PROGRAM OVERVIEW

Today, the role of a CEO in businesses is much more challenging and demanding because of the VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment. Further, CEOs must achieve organizations' financial and non-financial goals in a disruptive world. Businesses no longer need typical CEOs but business leaders who must be visionary, knowledgeable, agile, and impactful people who can create value throughout the entire organizational ecosystem. These business leaders are rare, but they can be developed.

There is a sufficient number of business schools in Pakistan for every specialty: accountants, financiers, technologists, human resources, marketers, and, of course, general managers, who have their choice of hundreds, if not thousands, of M.B.A. programs. But where is the school for the CEOs, as they are in charge of getting the best results from all these organization members? There is no school for CEOs, but Chief Executives must learn how to lead a company.

The **Certified CEO Program** of **Jibran Bashir Leadership Institute (JBLI)** develops the mindsets and capabilities of individuals to transform them into result-oriented Business Leaders to create an impact in their enterprise and beyond.

The Certified CEO Program is a **one-on-one five-day classroom-based certification course** for today's and tomorrow's enterprise leaders. It is available for Family Business Owners, Professional CEOs, and Senior Professionals nominated for CEO positions for their organizations.

PROGRAM DAYS & TIME COMMITMENT
5 DAYS (MON TO FRI)/ 9AM TO 5PM

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PROGRAM MODULES

MODULE 1: CEO AS A BUSINESS LEADER

LEARNING CONTENT

- Overview - CEO as a Business Leader
- Business Leadership and Organizational System
- Double Helix of Leadership for CEOs
- T Shaped Leader
- Three imperatives for CEOs
- MBTI Personality Type of a CEO as a Business Leader
- DiSC Profile for a CEO as a Business Leader
- What Motivates a CEO as a Business Leader?
- Emotional Intelligence (EQ) of a Business Leader
- Total Leader's Mind (Seven Mindsets of a Business Leader)
- Leadership Assessment
- Organizational Performance Leadership Assessment

LEARNING OUTCOMES

Upon completion of Module 1, participants will be able to:

1. Understand what is Business Leadership, its practical process and Organizational System.

2. Recognize the intertwined relationship between leading others effectively and the personal journey of self-development as a business leader.

3. Appreciate the moves from the narrow aperture of a function to the panoramic view of many functions across organization.

4. Reflect on their current personality, mindsets, qualities, competences, and practices and identify opportunities for personal development that will facilitate advancement in leadership roles.

PROGRAM DAYS & TIME COMMITMENT
5 DAYS (MON TO FRI)/ 9AM TO 5PM

MODULE 2: CEO AS A STRATEGIST

LEARNING CONTENT

- Strategic Planning - Understanding the Context and Setting Direction
- SPIVSA – The Strategic Planning Framework
- Scan- Contextual Analysis (Conceptual Tools)
- Role of Business Intelligence in Context Analysis
- Contextual Intelligence for CEO's
- Mission/Purpose of the Organization
- Vision/Inspiration of the Organization
- Organizational Core Values
- Strategy is a Choice – How to be in the Market
- Balanced Scorecard – Aims of four main aspects of the business
- Lead through Balanced Scorecard
- Communicating the Direction

LEARNING OUTCOMES

Upon completion of Module 2, participants will be able to:

1. Understand the Strategic Planning Process for setting the direction of Organization through the SPIVSA framework.

2. Diagnose how the external context in which their organization operates will impact the organization in the next three years.

3. Develop five elements of direction for their organization, informed by their analysis of the external context.

PROGRAM DAYS & TIME COMMITMENT
5 DAYS (MON TO FRI)/ 9AM TO 5PM

MODULE 3: CEO AS AN ARCHITECT

LEARNING CONTENT

- Organizational Performance Leadership (An Integrated System)
- CEOs work on the System
- Structuring of the Organization (Structure follows Strategy)
- Business Processes Improvement and Integration
- What is Workplace Culture? Why Should CEO create it?
- Commitment of the CEO with KPIs based Performance Management System
- Lead the people with (3Ds) Demonstration, Development and Dashboards
- People Development (Leaders develop more Leaders)
- Get the Right People on the Bus (Leaders build the right team)
- Organizational Design Levers (The Conditions & The Components)
- Alignment (Internal Alignment, Alignment with Direction, Alignment with External Context)

LEARNING OUTCOMES

Upon completion of Module 3, participants will be able to:

1. Understand the Organizational Performance Leadership (An Integrated System) of Organization and the role of CEO as an architect to develop it.

2. Identify key activities within their organization that are important for organizational performance and generate value.

3. Diagnose challenges with employee motivation, competence, or coordination.

4. Describe the three dimensions of alignment and experiment with redesigning their organizational architecture to ensure its components are mutually reinforcing.

5. Explain why organizational architecture is a source of competitive advantage.

PROGRAM DAYS & TIME COMMITMENT
5 DAYS (MON TO FRI)/ 9AM TO 5PM

MODULE 4: CEO AS A CATALYST

LEARNING CONTENT

- Performance or Opportunity Gaps
- Two Types of Organizational Change (Repair & Reimagine)
- CEO as a Catalyst of Change (Repair the Organization)
- The CHANGE Model for CEOs
- CEO as a Catalyst of Innovation (Reimagine the Organization)
- Creating a Culture of Innovation
- Skills of the Catalyst
- Sustaining Innovation Vs Disruptive Innovation
- Technology Adoption Curve (5 Stages of Adoption)
- Artificial Intelligence (AI)
- Enterprise AI as Innovation
- AI Transformation in Organizations
- AI Transformation Framework
- CEO is the Company's Primary AI Leader

LEARNING OUTCOME

Upon completion of Module 4, participants will be able to:

1. Categorize organizational change into two types of change.

2. Use the most practical CHANGE model as CEO.

3. Understand that how to build and foster an organizational culture of innovation.

4. Comprehend the skills of Catalyst for Change and Innovation.

5. Grasp the concept of Artificial Intelligence (AI) as Innovation and the role of CEO during AI Transformation in organization.

6. Explain why ambidexterity is essential to leading self and others through organizational change.

MODULE 5: CEO AS A BOARD PARTNER

LEARNING CONTENT

- Board and the CEO's Wavelength
- Contours of Corporate Governance
- Board Governance Manual
- The Board's Role in Overseeing the CEO
- The CEO's role in Corporate Governance
- Board's Role in a Family Business
- Family Business Constitution
- Family Member as a CEO in Family Business
- Outside CEO into the Family Business

LEARNING OUTCOMES

Upon completion of Module 5, participants will be able to:

1. Comprehend the set of principles for the best practice in corporate governance.

2. Identify the exact relationship between Board and a CEO.

3. Decode the dynamics of Family Business Board.

4. Understand that how to perform as a CEO in family business either as family member or an outside CEO.

MODULE 6: CEO AS A VUCA LEADER

LEARNING CONTENT

- What does really VUCA means?
- Leading in a VUCA World: VUCA 2.0
- Key Questions to Ask Yourself During a Crisis as VUCA Leader
- Decision-Making During Crisis
- Communication in Times of Crisis
- Empathy, Decisiveness, and Hope in a Crisis
- Facing Adversity and Building Resilience

LEARNING OUTCOMES

Upon completion of Module 6, participants will be able to:

1 Prepare themselves for VUCA World.

2 Ask the key questions to themselves as CEO that how they will lead the business in crisis.

3 Clench the concept of Crisis Leadership.

COURSE LEARNING RESOURCES

The Certified CEO Program learning resources includes the curriculum modules as well as real world case studies.

Get your most distinguished Certified CEO Program certificate on successful completion of the program.

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FACILITATOR's PROFILE

Jibran Bashir

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

Professional Highlights

- Founder of Jibran Bashir Leadership Institute (JBLI) Founder & Ex-CEO of Highly Keen Management Institute (HKMI).

- Consulted **165 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, YouTube & 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.**

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FACILITATOR's PROFILE

Jibran Bashir

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

Research & Publication Highlights

Written 12 Research Papers, published in various International Research Journals and presented in multiple International Conferences;

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 (2024).** International Journal of Business and Management Review (IJBMR). ISSN 2052-6393

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. Organisational 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).

COURSE INVESTMENT & VENUE

500,000/-PKR

■ **Jibran Bashir Leadership Institute**

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

PAYMENT MODES

■ **Through Cheque:** Issue a cheque payable to **"Jibran Bashir Leadership Institute"** or deposit it yourself and share the receipt.

OR

■ **Online Transfer:** Make a secure online transfer for your convenience, and kindly provide us with the receipt.

APPLICATION PROCESS

Step 1:

Call us at **0307-1111404** to initiate your application.

Step 2:

Our representative will complete the application form on your behalf during the call.

Step 3:

After the form is filled out, you will receive a **PDF copy of your application** along with an **official invoice**.

Step 4:

Make the payment via **cheque** or **online deposit** to confirm your registration.

If you need any assistance, our team is always available to support you throughout the process.

LEARNING METHODOLOGY AND ASSESSMENT CRITERIA

Guidelines:
- Assessments of Concept, Case, and Company will be conducted in the Program's six modules.
- The Institute will provide the "Assessment Kit" of each module for assessment purposes.
- Overall, 70% or above evaluation will qualify the participant to become a **"Certified CEO."**

Certificate Issuance:
- The Certificate will be issue to successful participant after Ten Working Days of Program Completion.
- The Institute will issue two copies of Certificate;
  1: Framed Certificate for the Display Purpose
  2: Certificate for the Personal Record Purpose of Participant

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COURSE LEARNING ENVIRONMENT:
A COMMITMENT TO PERSONAL DEVELOPMENT

Experience a Transformative Retreat

As we believe in the power of immersive learning, our Course Learning Environment is meticulously designed to provide you with a transformative experience where you can disconnect from your daily business routine and reconnect with a new approach towards personal and professional development as a CEO.

WHAT TO EXPECT:

FIVE DAYS OF TOTAL IMMERSION

During this intensive five-day course, every moment is dedicated to your growth and learning.

DISCONNECT TO RECONNECT

It is essential to temporarily disconnect from the demands of the world to fully commit to your development journey. Our program allows you to focus entirely on your personal and professional growth.

EVENING CASE STUDIES

Spend your evenings for solving diverse and real-world case studies, putting theory into practice and refining your problem-solving skills.

Our Course Learning Environment is more than a program; it's a commitment to your personal and professional development. Join us for this transformative retreat and embark on a journey of growth, reflection, and renewal. Your path to a new approach begins here.

PROGRAM DAYS & TIME COMMITMENT
5 DAYS (MON TO FRI)/ 9AM TO 5PM

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PROGRAM HIGHLIGHTS

PERSONALIZED LEARNING

One-on-One **masterclass** or group sessions for 2 to 3 participants from the same organization.

3Cs LEARNING METHODOLOGY

Explore the depths of knowledge through our unique **3Cs approach**: Concept, Case, Company enriching your understanding and skills.

EXTENSIVE LEARNING RESOURCES

Access a wealth of **learning materials** and **resources**, ensuring a comprehensive and immersive learning experience.

STRATEGIC PARTICIPANT ASSESSMENT

Individual assessment through unique theories of problem-solving & use-cases that improves your abilities and propels your professional development.

CERTIFICATION

Earn your well-deserved **certificate**, validating your expertise and commitment to growth.

WHO SHOULD ATTEND?

Owned Company CEOs, Family Business Owners, Professional CEOs, and Senior Professionals nominated for CEO positions for their organizations.

PROGRAM DAYS & TIME COMMITMENT
5 DAYS (MON TO FRI)/ 9AM TO 5PM

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LEARNING METHODOLOGY AND ASSESSMENT CRITERIA

3Cs LEARNING METHODOLOGY: CONCEPT, CASE, COMPANY

Certified CEO Program aims to provide a focused and structured learning experience, with a balance between conceptual knowledge and practical application through Jibran's 3Cs-based learning methodology.

1. **Concept:** Conceptual Knowledge delivered by the Trainer.
2. **Case:** The participant will read and discuss the Written case with the Trainer (the Case will be based on the concept already delivered).
3. **Company:** The Trainer and Participant will discuss how the participant can implement the learning from Concept and Case in his/her organization as the CEO.

3Cs based Assessment Criteria

Assessments are an essential part of learning since they define the quality of understanding and commitment to the education of participants. The assessments must and should have a process to evaluate program participants based on the criteria for gaining knowledge and skills.
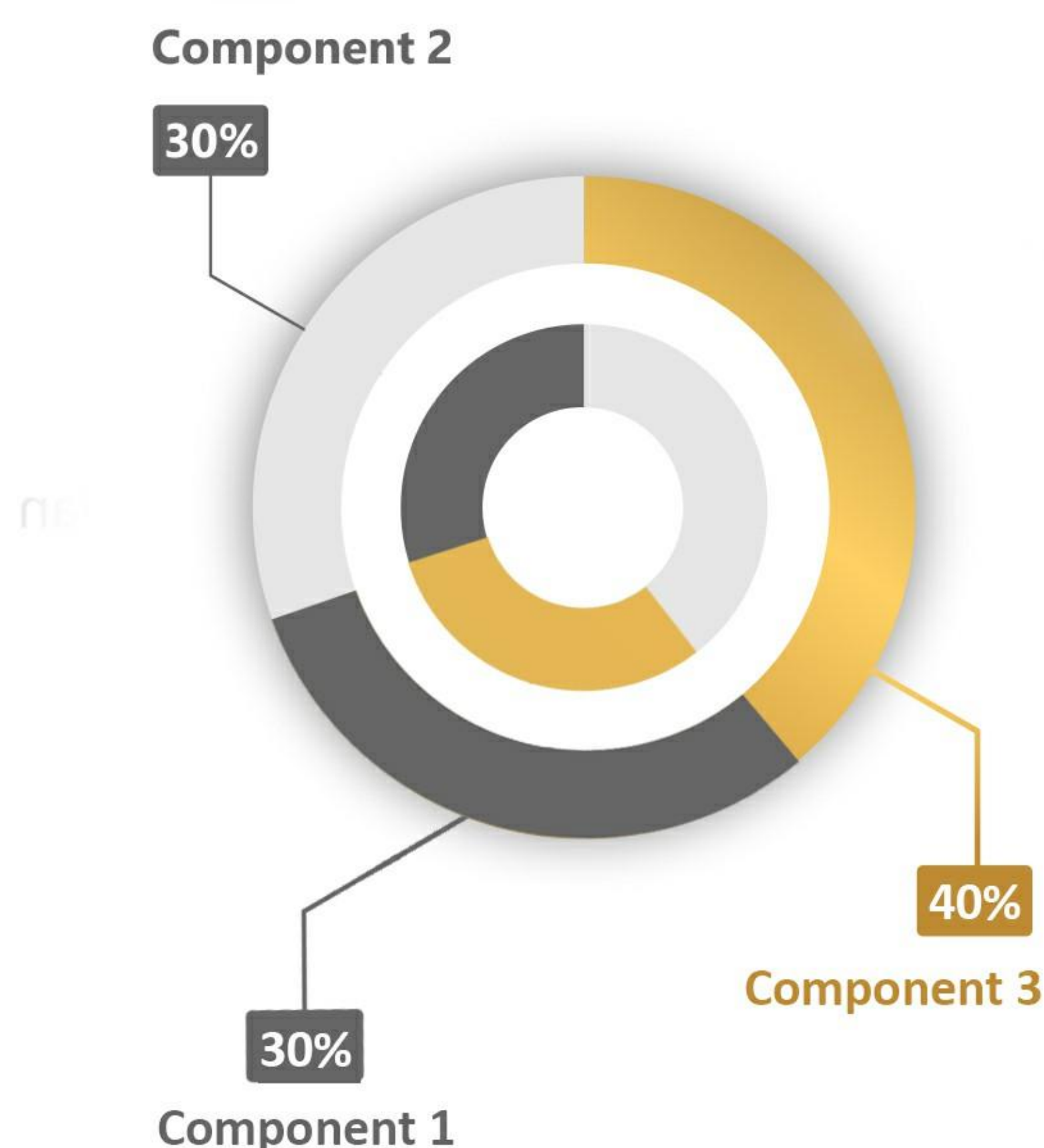
The Evaluation Criteria to become a **"Certified CEO"** from Jibran Bashir Leadership Institute (JBLI) is based on 3Cs learning. So, there are three components for the assessment:

The ratio of evaluation components for assessing you to earn your prestigious "Certified CEO" title is

Component 2
30%

Component 3
40%

Component 1
30%

Component 1: Assessment of Concept Learning: Small Quiz at the end of every Concept Delivery Session.

Component 2: Assessment of Case Learning: The trainer will ask the program participant to write the key learning points at the end of the Case Discussion.

Component 3: Assessment of Company Implementation: The program participant will be asked to do written exercises to implement the learning in his/her organization and also write the key points that he/she can implement in his/her organization by considering the customization where required as per the organizational needs.

BOOK YOUR FIVE CONSECUTIVE DAYS (FROM ANY MONDAY TO FRIDAY) FOR APPLIED LEARNING EXPERIENCE

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About JBLI

The Jibran Bashir Leadership Institute (JBLI) is a premier 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

GET STARTED
WITH THE MOST
**EFFECTIVE
CEO PROGRAM**
EVER!

APPLY NOW!

CONTACT US

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FOR FURTHER DETAILS

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