



Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman
Foundation

2030
Leaders

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.



The Misk Leadership Philosophy

Our Leadership philosophy is 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 behaviour 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.

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
- Psychometrics
- Recorded video interview
- Personal interview



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 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.



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 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.

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)



The curriculum combines global and local perspectives, drawing strongly on KSA context and experience embedding into the curriculum local case studies, high-profile guest speakers, on-site visits and more from leading organizations to share their insight and experiences.



Module 1: Awareness Discovering Trends and Leading Self 5 Days - Riyadh

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



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 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



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 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

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 or non-profit 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



For more information

Website: www.misk.org.sa/leaders2030

Email: 2030leaders@misk.org.sa



Our Selection Partner



Korn Ferry is a global organizational consulting firm that helps clients synchronize strategy and talent to drive superior performance. They work with clients to design optimal organization structures, roles & responsibilities, as well as help them hire the right people and advise them on how to reward and motivate their workforce while developing professionals as they navigate and advance their careers.

Academic Ecosystem

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

esade

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.



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.



Bring top consulting expertise in hands-on projects.

EY-Parthenon is one of the world's leading strategic advisors to the education sector globally. With 3,000+ education strategy projects, in 95+ countries, led by a strong global network of 100+ specialized education experts. EY-Parthenon established multiple, tailored leadership programs and supported the development of leadership centres to improve the leadership pipeline of the private and public sector.

Dr.Fadi Manshi

Transformation Consultant
Saudi Commission for Health Specialties
2030 Leaders Program 2 Cohort Graduate



The 2030 Leaders Program its creativity lies in the design of an innovative approach aimed at preparing future leaders to carry the flag of leadership and excellence in the country of global leadership. One of the most significant benefits of the program is the realistic linkage with our hopes, ambitions, and challenges, as well as the opportunity to learn from and with a distinct constellation and work together as leaders to achieve the ambitious goals of 2030.

Hussain Attar

CEO, Tech Invest Com
2030 Leaders Program 2 Cohort Graduate



The 2030 leaders program's content allows you to get inspired and self-reflect on your leadership style. I found that the program's core value was the network, learnings, and relationships you build with other leaders during the program, I was able to find different business opportunities with my colleagues.

Kholoud AlKhalaqi

Spokesperson
Saudi Development and Reconstruction Program
2030 Leaders program 2 cohort graduate



The 2030 Leaders Program provided us with empowerment tools that honed our skills and capabilities in order for us to be more open to science and modern leadership methods. Let us work together to make a positive difference in all aspects of life and to lead the Kingdom to a prosperous future with an ambitious vision.

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.





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#I_AM_2030