



2030  
**Leaders**


مؤسسة محمد بن سلمان الخيرية  
Mohammed bin Salman Foundation  
مسك الخيرية - misk foundation

2030

# LEADERS

**UNCOMMON LEADERS.  
ONE COMMON GOAL.**





**WE THINK IN A VERY  
DIFFERENT WAY.  
OUR DREAMS ARE  
DIFFERENT**

- Mohammed bin Salman

The Kingdom needs uncommon leaders to unite and achieve our common goal. Leaders with extraordinary passion and unparalleled commitment to Vision 2030. Leaders who don't only think different, but are different. Leaders who can implement the grandest of plans and deliver outstanding results. Misk will select and develop 1,000 leaders to realize Saudi's vision. If you think you belong to the 1,000 leaders who will help achieve our nation's destiny, then come and be part of 2030 Leaders.

# About 2030 Leaders

2030 Leaders is an exclusive world-class leadership program tailored for Saudi leaders and delivered with renowned global academic partners and Saudi context in mind. The program curriculum will equip leaders with the necessary skills and enable them to adopt different mindsets to deal with unprecedented challenges in the Kingdom and leverage their leadership, experience, and legacy to lead teams and organizations, and deliver on Vision 2030 strategies and objectives.



## 1 Rigorous Selection Process

CV&AI screening, video, psychometrics, personal interview, and committee selection.



## 2 Transformative Curriculum

Designed to equip leaders with diverse mindsets – entrepreneurial, scientific, consultative, innovative, leadership – and provide new frameworks to lead in an increasingly complex world.



## 3 Unique Competency Model

Seven competencies fit for leadership in a Saudi context – informing candidate selection, program design, and evaluation.



## 4 World-class Ecosystem

Best-in-class partners that create an innovative, hands-on, differentiated approach to the program.



## 5 Life-long Alumni Community

Exclusive, connected, and influential network of Saudi Leaders that is maintained through carefully curated and visible engagement experiences to bring through the network together.

## Become a 2030 Leader

As a 2030 Leader, you will become a bridge-builder. You will be able to take on the appropriate mindset when the situation needs it and possess a set of competencies that are unique for leadership in Saudi Arabia. You will:

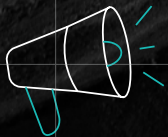
- Gain diverse and strategic insights to implement innovative transformation at scale.
- Develop different mindsets and broaden your leadership toolkit.
- Develop unique competencies designed to drive change in the Kingdom.
- Acquire the know-how to solve large social and economic challenges, and to generate impact.
- Join an elite group of inspiring and experienced senior leaders, and be part of MiSK's Leadership Society and Esade's global alumni chapters.

# JOURNEY

## Learning and Leadership Journey

2030 Leaders is a five-module, 25-day intensive flagship program spread over nine months. The curriculum combines global and local perspectives, drawing strongly on KSA context and experience.

### The Curriculum



#### 1 Module 1: Awareness Discovering Trends and Leading Self

5 Days- KSA  
January 2022

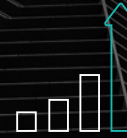
- Understanding global and KSA emerging trends that will shape the future
- Developing skills to spot new opportunities using new technologies
- Improving self-awareness through the pillars of self-acceptance, self-management, and self-growth



#### 2 Module 2: Discovery Understanding Needs and Leading Others

5 Days- KSA  
March 2022

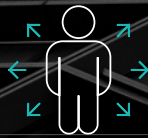
- Developing an entrepreneurial mindset to identify and evaluate business opportunities
- Adopting new approaches and tools to generate novel ideas
- Leveraging the power of thinking and diversity to influence others



## 3 Module 3: Building Creating Value

5 Days- Barcelona, Geneva  
June 2022

- Defining business models and monetizing value creation
- Leveraging mechanisms and different negotiation techniques relative to cultural settings
- Familiarization with 'experimentation' methodology



## 4 Module 4: Growth Leading Organizations and Building Scale

5 Days- KSA  
September 2022

- Understanding growth-hacking techniques
- Overcoming challenges associated with growth
- Obtaining ways to maintain growth momentum in organizations

## 5 Module 5: Evolving Preparing for the Future and Managing Change

5 Days- KSA  
November 2022

- Developing new and evolved mindsets to lead complex and continuous change
- Understanding major drivers of organizational change and preparing for what to come next
- Inspiring others to change and lead authentically in change processes



### Leadership Track

**Additional modules:** Digital, synchronous and faculty-led sessions focusing on managing complexity and dynamic leadership.

**Executive Coaching:** Each leader will take an individualized journey to support and sustain their personal development.



### Capstone Project

Mentored by Accenture local and international executives and top KSA thought leaders, small groups will tackle multi-faceted real-world assignments, customized for a Saudi context.

2030 Leaders will help you develop intellectual and behavioral flexibility - setting you apart from the rest and enabling you to deliver change at scale.

## Intellectual Flexibility

Throughout the 2030 Leaders program, you will explore and acquire the distinct mindsets that are required to lead and thrive in uncertain futures, from logical problem solving to creative, big picture thinking.



Scientific Mindset



Consulting Mindset



Innovative Mindset



Entrepreneurial Mindset



Leadership Mindset

## Behavioral Flexibility

2030 Leaders is guided by a proprietary competency model developed especially for Saudi Arabia. You will become aware and conscious of existing opposing qualities and learn to balance them - patience with the drive to achieve, qualitative solutions with fast pragmatic actions, traditions with future visions.



Progress driver



Connector



Strategic shaper



Force for the future



Constant learner



People leader



Principled leader

## MiSK's Leadership Philosophy

Our Leadership philosophy is intrinsically linked to leading the change required to deliver Vision 2030.

### KNOW

Understanding ideal leadership traits and having the know-how and skills to adapt your behavior to match circumstances.

### BE

Having a high degree of self-awareness and emotion while remaining true to your authentic self.

### DO

Seeking new possibilities and being bold, determined to create an impact and leave a legacy.



# Academic Ecosystem

Powered by

**esade**

**EgonZehnder**

**accenture**



**Willis  
Towers  
Watson**

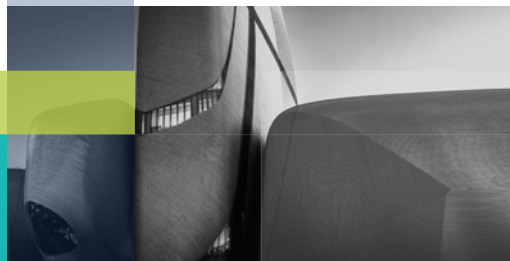


**MINERVA**

## Alumni Network

Graduates of 2030 Leaders will join the esteemed MiSK and Esade global alumni networks, allowing you to strengthen your business connections, boost new ideas, and advance your career.

You will access career services, thought leadership and publications, extended regional and global alumni chapters, as well as professional development offerings.



## How to Apply

Visit [www.misk.org.sa/leaders2030](http://www.misk.org.sa/leaders2030) to apply for program cohorts in 2022. The deadline for MiSK's 2030 Leader's second cohort is 2<sup>nd</sup> November 2021.

## Eligibility Criteria

- Must be an accomplished senior leader in public or private sector; or a successful entrepreneur with aspirations to take on a national leadership role.
- Must have a minimum 10 years of work experience with at least 5 years in a leadership position.
- Highly proficient in written and spoken English.
- Should be able to clearly articulate plans to realize Vision 2030 goals and make a long-lasting impact.

## Fees

**157,500 SAR.** Fees fully sponsored by MiSK for Cohort 2 in 2022\*

\*Travel expenses excluded

## For more information



**Website:** [www.misk.org.sa/leaders2030](http://www.misk.org.sa/leaders2030)

**Email:** [2030leaders@misk.org.sa](mailto:2030leaders@misk.org.sa)



مؤسسة محمد بن سلمان الخيرية  
Mohammed bin Salman Foundation  
misk foundation مسك الخيرية

# 2030 Leaders

