

14 – 26 April, 2018 | Madinah | Saudi Arabia

PROGRAM FOR ADVANCED LEADERSHIP & MANAGEMENT



Under the patronage of
 His Royal Highness Prince
**Faisal Bin Salman
 Bin Abdulaziz Al Saud**
 Governor of Madinah

96% PALM
 participants
 recommend the
 program as an
 excellent investment



**“ MILE PROVIDES WORLD CLASS EXECUTIVE EDUCATION
 WORKING WITH ACADEMIC INSTITUTIONS, CONSULTING
 ORGANIZATIONS AND PROFESSIONAL GROUPS ”**



Bridging the Leadership Deficit, High Impact Executive Education Program, Presenting Top Business School Professors and Global Management Consultants for Two Weeks of Unparalleled Learning in A City Where Knowledge Transforms Into Action.

KEY LEARNING TOOLS

- Strategic Decision-Making
- Latest Trends on the Leadership Best Practices, Leadership and Change Management Skills
- Measure the Value, Impact and ROI of Today's Learning Methodologies
- Understand How Market Leaders are Stunningly Leading Globally

KEY COMPETENCY AREAS

- Visionary & Strategic Thinking
- Corporate Governance
- Change Management & Adaptability
- Inspirational leadership
- Digital Transformation
- Operational Excellence
- Teamwork
- Personal Accountability
- Globalization

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.

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 DESIGN METHODOLOGY

MILE follows a unique and comprehensive methodology for designing its programs and other leadership courses that it offers. Our programs answer broad industry needs and in many cases they attempt to solve existing industry pains and prevalent deficiencies that are practiced in organizational setting rendering the organizations to be unsuccessful. Our innovative methods and use of proprietary frameworks help you to address all aspects of business leadership and implement an agenda to enhance both your own and your organization's performance.

At MILE we offer more than just academic curriculum taught by the leading subject experts. We follow a comprehensive cycle of program design and a standardized methodology to ensure the quality and rigor in our pedagogy. Our design team starts by reviewing latest business research and CEO voice surveys published by leading global management consultancies, this helps us to highlight new challenges and general requirement needs of the regional and local CEOs. Later, we explore leading executive education institutes and the curriculum they are offering, this leads us to contact the faculty members at top global universities who are actively engaged in executive education and who match our areas of need. As we finalize our faculty we conduct a program integration meeting which is attended by all the faculty on board and MILE's academic management committee.

WHO WILL YOU MEET:

ASPIRE and BE INSPIRED! Top Executive Management from 20+ Industries (Private and Public Sectors) Including:

- Chairmen & Board Members
- Senior Business Executives
- CxOs
- Department Heads
- Regional Managers
- PD and Training Managers
- Decision Makers and
- Business Owners

MILE Alumni Community and Community of Practice (CoP)

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

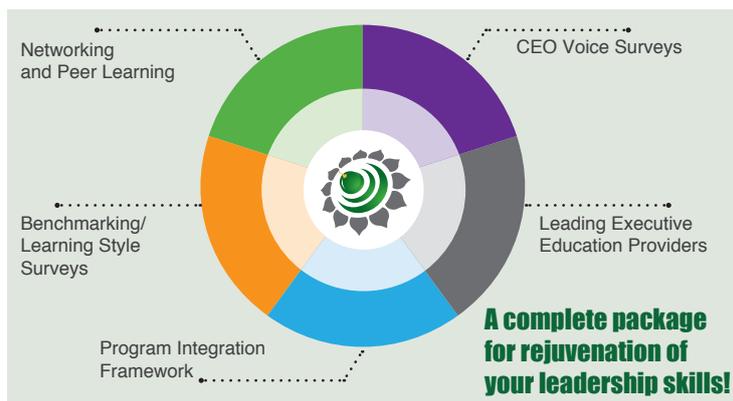
JOIN THE PALM EXPERIENCE | Palm Characteristics:

- 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.



“ 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



This meeting helps us to connect all the academic stakeholders involved and to carve out a robust program agenda which is presented for approval before the Global Academic Council at MILE.

Finally, we supplement our programs with several evening activities and optional professional training sessions offered by internationally recognized executive coaches. These activities serve to break the ice between our participants where they network and develop close network of associates. We also conduct evening medical check-ups, morning exercises and religious and spiritual activities to elevate the performance of the executives.

Extended Benefits

- ✓ Free Webinars (Pre/Post Program)
- ✓ Pre-Program Online Assessments
- ✓ One-on-One psychometric assessment and coaching
- ✓ Participate in a range of group activities
- ✓ Be inspired by mind-expanding talks from renowned keynote speakers
- ✓ Build valuable relationships with decision makers and subject experts from across the globe
- ✓ Media Public Speaking and Presentation Skills
- ✓ Free Medical Check-up and dietary advise
- ✓ Madinah Field Trips, Islamic History Museum & Cultural Dinner
- ✓ Complimentary Umrah (applies to international participants)



“ I am so pleased that such 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 intellectual, spritual, emotional and physical aspects of leadership development ”

**H.R.H. Prince
Saud Bin Khalid Al-Faisal**
Deputy Governor, Madinah Region



Speed Business Networking Session, meet all your peers and find answers to all your questions, challenges and business pains.



PROGRAM AGENDA

Day 1	Day 2	Day 3	Day 4	Day 5
Developing & Deploying Strategy using the BSC Dr. Mohamed M. Mahmoud MILE, Wharton Alumni	Strategic Corporate Governance Prof. Suraj Srinivasan Harvard Business School, USA	Digital Marketing Strategy Dr. Paul Baines Cranfield University, UK	What keeps the CEOs awake at night Dr. Jim Cannon Cannon Associates, Australia	Corporate Leadership & Development Mr. Tony Swainston Tony Swainston Ltd, UK
Day 6	Day 7	Day 8	Day 9	Day 10
Regulatory Environment - Change Management Dr. Walid Hejazi University of Toronto, Canada	Business Strategies - Building the SME Sector Dr. Walid Hejazi University of Toronto, Canada	Operational Excellence Prof Philip Moscoso IESE Business School, Spain		A Holistic Model of Leadership Development Dr. Basil Mustafa Oxford Islamic Centre, UK
Day 11 MEET BUSINESS LEADERS IN MADINAH FORUM				

THE PROGRAM IN DETAIL

■ 1 Developing & Deploying Strategy using the BSC

Senior management teams are prone to focus excessively on short-term financial results – information reported after the damage is done, for better or worse. This is why the balanced scorecard lives up to its name.

This module introduces the key principles, tools of Strategic Planning that will be discussed and the criteria that measured performance from three additional perspectives—those of customers, internal business processes, and learning and growth. The concept of Balanced Scorecard will be covered in details with many local cases studies from Hall of Fame Award-Winning Organizations, where the speaker assumed leading role. Participants will have the opportunity to apply the introduced Strategic Planning toolkits to their own organizations in group settings.

■ 2 Strategic Corporate Governance

The program focuses on how organization can improve strategy execution by using effective corporate governance to drive performance and manage risk. The case study discussions will help participants develop an understanding of how companies can identify effective strategies to compete, deliver customer value, develop capabilities and processes to deliver value, and identify potential threats to strategy. As a next step, participants will learn about how to develop governance processes within the organization that helps develop a strong corporate culture that helps drive the performance. Finally, participants will discuss and develop a framework on how to avoid downside risks and threats to successfully achieving the organizations strategic objectives.

Key Takeaways:

- Explore how organizations can drive performance and strategy execution by aligning employees and managers to organizational strategy and culture.
- How to manage organizational transformation using effective governance tools and how linking governance to strategy and operations helps drive performance.
- Learn how to identify strategic risks and the governance tools to manage and address these risks.

■ 3 Digital Marketing Strategy

In this one-day workshop, we consider the impact of the digital world on marketing strategy. Digital marketing has changed from a set of tactical communication tools to impacting on every aspect of the marketing mix (i.e. product, place, price and promotion). As the digital economy enters a new age, it presents unprecedented marketing challenges – but also many opportunities – for senior executives. Digital commerce trends are changing the way we communicate, consume, work, buy and sell. In some cases, these trends have profoundly disrupted industries and changed companies' business models.

In this session you will learn how companies have successfully approached digital transformation to develop more innovative digital marketing strategies and more customer-centric organizations. Through interactive workshops, the use of prominent case studies, group exercises and practical exercises, we explore the challenges and opportunities that the era of digital transformation presents in order to help managers from across a variety of functions and business types make better

business decisions for future growth.

Key Take-aways:

- Recognize best practice in digital marketing strategy.
- Understand how to enhance marketing operations through digital transformation .
- Be able to apply learning from world-class businesses on how to transform your own business to the needs of consumers. Learn how to leverage customer data and measure the effectiveness of digital marketing strategy.

■ 4 What Keeps the CEOs Awake at Night

How to innovate and change fast enough on the path to a compelling vision by Change curve and emotion, Creating an innovative culture – research into creative organizations and Exercise: Change case study

What do my customers really want today and who are they?

- Who are my customers? - Customer segmentation
- The use of customer surveys/ focus groups
- Social networking approaches
- Exercise: What is our network and how can we use it and develop it to give useful data

How to find, develop and retain the talent I need

- What is talent?
- What is potential?
- Ways of measuring performance and potential – sharing participant's experience
- Developing a TM strategy in line with Organisational Strategy Working with different segments – the nine-box model

■ 5 Corporate Leadership & Development

Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results. Today's leadership challenge is then for corporations to find this harmony. The harmony that must exist 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 zone
- Work more effectively across zones
- Develop a greater understanding of other leadership styles

■ 6 Change Management – Regulatory Environment

There are many significant changes that have occurred over the past few decades which require business and government 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 Wiki Leaks, the Panama Papers, and others) Regulators have access to more and different information than ever before (Big Data and Data Analytics). As a result of these changes, governments and regulators are increasingly adhering to standards well above legal compliance, and are pursuing policies which are fair and moral rather than just compliance.

■ 7 Business Strategies – Building the SME Sector

There has been a significant shift in the global economy, with the relative decline of the US and Europe, and the rise of many emerging economies, particularly Brazil, Russia, India and China, known as the BRIC economies. While remaining a relatively small part of the global economy the Gulf economies have been growing at twice the world average. Put differently, in less than 15 years, the Gulf economies have doubled their share of world GDP.

There are proven ways in which to identify the change that is needed, and how this change should be implemented. We know there are no shortcuts to effective change, and shortcuts only give the illusion of effective change and will likely work to undermine successful transformations. This module will review the global changes in the world economy, including the Gulf, discuss the rise of the digital economy, and identify multinational business strategies for companies operating in the region.

■ 8&9 Operational Excellence

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

■ 10 A Holistic Model of Leadership Development

Change of the business environment is a certainty. Organizations have been experiencing the impact of new technologies, re-engineering of business processes, privatization, and global market competition. Successful businesses are relying increasingly on a motivated and creative workforce.

This session explores the impact of Values Based Leadership on organizational performance and sustainability, leading to

Enhancing motivation and workforce engagement
Nurturing moral competence and ethical management
Sustaining effective corporate leadership and bonding higher performing teams
This programme offers you an opportunity to reflect on the development of your cognitive (critical and creative thinking), socio-emotional (interpersonal), and behavioral (role-modelling and inspirational) skills; which are the three main areas of leaders' development.

PROGRAM SPEAKERS



Dr. Mohamed M. Mahmoud
MILE, Wharton Alumni



Prof. Suraj Srinivasan
Harvard Business School, USA



Dr. Walid Hejazi
Rotman Business School,
University of Toronto, Canada



Prof. Philip Moscoso
IESE Business School, Spain



Mr. Tony Swainston
Tony Swainston Ltd., UK.



Dr. Paul Baines
Cranfield University, UK



Dr. Basil Mustafa
Oxford University, UK



Dr. Jim Cannon
Cannon Associates, Australia



“Think **globally**, react quickly,
manage risks **prudently**, solve problems
creatively and lead people **effectively!**”

ADDITIONAL PALM UNIQUE FEATURES

Pre-program On-line Assessment

All programs participants will be invited to complete an on-line assessment to identify their Learning Style. Before the program participant will be able to generate a personalized Learning Style Report. This will help participants to learn faster and choose the most effective tools and methods of learning. A learning consultant will be available during the program for personal coaching.

Media & Public Speaking Coaching

It's an essential professional development skill for all leaders. But media training isn't just about teaching executives and spokespeople how to look and sound good on camera. Mr. Bill Connor, former White House TV Correspondent, Oratorio, will coach participants on how to:

- Understand audience demographics.
- Develop strong messages.
- Improve speaking skills and adapt them to specific media situations.
- Support key messages with good eye contact and body language.

Executive Coaching

Executive coaching helps the best business people get even better. Primarily future-focused, executive coaching targets techniques and insights that make a positive and profound difference to personal and business effectiveness. Talent Q, a global consulting firm, will offer each participant three online assessments using a unique ability testing system, along with a one-on-one coaching session to discuss the participant's personality profile in detail. Coaching sessions will be scheduled during the program for a limited number of participants on a "first-come-first-serve" basis.

Smart KPI.com

The KPI Institute is one of the leading authorities in the field of performance management and measurement. MILE will allow PALM participants to get the following:

- Free access to Smart KPI.com
- Free access to Complimentary reports

Video Recorded Lectures

MILE will grant an access to our exclusive video-recorded lectures presented by renowned global business thinkers.

Communities of Practice

An exclusive membership account with MILE Communities of Practice (COPs), enabling you to join multiple communities, interact with renowned subject experts, participate in constructive discussion threads and download knowledge base content.

Free webinars

Free access to MILE on-line live webinars and depository of hundred of recorded webinars, along with their soft copy presentations and MP3 Audio Podcasts to download.

Thematic Lunch

During Thematic Lunch, each round table will have a moderated discussion around a special theme. Table moderators will allow each person at their tables to share his/her experience. It will be helpful if you reflect on each of these 3 topics beforehand:
Major key challenge you faced and how you tackled it
Best achievement so far
Your future dream

Strength Mirror

The concept is based on the Appreciative Inquiry philosophy, which focuses on identifying our areas of strength, and meaningfully develops them, instead of trying to focus on our weaker areas. A special Strength Mirror poster will be produced for each participant. The toll has proven effective in:

- Learning how to give positive, constructive feedback
- Focusing on positive attribute rather than negative
- Helping individuals realize their full potential
- Sharpening participant's observation skills

Umrah & Historical Field Trips

MILE will facilitate a complimentary VIP Umrah and Madinah Historical field trips with a professional tour guide. This applies to the international participants.

Medical Check-up

We believe that executive development should address all four aspects of personal development; mental, physical, emotional and spiritual. Several research reports had proved that work stress causes major physical problems that adversely affect executives' productivity and life expectancy.

Aerobics:

Aerobics is a form of physical exercise that combines rhythmic aerobic exercise with stretching and strength training routines with the goal of improving all elements of fitness (flexibility, muscular strength, and cardio-vascular fitness). Research has demonstrated that exercise increases mental acuity. On average, it lasts four to ten hours after exercise.

PROGRAM INVESTMENT:

	Full Program*	Conference Day
Individual	US\$ 12,000	US\$ 750
Group 5+	10%	10%

INCLUSIVE OF

- ✓ Program Registration Fee for two weeks
- ✓ Full Accommodation for Two Weeks at 5* Hotel in Madinah Including: Bed and Breakfast, Lunch & Coffee Breaks & Dinner
- ✓ Complimentary Umrah (applies to international participants)
- ✓ Pre-Program Online Assessments
- ✓ One-on-One psychometric assessment and coaching
- ✓ Extensive readings of selected publications, books and reports
- ✓ Free Medical Check-up
- ✓ Madinah Field Trips and Islamic History Museum

SPONSORS & PARTNERS



EASY WAYS TO REGISTER

