APPLICATION PROCESS
We encourage you to apply early because the class size is limited and enrolment is on a first-come, first-served basis. To apply to the programme, participants are required to submit an online application form which is available at our website:
https://redc.lums.edu.pk/program-calendar

If you require any assistance while applying online, you may contact us at:
Tel: +92-42-35608243, 35608119 & 35608333-4
Fax: +92-42-35722691
Email: rec@lums.edu.pk

DISCOUNT POLICY
If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

PAYMENT
After screening, an acceptance letter along with an invoice will be sent to the participant/sponsoring authority. Payment is due upon receipt of the acceptance letter along with the invoice. Please ensure that the programme payment reaches the programme office BEFORE the start of the programme. Seat in the programme may only be ensured after we receive the fee.

Our preferred mode of payment is by cheque/banker’s draft payable to
Lahore University of Management Sciences
Please send the cheque to:
Marketing Manager
Rausing Executive Development Centre
Lahore University of Management Sciences
DHA, Lahore Cantt. 54792, Lahore, Pakistan
Tel: +92-42-35608243 & 35608119

Personal cheques will not be entertained. Programme fee can also be paid via bank transfer.

* LUMS is allowed to render services without tax deduction under Income Tax Ordinance, 2001. Therefore, on presentation of a valid tax exemption certificate by LUMS, no tax shall be deducted.
Grand visions and impeccable strategies cannot lead to success without effective execution and implementation across the length and breadth of the organisation. The real test of how great a strategy is when the rubber meets the road—when visions from the top either diffuse or clash within the organisation, when goals trickling down either unite and focus or divide and distract the performers, and when everyday actions either propel the organisation toward its chosen destiny or pushes it into the wilds of disarray. If coming up with a great strategy is challenging, translating it into fruitful actions is daunting.

This 3-day intensive programme is aimed at helping executives understand the nuts and bolts of executing business strategies for their organisation. It is designed to help managers translate organisational strategy into concrete goals and tactics to drive superior performance in their respective domains.