



# Strategic Leadership for Enterprise Growth

Fuel your organization's growth engine!



August 21 to 23, 2024



City Campus, IBA Karachi

# Program Overview

This intensive 3-day workshop equips leaders with the tools and frameworks needed to craft a winning growth strategy. Through a dynamic blend of interactive sessions, real-world case studies, and practical exercises, you'll gain a deeper understanding of strategic leadership and its power to drive sustainable growth for your enterprise. Prepare to develop a clear vision, leverage your competitive edge, and build a concrete action plan to propel your organization towards long-term success.

# Learning Outcomes

- Develop a clear understanding of strategic leadership and its role in enterprise growth.
- Understanding the difference between a manager and a leaders.
- Craft a compelling vision and set SMART goals to drive growth.
- Identify and leverage your organization's competitive advantage.
- Develop a practical growth strategy using relevant frameworks and tools.
- Build a strong action plan for implementing the growth strategy.
- Gain insights on leading change, building teams, and fostering a culture of innovation for growth.
- Develop strategies for effectively measuring and tracking progress.



“Tariq was awesome, complete command on his topic, he knows how to get connected with his audience, amazing experience.”

**Faiza Faisal**

Group Head HR, Housebuilding Finance Company



Source: salesforce.com

# Topics Covered

## Day 1: Setting the Stage for Growth

- |                 |                  |                     |
|-----------------|------------------|---------------------|
| ▶ Core Concepts | ▶ Customer Focus | ▶ Industry Analysis |
| ▶ Goal Setting  |                  |                     |



**30,000+**  
Participants Trained



**16,000+**  
Training since 2009



**225+**  
Companies



**80+**  
Trainers

## Day 2: Crafting Your Growth Strategy

- |                         |                           |
|-------------------------|---------------------------|
| ▶ Competitive Advantage | ▶ Innovation and Growth   |
| ▶ Growth Frameworks     | ▶ Scenario Planning       |
| ▶ Resource Allocation   | ▶ Action Plan Development |

## Day 3: Leading for Growth

- |                                  |                               |
|----------------------------------|-------------------------------|
| ▶ Change Management              | ▶ Communication and Alignment |
| ▶ Performance Measurement        | ▶ Leading with Agility        |
| ▶ Building High-Performing Teams |                               |

## Investment

PKR 275,000 + 5% SST

## Who should attend?

CEOs, Senior Executives, Directors, Functional Heads and Senior Managers responsible for driving enterprise growth.



## Trainers:



### Tariq Khan

Clinical Associate Professor,  
Leadership & Marketing,  
New York University



### Waqar Malik

Thought Leadership and  
Independent Consultant

# Our on-demand courses at a glance



SEAMLESS  
REGISTRATION  
PROCESS



ACTIVITY BASED  
TRAINING



EXPERIENTIAL  
TRAINING



8- 10 HOUR TIME  
COMMITMENT



CERTIFICATE OF  
COMPLETION



BUSINESS  
NETWORKING




Associate Member

## unicon

CONSORTIUM FOR UNIVERSITY  
EXECUTIVE EDUCATION

## Register now

 [cee.iba.edu.pk/upcoming](http://cee.iba.edu.pk/upcoming)

 021-38104701, Ext: 1809, 1812, 1828 (Karachi),  
1827 (Islamabad)

 [ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk)

Center for Executive Education, IBA Karachi  
Mailing Address: City Campus, IBA Karachi, Plot # 68 & 88  
Garden / Kayani Shaheed Road, Karachi - 74400



Shaping Leaders  
Empowering Organizations