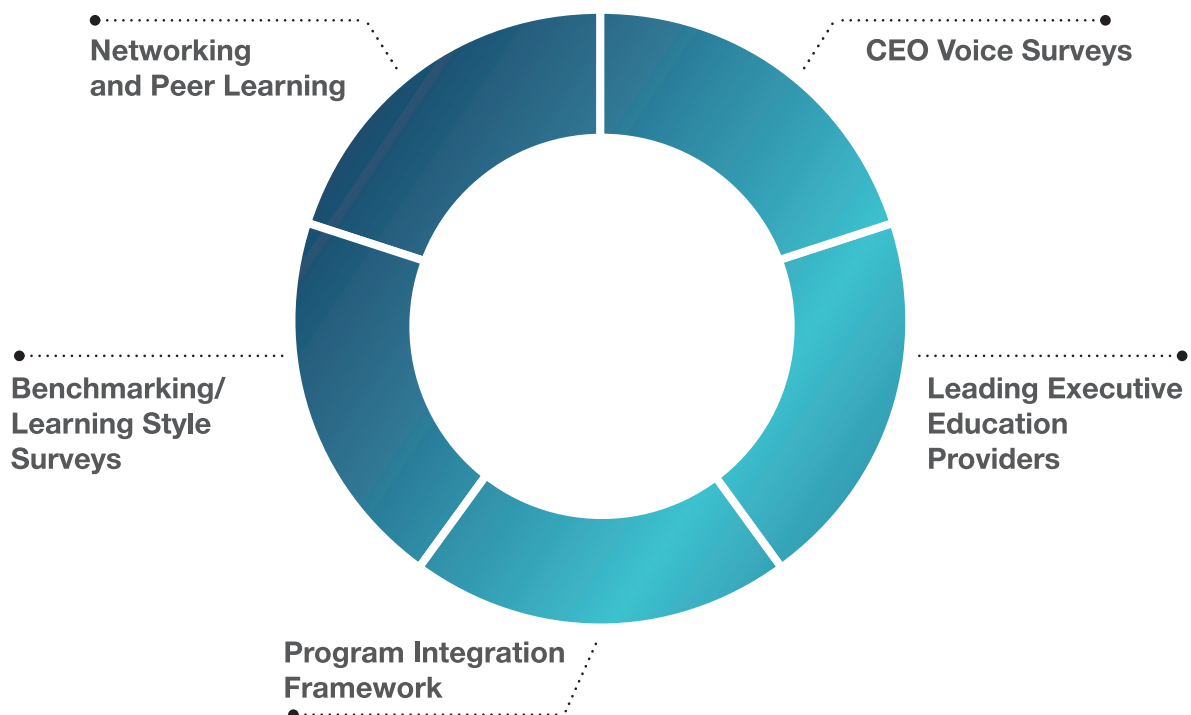
eligible for MILE Executive Education alumni benefits and membership

MEASURE

the value, impact and ROI of today's learning methodologies.



PROGRAM DESIGN METHODOLOGY



A complete package for rejuvenation of your leadership skills!

MILE follows a unique and comprehensive methodology for designing its programs. Our innovative methods and use of proprietary frameworks will help you to address all aspects of business leadership and implement an agenda to enhance both your own and your organization's performance. We follow a cycle of program design and a standardized methodology to ensure the quality and rigor in our pedagogy offers more than just an academic curriculum.

MILE Alumni Community and Community of Practice (CoP)

After the program, you will get unique access to the MILE Alumni Community which ensures that all participants remain connected amongst themselves and with the previous MILE Alumni forming a highly valuable network of influential executives.

“ 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,
University of Pennsylvania, USA

PROGRAM SPEAKERS



Prof. Joel Farnworth
Dean of Management Studies



Dr. Imran Zawwar
Regional Director MiddleEast



Mr. Lester Coupland
Executive Development Coach



Mr. Sherif Selim
Senior Consultant



Prof. Dr. Murali Raman
Deputy Vice Chancellor, Asia Pacific University



Mr. Bill Connor
Partner



Dr. Mustafa Galal
Prosci Advanced Instructor



PROGRAM SCHEDULE

Date \ Time	6:00 am to 6:30 am	Session A 8:00 am to 10:00 am	Networking Break 10:00 am to 10:15 am	Session B 10:15 am to 12:15 pm	Zuhr & Lunch 12:15 pm to 01:45 pm	Session C 1:45 pm to 3:15 pm	Evening Optional Activities 4:00 pm to 10:00 pm
Saturday, 15-Oct	HOTEL CHECK-IN						Reception / Inauguration Ceremony
Sunday, 16-Oct		Strategic Leadership					
Monday, 17-Oct		Mr. Lester Coupland, Cranfield School of Management, UK					Gallup, Clifton Strengths Assesment One-O-One
Tuesday, 18-Oct	Aerobics	Strategy in the Digital Context Dr. Imran Zawwar, Cranfield School of Management, UK					Gallup, Clifton Strengths Assesment One-O-One
Wednesday, 19-Oct		Innovation Design Thinking					Madinah Field Visits Cultural Dinner
Thursday, 20-Oct	Aerobics	Dr. Imran Zawwar, Cranfield School of Management, UK					Group Photo Medical Cheak Up Share Your Experince
FRIDAY - 21 Oct							Gallup, Clifton Strengths Assesment One-O-One
Saturday, 22-Oct		Digital Transformation Prof. Murali Raman, Deputy Vice Chancellor, Asia Pacific University					
Sunday, 23-Oct	Aerobics	Leading Through Change Dr. Mustafa Galal, Prosci Advanced Instructor					Medical Check-up Share Your Experience Al Baik - Networking Dinner
Monday, 24-Oct		Strategic Human Capital Management (SHCM) Prof. Joel Farnworth, Dean of Management Studies, European International University (EIU-Paris) & Chartered Fellow CIPD					Gallup, Clifton Strengths Assesment One-O-One
Tuesday, 25-Oct	Aerobics						Gallup, Clifton Strengths Assesment One-O-One
Wednesday, 26-Oct		The 4 Disciplines of Execution Mr. Sherif Selim, Franklin Covey, USA					Media Public Speaking & Presentation Skills Mr. Bill Connor, Oratorio, Washington DC, USA
Thursday, 27-Oct	MEET THE BUSINESS LEADERS IN MADINAH FORUM & GRADUATION CEREMONY						UMRAH TRIP

PROGRAM SYNOPSIS

16 - 17 Strategic Leadership

Oct

Mr. Lester Coupland, Cranfield School of Management, UK

Leadership is key to stimulating innovation, driving change and delivering results in an increasingly competitive and complex business environment.

This module will stimulate you to think about your contribution as a leader, whatever your role and level in the organisation. During these 2 days of interactive sessions, we will help you to lead strategy, including the inevitable organisational politics that accompany this process, as well as lead teams and drive change.

We will use an approach that helps you look at your own leadership approach, followership, networks and responding to complex problems.

18

Strategy in the Digital Context

Oct

Dr. Imran Zawwar, Cranfield School of Management, UK

Digitization is revolutionizing the markets and redefining the rules of competition, it is transforming the way business is being performed today. Although the long-term impact of a digital revolution promises a bright future, the process is far from being linear and several businesses are at the risk of falling behind.

This situation poses a challenge for the executives who need to carefully plan their strategic response to the digital disruption. The question is; if the competitive advantage lies in strategic planning, why do we spend so little time strategizing and all the time on technology?

This session provides an interesting debate on this question and offers tools and concepts that will help the participants to develop a strategic response which can turn digital threats into opportunities.

It will facilitate the participants to leverage digital opportunities to create competitive advantage and improve performance.

19-20
Oct

Innovation Design Thinking

Dr. Imran Zawwar, Cranfield School of Management, UK

The aim of this programme Innovation Design Thinking is to provide executives with a broad-based view of innovation as a strategically important capability that requires co-ordination across all functional areas of an organisation.

As a result of attending this interactive programme participants will be able to analyse the existing innovation system operating within their own organisation and identify the system's strengths and limitations. Based on this analysis they will be able to develop practical steps for improving the system based upon a rigorous and constructive critique of the system.

At the heart of this programme are approaches that facilitate creativity and brainstorming ideas. These incorporate principles of design thinking and promote a design thinking mind-set, which is in contrast to an analytical mind-set. The difference between the two is that the former supports intuitive reasoning, while the later follows the linear principles of traditional data driven planning and attempts to extrapolate the past in its effort to predict the future.

The programme would be delivered in a sprint style comprising of several sparring interactions with the participants in order to develop and support the respective project ideas.

22
Oct

Digital Transformation

Prof. Murali Raman, Deputy Vice Chancellor, Asia Pacific University

We are living in the era of IR 4.0 – characterised by digitalisation and the economics of disruption. On a global scale, corporations are facing massive challenges and opportunities brought about by digital disruption.

Lifestyles have evolved and changed while corporate strategies need to be transformed. Old business models have been made irrelevant in many industries. Employees need to keep themselves relevant or face the consequences of being replaced by either more competent, knowledgeable and agile staff or artificial intelligence for numerous tasks. Failure to track, closely monitor and adapt technological changes could lead to the demise of even highly successful enterprises.

Key Takeaways:

- ③ The need for digital business transformation – Why transform?
- ③ Best practices in embarking their respective digital transformation journey – How to transform?
- ③ The pivotal role that Design Thinking can play in the context of driving transformational change

**23
Oct**

Leading Through Change

Dr. Mustafa Galal, Prosci Advanced Instructor

Prosci Advanced Instructor | ICF Board Member | KPI Professional | ATD Facilitator | L&D Consultant
Change is constant in all aspects of our lives. Everywhere around us like; technologies, processes, people and ideas often change and influence the way we do everyday tasks and live our lives.

Change management competency is very important in our professional world today, as organizational change is the rule rather than the rule Exception.

Leading Through change will provide participants with clear understanding on why & how change occur and how to lead a successful change initiative.

Also, the workshop provides ground-breaking implementation tools to participants that help is making changes smoother and better accepted.

Key Learnings:

- ① Understand the personal journey of change for everyone
- ① Develop an effective change management strategy
- ① Learn how to use individual drivers of change effectively
- ① Development of a change management and communication plan
- ① Identify enabling roles in change and how to activate them
- ① Develop Change management plans to lead people side of the change and facilitate change effectively

**24 -25
Oct**

Strategic Human Capital Management (SHCM)

Prof. Joel Farnworth, Dean of Management Studies, European International University (EIU-Paris) & Chartered Fellow CIPD

OVERVIEW

The programme essentially covers the progress of HR working as a Business Partner. It emphasizes the advice, counsel and services provided to ensure a business / organization can achieve «employer of choice» status and attract / retain the talent (people) needed to deliver strategic intentions.

OBJECTIVE

On completion of the programme participants will have raised their knowledge, capability and confidence to deliver or agree delivery of an advanced, international standard human capital service to their business / organisation.

LEARNING OUTCOMES

On completion of the programme participants will have :

- ① Increased their knowledge, capability and confidence to manage human capital in support of business strategy delivery.
- ① Identified 5 key services that provide a best practice HR contribution to business success.
- ① Determined best structure and capabilities to deliver those 5 services.
- ① Determined key HR and business metrics that track progress and identify improvements required.
- ① Constructed a transfer of learning action plan for implementation in their own organisation.

**26
Oct**

The 4 Disciplines of Execution

Mr. Sherif Selim, Franklin Covey, USA

The 4 Disciplines of Execution is a proven formula by FranklinCovey which enables leaders and their teams to reach goals and break through to higher levels of performance. The 4 principles are:

- ③ Narrowing focus on the «Wildly important goals» of the organization.
- ③ Acting on lead measures.
- ③ Keeping a compelling scorecard for performance.
- ③ Creating a cadence of team and individual accountability.

In this one-day session, leaders will be able to:

- ③ Examine their leadership paradigm and identify what makes leaders and organizations “great”
- ③ Clarify the difference between “stroke of the pen” and “behavior change” strategies
- ③ Identify the execution gap in organizations
- ③ Understand the 4 Disciplines of Execution methodology
- ③ Identifying the Wildly Important Goal in the light of respective organization’s strategy / strategic pillars
- ③ Identify the fewest behaviors / actions to help teams leverage their efforts towards achieving the WIG
- ③ Learn the basic guidelines to develop compelling scoreboards
- ③ Put in practice key leadership skills to create team accountability

**27
Oct**

MEET THE BUSINESS LEADERS IN MADINAH FORUM & GRADUATION CEREMONY



STRATEGIC PARTNERS



ARABBRITISH
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**LONDON
STRATEGY
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Developing people and organisations
in strategy, innovation and leadership

ASSOCIATE PARTNERS

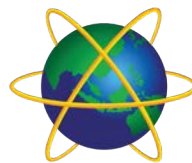
Prosci[®]
PEOPLE. CHANGE. RESULTS.

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THINK TWICE



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HR CONSULTING



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ASIA PACIFIC UNIVERSITY
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 **pullman**
HOTELS AND RESORTS

GALLUP

 **MKH CONSULTANCY**
Strives for Excellence

ASPIRE and BE INSPIRED!

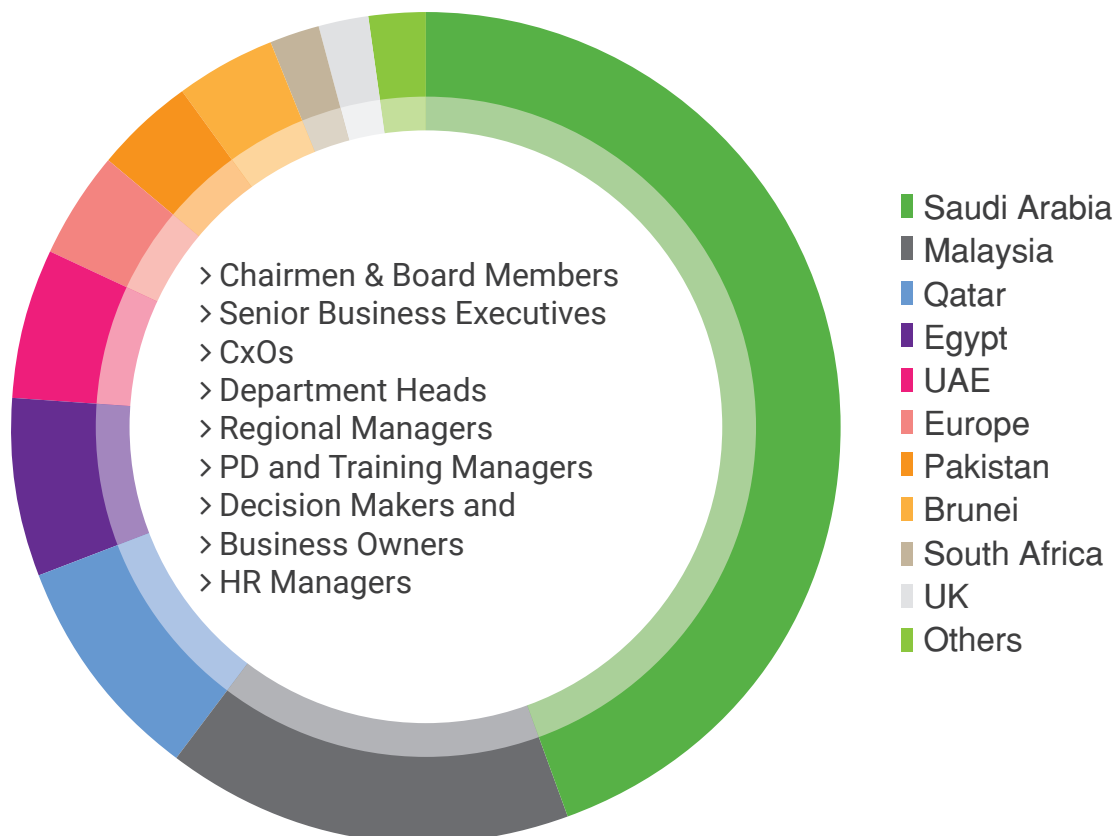
WHO YOU WILL MEET:

The profile of past PALM participants included:

20+

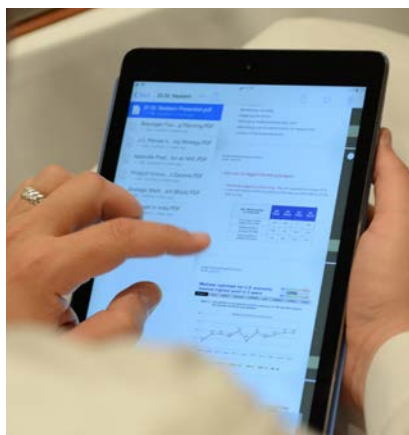
industries

(Private and Public Sectors) Including:



THE PALM CHARACTERISTICS

- ⌚ Interactive sessions presented and moderated by international and regional public sectors leaders, consultants and recognized figures.
- ⌚ Innovative methods and use of proprietary frameworks
- ⌚ Strengthen business acumen in core areas
- ⌚ Gain more insights through real case studies, simulation games, facts and well-studied models.
- ⌚ Ideal utilization for gathered data and details.
- ⌚ Local adoption for next minute action with customized content.





CERTIFICATES FROM



ARABBRITISH
CHAMBER OF COMMERCE



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Developing people and organisations
in strategy, innovation and leadership



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FranklinCovey
THE ULTIMATE COMPETITIVE ADVANTAGE

PROGRAM INVESTMENT

Prices Excluding 15% VAT	Including Accommodation		Excluding Accommodation		Conference Day
	Full Program	1 Week	Full Program	1 Week	
Individual	\$ 11,000	\$ 6,000	\$ 9,500	\$ 5,300	\$ 500
Group Discount 5+	10%				

INCLUSIVE OF

- ⊕ Program Registration Fee
- ⊕ All Program Related Certificates
- ⊕ Full Accommodation at Five Star Hotel in Madinah Including: Bed and Breakfast
- ⊕ Lunch & Coffee Breaks & Dinner
- ⊕ Complimentary Umrah (applies to international participants)
- ⊕ One-on-One psychometric assessment and coaching
- ⊕ Access to extensive readings of selected publications, books and reports
- ⊕ Free Medical Check-up
- ⊕ Madinah Field Trips and Visit to Islamic History Museum & Madinah Cultural Dinner



Khazi M. Zafar

Program Director



+966 501 359 647



+966 501 359 647



palm@mile.org



palm.mile.org