



Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman
Foundation

2030
Leaders

2030 LEADERS PROGRAM



Uncommon leaders.
One common goal.



The 2030 Leaders Program is an exclusive opportunity for visionary Saudi leaders to become the driving force behind our nation's growth and achieve our one common goal – realizing Vision 2030.

The program is for uncommon, bold leaders who are powered by ambition and ready to create a lasting impact towards achieving our Kingdom's aspiration.



What is 2030 Leaders?



2030 Leaders program

Misk's flagship initiative, is a transformative leadership journey designed to equip senior leaders to excel in their pivotal role in achieving Vision 2030. Through this program, leaders will cultivate bespoke competencies to champion large-scale transformation in the Kingdom, with an innovative curriculum that blends global trends with local context, delivered by a world-class ecosystem of partners.



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

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 5 stages before a committee makes the final selection.

- CV&AI screening
- Video
- Psychometrics
- Personal interview
- Alumni 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 the 2030 Leaders Program will be invited to join the Saudi Leadership Society a unique community of aspiring and established leaders shaping the path towards Vision 2030 and the future through personal growth, meaningful connections, and collective impact. In addition to becoming part of the Esade alumni to expand their network to the global level.



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 become progress drivers, strategic shapers, constant learners, principled leaders and who are a powerful force for the future.

The Executive Leadership Toolkits

Saudi Arabia stands at the threshold of a bold future—one shaped by Vision 2030 and powered by leaders with the ability to envision, innovate, and execute.

The 2030 Leaders Program is more than a leadership program; it is a transformational experience designed to empower senior leaders with the mindsets, competencies, and practical toolkits needed to drive large-scale transformation across the Kingdom. True leadership is not just about what you know—it's about what you do with what you know. This program delivers a comprehensive suite of toolkits, ensuring leaders leave not only with insights but with practical strategies to apply immediately within their organizations.



1. Executive Management Toolkit:

Stay ahead in an evolving global landscape by mastering the art of strategic foresight and innovation. This toolkit empowers leaders to anticipate emerging trends, develop forward-thinking strategies, and seamlessly integrate ESG principles into business operations. By fostering entrepreneurial thinking and leveraging cutting-edge technologies like Generative AI, executives will design agile, customer-centric solutions that drive competitive advantage. Additionally, this toolkit provides the skills to lead multicultural teams effectively, harness the power of workplace diversity, and negotiate strategically to achieve superior outcomes.

2. Leadership Mastery Toolkit:

Great leadership begins with self-mastery and extends to inspiring and mobilizing others. This toolkit equips leaders with practical frameworks to enhance self-awareness, emotional intelligence, and personal growth, ensuring they lead with confidence and authenticity. Leaders will develop strategies to foster team dynamics, drive high-performance cultures, and create inclusive environments where talent thrives. Additionally, this toolkit provides the tools to for leading large complex organizations with a strategic perspective and managing organizational transformations effectively.

3. Inspirational Toolkit:

Inspiration drives transformation. This toolkit immerses leaders in high-impact, real-world case studies directly tied to Vision 2030, offering a rare, behind-the-scenes look at how bold decisions and innovative strategies are shaping the future. Each case is enriched with practical insights from leaders actively driving national transformation, providing firsthand lessons on navigating complexity, leading change, and executing ambitious goals. Through these powerful narratives and mindset-shifting approaches to goal-setting, executives will learn to think bigger, act bolder, and lead with unwavering vision.

4. Capstone Toolkit:

Driving transformation requires a consultant's mindset—analytical, strategic, and solution-oriented. Through the capstone project, this toolkit equips leaders with advanced problem-solving technique, structured decision-making frameworks, and lean business methodologies to tackle the most pressing challenges tied to Vision 2030. Leaders will learn to break down complexity, identify high-impact solutions, and apply consulting best practices to drive innovation and sustainable growth.

Program Modules

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: Envision

Understanding trends and creating visionary strategies.

5 Days - Riyadh

- Be aware of the shift in perspective that represents to be a 2030 Leader.
- Anticipating global trends to visualize new business opportunities.
- Formulating innovative strategies to leverage value creating opportunities.
- Understanding how to integrate ESG into the company's strategy.
- Work across the different pillars of self-awareness: self-discovery, self-acceptance, self-management and self-growth.



Module 2: Build

Transforming ideas into sustainable impact.

5 Days - Spain

- Develop a new mindset: how the entrepreneurial mindset relates to opportunity recognition.
- Connect idea identification to an opportunity that generates value and a sustainable business.
- Learn some design thinking tools and methodology to create and capture value through experimental mindset.
- Learn the skills to influence others and build trust.
- Discuss ways to lead a team in an effective way.



Module 3: Innovate

Driving value through innovative transformation.

5 Days - Riyadh

- Innovate through Gen AI tools.
- Design innovative ways to gain access to customers in the digital age.
- Implement leaner and more agile organizations.



Module 4: Execute

Delivering strategies in a dynamic world.

5 Days - KSA

- Learning frameworks and tools to manage an organizational transformation.
- Leveraging negotiation techniques in a strategic manner.
- Unleashing the value of diversity in the workplace.
- Gaining techniques to get the most out of multicultural teams and stakeholders.
- Recognize the common traps and pitfalls in leading change and how to avoid them.



Capstone Final Presentations

3 Days - Riyadh

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, online 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:



Knowledge Sharing Sessions

KEY OBJECTIVES

- Gain practical insights from real-world experiences.
- Strengthen participant engagement and build a robust network.
- Promote professional growth through peer learning.

Interactive Knowledge Sharing Sessions, led by alumni and current participants. These sessions provide a unique platform to learn from the experiences of fellow participants and alumni. Presenters will share their experiences in implementing transformational change solutions, highlighting practical insights, successes, and valuable lessons learned.

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.

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 virtual competency based interview



Stage 05

Complete virtual alumni panel interview

- ✔ Multiple Stages with an evaluation at each stage
- ✔ Completed entirely online, including the final interview stage

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

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.



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.



Consulting & talent development to support leadership journey

Taeen is specialized in delivering comprehensive Human Resources, Learning & Development, and Strategic Consultancy services designed to drive organizational success.



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.

Alumni Network

Graduates of 2030 Leaders will be invited to the esteemed Misk and Esade global alumni networks.

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.



Hanouf Alajmi
Customer Success Executive
Cisco Saudi Arabia

2030 Leaders Cohort 1 graduate

2030 Leaders Program is designed to ignite self-reflection, deep leadership analysis and bring out hidden leadership qualities.

The learning and experience shared from our fellow 2030 leaders is unmatched.



Abdullah Al-Juffali
President of Saudi Arabia & Bahrain Honeywell

2030 Leaders Cohort 2 graduate

It has been a remarkable journey, progressing through diverse educational stages, fostering connections with numerous national leaders, and honing invaluable leadership skills for our professional paths.

I take great pride in being a program member, eager to contribute to the transformative journey towards realizing the ambitious Vision 2030.



Fahad Alturaif
GM Finance
Saudi Industrial Development Fund

2030 Leaders Cohort 3 graduate

2030 Leaders Program is designed to ignite self-reflection, deep leadership analysis and bring out hidden leadership qualities.

The learning and experience shared from our fellow 2030 leaders is unmatched.



Mashael Ghouth
Sr. Director, Sales ROSHN Group

2030 Leaders Cohort 4 graduate

2030 Leaders Program has truly transformed both my professional and personal spheres. I've acquired fresh leadership skills encompassing strategic planning, decision-making, and adeptly navigating workplace challenges.

Recognizing the potency of efficient team communication in goal attainment has been enlightening.

Moreover, I've embraced the significance of ongoing personal and professional development, now better equipped to set and accomplish my objectives.



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#I_AM_2030