2030
LEADERS PROGRAM

Uncommon leaders.
One common goal.
Delivering unparalleled innovation and progress, powered by ambition, diversity and collaboration, Vision 2030 is transforming our nation. To continue this journey of transformation, the Kingdom needs uncommon leaders who exemplify the values and ambitions of Vision 2030.
What is 2030 Leaders?

2030 Leaders is an exclusive world-class leadership development program that will transform exceptional senior Saudi leaders to change history and achieve our one common goal - realizing Saudi’s Vision. No other leadership program is better tailored to the Saudi context and needs of 2030.

Mohammed bin Salman Foundation “Misk” is selecting and developing visionary leaders for 2030 Leaders who encapsulate the spirit of Vision 2030.
Our Leadership philosophy is linked to leading the change required to deliver Vision 2030.

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

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

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

Discover the five unique features of the 2030 Leaders Program that are key to developing Saudi’s finest leaders.
A Rigorous Selection Process
Based on Misk’s 2030 Leaders Competency Model, the selection process is a learning experience that consists of 4 stages before a committee makes the final selection.
- CV&AI screening
- Video
- Psychometrics
- Personal interview

A Transformative Curriculum
Designed to equip leaders with the intellectual flexibility to adapt to diverse mindsets and provide new frameworks to lead in an increasingly complex world.
- Entrepreneurial mindset
- Scientific mindset
- Consultative mindset
- Innovative mindset
- Leadership mindset

A World-class Academic Ecosystem
Supported and delivered by best-in-class ecosystem of partners ensuring quality, innovation and expertise to create an exceptional program.

A Unique Competency Model
2030 Leaders has identified unique competencies required for effective leadership for Saudi Leaders. The competency model supports leaders in balancing polarities of decisions, in order to help them become progress drivers, strategic shapers, constant learners, principled leaders and who are a powerful force for the future.

A Life-long Alumni Community
Graduates of 2030 Leaders program will join Saudi Leadership Society, an exclusive, connected, and influential network of Saudis that will lead our nation. In addition to becoming part of the Esade alumni to expand their network to the global level. Through these Alumni networks, graduates will get access to professional development offering, access to like-minded leaders and opportunities to create an impact in Saudi.
Learning and Leadership Journey

2030 Leaders is an intensive and immersive leadership building program spread out over a nine-month period. This comprehensive program approaches leadership development through a variety of different elements:

- Five in-person immersive modules (25 days in-person)
- Virtual inter-module sessions
- Executive individual and group coaching sessions
- Group assignments and hands-on experience that addresses real and complex challenges pertinent to Vision 2030 (i.e. The Capstone Project)
- Leadership assessment and feedback throughout the program
- Elective sessions (i.e. Finance)
Understanding Needs and Leading Others

· Developing an entrepreneurial mindset driven to high growth-high impact opportunities
· Developing the core value proposition for promising business opportunities through market-based strategy
· Leveraging group dynamics and influencing others by creating an inclusive environment that inspires team performance

Module 2: Discovery
Understanding Needs and Leading Others
5 Days - Riyadh

- Developing an entrepreneurial mindset driven to high growth-high impact opportunities
- Developing the core value proposition for promising business opportunities through market-based strategy
- Leveraging group dynamics and influencing others by creating an inclusive environment that inspires team performance

Module 3: Building
Creativity and Value Deployment
5 Days - Geneva (2 days), Barcelona (3 days)

- Learning about scientific mindset and experimentation
- Applying Design Thinking methodology to generate creative ideas
- Building the customer-facing elements of the business model: Go-to-Market strategies in the digital age
- Leveraging negotiation techniques in a strategic manner

Module 4: Growth
Leading Organizations and Building Scale
5 Days - Riyadh

- Gaining the keys to build scalable business models
- Creating and leading ecosystems and preparing them to scale
- Learning how individual leaders work across boundaries, adopt a strategic perspective and impact organizational outcomes

Module 5: Evolve
Preparing for the Future and Managing Change
5 Days - Riyadh

- 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
- Gaining knowledge of frameworks and tools to manage an organizational transformation
Capstone Project

KEY OBJECTIVES

• Provides the opportunity to apply the learnings in a real, complex, and challenging setting
• Helps promote the ability to develop creative and executable solutions to challenges within Vision 2030
• Helps networking with colleagues and leaders in other organizations

This is an integral part of the 2030 Leaders Program. The Capstone Project is a group-based, consultancy-like project of an innovation-driven journey in which participants will support the advancement of Vision 2030. It will enable accomplished leaders to hone the appropriate skills and mindsets relevant to the Kingdom and the realization of Vision 2030.

Groups of leaders from diverse backgrounds will have the opportunity to leverage different mindsets, perspectives, and experiences to deliver new and innovative solutions that meet real challenges relevant to achieving the objectives of Vision 2030.

Mentored by experts and KSA thought leaders through in-module sessions, bridging sessions and assignments, participants innovate and produce a practical and actionable minimal viable product (MVP) for future adoption.

Partners who contributed to previous Capstone Projects:
Inter-module Virtual Sessions

**KEY OBJECTIVES**

- Pre Program Sessions: Prepares participants for the program and its unique features
- In Program Sessions: Integrates on the ground learning with day-to-day experiences
- Post Program Sessions: Supports continuous development of skills after face-to-face sessions

Virtual, synchronous, and faculty-led sessions focusing on managing complexity and dynamic leadership and reflecting on the learning objectives of the program and the impact generated.

Executive Coaching

**KEY OBJECTIVES**

- Generates deep personal insights to anchor and sustain personal development and change
- Offers the chance to test and experiment with new approaches
- Develops skills that assist fast decision making in ambiguous situations
- Establishes personal development plans and agendas that will support development of a growth mindset
- Teaches value of reflection to support and ground senior leaders

Each leader will take an individualized journey to support and sustain their personal development. Through personal and team interaction, they will be challenged to reflect, apply their learning and test new approaches. This will develop skills which will empower faster decision making, especially in ambiguous contexts relevant to Vision 2030.
Leadership in a Changing World

To be a 2030 Leader you will be proactive, innovative, and able to adapt to changing situations so that you can take the initiative when opportunities arise.

These qualities draw on the strategic tools of Behavioural Flexibility and Intellectual Flexibility and the 2030 Leaders Program will develop and enhance these capabilities in a transformational curriculum led by best-in-class partners.
Behavioral Flexibility

focuses on recognizing your own behaviors so that you can adapt and activate the appropriate competency in a specific situation.

2030 Leaders’ Unique Competency Model features seven competencies fit for leadership in a Saudi context.

- Progress driver
- Connector
- Strategic shaper
- Force for the future
- Constant learner
- People leader
- Principled leader

Intellectual Flexibility

involves being aware and able to determine the appropriate mindset required for a particular situation. Throughout the 2030 Leaders Program, you will explore, acquire, and learn to leverage the distinct mindsets required for effective leadership.

- Scientific Mindset
- Consulting Mindset
- Innovative Mindset
- Entrepreneurial Mindset
- Leadership Mindset
Application Process

Participants are selected based on a number of assessments reflecting the behaviors and traits relating to the 2030 Competency model.

Stage 01

Complete an online application form

Please note that you will only have one opportunity to fill out the application so ensure that you have all the information required to complete it accurately.

Stage 02

Complete a psychometric assessment

Stage 03

Complete a one-way video interview

Stage 04

Complete final virtual competency based interview

- Multiple Stages with an evaluation at each stage
- Completed entirely online, including the final interview stage
- Acceptance is not automatic, and an admission committee will make the final selection

The application and registration process for the program is rigorous yet is also designed to be a learning opportunity. We provide all candidates who have reached advanced stages with feedback and evaluation reports that will help them develop their abilities, whether they are accepted into the program or not.
Application Eligibility Criteria

- Must be an accomplished senior leader in the 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
- Proven fluency in written and spoken English
- Should be able to clearly articulate plans to realize Vision 2030 goals and make a long-lasting impact

How to apply

Visit www.misk.org.sa/leaders2030 to apply for program cohorts in 2022.

For more information

Website: www.misk.org.sa/leaders2030
Email: 2030leaders@misk.org.sa
Alumni Network

Graduates of 2030 Leaders will join the esteemed Misk and Esade global alumni networks. This allows you to strengthen business connections, accelerate new ideas, and advance your career.

Your career path will be enhanced by access to publications, extended regional and global alumni chapters, as well as professional development offerings.

Academic Ecosystem

Our academic partners bring their world-class expertise to the program.

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**Academic partner, orchestrator and program design, development and delivery**

Esade is a global academic institution known for the quality of its business education, its international outlook and clear focus on holistic personal development.

**Consulting & local lens for effective Capstone Projects**

Accenture is one of the largest consulting companies in the world, offering end-to-end capabilities, a wide range of skills and cutting-edge technologies to each business challenge.

**Leadership content in an experiential way**

The Center for Creative Leadership (CCL) is a top-ranked, global provider of leadership development. CCL has the largest managed network of leadership faculty and coaches in the world.

**HR & talent practice to support leadership journey**

Willis Towers Watson (WTW) is a leading global professional services company that helps organizations improve performance through effective people, risk and financial management.

**Scientific lens on experimentation methodology**

European Organization for Nuclear Research (CERN) is one of the world’s largest and most respected centres for scientific research. CERN IdeaSquare, connects curious minds to accelerate ideas through collaboration, prototyping, and experimental innovation.

**Learning innovation partner and technological thought leader**

Minerva is a pioneer in educational transformation which delivers innovative educational methodology, curricula and learning pedagogy based on the science of learning. This is designed to impart the skillsets and mindsets required for success.

**Consultant and leadership management advisor**

Egon Zehnder is a global leadership advisory firm, inspiring leaders to navigate complex questions with human answers.
Amal A. Al Amoudi  
Director General Excellence and Quality Academic Affairs, SCFHS  
“Misk 2030 Leaders has expanded the way I think about the whole ecosystem as an integral part of any successful and sustainable strategy professionally. Personally, it had challenged me to think and look deeper than I did before and rebuilt me inside out to become a more influential leader!”

Wesam Abuznadah  
Chief Academic Officer, SCFHS  
“It’s not only an educational program, it’s an inspirational network of people that strive to achieve vision 2030 and beyond.”

Abdulrahman Mirza  
General Director of the Center for Research on Educational Policy  
“An excellent program that has put together some of the most motivated individuals, coming from different backgrounds and sectors, yet all having the common goal of achieving Vision 2030 objectives.”