



Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman
Foundation

Leadership Excellence Program

A 3-DAY LEADERSHIP DEVELOPMENT EXPERIENCE



Introduction

The Leadership Excellence Program is a focused 3-day face-to-face leadership development experience designed for ambitious professionals who want to strengthen their leadership capabilities and continue building confidence, clarity, and impact in their roles.

Built around Misk-aligned leadership content and internationally recognized leadership standards, the program supports participants in developing practical skills across self-leadership, high-impact leadership, and modern leadership capabilities. Through interactive learning, guided reflection, group activities, and real-world application, participants are equipped with tools they can immediately apply in their professional environments.

Delivered by Alliance, Misk's trusted learning and development partner, the program brings together regional expertise, experiential learning design, and a strong track record in leadership development across government, semi-government, and corporate sectors. This ensures a practical and relevant learning journey that supports both personal growth and professional progression.

The Program at a Glance



Program Overview

The **Leadership Excellence Program** is a focused 3-day **CMI Recognized Programme**, that equips emerging and mid-level leaders with the mindset, tools, and behaviors to lead themselves and their teams with impact. Through hands-on activities, role-plays, case discussions, and guided reflection, participants strengthen self-awareness, elevate communication and emotional intelligence, build high-trust, high-performance teams, and learn practical coaching and mentoring techniques.



Program Credibility

The **Leadership Excellence Program** is built around Misk-aligned leadership content and a **proven leadership development framework**. It preserves the core competency focus, experiential methods, and quality standards associated with the learning journey, while being packaged for standalone delivery. This ensures a credible, field-tested learning experience with immediate on-the-job applicability.

LEADERSHIP EXCELLENCE PROGRAM



Program Objectives



Build Your Leadership Foundation

Strengthen the core leadership behaviors needed to lead with clarity, confidence, and purpose.



Develop a Growth Mindset

Embrace continuous learning, adaptability, and self-reflection to grow as a future-ready leader.



Strengthen Decision-Making & Problem-Solving

Build practical thinking skills to navigate challenges, assess situations, and make more confident decisions.



Communicate with Impact

Enhance your ability to communicate clearly, influence effectively, and build stronger relationships with others.



Lead High-Performing Teams

Learn how to build trust, encourage accountability, and create the conditions for stronger team performance.





Program Outline

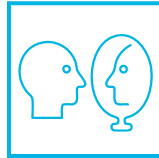
Main Topics



High Level Overview

DAY 1

The 3 Key Techniques for Effective Self-Leadership



Self-Reflection



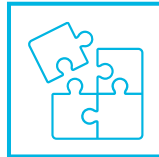
Discover Your Leadership Style



EI and NLP

DAY 2

The 4 Drivers for High Impact Leadership



Understand Your Team



Build Trust In Your Team



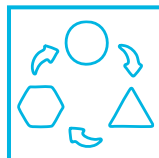
High Performance Team



Develop Talent

DAY 3

The 3 Fundamental Skills for Modern Leadership



Adapt To Change



Digital Age



Communication Models

Program Description

The Workshop is built around three parts, each focusing on a different dimension of leadership. In Day 1, we begin with **Self-Leadership** because leading others starts with leading yourself. Participants will gain clarity on their personal leadership style, build resilience, and strengthen the emotional intelligence needed to create authentic impact.

Day 1: Learn the “The 3 Key Techniques for Effective Self-Leadership” to lead with confidence and authenticity.

01 The 3 Key Techniques for Effective Self Leadership



Explore how **self-reflection** can enhance your leadership effectiveness.

Demonstrate **personal growth** and enhanced leadership capabilities.

02 The 4 Drivers to High Impact Leadership



Discover your **leadership style**.

Apply improved **performance** and **adaptable leadership strategies** to better align with your team members' needs.

03 The 3 Fundamental Skills to Modern Leadership



Lead with **emotional intelligence** and **neurolinguistic** programming.

Leverage **empathy** and **NLP techniques** to transform your leadership experience and strengthen connections with your team members.

Program Description

In Day 2, the focus shifts from leading yourself to leading others. **High-Impact Leadership** is about building trust, fostering collaboration, and creating a culture where teams can thrive. Participants will learn practical strategies to strengthen relationships, inspire accountability, and drive collective performance.

Day 2: Apply the “The 4 Drivers of High-Impact Leadership” to foster a culture of empowerment within teams and achieve impactful results.

01 The 3 Key Techniques for Effective Self Leadership

02 The 4 Drivers to High Impact Leadership

03 The 3 Fundamental Skills to Modern Leadership



UNDERSTAND
YOUR TEAM

Understand
your team.

Tailor your leadership approach, foster stronger relationships, and drive more effective **collaboration** and performance.



BUILD TRUST IN
YOUR TEAM

Build **trust** in
your team.

Demonstrate the ability to build trusting relationships that foster a **secure** and **thriving environment** for your team.



HIGH-PERFORMANCE
TEAMS

Cultivate **high-performance teams**.

Implement a new team development model to foster a **high-performance culture** and demonstrate measurable improvements in team effectiveness and engagement.



DEVELOP
TALENT

Develop **talent**.

Facilitate the **growth of future leaders** by using coaching, mentoring, and delegation to enhance their confidence and independence.

Program Description

In Day 3, the focus turns to the future. **Modern Leadership Skills** prepare leaders to thrive in fast-changing environments by embracing adaptability, digital transformation, and effective communication. Participants will explore how to lead with agility, harness innovation, and communicate with confidence in the modern workplace.

Day 3: Get ready for the future with “The 3 Fundamental Skills of Modern Leadership” to navigate today’s dynamic environments with vision and agility.

01 The 3 Key Techniques for Effective Self Leadership



ADAPT TO
CHANGE

Adapt to change.

Use enhanced skills to **navigate and respond** to change skillfully in dynamic environments.

02 The 4 Drivers to High Impact Leadership



DIGITAL AGE

Lead in the **digital age**.

Utilize **digital skills** and tools to successfully prepare for and navigate the competitive landscape of the future.

03 The 3 Fundamental Skills to Modern Leadership



COMMUNICATION
MODELS

Communicate effectively.

Apply two new communication models to enhance your effectiveness in delivering **constructive feedback** and **improve team interactions**.

Program Learning Outcomes



Day 1: Self Leadership 3 Key Techniques

Key Learning Points

- Learn how to self-reflect and assess your leadership style.
- Explore nine common leadership traits and identify strengths & growth areas.
- Apply Emotional Intelligence & NLP techniques to adapt leadership style.
- Practice situational leadership to meet diverse team needs.

Outcomes

- Clearer understanding of personal leadership style.
- Strengthened foundation of self-awareness and growth mindset.
- Improved ability to flex leadership approach.
- Enhanced trust and influence with teams.



Day 2: High Impact Leadership 4 Drivers

Key Learning Points

- Understand team dynamics and what drives performance.
- Build trust and psychological safety within teams.
- Strengthen collaboration, accountability, and engagement.
- Apply coaching, mentoring, and delegation to develop others.

Outcomes

- Stronger ability to build trust-based relationships.
- Practical tools to motivate and empower team members.
- Improved team collaboration and performance.
- Greater confidence in developing talent and future leaders.



Day 3: Modern Leadership Skills 3 Fundamentals

Key Learning Points

- Navigate change with agility and confidence.
- Understand the role of digital transformation in modern leadership.
- Communicate with clarity, structure, and influence.
- Apply practical feedback and communication models.

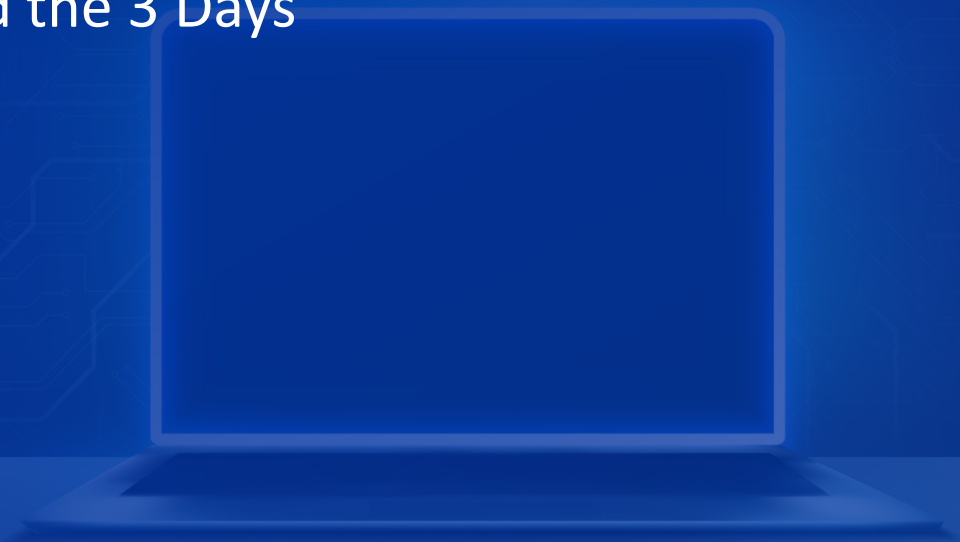
Outcomes

- Greater confidence in leading through change.
- Stronger future-readiness.
- Improved communication with teams and stakeholders.
- Practical tools for feedback conversations.



Why Leadership Excellence?

What You Gain Beyond the 3 Days



Why Leadership Excellence?

Beyond building a solid leadership foundation, these are the main key values and advantages you will receive through the program, designed to strengthen credibility and sustain learning through continued leadership development beyond the 3-day experience.

The Leadership Excellence Program is a CMI Recognised programme, formally recognised by the Chartered Management Institute as aligned to the CMI Professional Standard for Management and Leadership. Successful completion also awards Foundation Chartered Manager (fCMgr) status.



The program is **endorsed by Misk Foundation**, reflecting its alignment with Misk's leadership direction, quality standards, and experiential learning approach. This endorsement reinforces trust in the learning journey and its relevance to national leadership priorities.

Gain 12-month access to the **CMI learning platform and digital library** to sustain learning beyond the 3-day experience through 100,000+ leadership resources. Gaining exposure to a global community that explores leadership mindset, standards, and practical relevant knowledge to real work.



Engage with leadership content aligned with the learning direction of **the Misk 10X Leaders Program**, designed to strengthen future-focused leadership concepts, mindsets, and practical methodologies for developing high-impact leaders.

Key Value 1: CMI Recognition

The programme is CMI Recognised, formally recognised by the Chartered Management Institute as aligned to the CMI Professional Standard for Management and Leadership.



Foundation Chartered Manager

On successful completion, participants are automatically awarded **Foundation Chartered Manager (fCMgr)** status.

Exclusive Membership - Access to CMI's digital resources:

Management Direct
(100,000+ leadership
resources, toolkits,
checklists).



CPD tracking & career
planning tools.

600+ webinars &
diagnostics for continued
growth.



Professional Network

Join a global community of 220,000+ managers and leaders.



Mentoring Opportunities

Connect with senior managers through CMI's mentoring program.



Aligned with Global Standards

Mapped to the CMI Professional Standard across four key areas: *Personal Effectiveness, Interpersonal Excellence, Organizational Performance, and Ethical & Inclusive Leadership.*



The Leadership Excellence Program is a **CMI Recognised programme**, formally recognised by the Chartered Management Institute as aligned to the CMI Professional Standard for Management and Leadership.

- Receive a programme Certificate of Completion recognising successful completion of the Leadership Excellence Program.
- Automatically receive Foundation Chartered Manager (fCMgr) status on successful completion.
- Receive 12-month CMI membership, including access to the CMI platform and digital library.
- Benefit from Management Direct: a digital platform with curated leadership resources.
- Join webinars, tools, and diagnostics for continued learning and self-assessment.
- Use CPD tracking and career planning tools to support development beyond the program.
- Access networking opportunities with 220,000+ professional managers across the UK and internationally.

Key Value 2: Credibility & Global Endorsements

Recognition & Rollout

Endorsed by world-renowned thought leaders, global CEOs, and professors, this program carries international credibility , proven impact & practical value. These endorsements reflect the trust and recognition Leadership Excellence has earned worldwide.



Derived from the book: **10 Golden Stars to Leadership Excellence.**



Achieved an impressive **93% satisfaction rating** across 6 groups.

Finally, the perfect balance of theory and practice!
Dr. Tom Dreyer has authored the only leadership book you'll ever need. Truly a masterpiece resource for every leader from the frontline to the C-Suite.

Scott Jeffrey Miller

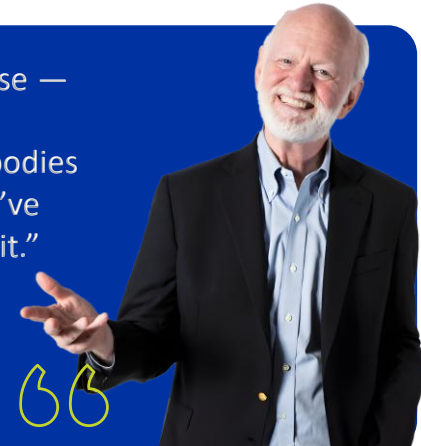
EVP FranklinCovey & Host of
World's #1 Leadership Podcast



This is not just another leadership course — it's a transformational experience. The Leadership Excellence Masterclass embodies the kind of powerful, practical change I've dedicated my career to. I stand behind it."

Dr. Marshall Goldsmith

World's #1 Executive Coach &
Global Thought Leader



Key Value 3: Practical & Future-Ready Leadership Capability

Through future-focused leadership content, experiential learning, and practical application, participants strengthen the mindset, confidence, and tools needed to lead with greater clarity, adaptability, and impact.



Stronger Leadership Confidence: Build greater confidence in applying leadership concepts to real workplace situations and professional challenges.



Alignment with Vision 2030 Priorities: Develop leadership capabilities that support the Kingdom's transformation goals on public/private sector development.



Practical Decision-Making Skills: Develop sharper thinking and problem-solving skills to navigate complex situations and make more confident decisions.



Improved Influence and Communication: Strengthen the ability to communicate effectively, build trust, and influence others with confidence.





Alliance

The Trusted Delivery Partner

Alliance: The Trusted Delivery Partner

Why Alliance?

A Regional Leader in Experiential Learning and Leadership Development

Alliance is a leading learning and development firm trusted by government and semi-government entities, as well as leading organizations in the oil, telecommunications, industrial, and other key sectors across the GCC. Since 2011, Alliance has developed the capabilities of more than 250,000 professionals, delivering high-impact learning solutions that drive measurable, real-world transformation.

Here's why Alliance is an ideal partner:



1. INNOVATIVE LEARNING SOLUTIONS

We turn your challenges into opportunities using hands-on, experiential learning that brings your objectives to life.



2. EFFECTIVE LEARNING

Our holistic approach sparks engagement and drives results, ensuring your team not only learns, but truly thrives.



3. CUSTOMIZED PROGRAMS

We tailor our training to your unique needs, aligning every program with your organization's vision.



4. GLOBAL PARTNERSHIPS

Working with top international institutions, we bring recognised professional standards and global expertise to our programmes..



5. INNOVATIVE ENGAGEMENT TOOLS

By leveraging the latest technology and methods, we boost knowledge retention and keep your team ahead of the curve.



6. COMMITMENT & CARE

For over a decade, we've stayed true to our purpose. Our long-standing partnerships and repeat clients reflect our consistency, care, and passion for meaningful growth.



7. EXPERIENCE DRIVEN BY CURIOSITY

In a rapidly evolving world, our expert facilitators & coaches build the essential skills to navigate change and achieve the 2030 Vision.



Financial Investment

Deliverable

3-day face-to-face Workshop Delivered by Expert Facilitators, including:

- Comprehensive delivery tools and activities to ensure experiential learning;
- Engaging videos, group discussions, activities, role plays, and selected simulations.

Participant Toolkits for a real practical experience:

- Practical worksheets, leadership tools, leadership frameworks, and activity materials.

CMI Membership with access to the CMI learning platform and digital library:

- 12-month membership, including access to 100,000+ leadership resources, toolkits, and checklists;
- Continued development through 600+ webinars, diagnostics, and leadership development tools;
- Access to a global CMI community of 220,000+ managers and leaders.

Prestigious and Professional Recognition to strengthen your leadership credentials:

- Co-branded certificates issued by the Chartered Management Institute (CMI), featuring Misk and Alliance logos.

Five Star Venue including coffee breaks and lunch for a premium experience.

Investment SAR ﷲ

4,500 SAR ﷲ
*EXCLUDING VAT

(Four Thousand Five Hundred Saudi Riyals)

Contact us at:

info@leadershipexcellenceprogram.com

Thank You

