



Executive  
Education

## ***First-Ever***

INSEAD Training for *Pakistan*

Brought to You in Collaboration with *PSTD & Ismail Industries*

## **Advanced Leadership Programme**

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May 27<sup>th</sup> to May 31<sup>st</sup>, 2024

5 Days/ 40 Hours  
INSEAD-Led Classroom Learning F2F



Singapore

The Business School for the World®



## Executive Education

As one of the world's leading and largest graduate business schools, INSEAD offers participants a truly global educational experience. INSEAD Executive Education elevates the skills needed to lead and thrive in a rapidly changing world. More than forty years ago, we pioneered customising executive education to meet the distinct needs of organisations.

With campuses across the globe, we advance our legacy of entrepreneurial thinking and real-world relevance by connecting our renowned faculty with participants to share first-hand research and insights into today's business landscape and explore new approaches to problem-solving.

Every programme provokes leaders to step outside their comfort zone and challenge their preconceived notions to drive meaningful impact at their organisations.

Drive impact. Alter the course of business.



## Pakistan Society for Training and Development

As the pioneer in training and development in Pakistan, PSTD commits to bringing world-class training and educational resources to Pakistan, on par with global standards of excellence. Pakistan Society for Training and Development has been credited by multiple organizations as one of their favorites when it comes to series of training and development.

Pakistan Society for Training and Development was founded in 1966 as an independent, non-profit, and non-governmental institution, serving a diverse spectrum of professionals, including trainers, educators, human resource practitioners, and organizational development experts, for reaching their professional excellence.

It holds a firm ideology and presence in the market of training and conducts regular sessions for professionals and organizations deemed to upgrade and upskill their learning opportunities.

Empowering professionals to succeed.





## Alliances & Partnerships



清华大学  
Tsinghua University



SORBONNE  
UNIVERSITÉ

Northwestern  
Kellogg

Mumtalakat



GLOBAL NETWORK FOR  
ADVANCED MANAGEMENT



CEIBS

sodexo



LUXURY TECH  
FUND

WORLD  
ECONOMIC  
FORUM



STATION F

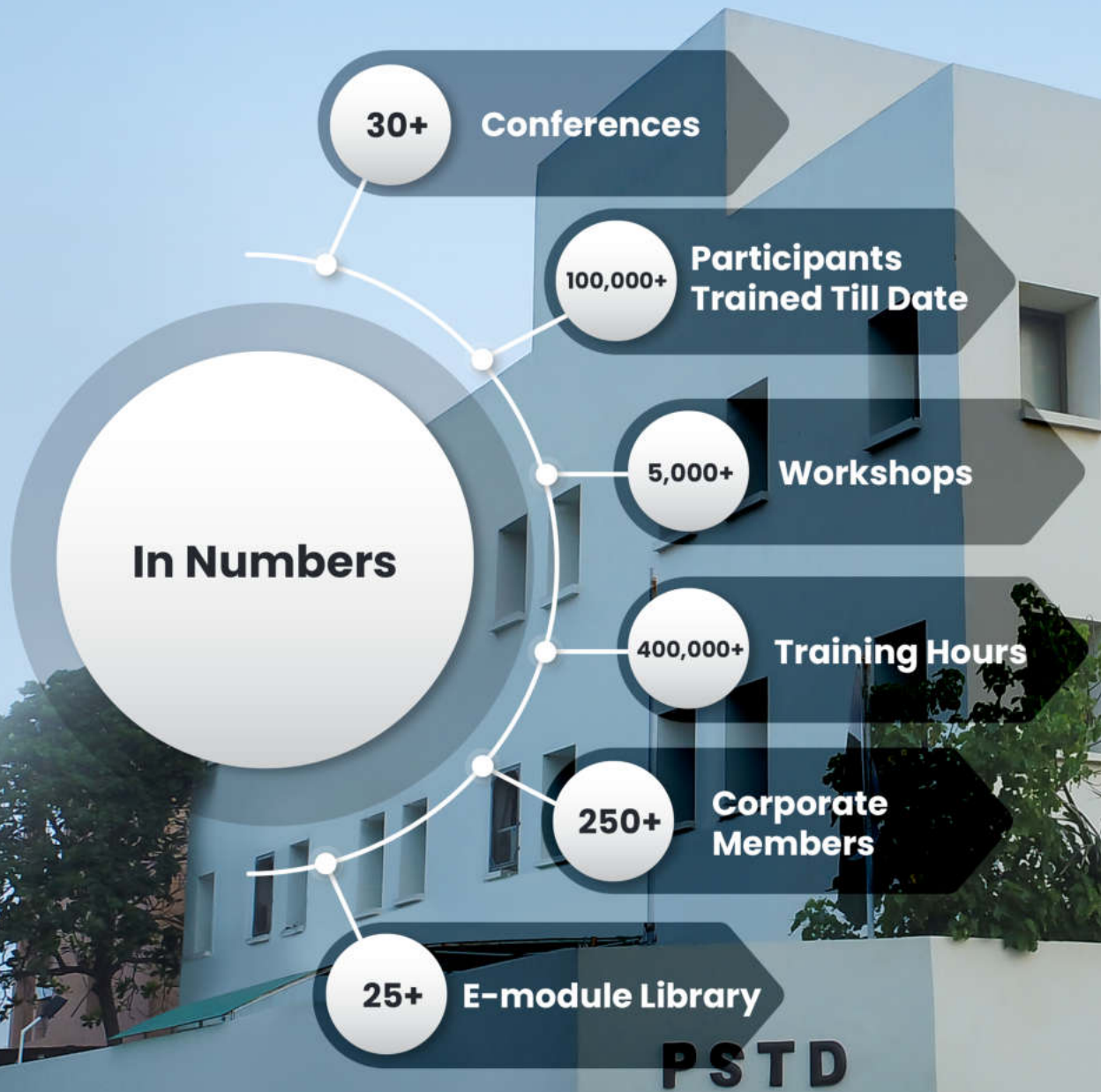


DELTA PARTNERS

Deutsche Bank







## Our Clients



Visit PSTD





INSEAD

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## In numbers...



208,000+

Executives trained  
since 1967



125+

Nationalities and unique cultural  
perspectives



165+

World-class, thought-  
leading faculty



40,000+

Online programme  
participants since 2014



3

Full campuses across Europe,  
Asia and the Middle East



New

INSEAD San Francisco Hub  
for Business Innovation



70+

Open programmes to  
support your career



12,400+

Participants yearly



3,500+

Organisations partner  
with us every year



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### 5 Days / 40 Hours of INSEAD-led Classroom Learning (F2F)

Day 1	Day 2	Day 3	Day 4	Day 5
<u>AM</u>	<u>AM</u>	<u>AM</u>	<u>AM</u>	<u>AM</u>
The Big Picture: Long-Term Growth and Medium-Term Volatility	Strategic Thinking in the Digital Age	Embracing New Technology & Business Model Innovation	Leadership Decision Making Under Uncertainty	Inspirational Leadership & Influence Beyond Authority
(4 Hours)	(4 Hours)	(4 Hours)	(4 Hours)	(4 Hours)
<u>PM</u>	<u>PM</u>	<u>PM</u>	<u>PM</u>	<u>PM</u>
Economic Crises: Causes, Impact, and Recovery	Strategies for Powering Growth	Digital Technology and Value Creation – Avoiding the Traps	Leadership Transitions and Understanding Personality Differences	Leading and Influencing Organizational Change and Transformation
(4 Hours)	(4 Hours)	(4 Hours)	(4 Hours)	(4 Hours)



## **The Big Picture: Long-Term Growth and Medium-Term Volatility**

How do we analyze the macroeconomic prospects for different countries? We will build a framework to understand the rapid transformation of the world economy. Second, we will spend time understanding the sources of volatility and uncertainty. In a VUCA world, we need to understand the interconnectedness of the global macro environment and how these impact businesses.

## **Economic Crises: Causes, Impact, and Recovery**

We will discuss what are the drivers of economic crises, and create a framework to understand the impact of an economic crisis, the variation across sectors and geographies. Will participate in a group simulation. Each group will manage two firms, one in a developed market and one in an emerging economy in a particular sector. Both countries are real and in your time in the simulation the countries will be hit with a severe economic crisis.

## **Strategic Thinking in the Digital Age**

This session works on the strategic thinking abilities of leaders in the digital age. We will review some of the key strategic challenges faced in the global landscape. We will discuss several tools and frameworks to help us better understand a firm's success, and how firms can develop a more effective strategy to improve their performance and attain competitive advantage.

## **Strategies for Powering Growth**

In this session, we will explore the fundamental trade-offs and challenges faced when pursuing growth, paying special attention to the digital context. We will focus both on growth in existing markets as well as in new industries/sectors. We will explore different growth strategies and how to choose between them.

## **Embracing New Technology & Business Model Innovation**

We will discuss the relationship between technology and business processes, and how their combination can be used to create and capture value. We will do so by undertaking an exercise, leveraging emerging technologies, to radically re-think the future-proof business model of our organizations.



## **Digital Technology and Value Creation – Avoiding the Traps**

We dive into what it means to deploy digitization in the right places at the right time for the right customers through data and experiences. Through mini-cases and short group work, we equip participants with a “digital mindset” to give them a competitive advantage in future transformation plans.

## **Leadership Decision Making Under Uncertainty**

The session provides a set of practical guidelines that help leaders understand how they can support others and teams to resolve complex decisions more effectively, draw on a wide range of information to make more optimal decisions and achieve their goals by setting clear objectives and creating accountability.

## **Leadership Transitions and Understanding Personality Differences**

In this session, there will be a focus on how to embrace a learning focus and lead oneself. Additionally, there will be focus on understanding the psychological foundations that make people different to better understand them, leverage their unique talents, and prevent conflict.

## **Inspirational Leadership & Influence Beyond Authority**

We will perform a group simulation which will highlight key issues around influence, persuasion, and decision-making. We will then use a video case to study the key influence strategies from the exercise and discuss how we can influence and engage others to implement change through effective role modeling, creating opportunities for others to contribute, using procedural tactics, and encouraging others to experiment with different and novel ideas. The learnings from this session provide a deep understanding of when and how we can influence and engage others more effectively.

## **Leading and Influencing Organizational Change and Transformation**

In the session, participants will have the opportunity to test their change leadership skills and influence without authority in a computer-simulated organization. The XChange simulation provides a flexible tool to experience a change process in a risk-free environment and helps to stimulate productive discussions on the subject.

## Programme directors



### Loïc Sadoulet

Affiliate Professor of  
Economics

Loïc Sadoulet is Affiliate Professor of Economics at INSEAD, and Visiting Professor at CEDEP. Loïc holds a PhD in Economics from Princeton University. He has been teaching at INSEAD since 2000 in Executive Development Programmes, MBA and Executive-MBA programmes.

His MBA and E-MBA teaching cover macroeconomics, economic development, negotiation analysis, and projects-based courses, using both theoretical and practical approaches to analyse the business environment, develop negotiation skills, and consulting skills to work in unfamiliar and changing settings. For Executives, he designs and directs programmes around innovation for new markets in an evolving world and in emerging markets. He also develops week-long programmes in South Africa, India, China, Korea, Japan, the Silicon Valley, as deep-dive learning journeys for companies like retail bank, telecom or entertainment groups, petroleum or pharmaceutical companies. In all these programmes, the objective is to get executives to think about emerging opportunities in a changing world.

In 2008, Loïc launched the INSEAD Africa Initiative, one of the initiatives of the INSEAD Social Innovation Centre. His research focuses on business development and expansion in emerging economies, both by local efforts and through entry by multinational companies. His interests lie in creating profitable agreements in environments with substantial information gaps. A major line of his research has concentrated on the design of financial services that can be extended (profitably) to traditionally neglected segments. Recently, he has also been involved in investigating ICT-based solutions to create new profitable markets for a range of activities: health, information services, financial services.

Previously, Loïc has worked for the World Bank; in a microfinance institution in Guatemala; at the European Centre for Advanced Research in Economics and Statistics (ECARES) at the Free University of Brussels; and at the Solvay Business School (Belgium) where he was twice rewarded by the Teacher of the Programme Award by the part-time MBA students.

### Research Areas

Economics and business development in emerging markets, Financial services in emerging markets, Reputation-based contracts, Microfinance

### Teaching Areas

Macroeconomics, Global economic outlook, Changing economic forces: doing business in an evolving world, Interest rates, exchange rates and economic fluctuations: the role and limitations of economic policy, Financial crises: identifying warning signs and opportunities, Economics and strategy in emerging markets, Microfinance: a business case

### Industry Sectors

Banking and Insurance, Information Technology, Retailing





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# CALENDAR 2024

PROGRAMME	DATE	LOCATION	LENGTH	FEE - PKR (per participant)	LEVEL - Applicable to all sessions
Advanced Leadership Programme	27 <sup>th</sup> - 31 <sup>st</sup> May, 2024	Singapore	5 Days	Original Price <b>3.2 Million + ST</b>	<ul style="list-style-type: none"><li>• CEOs</li><li>• C-Suite</li><li>• Senior Executives and HODs (C-1)</li><li>• Specialists</li><li>• Top Contributors</li></ul>

Includes	Excludes
<ul style="list-style-type: none"><li>*Training Fees</li><li>*Breakfast + Lunch + Coffee/Tea</li><li>*Accommodation</li><li>*INSEAD shirt</li><li>*Welcome dinner at INSEAD</li><li>*Meeting with Industry professionals in Paris</li></ul>	<ul style="list-style-type: none"><li>*Visa Cost</li><li>*Air Travel (Return)</li><li>*Any other cost</li></ul>

## TERMS & CONDITIONS

- **100%** advance payment shall be made for the visa approval letter.
- This course is on a not-for-profit basis. Any additional charges shall be billed to the participant's company/ individual.
- The amount is non-refundable on any cancellation of registration.
- Visa is company's responsibility. PSTD is not responsible for visa rejection.
- The last day for enrollment is **10<sup>th</sup> May 2024**.

### Note:

- 1) This pricing is valid until **10<sup>th</sup> May 2024**. After this date, the fee may be subject to adjustment due to fluctuations in foreign exchange rates. The price would be adjusted and charged from the participant's company/ individual.
- 2) Programmes are taught in English and participants should be able to exchange complex views, listen, and learn through the medium of English.
- 3) Fee is subject to change. VAT/GST shall be applied at prevailing rates according to laws and regulations.



ISMAIL INDUSTRIES  
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## Pakistan Society For Training and Development

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