

# Strategic Leadership in the Digital Era

30<sup>th</sup> March - 3<sup>rd</sup> April, 2020

Frankfurt, Germany

## ABOUT CONTINUING EDUCATION CENTER CEC - UAEU

The United Arab Emirates University established the Continuing Education Center upon the Chancellor's Decree Number 231 in 1998 to transfer the role of the university to the serve the society and to maintain interest in human capital as a tool for development.

Continuing education programs are designed to meet the needs of institutions, individuals and different sectors of the community for growth through developing skills, acquiring knowledge and exploring potential.

To meet the demands of a changing professional and educational landscape, we at CEC ensure that our learners are equipped with the latest developments in their respected fields. Owing to its large number of highly qualified trainers from around the globe, CEC is well positioned to provide the wider public access to distinguished training opportunities that are impactful and innovative.



## ABOUT DAWA DC

DAWA DC is dedicated to human resource development and consultation for companies around the world.

With years of extensive experience in serving clients from both government and privates sectors and global network of branches in Korea and the US, DAWA is uniquely positioned to provide highly innovative programs, catering to the changing needs of organizations today. Based on solid understanding and years of experiences of providing high end programs for GCC clients, we have received very high satisfaction ratings from our key clients in GCC including Abu Dhabi Executive Council, and Crown Prince Court of Abu Dhabi.

Participants of DAWA DC-designed original programs will have opportunities to participate in practical hands-on experience and engaging activities to test and further develop their existing skills and interact with leading experts from both government and private sectors.

With DAWA DC, participants can experience and witness the latest efforts and solutions that are directly applicable to the diverse challenges and needs of the 21st century workplace.



*The programs will be facilitated in close collaboration with Daewon Advisory Services headquartered in Seoul, Korea.*

## Strategic Leadership in the Digital Era Program: Overview

The Strategic Leadership in the Digital Era Program is designed to benchmark best practices and innovation incorporating leadership to become globally competitive in the era of industry 4.0.

This program combines action learning, role plays, group simulated activities and team missions to quickly enhance understanding about industry 4.0 and leadership in a fast changing world by strengthening leadership skills, Emotional Intelligence, and creativity for innovation to develop competitive individuals.



### Upon completion, participants will have:

- Gained ample opportunities to enhance understanding of major changes taking place in the digital era and leadership in the business landscape.
- Taken part in interactive sessions to enhance essential job skills and to improve teamwork to cope with an agile atmosphere in the digital era.
- Maximized creativity, innovation skills and enhanced understanding on changes needed in leadership to succeed in a rapidly changing digital atmosphere.

## Strategic Leadership in the Digital Era Program: Schedule

**Competencies: Strategic Leadership, Innovation, Change Management, Emotional Intelligence**

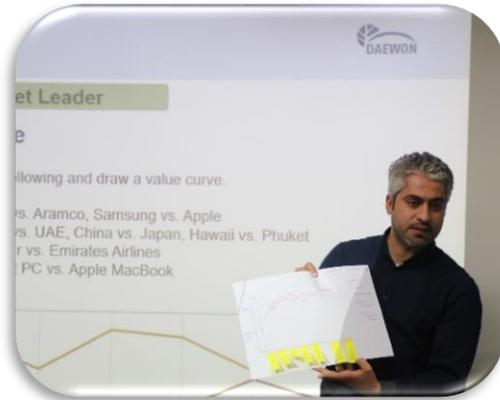
Day 1	Day 2	Day 3	Day 4	Day 5
<p><b>Program Overview &amp; Overview of Germany</b></p> <ul style="list-style-type: none"> <li>Hear about Germany’s rapid development and experiences and where its leadership is heading in the digital era</li> </ul> <p>[Interactive Session]</p> <p><b>Enhancing Leadership for Global Competitiveness (TBC)</b> Dr. Moritz Kraemer, Former Managing Director, S&amp;P</p> <ul style="list-style-type: none"> <li>Hear about the significant changes UAE needs to take to improve its leadership</li> </ul> <p>[Interactive Workshop]</p> <p><b>Leading Change &amp; Overcoming the Culture of Change Resistance</b></p> <ul style="list-style-type: none"> <li>Sharing best leadership practices of global companies on how to lead change &amp; innovation in the digitalized world</li> </ul>	<p>[Interactive Session]</p> <p><b>Emotional Intelligence &amp; New Trends in Leadership</b></p> <ul style="list-style-type: none"> <li>Understand the importance of self-awareness in leadership and explore yourself to lead change</li> </ul> <p>[Interactive Workshop]</p> <p><b>Strategic Leadership For Leading the Future</b></p> <ul style="list-style-type: none"> <li>Interactive workshop to foster creativity and strategic thinking to lead your people and organization</li> </ul>	<p>[Site visit] <b>Visit to Global Leading Company in Innovation: Siemens (TBC)</b></p> <ul style="list-style-type: none"> <li>Explore the world’s leading company in automation and see how Siemens utilizes technology to lead the market</li> <li>Discover the latest innovations and how leaders cope with them</li> </ul> <div style="text-align: center; margin: 10px 0;">  </div> <div style="text-align: center;">  </div>	<p>[Site Visit] <b>Visit to Frankfurt Industrial Park (TBC)</b></p> <ul style="list-style-type: none"> <li>Explore how the industry park contributed to the development of Frankfurt and how the public and private sectors support its system</li> </ul> <p>[Group Activity] <b>Revisiting Strategic Leadership</b></p> <ul style="list-style-type: none"> <li>Highly interactive group activity involving strategic planning, problem solving, effective role delegation and execution to achieve desired targets</li> <li>Apply key lessons from the sessions to achieve team’s goal by applying strategic thinking and planning to boost team efficiency</li> </ul>	<p>[Interactive Session]</p> <p><b>Implementing Strategic Leadership in Industry 4.0</b></p> <ul style="list-style-type: none"> <li>In-depth discussion on lessons learned and how to implement strategic leadership and best adapt to the new era by overcoming the culture of resisting change</li> </ul> <p>[Interactive Session]</p> <p><b>Program Wrap-up &amp; Closing Discussion</b></p> <ul style="list-style-type: none"> <li>Participants will make final presentations or discuss on key lessons learned during the program and it’s implications</li> </ul>

*The schedule may be subject to change*

A photograph of four men in business suits standing in a hallway. The man in the foreground is in sharp focus, looking to the right with a slight smile. He has a small UAE flag pin on his lapel. The other three men are in the background, slightly out of focus. The hallway has warm lighting and a wooden ceiling.

**“The senior officials and executives who were the first generation of developing world-class industries... had so much experience and knowledge and were very willing to share with us.”**

Jasem Al Ali, Mubadala Aerospace, Sr. Manager



Practical application to demonstrate significant impact



Meaningful site visits to leading companies and organizations



Network with leading industry decision makers

## Highly Effective Blended Learning Experience



Interactive session to drive the maximum value of learning experiences



Experimental & hands-on activities, simulations to learning



### Enhancing Leadership for Global Competitiveness

This session will provide a sound outlook on the global economy with a special emphasis on where UAE is also heading economy wise. A lecture from an economic expert will provide opportunities to learn and discuss the changes needed in the daily lives and the business landscape of the participants to stay relevant. This lecture will especially focus on the leadership skills to overcome new economic challenges and what transformations are needed to thrive in this new business landscape.

Participants will further discuss and explore how they can apply what they have learned through interactive activities.

#### Expected Outcome

- Participants will be able to identify the key elements of upcoming change and how they are likely to impact business world.
- Participants will gain the big picture of how the economic outlook concerns individuals, companies and countries as a whole and gain a macro perspective to better plan and navigate and implement their goals.

### Leading Change & Overcoming the Culture of Resisting Change

This session focuses on driving positive change starting with oneself and then others around them. The participants will be introduced to the concept of continuous improvement as part of fine-tuning their leadership, so they can strengthen their abilities more effectively to initiate and also manage this process of positive change in the organization. In addition to that, participants will be introduced to various examples and best practices of changes adopted by industry 4.0.

#### Expected Outcome

- Participants will be aware of what to watch out for in times of industry 4.0 and how to cope with these changing circumstances.
- Participants will be better prepared for new shifts in the era and actively strive to lead change.
- Participants will be equipped with the tools to better stay tuned to mega changes and be aware of what to look out for in the coming decades.

Day 1

**Day 2**

Day 3

Day 4

Day 5

## Emotional Intelligence & New Trends in Leadership

This course is designed to identify challenges when working in teams and how emotional intelligence and good leadership skills can boost engagement, resilience and flexibility in teams to help achieve their objectives. It will give insights into how emotions influence learning and behavior and how this can be used to drive high performance as a manager.

### Expected Outcome

- Participants will be able to better comprehend other employee's emotions and to prevent and manage various conflicts that may arise at work.
- Participants will gain valuable insights on how to inspire others and maintain productive relationships.

## Strategic Leadership to Lead Future

This course will build on tactics to achieving and sustaining profitable growth as a strategic leader. Participants will understand the importance of vision and values for their organization by improving leadership skills to create a systematic approach to business analysis and growth. Participants will be required to think strategically through various activities. And participants will be introduced to tools that can be applied to overcome obstacles and hardships and identify strengths of others as well as himself.

### Expected Outcome

- Participants will build a strategy that is uniquely derived from their team's strengths; creating a longer lasting competitive advantage.
- Participants will create a strategy that their whole team will get behind and work towards.
- Participants will understand the global leading-edge tips in strategic thinking.

**Innovation Visits: Siemens**

Site visit to Siemens will expose the participants the global digitalization and automation issues in industry 4.0. Participants will learn how technology development can support and revitalize the development of the organization, bringing about sustained progress. They will particularly learn how global leaders enhance process efficiencies via digitalization and the latest trends in automated manufacturing systems and Factory 4.0.

**Expected Outcomes**

- Explore the importance of creativity & innovation in revolutionizing industrial automation and maximizing production efficiency.
- Understand the driving factors behind the German leading manufacturer’s continuous efforts in combining 4th industrial revolution technologies.

# SIEMENS



**Innovation Visits: Frankfurt Industrial Park**

Through the visit to Industrial Park, participants will explore one of Europe’s largest chemical and pharmaceutical sites. Participants will learn more about the modern waste management facility generating energy to make the park energy-independent.



**Expected Outcome**

- Participants will gain first-hand knowledge on what technology can do to help the business.
- Participants will learn and adopt how the industry park is operated with proper eco- system and leadership.

**Outdoor Group Activity  
Revisiting Strategic Leadership**



*“Outdoor group activity allowed us to apply all the skills from experiences with leadership, ownership, and communication. It was the real part of improving management skill. I strengthened my role as a manager to motivate my people.”*

Ms. Ameena Saleh, Manager, KOC

## Group Activity



**Implementing Strategic Leadership in the Digital Era**

Participants will discuss key takeaways from the course and how the skills learned could be used to enhance their work. Participants will share ideas with other members in the group and gain insights on the ways to improve their own understanding and learning.

**Expected Outcome**

- Participants will be able to share the ideas and discuss ways to strategically implement it.
- Participants will be able to gather key takeaways and organize their action plan.
- Participants will be able to gain insights on ways to deal with the problems and gaps in their organization.



*“I learned how people are connected and aligned across industries and communities. I have personally learned a lot and have a toolbox full of exciting ideas and suggestions to improve our ability to work together to achieve one goal.”*

Mr. Omar Al Ameri, AMMROC Vice President, UAE



Atelier. Design im Dialog.  
Studio. Design dialogue.

Bei BMW entsteht Design in einer inspirierenden Kultur der Disziplinen, Kompetenzen, unterschiedlichen kreativen Könnens, stimmiger Entstehung und Einzigartiges Merkmal. Designwettbewerb. Ein Design. Nur ein starkes Team kann diesen fordernden Prozess meistern. Leidenschaft, Engagement und Disziplin sind die Schlüsselerfahrungen, die den Erfolg ausmachen lassen.

Sense and Effect.  
Wirkung erzielen.

Understanding.

FARBE & MATERIALIEN

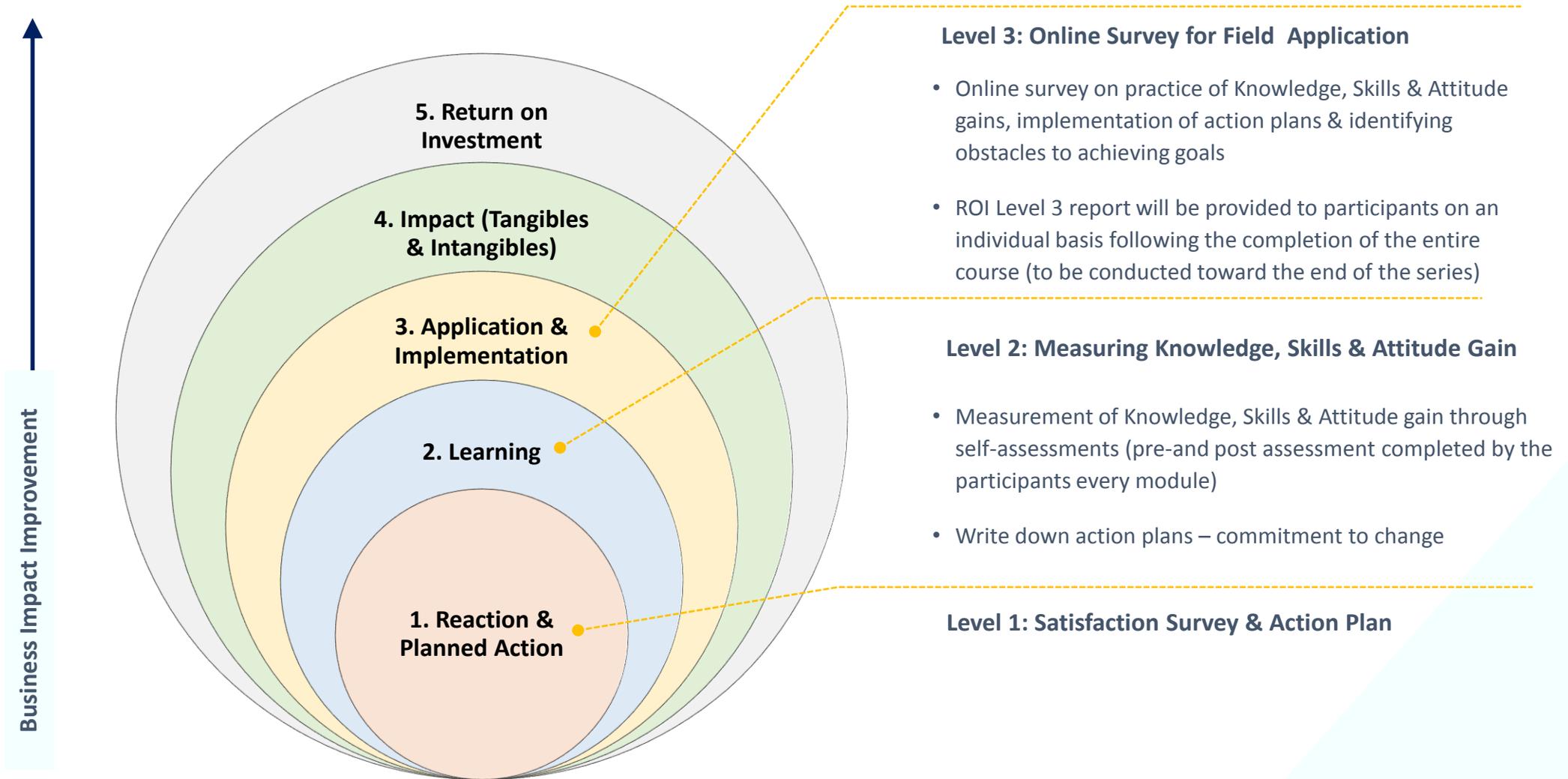
Der neue BMW 3er (G20). Clay Modell im Maßstab 1:10. Der neue BMW 3er (G20). Clay Modell im Maßstab 1:10.

*"I have truly learned the importance and best practices of innovation and digitalization."*

Khalid Al-Hajji, KPI, Team Leader

## Return on Investment (ROI)

### ROI Model for Training & Business Impact Measurement





**“I found this program as an eye opener experience... The level of exposure we went through in learning about the government and private relation was very valuable. ... I really advise others to get the benefit of the next program which will, definitely, capitalize their knowledge and experience.”**

H.E. Salama Al Amimi, ADEC,  
Former Executive Director

## Investment & Responsibilities

**PROGRAM FEE PER PARTICIPANT: AED 19,950**

### Program Fees Includes:

- Delivery of 5 - day program
- Development of tailored program content
- Facilities for the training sessions
- Coffee breaks during sessions
- Faculty & coordination fees
- Learning materials
- Domestic ground transportation for site visits
- Impact evaluation, feedback handling and certificates

### Program Fees does not Include:

- International flight
- Hotel accommodations
- Airport pickups
- Travel / Medical / Health insurances
- Visa expenses
- Other personal expenses

## Cancellation Policy

- All cancellations must be received in writing. For any cancellation received:
  - between 42 and 30 days prior to the program, 20% of the total program cost will be charged.
  - between 29 and 15 days prior to the program, 50% of the total program fee will be charged.
  - within 14 days prior to the program, or no shows, 100% of the program fee will be charged
- Substitutions from the same firm may be accepted at no additional fee at any time up to the start of the program.
- CEC reserves the right to cancel the event or substitute speakers.
- In the unlikely event that the program is cancelled, registered company or participants will receive a full refund.

# THE CONTINUING EDUCATION CENTER

For more information, please contact us:



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