



Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow

# Strategic Leadership

3 Days' Residential Program



IBA CEE

Center for Executive Education  
Institute of Business Administration



*Karachi:*  
July 24 to 26, 2017  
Aman Tower

*Time:*  
09:00am  
to  
05:00pm

*Lahore:*  
July 27 to 29, 2017  
Avari Lahore.



## Faculty

### Narendra Laljani

Narendra Laljani is a management educator and consultant who specialises in strategic thinking, innovation, execution, the challenges of building market-focused organisations, and leader development. Narendra has undertaken management development projects for numerous blue-chip international organisations, and has also consulted at senior management/board levels. He has also taught at leading business schools such as Ashridge and Henley. Narendra is the author of *Making Strategic Leaders* (Palgrave Macmillan, 2009) which explores high-impact individual development and offers new insights into strategic leadership.

Narendra studied economics followed by a post-graduate degree in management with a concentration in finance. He started his career with ICI, and worked with this chemical multinational for 15 years in a range of general management roles in the UK, Belgium and India. He turned to an academic career in 1995. In 2008, he was awarded the Doctor of Business Administration degree at Cranfield University in England for his research into the dimensions, development, and deployment of strategic leader capability.



## Nausherwan Akram

Nausherwan Akram is a UK-Based professional consultant specialising in strategic development, execution and operational improvement having worked for 15 years across the globe and in UK, US and French publicly listed organisations bringing about change and improvement. He brings rigour, detail and pragmatic solutions to organisations looking to improve that has earned him the trust and respect of many business leaders and the teams they lead. He completed his MBA from Ashridge Business School and Electronics Engineering with first class honours from the University of Hull in the UK.



## Overview

This workshop is designed to demystify strategy, to explore its myths and realities, and to explore ways and means of developing and executing winning strategies for profitable growth. The objective is to develop the market-oriented strategy development and implementation skills of participants, and thereby enhance their ability to contribute to the long-term growth and success of their business.



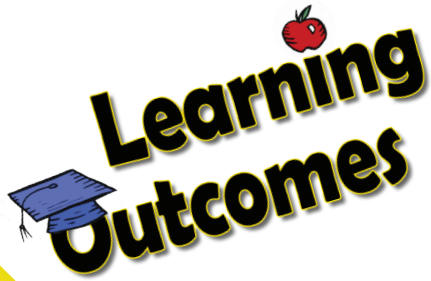
## Who should attend?

Senior managers and business owners who are responsible for the future growth and profitability of their business unit or enterprise

## Topics Covered

The workshop will enable participants to:

1. Explore the nature of strategy and its link with organizational success or failure
2. Appreciate strategy as a learning process, and its contribution to organizational agility
3. Develop market insight in creative ways
4. Understand the long term drivers of business profitability from a strategic as opposed to an accounting point of view
5. Gain familiarity with the "language" of strategy, and the tools and techniques commonly used in strategic analysis
6. Appreciate the issues and considerations involved in determining the possible strategic direction of a business unit or sector
7. Engage in the development of customer-centric strategic innovations that add value to the business
8. Articulate a strategic direction
9. Understand the culture of their organizations, and how it helps or hinders the strategy, and how it might be reshaped
10. Examine strategy implementation and the organizational change process, common barriers to change, and ways and means of managing change
11. Develop a personal action plan



# Learning Outcomes



## Learning Outcomes

1. You will learn how to develop and articulate a strategy.
2. You will learn how to lead the business unit or enterprise through the process of strategy implementation and change
3. You will develop a personal action plan



## Executive Residential Suites – Aman Tower

With a generous donation of Aman Foundation the state of the art 14 story Aman Tower at IBA City Campus is a notable addition to Karachi's skyline off M.A. Jinnah Road, 5 minutes from the Mazar-e-Quaid. The tower hosts a library, 32 residential suites for corporate guests and faculty, 8 classrooms, 2 lecture theatres, 4 seminar halls, faculty offices and an Executive Canteen with roof top open area.

The Executive Residential Suites on the 9th & 10th floor of the Aman Tower are well equipped facilities. Our Guests enjoy stunning Karachi views from the rooms. All rooms include IP Phones, TVs with cable and satellite channels, free Wi-Fi, mini bars, lockers, daily newspaper and laundry services. The house keepers of the residential suites are well trained by Avari Towers Group for guests comfort and personalized services.







## Program Fee

**PKR 190,000/- (excluding all applicable taxes)**  
**Last date to register June 30, 2017**

### Fee includes

- Residential Rooms (Single) for program participants only:
  - ◆ Karachi: IBA Aman Tower
  - ◆ Lahore: Avari Lahore
- Curriculum Development
- Research and design of the program
- Study materials and take-away documents thereof
- IBA Workshop Certificates
- Group Photographs
- All breakfast, dinner, lunch and coffee breaks during the program.
- Lecture theatres and team rooms
- Technical support
- Project and program management charges

*Each application will be thoroughly screened, and will only be accepted if deemed suitable for the program. Nominations with incomplete application forms will not be entertained.*



## Payments

Payment is due upon receipt of the acceptance of participants to the program along with the invoice. Please ensure that the payment reaches the CEE Office before commencement of the program because seat in the class will only be reserved once the fee is received.

Payment can be made via cheque / bank draft payable to the “Institute of Business Administration, Karachi” at the following address:

Center for Executive Education (CEE)  
IBA, City Campus, Garden/Kayani Shaheed Road,  
Karachi.

For online payments via credit cards:

[http://iba.edu.pk/iba\\_online\\_fee/iba\\_online.asp](http://iba.edu.pk/iba_online_fee/iba_online.asp)

(From dropdown 1 & 2 please select ‘CEE Workshops’)

*Note: Registration is only confirmed when full payment has been received.*



## Cancellation Policy

Fee once deposited will be refunded as per schedule given below. Substitute nominations will be accepted maximum by 15th February, 2017. The substitute will also have to complete the same registration process, and undergo the same selection process as the original nominee. In the event of participant cancellation, the following schedule will apply:

<b>Till last date of Registration, June 30, 2017</b>	<b>Between 1 &amp; 10 July, 2017</b>	<b>After 10<sup>th</sup> July, 2017</b>
No cancellation fee	50% program fee forfeiture	100% program fee forfeiture

Cancellation notification must be made in writing to CEE.

Should we be unable to accept your application for any reason, your payment (cheque/draft) will be returned to you. In case of refunds of online payments, bank charges will be deducted.



Experience  
**EXECUTIVE**

**EDUCATION**

Center for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
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 Off Garden Road, Karachi-74400.

**For Further Information**

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Contact us for Client Specific Customized Executive Programs & Consultancy

