

C-SUITE LEADERS PROGRAM—MIDDLE EAST



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Introduction

Executive leadership in the Middle East operates inside a distinctive mix of rapid economic diversification, family-owned conglomerates, government-linked entities, and ambitious national transformation agendas. Decisions made at the top shape workforces, supply chains, and reputations across the region. This C-SUITE Leaders Program Middle East Training Course prepares senior executives to lead strategy, governance, and transformation in that environment with confidence. Furthermore, it covers strategic direction, board dynamics, financial leadership, digital transformation, talent strategy, and crisis response. Participants also work through regional case scenarios and peer-level dialogue. As a result, they leave with sharper judgement for the decisions that only they can make.

C-SUITE Leaders Program Middle East Course Objectives

- Set corporate strategy using scenario planning and competitive analysis.
- Apply governance frameworks including board roles and audit oversight.
- Interpret financial statements, capital structure, and value drivers.
- Lead digital transformation with technology roadmaps and data strategy.
- Build talent strategies covering succession, retention, and nationalization.
- Manage enterprise risk with ISO 31000 and COSO frameworks.
- Lead organizational change using Kotter and ADKAR models.
- Communicate with boards, investors, regulators, and media.
- Navigate regional business culture, partnerships, and public sector relations.
- Handle crisis leadership with structured response and stakeholder communication.

Course Methodology



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- Executive-level workshops with peer dialogue and case debate.
- Guided strategy simulation and boardroom decision exercises.
- Financial and risk scenario analysis using regional data.
- Role-play for board presentations, media, and stakeholder briefings.
- Case studies from Gulf, Levant, and North African markets.
- Action planning that links each framework to the participant's own mandate.

Who Should Take This Course

- Chief executive officers and managing directors.
- C-suite officers: finance, operations, technology, and HR.
- Board members and executive committee participants.
- Senior vice presidents preparing for C-suite appointment.
- Family business owners and next-generation leaders.
- Senior public sector executives leading transformation programmes.

C-SUITE Leaders Program Middle East Course Outlines

Day 1: Strategic Leadership in the Regional Context

- Assessing the Middle East business landscape and diversification trends.
- Applying scenario planning to uncertain market conditions.
- Setting corporate strategy with clear value drivers.
- Analyzing competitors, markets, and partnership options.
- Aligning strategy with national transformation agendas.
- Balancing short-term performance with long-term positioning.
- Reviewing a strategic decision case.





Day 2: Governance, Boards, and Financial Leadership

- Understanding board roles, committees, and fiduciary duties.
- Applying governance frameworks such as COSO and OECD principles.
- Interpreting financial statements and key performance ratios.
- Managing capital structure, funding, and investor expectations.
- Evaluating investment decisions with NPV and IRR analysis.
- Overseeing audit, compliance, and internal control.
- Running a boardroom decision simulation.

Day 3: Digital Transformation and Data Strategy

- Building a digital transformation roadmap aligned to strategy.
- Assessing technology readiness and legacy constraints.
- Governing data, analytics, and AI adoption responsibly.
- Managing cybersecurity risk at board level.
- Selecting build, buy, or partner options for technology.
- Measuring digital investment returns.
- Reviewing a transformation business case.

Day 4: Talent, Culture, and Change Leadership

- Building executive talent strategies and succession pipelines.
- Addressing nationalization, retention, and capability gaps.
- Shaping culture through leadership behaviour and incentives.
- Leading change with Kotter and ADKAR frameworks.
- Managing mergers, restructuring, and integration challenges.

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- Communicating change credibly across levels.
- Preparing an executive change plan.

Day 5: Risk, Crisis, and Executive Presence

- Applying enterprise risk management with ISO 31000.
- Setting risk appetite and tolerance at board level.
- Leading crisis response with structured command and escalation.
- Communicating with regulators, media, and investors under pressure.
- Managing reputation and stakeholder trust during disruption.
- Building personal executive presence and decision discipline.
- Preparing a 90-day executive leadership action plan.

Conclusion

By successfully completing C-SUITE Leaders Program Middle East, participants will gain the knowledge to set strategy under uncertainty, govern with strong board practice, and lead transformation across finance, technology, and people. They will acquire skills in strategic direction, governance and financial oversight, digital and talent leadership, and risk and crisis management suited to the regional business environment. Gentex Training Center builds this program around regional cases and peer-level dialogue, so executives return ready to make decisions with greater clarity and confidence.

FAQs





Q1 What is the "C-SUITE Leaders ProgramMiddle East" course about?

It is an executive programme focused on the decisions top leaders face in the Middle East. The course covers corporate strategy, board governance, financial leadership, digital transformation, talent and culture, change leadership, enterprise risk, and crisis management with a regional lens.

Q2 What are the key benefits of the "C-SUITE Leaders ProgramMiddle East" course?

Participants sharpen strategic judgement in uncertain markets, strengthen board governance and financial oversight, and lead transformation with clearer priorities. They also improve executive communication, manage risk and crisis more calmly, and gain a peer network that supports decisions long after the programme ends.

Q3 What skills will I gain from the "C-SUITE Leaders ProgramMiddle East" course?

You will gain strategic direction and scenario planning, governance and financial oversight, digital and talent leadership, and enterprise risk and crisis management. These four skills work together to support the broad mandate a senior executive carries.



Q4 What tools, methods, or standards are covered in the "C-SUITE Leaders ProgramMiddle East" course?

The course covers scenario planning, competitive and market analysis, COSO and OECD governance principles, board committee structures, financial ratio and capital structure analysis, NPV and IRR investment appraisal, ISO 31000 enterprise risk management, Kotter's eight-step change model, the ADKAR framework, digital transformation roadmaps, data and AI governance approaches, and crisis command and escalation structures.

Q5 How is the "C-SUITE Leaders ProgramMiddle East" course applied in real-world practice?

Executives apply the frameworks to their own mandates through case reviews, a boardroom decision simulation, and a transformation business case. They also practice board, regulator, and media communication through role-play and leave with a 90-day executive action plan.