

**MASTER
CERTIFICATION
IN ORGANIZATIONAL
PERFORMANCE LEADERSHIP**

MC-OPL

Fully Online - 3 Month Program

Starting from 19th February, 2025

Grow Beyond HR Profession – Become an
Organizational Performance Leader and Create a
Lasting Impact!

Master Certification in Organizational Performance Leadership (MC-OPL)

OVERVIEW

The Master Certification in Organizational Performance Leadership (MC-OPL) is an extraordinary Online learning and growth opportunity for HR professionals worldwide. This program, designed and offered by the Jibrán Bashir Leadership Institute (JBLI), provides the Organizational Performance Leadership Body of Knowledge (OPLBOK), empowering you to transition from a supportive role to a vital force as an Organizational Performance Leader.

At the heart of the program lies the innovative 6Ps framework: Plan, Parts, Processes, Place, Performance, and People. This state-of-the-art framework equips you with essential skills and knowledge, allowing you to shape and enhance all aspects of Organizational Performance Leadership. By mastering these areas, you'll boost your career prospects and drive your organization's success.

The MC-OPL program is a transformative journey. It empowers HR professionals to emerge as strategic leaders, excelling in critical functions such as strategic planning, organizational structuring, business process optimization, workplace culture enhancement, employee performance management, and talent acquisition and development. Additionally, the program introduces vital digital transformation skills and leadership capabilities, preparing you to meet contemporary business challenges and become an indispensable asset in shaping organizational success.

It's time for HR professionals to become Organizational Performance Leaders and key drivers of success in their organizations. This is your opportunity to lead with impact and elevate your career and organizational performance to new heights!

MISSION OF MC-OPL

“The mission of MC-OPL is to develop Organizational Performance Leaders who can serve as strategic performance partners to CEOs.”

BACKGROUND OF MC-OPL

CEOs in the corporate sector increasingly prioritize enhancing organizational performance rather than relying on traditional HR models like Human Resource Management (HRM), Strategic Human Resource Management (SHRM), or HR Business Partner frameworks. They focus on achieving financial and non-financial goals and recognize the need for a performance partner—a trusted professional who can work closely with them to implement performance-boosting initiatives across the organization.

This is where the specialized role of an "Organizational Performance Leader" becomes crucial. As discussed earlier, the mission of MC-OPL is to develop Organizational Performance Leaders. This certification explores the Organizational Performance Leadership (OPL) framework developed by **Jibran Bashir** (Business Consultant, Corporate Trainer, Leadership Coach, Speaker, and Author with two decades of professional experience).

The framework was published in 2022 in the International Journal of Business & Management Studies, titled "Organizational Performance Leadership (An Integrated Approach to Build and Maintain the Whole Organization for Its Peak Performance)."



Image: Certificate of Publication



Image: Framework of OPL

LEARNING CONTENT

Module 1: Introduction to Organizational Performance Leadership

- Organization, Organizational Performance, and Organizational Leadership
- Organizational Performance Leadership (OPL)
- 6Ps in OPL Framework
- 5Ds Process Approach to Implement OPL
- Organizational Performance Leadership Body of Knowledge (OPLBOK)
- Organizational Performance Leadership Standard
- Organizational Performance Leadership (OPL) Department

Module 2: Plan – The Strategic Planning of the Organization

- Plan – The First P
- Strategy and Strategic Planning Overview
- Strategic Planning is SPIVSA
- Contextual Analysis through SWOT & SKEPTIC Analysis
- Contextual Intelligence
- Organization's Mission, Vision and Values
- Three Levels of Strategy
- Balanced Scorecard of the Organization
- Role of the Annual Financial Budget in the Balanced Scorecard Approach
- Strategy Paper of the Organization
- 5Ds Steps for Plan
- Impact of "Plan" on Organizational Performance

Module 3: Parts – Strategic Organizational Structures

- Parts – The Second P
- Reporting Structures of the Organization
(Functional Structure, Divisional Structure, Matrix Structure, Geographical Structure, Virtual Structure, Network Structure, and Hybrid Structure)
- Grading Structures of the Organization
- Difference between Reporting and Grading Structure
- Strategic Organizational Structuring
- Structures Book
- 5Ds Steps for Parts
- Impact of “Parts” on Organizational Performance

Module 4: Processes – Strategic Business Processes

- Processes – The Third P
- What is Business Process?
- What is Strategic Business Process
- Strategic Business Process Engineering, Re-engineering & Improvement
- Strategic Business Processes Integration
- Business Process Analysis, Approaches and Techniques of Process Analysis
- Documenting and Visualizing Business Processes
- Format of Writing a Strategic Business Process
- Strategic Business Processes Manuals
- Strategic Business Process Automation
- 5Ds Steps for Processes
- Impact of “Processes” on Organizational Performance

Module 5: Place- Strategic Workplace Culture

- Place – The Fourth P
- Strategic Workplace Culture
- Strategic Tangible Workplace Culture
 - Strategic Artifacts
- Strategic Intangible Workplace Culture
 - Strategic Values Cascading
 - Strategic Uniform Behaviors
- Organizational Workplace Culture Book
- 5Ds Steps for Place
- Impact of “Place” on Organizational Performance

Module 6: Performance- Strategic Employees’ Performance Management

- Performance – The Fifth P
- Strategic Employees’ Performance Management
- Performance Management Cycle
- Employee Performance Planning
 - Job Profiling
 - Key Result Areas (KRAs)
 - Key Performance Indicators (KPIs)
 - Weightage
 - Job Evaluation
 - Performance Rewards Planning
- 5Ds Steps for Performance
- Impact of Performance on Organizational Performance

Module 7: People - Strategic Talent Acquisition and Development

- People – The Sixth P
- Strategic Talent Acquisition
 - Employer Branding
 - Multi-dimensional Job Candidate Evaluation System (M-JCES)
- Strategic Talent Development
 - Strategic Leadership Development
 - Strategic Leadership Competency Model
 - Personal Leadership
 - People Leadership
 - Process Leadership
 - Pandemic Leadership
 - Leadership Succession and Development Process (LSDP)
- 5Ds Steps for People
- Impact of People on Organizational Performance

Module 8: Organizational Performance Leadership Policies & Procedures

- Policies and Procedures
- What are Organizational Performance Leadership Policies and Procedures?
- Significance of Organizational Performance Leadership Policies and Procedures
- Developing Effective OPL Policies and Procedures
- OPL Policy Manual

Module 9: Digitalization and Organizational Performance Leadership

- Digitalization in the Context of Organizational Performance Leadership
- Data Leadership
 - The DKIW Framework
 - Data Leadership in DKIW Framework
 - Process of Data Leadership
- Artificial Intelligence (AI) Transformation Leadership
 - Process of AI Transformation Leadership
 - Strategic Enterprise Artificial Intelligence
- Cybersecurity Leadership
 - Process of Cybersecurity Leadership
- Enhancing Organizational Capabilities through the Comprehensive Adoption of Digitalization
- Role of the Chief Performance Officer in Digitalization

Module 10: Competency Framework for Organizational Performance Leader.

- Responsibilities of Organizational Performance Leader
- Chief Performance Officer as Organizational Performance Leader
- Competency Framework for Organizational Performance Leader
 - Core Competencies
 - Functional or Technical Competencies
 - Leadership Competencies
 - Digitalization Competencies
 - Mindset Competencies

Module 11: Total Leader's Mind (TLM) of the Organizational Performance Leader

- Leadership is not a position; it's a Mindset
- Conceptual Framework of Total Leader's Mind
- Thinking Big Mindset of the Leader
- Positive Thinking Mindset of the Leader
- Creative Mindset of the Leader
- Systems Thinking Mindset of the Leader
- Adaptive Mindset of the Leader
- Emotional Agility Mindset of the Leader
- Ethical Mindset of the Leader
- Why is Total Leader's Mind required for OPL Professional?

Teaching Methodology

The MC-OPL is an online Three Months Certification Course. Its Teaching Methodology is based on the **3Cs approach (Concept, Case, and Company)**. This approach is designed to develop your procedural and strategic knowledge and skills, ensuring you're fully prepared for the challenges of the business world.

1 The **Concept** means delivering conceptual knowledge and frameworks regarding learning topics to develop procedural knowledge in students through recorded video lectures of each module and providing an online Organizational Performance Leadership Body of Knowledge (OPLBOK) for procedural learning.

2 The **Case** component of the 3Cs approach is a playground for the mind. It's where written cases from the corporate world are shared to enhance your strategic knowledge and keep you intellectually stimulated.

3 The **Company** aspect of our approach is precious, as it involves applying the procedural and strategic knowledge gained through Concepts and Cases in real-time organizations. This practical experience is crucial for establishing a robust skill set.

Assessments and Evaluations

- **Quizzes:** Regular online quizzes for each module are based on Concept and Case.
- **Assignments:** Assign individual assignments to evaluate how students apply the concepts of Organizational Performance Leadership in real-world Companies.

MC-OPL Ideal For

- Human Resource Professionals and Organizational Development Experts worldwide looking to develop Organizational Performance Leadership (OPL) skills.

Program Quick Facts

- **Duration:** 3 Months, starting from 19th February, 2025
- **Last Date to Apply:** 12th February, 2025
- **Delivery Mode:** Fully Online, Offering Flexibility for working Professionals
- **Certification:** Awarded upon Successful Completion

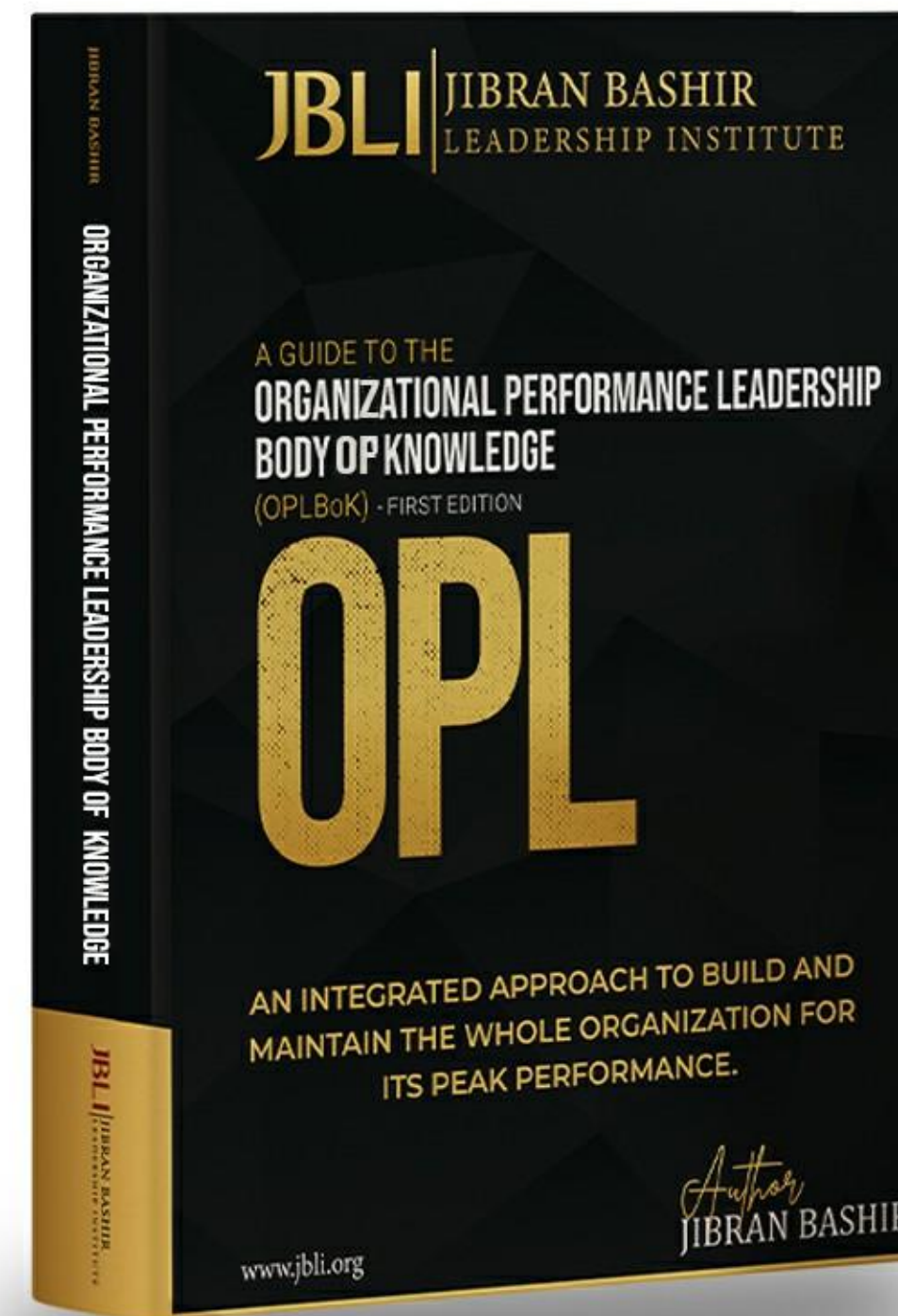
Course Fee

- **Introductory Price:** **ONLY \$250**

(Original Value: Priceless Knowledge & Growth!)

COURSE LEARNING RESOURCES

The MC-OPL learning resources include the Organizational Performance Leadership Body of Knowledge (OPLBOK), OPL e-Toolkit (Templates, Checklists, and other resources), and Case Studies.



Earn your distinguished Master Certification in Organizational Performance Leadership upon successful completion of the program.



PROGRAM ARCHITECT & FACILITATOR



Jibrán Bashir

Business Consultant | Leadership Coach |
Corporate Trainer | Speaker | Author

Professional Highlights

- Founder of Jibrán Bashir Leadership Institute (JBLI) Founder & Ex-CEO of Highly Keen Management Institute (HKMI).
- Consulted **160 Plus** Organizations of diverse industries as Business/Organization Development Consultant to develop their Strategic Plans, Organizational Structures, Business Processes, Workplace Culture, Key Performance Indicators and People at Leadership and Managerial levels. Further consulted multiple family businesses for developing their Family Business Constitutions.
- Trained **35,000 Plus** Professionals on Leadership, Management & Organizational Performance.
- Coach **400 Plus** CEOs and Directors of multiple Family-Owned Businesses.
- **500 Plus** Media & Public appearances (Television, Radio & University Seminars).
- Listed Trainer at Management Association of Pakistan (MAP).
- Served as Visiting Faculty Member at Punjab University and COMSATS, Lahore, Pakistan.
- **20 Years Plus** Professional Experience.

Qualification Highlights

- Business Graduate & Rector Medalist from University of Management & Technology (UMT), Pakistan.
- Certified Director from Lahore University of Management Sciences (LUMS), Pakistan.
- Organizational Leadership Certificate from Harvard Business School (HBS), USA.
- Certified Artificial Intelligence Transformation Leader (CAITL) from United States Artificial Intelligence Institute (USAII), USA.
- Public Policy Innovations Online Certificate from The London School of Economics and Political Science.
- Trained Management Consultant & Corporate Trainer from National Productivity Organization (Government of Pakistan), Pakistan.

RESEARCH & PUBLICATION HIGHLIGHTS

- ◆ **1. Strategic Enterprise Artificial Intelligence (The Conceptual Hierarchical Framework) (2024)**. International Journal of Business and Management Studies (IJBMS). ISSN 2694-1430
- ◆ **2. Family Business Leadership Governance, The Integrated Practices of ASLI Framework** ISSN 2052-6393(Print), ISSN 2052-6407(Online).
- ◆ **3. Organizational Performance Leadership (2022)**, International Journal of Business and Management Studies (IJBMS) ISSN 2694-1430 (Print), ISSN 2694-1449 (Online)
- ◆ **4. Total Leader's Mind (2021)**, International Journal of Management Studies and Social Science Research (IJMSSSR) ISSN 2582 – 0265.
- ◆ **5. SPIVSA Framework for Strategic Planning (2020)**, Global Scientific Journals (GSJ Publisher) ISSN 2320- 9186.
- ◆ **6. Executive Leadership Coaching Framework (2020)**, Global Scientific Journals (GSJ Publisher) ISSN 2320- 9186.
- ◆ **7. Digital Transformation Leadership Consulting Framework (2020)**, International European Extended Enablement in Science, Engineering & Management (IEEESEM) ISSN 2320-9151.
- ◆ **8. Architectural Leadership Consulting Framework (2020)**, International Journal of Scientific and Engineering Research (IJSER), ISSN 2229 – 5518.
- ◆ **9. HR Corporate Master (2010)**, Paper was presented in 2nd South Asian International Conference 2010 arranged by Academy for Global Business Advancement (AGBA) and COMSATS. The paper became available online at the Munich Personal RePEc Archive (Munich University Library) Germany in 2013.
- ◆ **10. Adding intrapreneurial role in HR business partner model: (an extension in the HR business partner model) (2009)**, Paper was presented in 2nd International Applied Business Research conference arranged by International Islamic University, Islamabad. (Paper received a distinction as a best paper of the conference). The Paper became available online at the Munich Personal RePEc Archive (Munich University Library) Germany in 2012.
- ◆ **11. Ethics Based Model for Change Management (2008)**, paper was presented in South Asian International Conference on Management arranged by Academy for Global Business Advancement (AGBA) and COMSATS. The paper became available online at the Munich Personal RePEc Archive (Munich University Library) Germany in 2015.
- ◆ **12. The Significance of HRM for Small Enterprises of Pakistan (2008)**, This paper was presented in International Conference on Management arranged by Higher Education Commission (HEC) of Pakistan and COMSATS. This paper has been published in Conference Proceedings. The paper became available online at the Munich Personal RePEc Archive (Munich University Library) Germany in 2012.

WRITTEN 3 BOOKS

- ◆ **1. Organizational Performance Leadership (OPLBOK) (ISBN: 978-627-94548-0-5).**
- ◆ **2. Chief Leadership Officer (2015) (ISBN: 978-969-9820-01-4).**
- ◆ **3. Human Resource Management in Pakistan's Context (2012) (ISBN: 978-969-9820-00-7).**

About JBLI

The Jibran Bashir Leadership Institute (JBLI) is a premier, digitally global multidimensional leadership solutions organization. We provide unparalleled expertise through our top-tier intellectual products, consulting, coaching, development programs, certifications, and industry-leading thought-sharing services.



JBLI
JIBRAN BASHIR
LEADERSHIP INSTITUTE

CONTACT US

Head Office:

24-A Block, Commercial Area,
Phase 5, DHA, Lahore, Pakistan.

Web: www.jbli.org

E-Mail: info@jbli.org

Tel: +92 333 7111404

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