SDSB | Rausing Executive Development Centre

ORGANISATIONAL TRANSFORMATION FOR POWERING INNOVATION AND GROWTH

January 26 - 29, 2026

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No business can afford to stand still in markets that face new product and services offerings, novel competitors, emerging business models and digitalisation drives. Staying ahead depends on an enterprise's ability to innovate and transform itself. This 4-day programme will reveal how you can sponsor pockets of innovation within your organisation to achieve competitive differentiation and mobilise change that creates value for customers while leaving the competition behind. It will show you which fundamental business approach will give you the clearest lens through which to make decisions that ensures not just organisational survival but powers growth.

The programme will cover technological advances and digital approaches that are changing business models across industries. At the end of this transformational programme, you will be able to action strategies that drive innovation and growth in your enterprise via superior management decisions.

BENEFITS

The programme will help you to:

- Evaluate your organisation's innovation profile and future-readiness vis a vis the pace of change on the local and global scale
- Understand how technology and digital ecosystems are transforming business models, value chains and industry dynamics
- Strategise how your organisation can build a portfolio of opportunities that produce short-term wins, as well as help, lay the foundations for long-term sustainable growth
- Explore roadmap for building an innovative organisation with a systemic approach towards improving structure, process, culture and leadership
- Understand how new capabilities related to technology and data can be built and leveraged for competitive advantage

WHO SHOULD ATTEND

Senior executives heading organisational divisions or business units with more than 10 years of experience. CEOs, C-Suite Executives, Entrepreneurs, and Divisional heads in a leading role to more than three levels of management who seek to take their organisations to a next level by launching novel innovation strategies enabled by digital transformation.

PROGRAMME DIRECTORS

Adnan Zahid

Assistant Professor
PhD, CASS Business School, City University

Adnan Zahid graduated with a PhD in Marketing from the CASS Business School, City University, UK, in 2010. He is currently an Assistant Professor at the Suleman Dawood School of Business, LUMS. His research focuses on exploring consumption through a socio-cultural lens. His research interests include Brand Management, Status Consumption, Acculturation, Leadership, Consumer Behaviour, Marketing Research, Gender, Religion and Consumer Culture.

Muhammad Abdur Rahman Malik

Associate Professor
PhD, LUMS University

After completing an undergraduate degree in Mechanical Engineering, Dr. Rahman spent nine very rewarding years in the corporate sector. He experienced international exposure and worked on several important projects. During these years, he remained actively involved in recruitment and selection, performance management and training and development of employees. These opportunities provided him with insights into the people management side, for which he developed a deep interest. The desire to further explore these topics and the passion to contribute to society steered him towards academia, and he joined the MPhil leading to a PhD programme at Lahore University of Management Sciences in 2007. The extended coursework expanded the horizons of his thoughts, whereas the opportunity to spend time at Concordia University in Montreal, Canada, as a visiting researcher, honed my research skills.

He has a teaching experience of sixteen years (five years before PhD and eleven years after it) at undergraduate, graduate and doctoral levels. He has worked in higher education institutions in Pakistan, Canada, Malaysia and Morocco. He has supervised two PhD and seven M Phil students, and currently he is supervising three PhD students. He has received prestigious international awards, and his research has been published in top-quality journals such as the Journal of Organisational Behaviour and Applied Psychology. His research interests include Creativity, Motivation, Performance Management Systems, Team Building and Leadership.

TERMS AND CONDITIONS

ADMISSION PROCESS

Applications will be screened with regard to their suitability for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at ***https://redc.lums.edu.pk/programme-calendar***

**Seat in the programme will be reserved on a first-come, first-served basis.*

PROGRAMME FEE

The fee for 4-day programme is **PKR 250,000/-** which includes tuition costs, reading material, snacks, and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an additional fee of **PKR 100,000/-**. It includes accommodation, breakfasts and dinners for the duration of the programme. However, any extra charges such as telephones, extra meals etc. should be paid on departure. You may check-in on the evening preceding the start date of the program and check out the morning after the program ends. You are, however, requested to inform us of the time of your arrival and departure.

ACCOMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. Please note we do not provide accommodation for drivers accompanying participants.

PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Debit/credit card by visiting https://pay.lums.edu.pk. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.

However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing
Rausing Executive Development Centre
Lahore University of Management Sciences
Opposite Sector 'U', DHA Lahore Cantt Pakistan
(+92 42 3560 8243)

** 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), each additional participant after the first two gets a 10% discount on the programme fee.

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 80,000.

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.

Note: *REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.*
In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternate to refund. The University reserves the right to make changes in its programme policies and fees at any time.