

PROGRAM FOR ADVANCED LEADERSHIP & MANAGEMENT

4 – 15 November, 2018 | Madinah | Saudi Arabia

JOIN US AT ONE OF THE TOP LEADERSHIP
DEVELOPMENT PROGRAMS IN MADINAH

96%
of PALM
participants recommend
the program as an
excellent investment

78%
of participants
have 10+ years
experience

64%
of participants hold
post graduate degrees



Under the patronage of
His Royal Highness Prince

**Faisal Bin Salman
Bin Abdulaziz Al Saud**
Governor of Madinah

“



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 ”

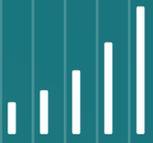
HRH Prince
Saud Bin Khalid Al-Faisal
Deputy Governor, Madinah Region

“



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 Demographics

21

Different nationalities
of Participants

498

Participants from
21 different countries

85

Speakers from Top 10
Business Schools

36

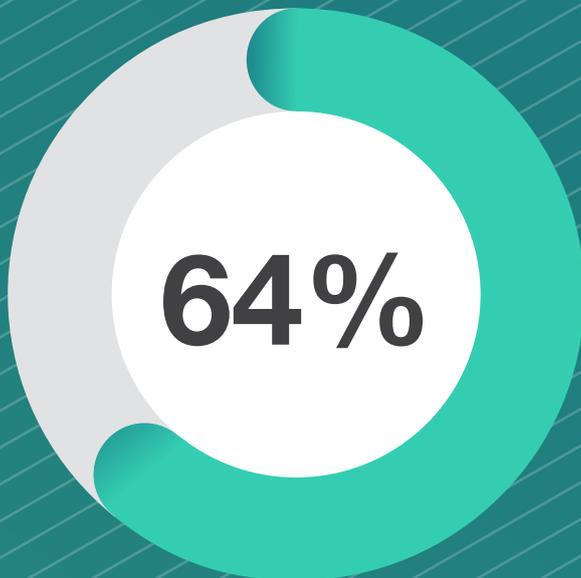
Speakers from 16 global
consulting companies

40

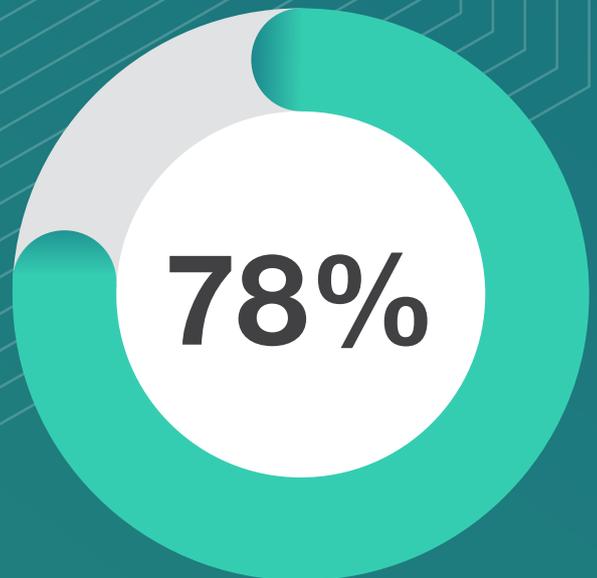
Participants' average
age

42

Young
Executives Scholarships



of participants holding
post graduate degrees
(Masters and PhDs)



of participants
have 10+ years experience



PROGRAM OVERVIEW

Today's business challenges demand strategic, responsible and ethical leaders who can handle the formidable challenges associated with moving into today's increasingly complex leadership roles. Unfortunately, however, the word "leadership" has become more of an industry buzz-phrase that has minimal real impact on improving quality, enabling growth and developing competitive advantage. Leaders today, more than ever, need to build their leadership and innovation, skills, confidence, and support system to enact true change and to impact real-world business challenges.

Saudi Arabia's Vision 2030 is the cutting-edge roadmap and methodology for economic and developmental growth in the kingdom. 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 our regional and global needs and industry competitive pressures, offers the latest management concepts and tools that focus on transforming senior executives into successful leaders. This one of a kind program is designed to challenge your current perceptions about leadership, encouraging you to think and lead under pressure, champion change, build teams, and develop talent throughout your organization. You will leave with a broader vision of success having absorbed the insights of faculty experts and the experiences of successful industry peers. This program will support you in embracing increasing levels of responsibility and success throughout your career.

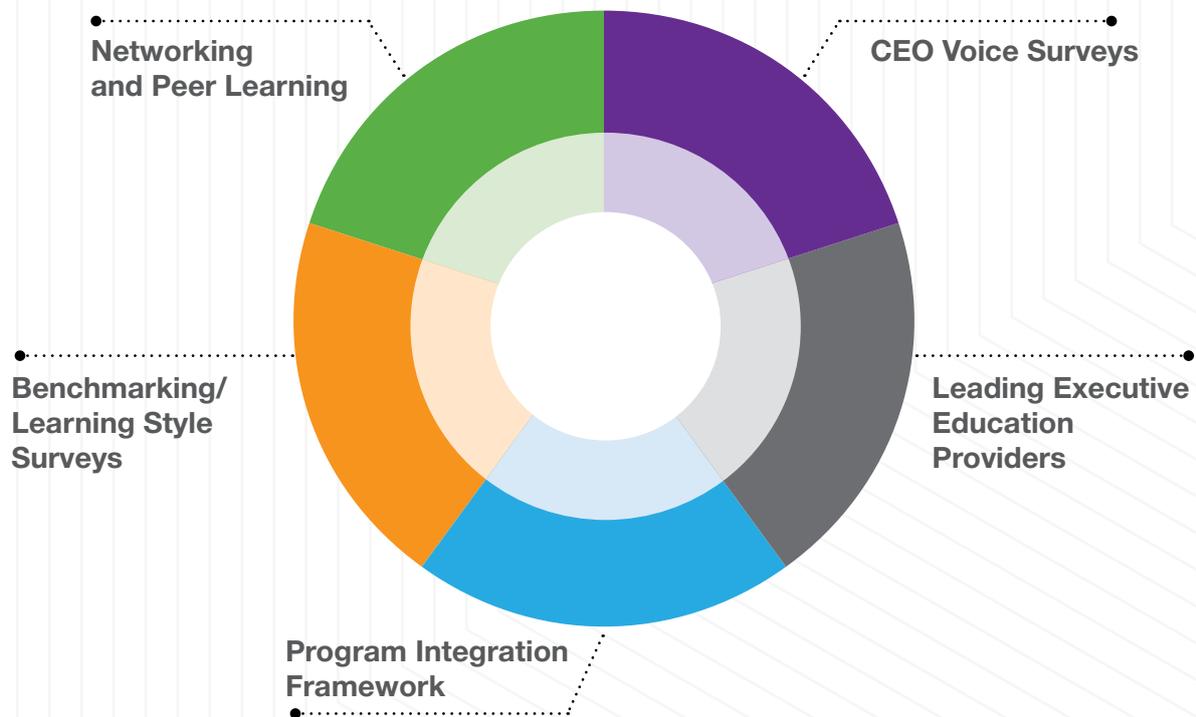
PALM is an opportunity for senior executives to interact with international and diverse peers, exceptional faculties from the top 10 business schools, authors of best-selling books, and highly experienced consultants from the top global consulting firms. Participants will have the opportunity to expand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



Program for Advanced Leadership and Management (PALM 10)
3 - 14 December, 2017, Madinah, KSA



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.



WHY PALM

- LEARN** from Top 7 Business Schools Faculty who are thought leaders in their fields
- DEVELOP** skills to transit to CXO role and lead transformation in your organization
- APPLY** your PALM learnings into actions at your workplace
- ENHANCE** your skills to innovate new business models and implement change in your organization
- 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 alumni benefits and membership





PROGRAM SCHEDULE

4-Nov	Developing & Deploying Strategy Using the BSC Dr. Mohamed M. Mahmoud MILE, Wharton Alumnus
5-Nov	The 4 Disciplines of Execution Mr. Sherif Selim Franklin Covey, USA
6-Nov	Innovation - Systematic Inventive Thinking Dr. Dil Sidhu Columbia Business School, USA
7-Nov	Strategic Marketing Management Dr. Kamel Jedidi Columbia Business School, USA
8-Nov	Supply Chain of the Future Dr. Imran Ali Cranfield University, UK
10-Nov	Operational Excellence Prof Philip Moscoso IESE Business School, Spain
11-Nov	
12-Nov	A Holistic Model of Leadership Development Dr. Basil Mustafa UK
13-Nov	Corporate Leadership & Development Mr. Tony Swainston Tony Swainston Ltd, UK
14-Nov	Change Management – Regulatory Environment Dr. Walid Hejazi University of Toronto, Canada

15-NOV | MEET BUSINESS LEADERS IN MADINAH FORUM



PROGRAM SPEAKERS



Prof. Philip Moscoso
Professor, Operational Excellence



Dr. Dil Sidhu
Associate Dean, Executive Education



Dr. Kamel Jedidi
Professor, Strategic Marketing



Dr. Basil Mustafa
Senior Bursar



Dr. Imran Ali
Professor, Supply Chain



Dr. Walid Hejazi
Associate Professor



Dr. Mohamed M. Mahmoud
Executive Director, Wharton Alumnus



Mr. Tony Swainston
Professional Trainer



Mr. Sherif Selim
Senior Consultant





Program SYNOPSIS

4-Nov

Developing & Deploying Strategy Using the Balanced Scorecard (BSC)

Dr. Mohamed Moustafa Mahmoud, MILE, Wharton Alumnus

When strategizing and then reviewing corporate results, senior managers are prone to focus excessively on financial results, which by nature is information that can only be accumulated after the damage is done. The balanced scorecard, on the other hand, lives up to its name. This tool that has been selected by the editors of Harvard Business Review as one of the most influential business ideas of the past 75 years.

In this module you will be introduced to the key principles and tools of the BSC and the method of measuring performance on an additional three perspectives; those of the customers, internal business processes and learning and growth.

Dive into local case studies from Hall of Fame Award-winning organizations and get the opportunity to apply the introduced Strategic Planning toolkits to your own organization in a dynamic group setting.

5-Nov

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:

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

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

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

6-Nov

Innovation - Systematic Inventive Thinking

Dr. Dil Sidhu, Columbia Business School, USA

Innovation has been widely spoken about as the way that the public and private sector can ensure they are as effective and efficient as they possibly can be when it comes to new products, new services, or a combination of both.

So how can organisations and individuals embrace the powerful results that innovation is often credited to being able to deliver?

One perspective is to transfer innovation thinking from the classic 'Think out of the box' approach to a 'Think in the box' scenario! The Systematic Innovative Thinking (SIT) approach has a foundation of 'Thinking in the box' that can be traced back to the efforts of Genrich Altshuller, a Russian engineer who, during the 1950s, analysed over 200,000 patents and found distinct patterns for success.

Systematic Inventive Thinking is a methodology that changes perceptions about what it takes to be an innovative and a creative thinker. During this session we will discuss more about how this approach could benefit you, your teams and your organisation.

7-Nov

Strategic Marketing Management Dr. Kamel Jedidi, Columbia Business School, USA

Marketing is a whole organization activity which is central to the long-term survival of a business; hence building a market orientation and customer centricity is inherently important in developing stakeholder value for the firm.

Marketing operates by creating, communicating, capturing and sustaining value for the firm. Value creation occurs in highly successful firms through fanatical attention to the process of understanding customer needs and developing innovative propositions which steal a march on competitors. The value generated from customer insight and customer co-creation is communicated through multiple channels and firms should seek to integrate those channels according to customers' needs.

Once a marketing plan has been designed, it is implemented through the marketing mix, comprising of the proposition, the price, the promotion and the place (distribution) methods adopted. This seminar seeks to provide participants with a powerful understanding of the organizational processes that need to be put in place in order to implement strategic marketing plans, using a variety of international case studies.

Upon completion of this seminar, participants will be able to:

- ✔ Identify market opportunities for value creation
- ✔ Develop effective marketing strategies for value capture
- ✔ Refine their decision making and analytical skills

8-Nov

Supply Chain of the Future Dr. Imran Ali, Cranfield University, UK

Recent globalization has caused many enterprises to rethink their previously designed supply chain. Today, the design of supply chain is not just limited to its optimization in terms of physical flow of items from cradle to grave. But also, the influences of the innovation network as a whole. Today, transformational innovative technologies and physical infrastructure are converging. Reliable sensor technologies are now facilitating the direct communication and collaboration of parties without human interaction. This intelligence is enabling the supply chain of the future to progress from decision support to decision delegation and ultimately to predictive capability.

The supply chain of the future is evolving with the emergence of latest technologies. In this evolving environment, the supply chain of the future should be instrumented, interconnected and intelligent.

These three characteristics will help in effective design of the supply chain of the future. This session will

help you to think:

- ✔ How enterprises should focus on preparation for supply chain of the future?
- ✔ How to structure the network?
- ✔ A look at scenarios and future technological developments.

Key learning objectives:

- ✔ Understand the main concept of supply chain of the future.
- ✔ Acquire a knowledge of technological trends reshaping the supply chain of the future.
- ✔ Study mini case-studies illustrating supply chain of the future.
- ✔ Familiarize with key challenges faced in attaining supply chain of the future

10 & 11

Operational Excellence

Nov

Prof Philip Moscoso, IESE Business School, Spain

In this module we are going to cover how companies win over competitors by developing operational excellence, building agile supply chains and creating ecosystems with customers and suppliers to jointly beat competition. The objective of this Module is to learn from the best companies in the world how are they managing their operations, when and how to implement those approaches and the challenges you are going to face in the journey.

We will cover three distinct areas: lean operations and beyond, developing agile supply chains and creating superior operation processes across customers and suppliers. In terms of business sectors, we will cover manufacturing (Harley Davison), retail (Zara) and services (Novo Nordisk Engineering). The sessions will also give participants the opportunity to exchange their rich experiences in different fields of business, functions and levels.

12-Nov

A Holistic Model of Leadership Development Dr. Basil Mustafa, UK

The business environment is dynamic and always will be. No one can afford to be out of step. Organisations are constantly experiencing the impact of new technologies, re-engineering of business processes, privatisation and global market competition. Thus, successful businesses are relying increasingly on a motivated and creative workforce to keep in step with the business environment.

This session explores the methods and impact of:

- ✔ Value-based-leadership and organisational performance and sustainability.
- ✔ Leading to enhance motivation and workforce engagement.
- ✔ Nurturing moral competence and ethical management.
- ✔ Sustaining effective corporate leadership.
- ✔ Bonding high performing teams.

This program offers you a unique opportunity to reflect on the development of your cognitive (critical and creative thinking), socio-emotional (interpersonal), and behavioral (role-modeling and inspirational) skills; which are the three core areas of a leader's development.

13-Nov

Corporate Leadership & Development Mr. Tony Swainston, Tony Swainston Ltd, UK

Successful corporate leaders are those able to drive business results by aligning the vision, mission, and values throughout their organization. They manage with competence and lead with purpose. They are able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results. Their greatest leadership challenge is to find the perfect harmony between leadership and management, between strategy and execution, and of course between developing the self and developing others.

At the completion of this module you will be able to:

- ✔ Identify the characteristics of different leadership styles.
- ✔ Assess your own leadership style zone.
- ✔ Work more effectively across leadership styles zones.

14-Nov

Change Management – Regulatory Environment Dr. Walid Hejazi, University of Toronto, Canada

There are many significant changes that have occurred over the past few decades which require businesses and governments to operate differently. These changes include the following big 4:

- ✔ The rise of the Internet, the Digital economy, and the associated increases in transparency (both mandated and data leaks such as Wikileaks, the Panama papers, and others.)
- ✔ The global push to provide whistleblowers both more protection and more incentive.
- ✔ Regulators have access to a larger and more varied array of information than ever before (Big Data and Data Analytics). Therefore, it is increasingly difficult to "hide" in this new digitally connected world. In addition, corporate (and personal) blackmail is on the rise.
- ✔ The rise of the 1% - which has received increasing scrutiny in the media and the many "revelations" which have shaped societal expectations and demands on regulators and government in general.

As a result of these changes, governments and regulators are increasingly adhering to standards well above legal compliance. They are pursuing policies which are fair and moral rather than just compliant. Furthermore, regulators are increasingly expected to carry out their mandates in an increasingly transparent manner, as the public wants to understand how decisions are made.

In this module we will explore how these changes and societal pressures have resulted in significant regulatory changes, and how these changes have material implications on the nature of how businesses must operate.

15-Nov

Meet the Business Leaders in Madinah – Conference



SPONSORS & PARTNERS



هيئة المدن الاقتصادية
Economic Cities Authority

مدينة المعرفة الاقتصادية
Knowledge Economic City



brainology[™]
THINK TWICE

smartKPIs.com
The *smart* choice in performance management



MULTIMEDIA
UNIVERSITY

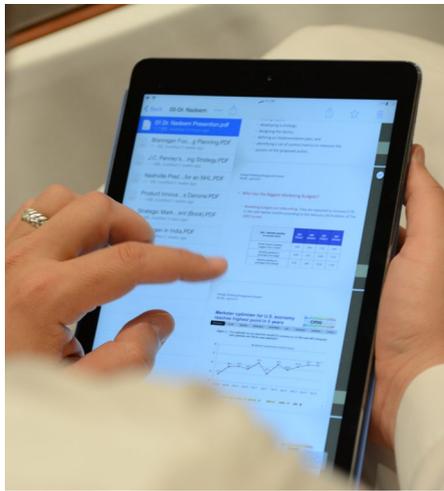


pullman
HOTELS AND RESORTS



الخطوط الجوية العربية السعودية
SAUDI ARABIAN AIRLINES





ASPIRE AND BE INSPIRED!

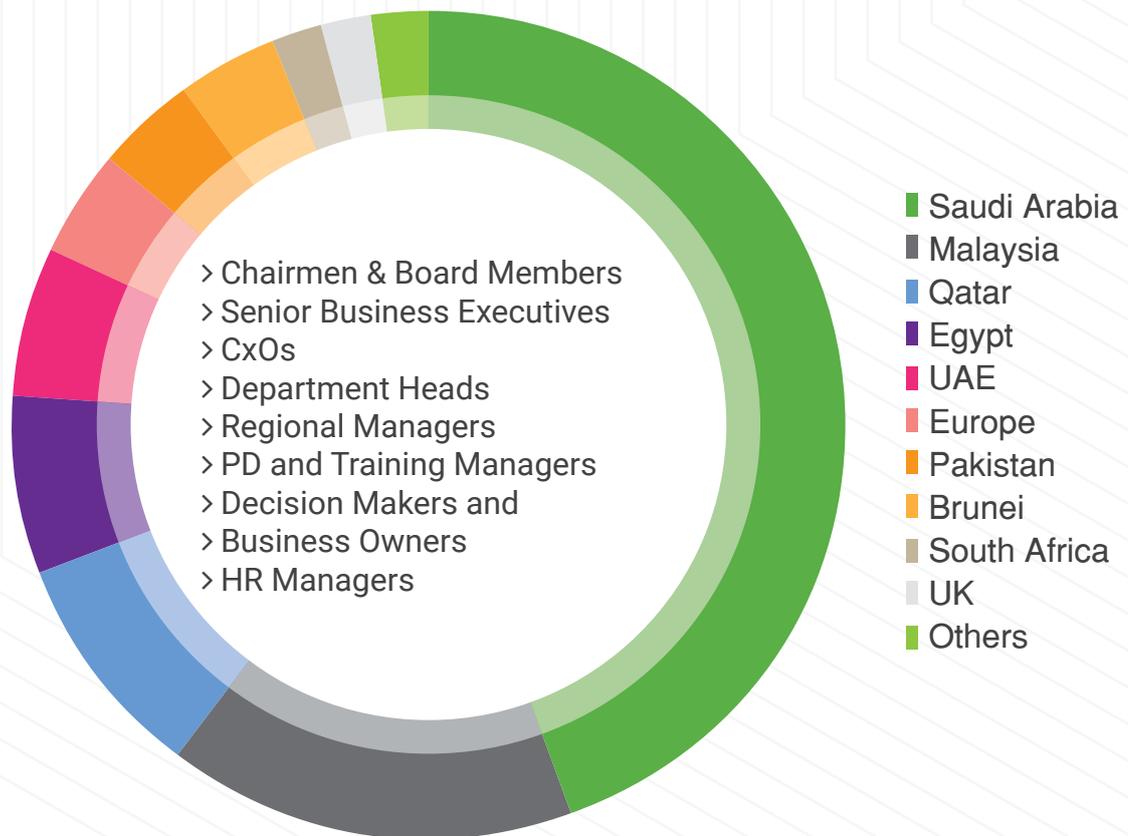
WHO YOU WILL MEET:

The profile of past PALM participants included:

20+

industries

(Private and Public Sectors) Including:



Join the PALM experience

Palm Characteristics:

- > Interactive sessions presented and moderated by international and regional public sectors leaders, consultants and recognized figures.
- > Use of innovative methods and use of proprietary frameworks.
- > Focus on the strengthening of business acumen in core areas.
- > Insightful case studies and simulations.
- > Games and well-studied models.
- > Methodology for the ideal utilization of gathered data.
- > Local adoption for next-minute action with customized content.



CERTIFICATES FROM



PROGRAM INVESTMENT

	1 Week	Full Program*	Conference Day
Individual	USD 5,500	USD 10,000	USD 500
Group Discount 5+	10%	10%	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

EXCLUSIVE OF

- ✓ 5% VAT

4 EASY WAYS TO REGISTER



+966 501 359 647



+966 501 359 647



palm@mile.org



palm.mile.org

