

# PROGRAM FOR ADVANCED **LEADERSHIP & MANAGEMENT**

18 – 29 May, 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



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

## Week 2



Innovation and Business Resilience – Focusing on innovation strategy, sustainability, agile practices, and data-driven decision-making.

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

- ③ Build proficiency in analyzing business environments and creating actionable strategies.
- ③ Develop advanced leadership styles tailored to complex organizational needs.

### Foster Organizational Resilience

- ③ Provide tools for crisis management, business continuity, and agile transformations.
- ③ Ensure participants can lead teams through uncertainty and rapid change effectively

### Promote Innovation and Sustainability

- ③ Encourage the adoption of innovation strategies and design thinking for competitive advantage.
- ③ Integrate Environmental, Social, and Governance principles into strategic planning.

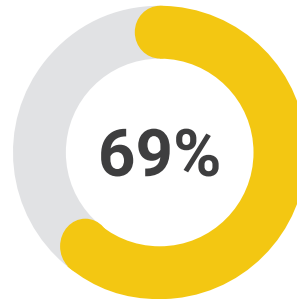
### Enhance Data-Driven Decision-Making:

- ③ Enable participants to use data analytics and visualization for strategic insights.
- ③ Cultivate a data-driven culture within organizations.

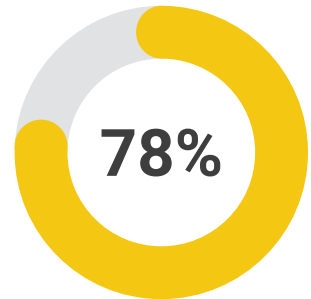
### Develop Ethical and Responsible Leadership:

- ③ Instill the importance of ethics and governance in leadership practices.
- ③ Balance organizational priorities with social responsibility and sustainability.

## Program Demographics



of participants holding  
post graduate degrees  
(Masters and PhDs)



of participants  
have 10+ years experience

21

Different nationalities  
of Participants

790

Participants from  
21 different countries

36

Speakers from 16  
global consulting  
companies

40

Participants' average  
age

89

Speakers from Top 10  
Business Schools

42

Young Executives  
Scholarships



## Week 1



### Chartered Management Institute (CMI) 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 covered in Week 2.

## Week 2



### Innovation and Business Resilience - GInI Professional Certification – Certified Innovation Strategist (CInS)

#### 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. Customer-Centric Innovation

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

##### 5. AI-Driven Innovation Processes

- Explore how artificial intelligence can streamline innovation processes, from ideation to implementation.

# 4.76

Overall Program Evaluation Average

# Program Agenda



## LEVEL 7 IN STRATEGIC MANAGEMENT AND LEADERSHIP PRACTICE

18 May

19 May

20 May

21 May

22 May



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

## 23 - 24 May - MADINAH FIELD TRIPS AND CULTURAL DINNER

### Innovation and Business Resilience

25 May

26 May

27 May

28 May

29 May



GIIn Professional Certification – Certified Innovation Strategist (CInS)

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

AI-Driven  
Innovation  
Processes

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?

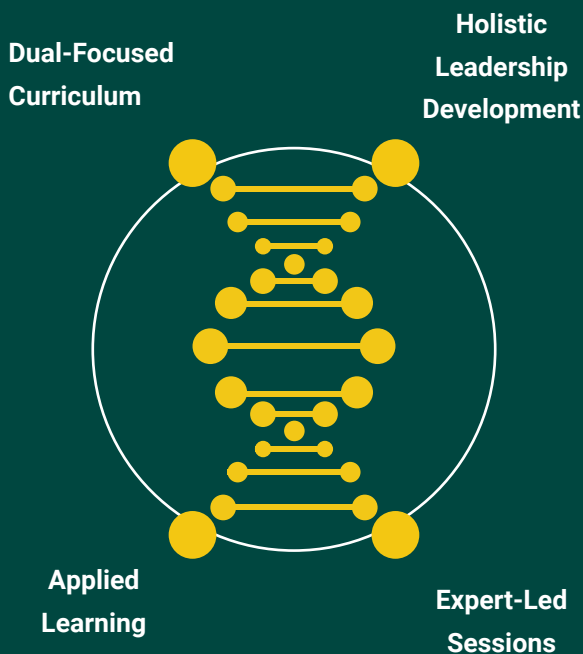
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## The DNA of the Program

### 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.

# 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 embrace change, leverage innovation, and enhance organizational resilience, ensuring they can thrive in a competitive landscape.



## 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 Participants

### 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: GINI Certified Innovation Strategist

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

This week ensures leaders can adapt and drive meaningful transformation in their organizations.

## 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.



# Contact Us

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✉ [palm@mile.org](mailto:palm@mile.org)

☎ +966 56 941 4122

🌐 [www.mile.org](http://www.mile.org)

📍 Knowledge Economic City



/milemadinah

