

# PROGRAM FOR ADVANCED **LEADERSHIP & MANAGEMENT**

16 – 27 NOV, 2025  
Madinah | Saudi arabia

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**For more information**

+966 56 941 4122  
[palm@mile.org](mailto:palm@mile.org)  
[palm.mile.org](http://palm.mile.org)

**MILE is an approved center of CMI  
(UK) and GINI (USA)**





# Overview of the Strategic Leadership and Innovation Program

This two-week intensive program focuses on empowering business leaders with cutting-edge skills in strategic management, leadership, innovation, and resilience. The program is designed to provide participants with advanced tools to navigate modern business complexities, drive organizational transformation, and foster sustainable growth.

**The curriculum is divided into two parts:**

## Week 1



### **Level 7 Certificate in Strategic Management and Leadership Practice (CMgr MCMI)**

This week applies the CMI methodology by setting measurable objectives aligned with customer needs, embedding customer-centric values in decisions, and selecting tools for focused innovation. The result is a resilient strategy that drives sustainable growth and adapts to changing markets.

## Week 2



### **Innovation and Business Resilience**

- ② GInI Professional Certification - Certified Innovation Strategist (CInS)
- ② Digital Transformation with a User-Centric Mindset

This module explores how leading organizations drive growth through customer-centric innovation and digital transformation. The focus is on designing resilient, customer-focused strategies that align with rapidly changing business environments.

Led by experienced practitioners and academics, the program blends theoretical insights with practical applications, ensuring immediate relevance to organizational challenges.





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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.

His Royal Highness Prince  
**Saud Bin Khalid Al-Faisal**  
Deputy Governor, Madinah Region



## Main Goals of the Program

### Equip Leaders with Strategic Expertise

- ⑦ Build proficiency in analyzing business environments and creating actionable strategies.
- ⑦ Develop advanced leadership styles tailored to complex organizational needs.

### Foster Organizational Resilience

- ⑦ Provide tools for crisis management, business continuity, and agile transformations.
- ⑦ Ensure participants can lead teams through uncertainty and rapid change effectively

### Promote Innovation and Sustainability

- ⑦ Encourage the adoption of innovation strategies and design thinking for competitive advantage.
- ⑦ Integrate Environmental, Social, and Governance principles into strategic planning.

### Enhance Data-Driven Decision-Making:

- ⑦ Enable participants to use data analytics and visualization for strategic insights.
- ⑦ Cultivate a data-driven culture within organizations.

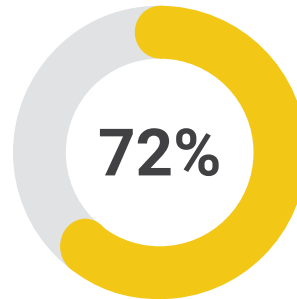
### Develop Ethical and Responsible Leadership:

- ⑦ Instill the importance of ethics and governance in leadership practices.
- ⑦ Balance organizational priorities with social responsibility and sustainability.

### Drive Digital Transformation and Customer-Centric Innovation

- ⑦ Equip leaders to understand and respond to digital disruption through strategic innovation.
- ⑦ Prepare participants to lead transformation efforts that align technology, strategy, and customer needs.

# Program Demographics



of participants holding post graduate degrees (Masters and PhDs)



of participants have 10+ years experience

22

Different nationalities of Participants

+800

Participants from 21 different countries

38

Speakers from 16 global consulting companies

40

Participants' average age

89

Speakers from Top 10 Business Schools

43

Young Executives Scholarships





## Level 7 Certificate in Strategic Management and Leadership Practice (CMgr MCMI)

### Objective:

Develop advanced skills in strategic planning, leadership, and organizational change management, enabling leaders to effectively guide their teams in achieving long-term goals.

### Key Modules:

#### 1. Strategic Leadership

- Understanding leadership styles and their organizational impact.
- Building resilient teams through effective communication and motivation.

#### 2. Strategic Planning, Analysis and Execution

- Toolkits and frameworks for analyzing external and internal business environments.
- Creating actionable and measurable strategic plans.

#### 3. Leading Organizational Change Dynamics

- Leading organizational change and managing resistance.
- Ensuring alignment of teams with strategic goals.

#### 4. Ethics, Governance, and Decision-Making

- Balancing organizational priorities with ethical considerations.
- Implementing governance structures that support strategic objectives.

Participants begin with leadership and strategic skills to establish a strong foundation for guiding organizational transformation. By mastering strategic frameworks, they will be prepared to apply these concepts to the innovation and digital transformation covered in Week 2.

# 4.9

Overall Program Evaluation Average

## Innovation and Business Resilience

- ③ GInI Professional Certification - Certified Innovation Strategist (CInS)
- ③ Digital Transformation with a User-Centric Mindset

### Objective:

Empower leaders with the knowledge and skills to foster innovation, drive sustainable growth, and build resilient organizations that can thrive in uncertain environments.

### Key Modules:

#### 1. Laying the Foundation for Innovation and Relevance

- Adapting to Change: Building Resilience and Establishing Strategic Innovation Foundations"
- Focus on understanding the fundamentals of innovation, remaining relevant in dynamic markets, and setting the groundwork for strategic innovation.

#### 2. Exploring Innovation Pathways and Vehicles

- Charting the Course: Leveraging Innovation Pathways and Vehicles for Strategic Growth
- Dive into the innovation pathways, vehicles (organic and inorganic), and strategies to explore opportunities and craft impactful innovation portfolios.

#### 3. Driving Impact Through Experience and Business Model Innovation

- Executing Innovation: Transforming Experiences, Models, and Plans for Maximum Impact
- Focus on applying innovation strategies to enhance customer experiences, build effective business models, and deliver successful business plans and pitches.

#### 4. Digital transformation is not an IT upgrade it's a strategic shift.

- It involves rethinking business models, processes, and customer experiences to stay relevant and competitive in a digital-first world.

#### 5. Customer-Centric Innovation

- Explore how human-centered design and customer insights can be used to drive innovation that directly addresses market needs.



# Program Agenda

## LEVEL 7 IN STRATEGIC MANAGEMENT AND LEADERSHIP PRACTICE

16 Nov

17 Nov

18 Nov

19 Nov

20 Nov



Chartered Management Institute (CMI) Level 7 Certificate in Strategic Management and Leadership Practice (CMgr MCMI)

Strategic  
Leadership

Strategic Planning,  
Analysis and  
Execution

Strategic Planning,  
Analysis and  
Execution

Leading  
Organizational  
Change Dynamics

Ethics,  
Governance, and  
Decision- Making

## Innovation and Business Resilience

23 Nov

24 Nov

25 Nov

26 Nov

27 Nov



GInI Professional Certification – Certified Innovation Strategist (CInS)

Digital Transformation with a User-Centric Mindset

Adapting to  
Change: Building  
Resilience and  
Establishing  
Strategic  
Innovation  
Foundations

Leveraging  
Innovation  
Pathways and  
Vehicles for  
Strategic Growth

Executing  
Innovation:  
Transforming  
Experiences,  
Models, and Plans  
for Maximum  
Impact

Digital  
Transformation

Customer- Centric  
Innovation





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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



# What Makes This Program Exceptional?

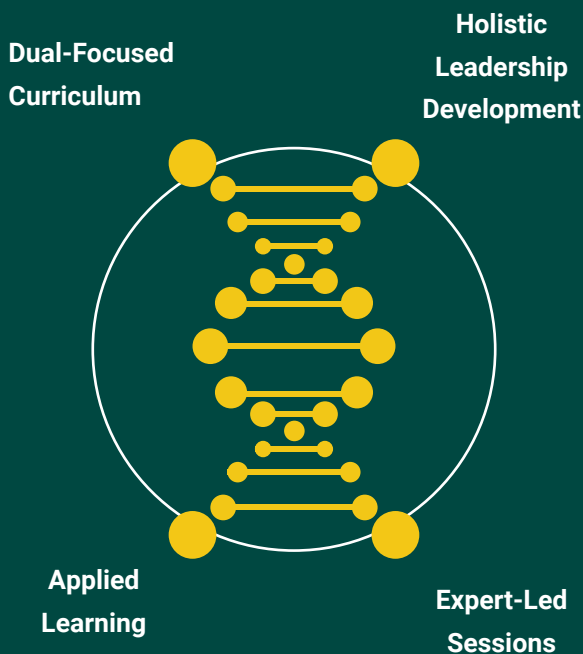
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## The DNA of the Program

### Transformative Leadership Program for Modern Business Challenges



#### 1. Dual-Focused Curriculum

- **Week 1:** Chartered Management Institute - Level 7 Certificate in Strategic Management and Leadership Practice (CMgr MCMI) A deep dive into advanced leadership and strategic planning principles.
- **Week 2:** Innovation and Business Resilience - GInI Professional Certification – Certified Innovation Strategist (CInS) Practical insights and tools to foster innovation and build resilient organizations.

#### 2. Holistic Leadership Development

The program seamlessly integrates strategic, ethical, innovative, and data-driven approaches to equip leaders with a 360-degree perspective.

#### 3. Applied Learning for Immediate Impact

Every module is designed to provide actionable insights and toolkits that participants can implement in their organizations from Day 1.

#### 4. Expert-Led Sessions

Delivered by renowned industry practitioners and academics with a proven track record of driving organizational success.

#### 5. Customer Experience and Digital Transformation

Driving value through seamless, customer-centric experiences powered by digital innovation. This principle ensures that every solution, process, and interaction is designed for relevance, efficiency, and long-term impact.



# Why This Program Matters



## Start with Strategy

Week 1 builds the foundation of leadership and strategic thinking, enabling participants to confidently guide their teams toward long-term goals.



## Innovate and Adapt

Week 2 prepares leaders to anticipate change, design customer-driven strategies, and lead innovation initiatives that align with digital transformation and long-term organizational resilience.



## Global Leadership Perspective

Learn to integrate sustainability, agile practices, and customer-and-data-driven decision-making into your leadership approach.

## Program Benefits

### For Participants

#### Leadership Excellence

Gain internationally recognized certification in strategic management and leadership and innovation performance.

#### Future-Ready Skills

Master cutting-edge practices in strategy, leadership, innovation, agility, and sustainability.

#### Real-World Toolkits

Acquire frameworks, tools, and strategies to address real-world business challenges.

### For organization

#### Empowered Leaders

Develop leaders who can drive transformative change and inspire teams.

#### Strategic Growth

Benefit from leaders who can align organizational goals with innovative strategies.

#### Resilience and Agility

Build a robust organization ready to tackle uncertainty and disruption.

96%

**PALM participants recommend the program as an excellent investment**



# Who Should Attend?

This program is ideal for senior executives, directors, business leaders and strategists responsible for operations, transformation and innovation. Whether you are leading a multinational corporation, a fast-growing startup, or a public sector organization, this program offers value tailored to your needs.

## Program Structure

### Week 1: CMI Level 7 Certificate in Strategic Management and Leadership Practice

**Focus:** Leadership styles, strategic planning, change management, and ethics. Participants will leave with a deep understanding of leadership principles and practical tools to lead effectively in complex environments.

### Week 2: Innovation and Business Resilience

- ③ GInI Professional Certification - Certified Innovation Strategist (CInS)
- ③ Digital Transformation with a User-Centric Mindset

**Focus:** Advanced proficiency in innovation strategy, business model innovation, and customer experience innovation, while adapting to operating in the new digital transformation and AI era.

A user-centric (or customer-centric) approach focuses on designing products, services, and processes around the needs, behaviors, and expectations of users – not around internal structures or technology alone.

## Why Choose This Program?



### Comprehensive Learning Journey

Experience a program that builds from strategic leadership to practical innovation seamlessly.



### Network with Visionary Leaders

Connect with senior executives and exchange ideas and experiences.



### Gain a Competitive Edge

Stay ahead of global business trends with expertise in stakeholder centricity, strategy and innovation.



# PROGRAM INVESTMENT

## PALM: Program for Advanced Leadership & Management In-Person | 2 Weeks | Strategic Leadership, Innovation & Digital Transformation

Feature	Details
Course Fee	9500\$ USD (All-inclusive)
Duration	2 Full Weeks
Location	5 Star Executive Venue, Madinah, Saudi Arabia
Focus Areas	Strategic Management, Leadership, Innovation, Digital Transformation
Certifications	CMI Level 7 Certificate in Strategic Management & Leadership Practice (UK) GInI Certified Innovation Strategist (CInS – USA)
Delivery Format	Live, In-Person Executive Facilitation
Catering	Premium Full-Day Catering
Materials & Resources	Printed & Digital Learning Pack
Support	On-site Support + Post-Program Q&A Session
Networking	Senior-Level Cohort
Alumni Access	Invitation to future PALM & MILE Leadership Roundtables

The program fee does not include participant accommodation. International participants who require assistance with accommodation or visa support are welcome to contact us for guidance

## Contact Us

Hiba Alammarin  
Program Director

✉ palm@mile.org  
☎ +966 56 941 4122  
🌐 www.mile.org  
📍 Knowledge Economic City



/milemadinah

