



# Transformative Leadership Masterclass

Empower Your Leadership: Master Business & People Management



24th to 26th May



Radisson Blu Jeddah

## Introduction

Welcome to the Zeedimesion **Transformative Leadership Masterclass**. Embark on a transformative 3-day journey designed to revolutionize your approach to leadership in the age of Artificial Intelligence. This immersive masterclass is tailored to equip you with the cutting-edge skills and insights needed to thrive in AI-driven environments.

Led by industry experts, our programme dives deep into the core elements of leadership, from strategic implementation and ethical considerations to regulatory compliance and data-driven decision-making. Through a blend of thought-provoking lectures, real-world case studies, and interactive exercises, you'll gain the expertise to lead with confidence and drive impactful results.

Join us in Oman for this unique opportunity to enhance your leadership capabilities with focused strategies and practices. Elevate your leadership skills, master integration, and prepare yourself for the future of leadership in just three days.

## Overview

This masterclass provides an in-depth exploration of Leadership & Management, empowering participants with a wide range of strategies to succeed as effective leaders. It focuses on the balance between driving business success and leading with a people-centric approach, helping participants excel in their roles as both business drivers and team leaders.

The course clearly defines the distinct skills required for leadership and management roles, with targeted development for each. It is ideal for managers at all levels—whether mid or senior management—looking to hone their skills or prepare for higher roles, as well as current leaders seeking to enhance their capabilities to thrive in today's fast-changing business environment.

## Programme objective

At the end of the programme, participants will have raised their capability and confidence to deliver organization & business results from an upgraded personal competence perspective.

## Learning Outcomes

On completion of the programme participants will have;

- Increased their knowledge, skills and confidence to provide impactful business and people leadership & management.
- Identified the major differences between Leadership and Management capability.
- Determined the key roles in their business/organization that require Leadership capabilities and established how those key capabilities can be developed.
- Examined a number of case studies of effective and ineffective leadership and Management to produce a success criterion as a guide for future Leadership and more junior appointments.
- Practiced and developed their ability to create and articulate an organization's strategic intent, completed a range of engagement activities and outlined initiatives to improve workforce engagement.
- Identified key business and linked people metrics that aid decision making and initiatives required to improve.
- Examined and understood the value and use of predictive analytics.
- Clearly constructed a transfer of learning action plan that improves their current and future leadership impact on business/organization success.

NB: An interactive and involved learning programme that will benefit those that are currently in Leadership roles as well as those managers aspiring to higher level, greater impact positions.

## Who should Attend

This comprehensive 3-day program, spanning 18 learning hours, is designed for professionals at various leadership levels who are dedicated to advancing their leadership and management capabilities. The program is ideal for individuals seeking to:

- Elevate their leadership effectiveness.
- Hone their management skills.
- Strategically steer organizational success.

Whether you're an experienced leader or an emerging manager, this intensive course will equip you with the tools and insights needed to excel in today's dynamic business environment.

- **Senior Manager**
- **Director**
- **Vice President**
- **C-Level Executive (e.g., CEO, CFO, COO)**
- **Department Head**

- **HR Manager**
- **Team Leader**
- **Project Manager**
- **Business Unit Manager**
- **Operations Manager and more**



## Meet our course Expert- Professor Dr. Joel Farnworth

Dean of Management Studies at European International University - Paris  
Managing Partner at KF&A - Bangkok

With over 24 years of international experience spanning 45 countries and working with over 55 nationalities, Professor Dr. Joel Farnworth brings a wealth of expertise in Leadership, Human Capability Development, and Strategic HR Management. His career, rich with diverse roles across Asia, Africa, and MENA, has shaped his unique perspective on how a proactive people agenda drives business success.

### Expertise and Skills:

- Leadership & HR Development:** Professor Farnworth is renowned for his practical approach to creating and implementing corporate strategies and advanced HR solutions. His skills in Leadership, Strategic HR Management, Consulting, and Coaching are highly regarded, particularly for their measurable impact on organizational success.
- Global Experience:** His significant roles in Hong Kong, Bangkok, Mumbai, Dubai, and London provide him with a unique, global perspective on leadership and HR. He has served notable clients such as Ducati, Britvic, Mitsubishi Electric, Korber Software, Bank of Ghana, and The Red Cross, among others.
- Educational Contributions:** Professor Farnworth is proud to be part of the faculty at European International University and is the author of key MBA and online programs on Leadership, Business Strategy, and Strategic HR Management. He is also involved with BSM's innovative Pedagog platform, which offers cutting-edge learning solutions.

### Accreditations and Qualifications:

- Chartered Fellow CIPD (30 years of membership)
- DBA in Strategic HR Transformation from California Metropolitan, USA
- MAML in Management Learning from CSML, Lancaster, UK
- Asic UK accredited
- QS 5-star rated
- Ranked No. 51 in CEO World Business School Rankings
- ACBSP accreditation (USA)

Professor Farnworth's reputation as "the best implementer in the business" is a testament to his practical, results-oriented approach, grounded in the latest research and best practices. His work continues to influence and shape effective leadership and HR strategies globally.

## Program Include

Essentially determining the difference between leadership and management, identifying the key personal, business and people capabilities & deliverables needed by successful leaders and managers with a focus and understanding of impact being influenced to a certain extent by the "led".

### 1. Leadership vs. Management

- Clarifying the difference.

### 2. The Demands of the Led and Key Responses Required

- Emerging and continuing demands from the workforce and the impact on leadership and direct management style.

### 3. Creating Strategic Intent

- A look forward.

### 4. VMV, Strategy, AOP and KPIs

- The connections – strategy implementation, measurable deliverables and gaining willing commitment of the workforce.

### 5. Strategy Implementation

- Via talent - the lifeblood of continuing success.

### 6. Strategy Implementation

- Via engagement - determining where you stand on gaining "willing commitment" and how to improve going forward.

### 7. A focus on a data driven approach – business linked people metrics.

### 8. Predictive analytics – determining what's around the corner; scenarios.

## Topics Covered

### Foundations of Transformative Leadership

1. Understanding Transformative Leadership
2. Personal Leadership Style Assessment
3. Developing Emotional Intelligence (EQ) in Leadership
4. Visionary Leadership and Goal Setting

### Strategic Thinking and Innovation

1. Strategic Leadership in a Complex World
2. Driving Innovation and Organizational Change
3. Leveraging AI and Data for Strategic Leadership
4. Collaborative Leadership and Team Building

## Topics Covered

### People-Centric Leadership and Long-Term Strategy

1. People-Centric Leadership: Engaging and Inspiring Teams
2. Crisis Management and Resilient Leadership
3. Crafting a Long-Term Leadership Strategy
4. Mastering Transformative Leadership - Action Plan

## Course Outline-D1-D3

### Day 1

The People Balance	Managers are Important	The Demands of LED	Employers of Choice
<ul style="list-style-type: none"> <li>• Leadership Vs Management</li> <li>• Key Leadership Capabilities</li> <li>• Implementation?</li> </ul>	<ul style="list-style-type: none"> <li>• The Lead From Google</li> <li>• Key Management Capabilities</li> <li>• Level Based Capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Stay or Go</li> <li>• The Key 5!1</li> <li>• Peripherals on the rise</li> </ul>	<ul style="list-style-type: none"> <li>• Where the world wants to go</li> <li>• Key emphasis/initiatives for your business / organization</li> <li>• Tracking Results</li> </ul>

### Day 2

The Engaged Leader and Manager	The Strategic Leader	The Talent Challenge	Learning From the Negative
<ul style="list-style-type: none"> <li>• Bransons &amp; Virgin</li> <li>• HSBC(sometimes)</li> <li>• Simon Sinek</li> <li>• B.Grimm</li> </ul>	<ul style="list-style-type: none"> <li>• AI</li> <li>• Consultants</li> <li>• Participants</li> <li>• Trainer.</li> </ul>	<ul style="list-style-type: none"> <li>• Best Channel.</li> <li>• Internal V External.</li> <li>• Factors for Progress.</li> </ul>	<ul style="list-style-type: none"> <li>• Campbell's Leadership.</li> <li>• Nissan's Plus &amp; minus.</li> <li>• Walmarts Rebranding.</li> <li>• The Financial Crisis.</li> </ul>

## Day 3

Learning from the Positives	Predictive Analytics Future L & M Challengers	A Data Driven World	Finale Thoughts
<ul style="list-style-type: none"> <li>• Creating Strategic Intent.</li> <li>• BCG,Porter &amp; Pestle.</li> <li>• Plans,KPIs, &amp; Deliverables.</li> </ul>	<ul style="list-style-type: none"> <li>• Creating Strategic Intent.</li> <li>• BCG,Porter &amp; Pestle.</li> <li>• Plans,KPIs, &amp; Deliverables.</li> </ul>	<ul style="list-style-type: none"> <li>• Did You Know</li> <li>• Glass Door</li> <li>• Analyst/Media</li> <li>• Summery</li> </ul>	<ul style="list-style-type: none"> <li>• Keys to success</li> <li>• Business /People Revisited</li> <li>• Takeaways for implementation</li> </ul>

## Few reasons to be a part of our Workshop

**Best trainers:** Zee Dimensions trainers are handpicked and are the finest of the lot. Each of them is certified by the international coach federation and proven to be a professional & an expert in their own sector.

**Crucial:** It will take ages to understand what to learn on your own. Zee Dimension feeds you the crucial information which is suitable to make better business decisions.

**Efficient:** Zee Dimensions workshops emphasize practicality. The workshop will provide you with the knowledge & tools you can apply immediately to expect results sooner than expected.

**Effective:** Zee Dimensions workshops are cost-effective. Our enrollment fees are among the best you can find for the quality we provide. you'll enjoy a significant discount as well when three or more participants enroll from the same organization .

**Explicit:** Zee Dimension is confident about its services. the trainer, the information, the location or whatever it could be! We guarantee our efforts before the workshop are always rewarding, ensuring the participants are happy & satisfied after the workshop.

We have a record of customer satisfaction scoring a 9.7 out of 10 on all our workshops. If you are dissatisfied for any reason, let us know and we shall do our best to ensure you are satisfied. Whatever takes!

## About the certifying Body

This masterclass is internationally certified by **European International University (EIU)**, a prestigious institution renowned for its commitment to academic excellence and global standards. EIU is recognized for providing cutting-edge educational programs and certifications that meet the highest international benchmarks.

Upon successful completion of all the requirements of the masterclass, participants will receive a nationally recognized and internationally accredited university certificate directly from EIU. This certification affirms the next level of knowledge and skills acquired through the program and enhances your professional credentials on a global scale.

## Venue

Radisson Blu Jeddah

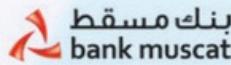
Date: 24th to 26th May

Timings: 8:30 am to 2:30 pm



## Our Prestigious Clients

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