



**mile**  
madinah institute  
for leadership & entrepreneurship

**PALM13**  
Program for Advanced  
Leadership & Management

PROGRAM FOR ADVANCED  
**LEADERSHIP &  
MANAGEMENT**

5 – 16 DECEMBER, 2021  
MADINAH | SAUDI ARABIA

[www.mile.org](http://www.mile.org)



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

# 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**

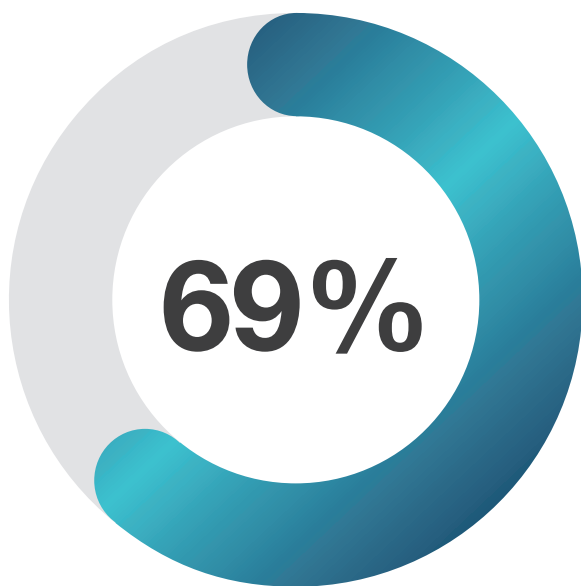
Speakers from 16 global  
consulting companies

**40**

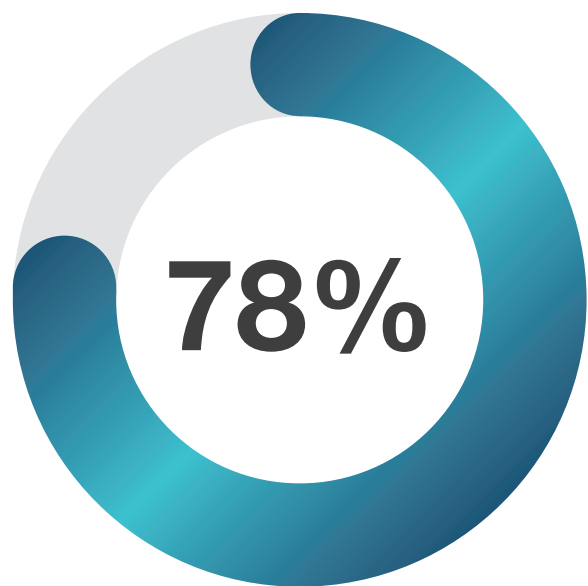
Participants' average  
age

**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.

## MEASURE

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

## NETWORK

with Top Business School Faculties and find answers to all your questions, challenges and business pains

## DEVELOP

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

## 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; internationally, regionally and locally

## 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

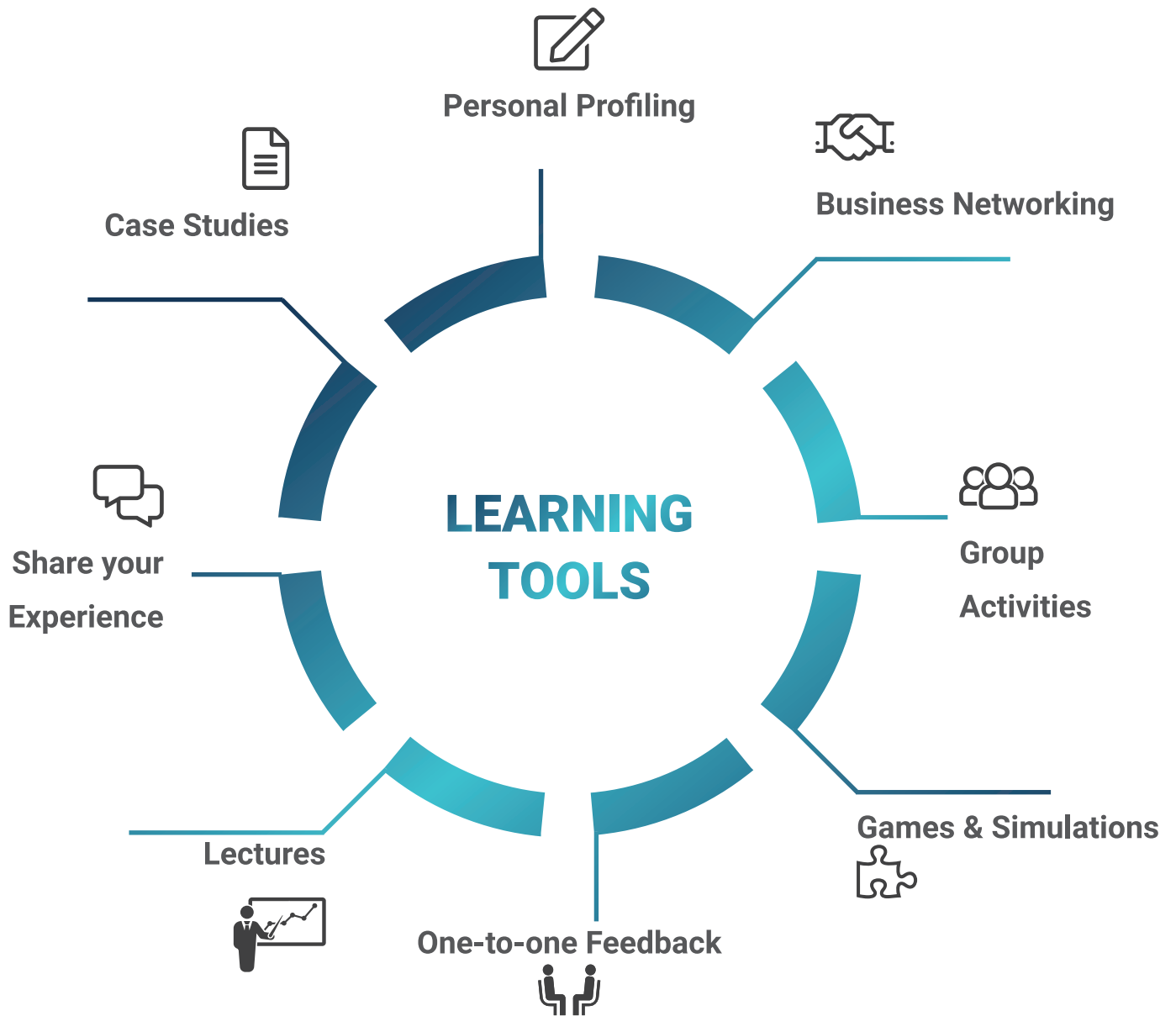
## BENEFIT

from the Business Networking and meet all your peers in Networking Coffee Break

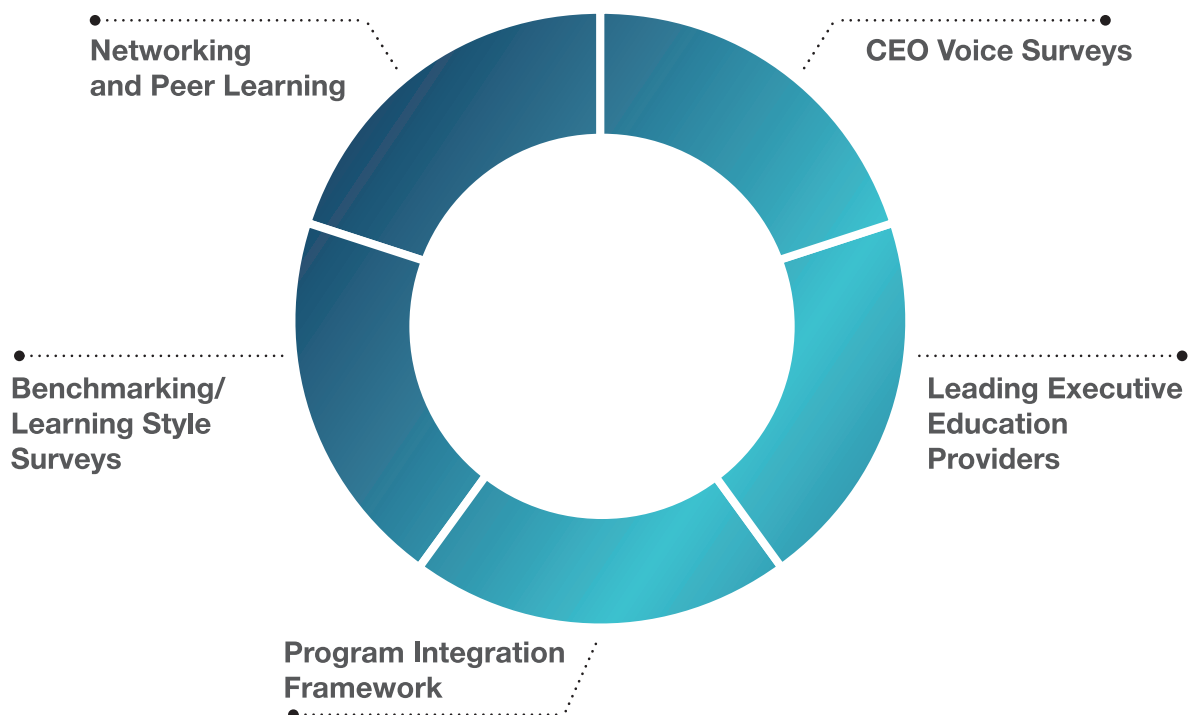
## BECOME

eligible for MILE Executive Education alumni benefits and membership





# 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



**Dr. Walid Hejazi**

Associate Professor



**Prof. Philip Moscoso**

Professor, Operational Excellence



**Mr. Tony Swainston**

Professional Trainer



**Dr. Mohamed M. Mahmoud**

Executive Director, Wharton Alumnus



**Prof. Dr. Murali Raman**

Dean, Multimedia University, Malaysia



**Mr. Doc McKerr**

Associate Faculty



**Dr. Imran Zawwar**

Regional Director MiddleEast



**Mr. Lester Coupland**

Executive Development Coach



**Mr. Bill Connor**

Partner



# 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, 4-Dec	HOTEL CHECK-IN						Reception / Inauguration Ceremony
Sunday, 5-Dec		Macroeconomic Trends - COVID Recovery Patterns Dr. Walid Hejazi, University of Toronto, Canada					
Monday, 6-Dec	Aerobics	Operational Excellence Prof. Philip Moscoso, IESE Business School, Spain					
Tuesday, 7-Dec							Measuring & Developing Corporate Maturity in Strategic Plannig & Performance Development Dr. Mohamed Mousfata Mahmoud, GPMA, Canada
Wednesday, 8-Dec	Aerobics	Embracing Excellence - Emotional Intelligence Mr. Tony Swainston, ILM, UK					Medical Check-up Share Your Experience Al Baik - Networking Dinner
Thursday, 9-Dec		Digital Transformation Prof. Murali Raman, Multimedia University, Malaysia					Clifton Strengths Leadership Workshop Dr. Mostafa Galal, Gallup
F R I D A Y - 10 Dec							Gallup, Clifton Strengths Assesment   One-O-One
Saturday, 11-Dec		Leadership Mr. Doc McKerr, Cranfield School of Management, UK					Gallup, Clifton Strengths Assesment   One-O-One
Sunday, 12- Dec	Aerobics						Lead Through Change Dr. Mostafa Galal, PROSCI, USA
Monday, 13- Dec		Business Strategies Mr. Lester Coupland, Cranfield School of Management, UK					Madinah Field Visits Cultural Dinner
Tuesday, 14-Dec	Aerobics						Group Photo Medical Cheak Up Share Your Experince
Wednesday, 15-Dec		Business Simulation Dr. Imran Zawwar, Cranfield School of Management, UK					Media Public Speaking & Presentation Skills Mr. Bill Connor, Oratorio, Washington DC, USA
Thursday, 16-Dec	MEET THE BUSINESS LEADERS IN MADINAH FORUM & GRADUATION CEREMONY						UMRAH TRIP

**5  
Dec****Macroeconomic Trends – COVID Recovery Patterns**

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

The COVID-19 pandemic was a once in a hundred-year event, and has resulted in dramatic changes in societies, economic models, and global linkages. On the one hand, the need to social distance to limit the spread of the COVID resulted in economies being shuttered and record high levels of unemployment. On the other hand, it resulted in a significant reimagining of business models – not only did many companies adjust their strategies, but many economies also saw a record number of new businesses being created.

During this session you develop a better understanding of the COVID-19 pandemic and its comparison to the 2008-2009 global financial crisis, and the prospects for recovery in the coming years. We will also discuss what a post-pandemic economic may look like and identify opportunities for change within your organization.

**Key Learning Outcomes include:**

- ③ Compare and contrast the 2020 pandemic to earlier economic downturns
- ③ The impact on Long-term deficits and government debt levels, with future implications for taxes (both direct and indirect)
- ③ The importance of global supply chains, especially for sourcing critical inputs that were in high demand during the height of the pandemic: will global supply chains be rolled back?
- ③ Reimagining your business – how to identify opportunities in a post-pandemic world

**6-7  
Dec****Operational Excellence**

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.

**8  
Dec****Embracing Excellence – Emotional Intelligence**

Mr. Tony Swainston, ILM, UK

In this module we will cover how leadership to fit with the requirements of outstanding business performance for the 21st century. This course will enable you to understand what emotional intelligence is and how to incorporate the powers of emotional intelligence into your leadership in order to take it on to the next level.

This session will help you as you are already in positions of leadership responsibility and want to reflect on your present style and actions as a leader, and how you may decide from what you learn to adapt your leadership on the basis of what you learn. It will also support you to start your business career and to learn about the actions and methodologies of great leaders.

- ➞ Understanding what emotional intelligence is and why it is crucial for leadership success
- ➞ Discovering your present strengths in terms of emotional intelligence
- ➞ How to develop your emotional intelligence for further leadership success
- ➞ Developing an emotionally intelligent team

**9  
Dec****Digital Transformation**

Prof. Dr. Murali Raman, Dean, Multimedia University, Malaysia

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:

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

**11-12  
Dec**

### **Leadership**

Mr. Doc McKerr, Associate, Cranfield Executive Development, UK

Leadership is key to stimulating innovation, driving change and to deliver results in increasingly competitive and complex circumstances.

This module will stimulate you to think about your contribution as a leader, whatever your role. 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.

**13 -14  
Dec**

### **Business Strategy**

Mr. Lester Coupland, Executive Development Director, Cranfield Executive Development, UK

The aim of this module is to develop the participants' understanding of strategy in order to help them contribute more effectively in developing and delivering strategy back inside their businesses. At Cranfield we believe a good strategy in today's VUCA world is fundamentally about fit i.e. how organisations adopt to their changing environment.

Therefore, as we commence the session, we start by reflecting on the fact that businesses are recovering from a series of world changing events that few saw coming. The participants on the programme will engage in a collective discovery process to comprehend the enormity and the long-term impacts that global mega trends might have on Saudi businesses.

**15  
Dec**

### **Business Simulation**

Dr. Imran Zawwar, Regional Director Middle East, Cranfield Executive Development, UK

**"We believe that the biggest challenge organisations are facing is not strategic thinking it is strategic acting"**

The objective of this module is not only developing a good strategy but ensuring that people can act precisely in a consistent manner to help implement it. This is a challenge and most programmes fall short on this objective.

The main reason is that while strategy development is about knowing something strategy execution is about doing it and the gap between knowing and doing is often huge!

To help fill this gap, this module has at its heart an integrated business simulation that supports learning by doing and provides the participants with a safe environment to experiment and enrich their understanding.

# SPONSORS & PARTNERS





## ASPIRE and BE INSPIRED!

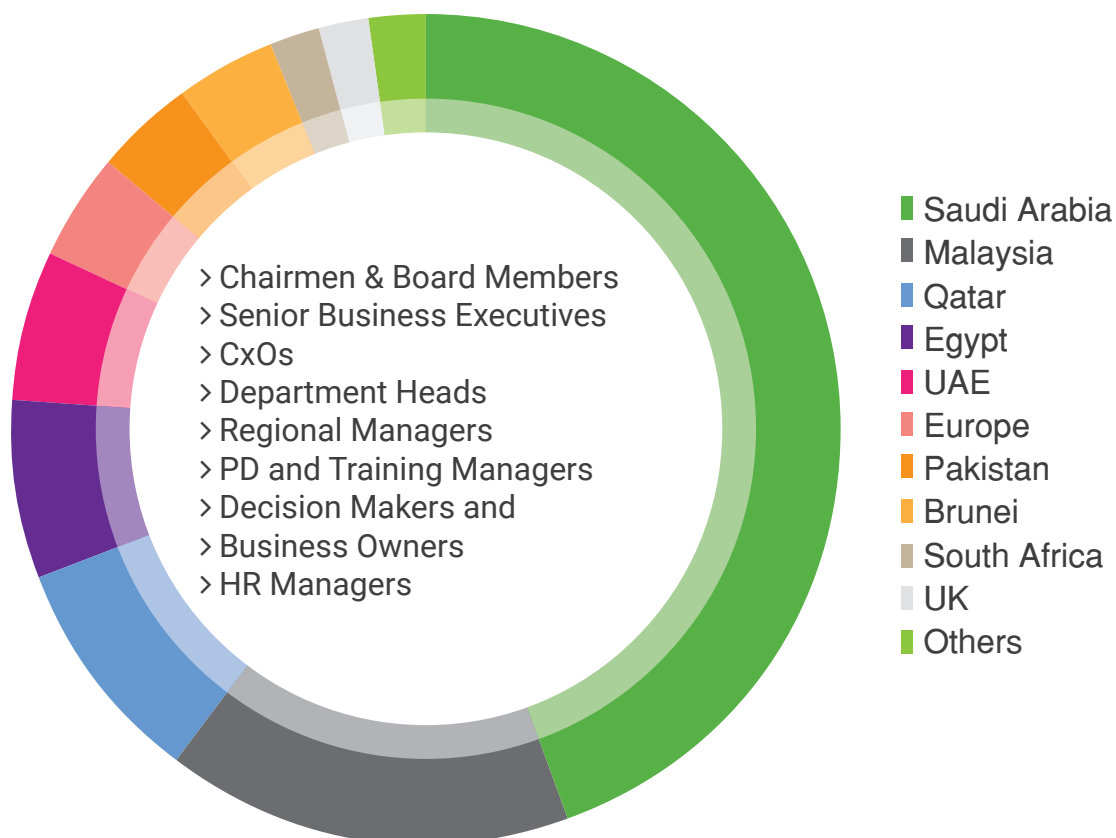
# WHO YOU WILL MEET:

The profile of past PALM participants included:

# 20+

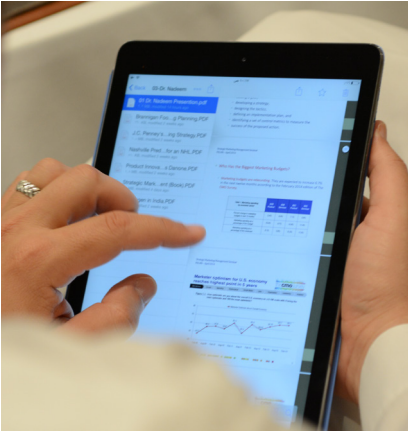
industries

(Private and Public Sectors) Including:



## THE PALM CHARACTERISTICS

- ② Interactive sessions presented and moderated by international and regional public sectors leaders, consultants and recognized figures.
- ② Innovative methods and use of proprietary frameworks
- ② Strengthen business acumen in core areas
- ② Gain more insights through real case studies, simulation games, facts and well-studied models.
- ② Ideal utilization for gathered data and details.
- ② Local adoption for next minute action with customized content.







## CERTIFICATES FROM



## 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



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Program Director



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