



LUMS

Rausing Executive  
Development Centre

February 15 - 19, 2021

# LEADERSHIP

## FOR SENIOR EXECUTIVES


Suleman Dawood  
School of Business



A photograph of two men in a meeting. The man on the left is in profile, looking towards the right, wearing a blue checkered shirt and a blue lanyard. The man on the right is wearing glasses, a light blue shirt, and a red tie, with his hand resting on his chin. They are seated at a table with papers and water bottles. A central red box with a white border contains the text.

# LEADERSHIP FOR **SENIOR** EXECUTIVES





In today's competitive landscape, organisational success is determined to a large extent by the impact created by decisions of prominent leaders. At the apex, leadership decisions have broader impact and significant resonance across the entire organisation. It is, therefore, of utmost importance to develop leadership capabilities of the top cadre.

To create a definitive competitive edge and lead organisations for success, top tier executives must learn to unlock their leadership potential to engage and energise people for performance, build succession and self-power, and create value in the organisation.

The 5-day residential programme on Leadership for Senior Executives is an immersive learning experience, offering a unique and unparalleled opportunity to create a personal leadership narrative and explore how to build collaborative networks to drive organisational growth.





# BENEFITS

*Over the course of 5 days, participants will:*

- Explore transformational leadership and winning capabilities of successful leaders
- Delve into self-discovery and explore the role of a leader in multiple contexts
- Create a personal leadership vision statement/narrative
- Learn to collaborate with multiple stakeholders in high stake situations
- Develop a holistic understanding of leadership capabilities enabling stronger relationships with the team members to boost productivity
- Understand and determine levers for building leadership succession and defining legacy as a leader
- Gain an overarching perspective on good governance and great leadership
- Engage in peer-to-peer knowledge exchange and networking opportunities



# CURRICULUM

## ***Module 1: Leadership, Succession and Governance***

- Leadership styles - Visionary and strategic leadership
- Transitioning from a transactional to transformational leader
- Designing a leadership narrative focused on personal values aligned to organisational objectives
- Building succession and developing people
- Crafting a culture of learning and performance excellence
- Governance, ethics and leadership

## ***Module 2: Top Team Management and Organisational Alignment***

- Organisational policies and culture
- Managing stakeholders across the organisation for value creation




# WHO SHOULD ATTEND

Senior Executives heading organisational divisions or business units with more than 15 years of experience. CEOs, C-Suite executives, and divisional heads in a leading role to more than three levels of management.

# SPECIAL FEATURES

- Real-time leadership simulation and communication exercise addressing local and contemporary leadership challenges
- A unique opportunity for the senior executives to enhance learning through face-to-face interactive sessions with real-life leaders and iconic industry personalities of Pakistan
- The residential feature of the programme provides enhanced learning and networking opportunities with peers and faculty



A photograph of two men in a meeting. The man on the left, with a beard and glasses, is wearing a white shirt and looking down at a yellow notepad. The man on the right, also with glasses, is wearing a dark suit and pointing his finger while speaking. They are seated at a wooden table with several water bottles and glasses. Other people are visible in the background, seated in rows.

*"Learning from the leading industry icons and seeing their passion even today after achieving so much was precious and priceless. My first residential course at LUMS, truly a lifelong experience, was par expectations and motivational. Knocking deep inside, the programme really forced me to think differently. "*

*Muhammad Yahya  
Feroze 1888 Mills Limited*



*"Leadership for Senior Executives is one of the best programmes I have ever attended. It invokes learning process through live simulations, case studies and talks by inspirational industry leaders. Truly a wonderful Programme! Deliverance of guest speakers and instructors in particular is highly praise worthy."*

*Riaz Khan Jamali  
Habib Metropolitan Bank Limited*





# PROGRAMME DIRECTORS



## ARIF NAZIR BUTT

Professor, Organisational Behaviour  
PhD, McGill University

Arif Nazir Butt is a Professor at the Suleman Dawood School of Business, LUMS. He teaches organisational Behaviour and Human Resource Management in the graduate and PhD programmes.

He has published research articles in international journals including the Journal of Organisational Behaviour, International Journal of Conflict Management, Human Performance Journal and Journal of International Business Studies. He has published cases in the North American Case Research Journal, Asian Case Research Journal, and the Asian Journal of Management Cases. He has presented papers at several international conferences.

Besides his academic engagements, he is a board member for Progressive Education Network (PEN), and Namal Education Foundation (NEF).



## MUHAMMAD ADEEL ZAFFAR

Assistant Professor, MIS and Technology  
PhD, University of North Carolina-Charlotte

Prior to joining LUMS, he was a Visiting Lecturer in the Sheldon B. Lubar School of Business at the University of Wisconsin-Milwaukee (UWM) and an Associate member of the Graduate faculty in the Belk College of Business at UNCC.

He has 6 years of teaching experience in the US at the undergraduate and graduate levels. His research interests include the development of decision support systems, technology and innovation diffusion; social networks and their impact on IS strategy and IS diffusion; agent-based computational economics, IS pedagogical issues and network location models in the context of disaster response and recovery systems.

His research has appeared in several notable journals and conferences such as Journal of Visual Communication and Image Representation, International Conference on Information Systems (ICIS), Annual Conference of the Institute for Operations Research and the Management Sciences (INFORMS), International Conference on Marketing, Workshop on E-business and Workshop on Information Technology Systems.



## ADMISSION CRITERIA

Applicants and/or sponsoring authorities are requested to apply as early as possible. Organisations are encouraged to nominate individuals with a record of accomplishment, demonstrated ability and promise. There are no formal requirements for admission.

However, all participants are carefully considered by the admissions committee, which evaluates not only potential of the participants to benefit from the programme, but also their ability to contribute to the learning experience of others. The sponsoring organisation must ensure that:

- The participant is relieved from his/her job for the programme duration
- Assume all programme payments and provide standard coverage for the expenses incurred during the programme

To apply to the programme, participants are required to submit an online application available at <https://redc.lums.edu.pk/program-calendar>

If you require any assistance while applying online, please contact us by:

Tel: +92-42-35608119 or 35608243

Email: [rec@lums.edu.pk](mailto:rec@lums.edu.pk)

Fax: +92-42-35722691

Mail: Manager Marketing,  
Rausing Executive Development Centre, LUMS  
DHA, Lahore Cantt. 54792, Pakistan

The deadline to apply to this programme is February 5, 2021. Kindly ensure that your complete online application reaches the office by the deadline. Incomplete application will not be entertained.

The Admissions Committee will review the application and recommend participation or otherwise. After the review, an information package along with the payment invoice will be mailed to the participants as well as to the sponsoring executive. A seat in the programme is only confirmed once payment has been processed.



## INVESTMENT

The fee for 5-day residential programme is PKR 300,000/- which includes tuition costs, reading material, snacks, full-board accommodation and meals served during the programme. However, any extra charges such as personal calls, extra meals for guests, laundry etc. would need to be paid on departure.

The fee is due upon the receipt of the invoice and it must be submitted through a cheque/bank draft in the name of Lahore University of Management Sciences. Payment should be sent to the mailing address mentioned in the Admission Process. LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.

## DISCOUNT POLICY

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

## ACCOMMODATION

Participants will reside in a purpose built facility named after the founder of Tetra Pak Dr. Ruben Rausing.

The Rausing Executive Development Centre (REDC) features 50 single en-suite bedrooms. Each room is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REDC have data transmission facilities that may be used by the participants to log on to the Internet.

***Please note that we do not provide accommodation for drivers accompanying participants.***

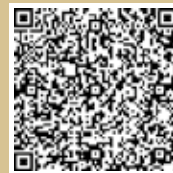
## SUBSTITUTES/ TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 40,000.

It is possible to transfer deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

***The university reserves the right to make changes to programme policies and fees at any time.***





<https://redc.lums.edu.pk>

**Rausing Executive Development Centre, LUMS**

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