



LONDON  
STRATEGY  
CENTRE

Developing people and organisations  
in strategy, innovation and leadership

# IDeA X Innovation Design into Action

A ground-breaking programme for senior  
leaders who want to shape the future!

Al Ula, KSA

11th – 17th November 2023

London, UK

17th – 20th November 2023

Organised by



**mile**  
madinah institute  
for leadership & entrepreneurship

Supported by



**ARABBRITISH**  
CHAMBER OF COMMERCE

Recognised by



## Programme Overview

*An overview of the programme, its objectives  
and benefits.*

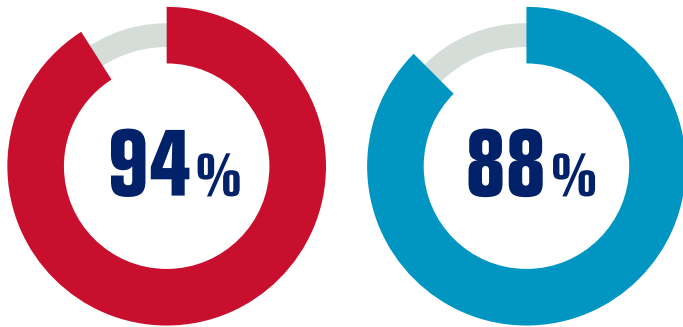
Innovation is the driving force behind success in today's rapidly changing business landscape. As a senior leader you understand the importance of staying ahead of the curve and continually innovating to maintain a competitive edge. That's why we are excited to introduce our executive development programme, IDeA-X, designed specifically for the unique needs and challenges faced by CXOs who want to shape the future.

*This programme is designed based on three  
main pillars:*

- Change how the world does business,
- Change the way we live our lives, and
- Change how we look after our planet.

This programme will equip you with the knowledge and capability necessary to lead innovation in your organization and contribute to the overall success of your organisation. It will take you on a road less travelled, translating innovation into action and challenging you to look beyond the established business boundaries by facilitating an open minded, creative exploration of new opportunities.

## Innovation is Critical as Reported by Leaders



of leaders think innovation is critical to their industry

of leaders think their industry will change drastically in the next 5 years

## One in Four

Leaders think their organisation is risk averse when it comes to innovation



Leaders think their organisation has an innovative culture

### Source:

Leadership and Innovation Mindset Initiative by The Talent Enterprise, Sia Partners and GIMI where 570+ managers and executives participated in the research globally, 2019.

Products, processes, technologies and technical skills will get outdated.

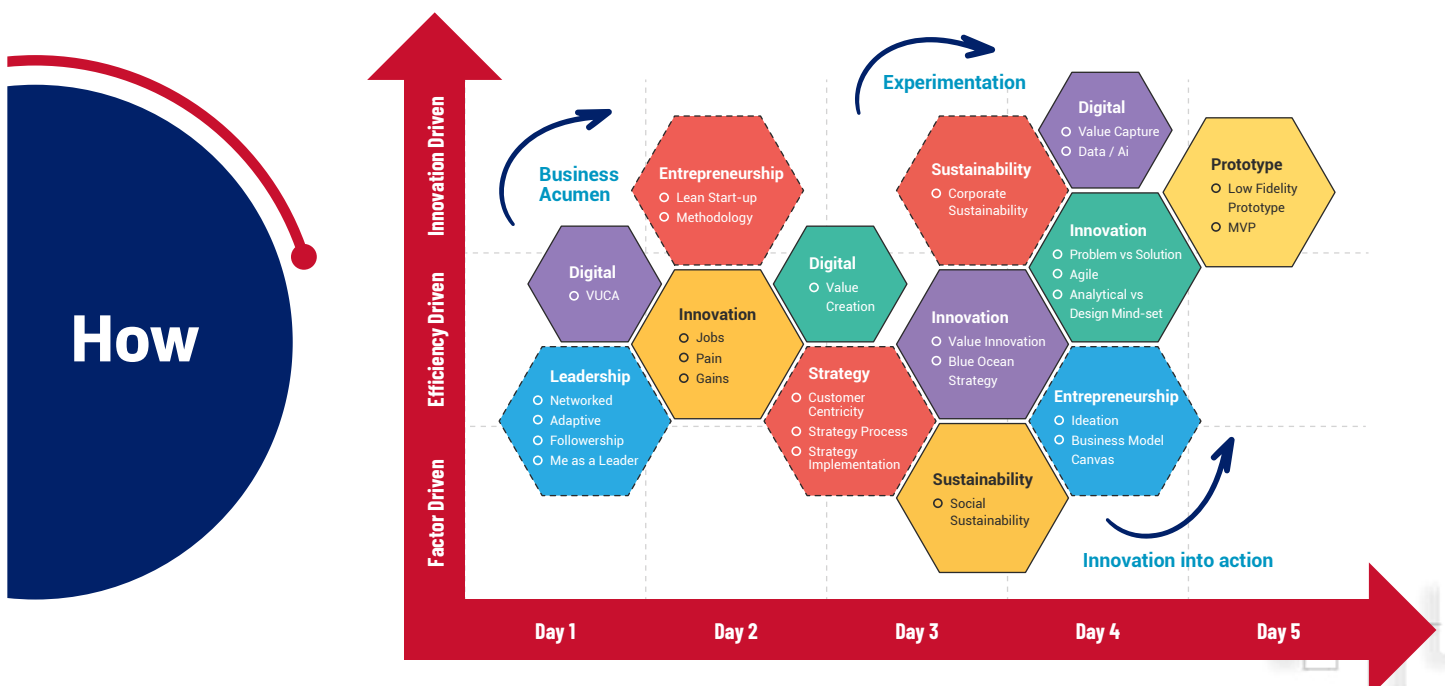
**Hence, having the right behaviours and mindset towards innovation is most critical.**

## THE INNOVATION MINDSET INDEX BY THE TALENT ENTERPRISE

- Focuses on understanding the underlying behaviours critical for innovation and digital transformation
- First and only innovation assessment based on the science of positive psychology and strengths
- Identify your dominant innovation mindsets
- Support self-awareness
- Benchmark your innovation mindsets with your team and organisation
- Identifies strengths and blind spots associated with each innovation mindset
- Seamless end user experience, 20 minutes to complete with automated reporting
- Available in multiple languages



## Overall Programme Design





# The Five Innovation Mindsets By The Talent Enterprise

## Activator

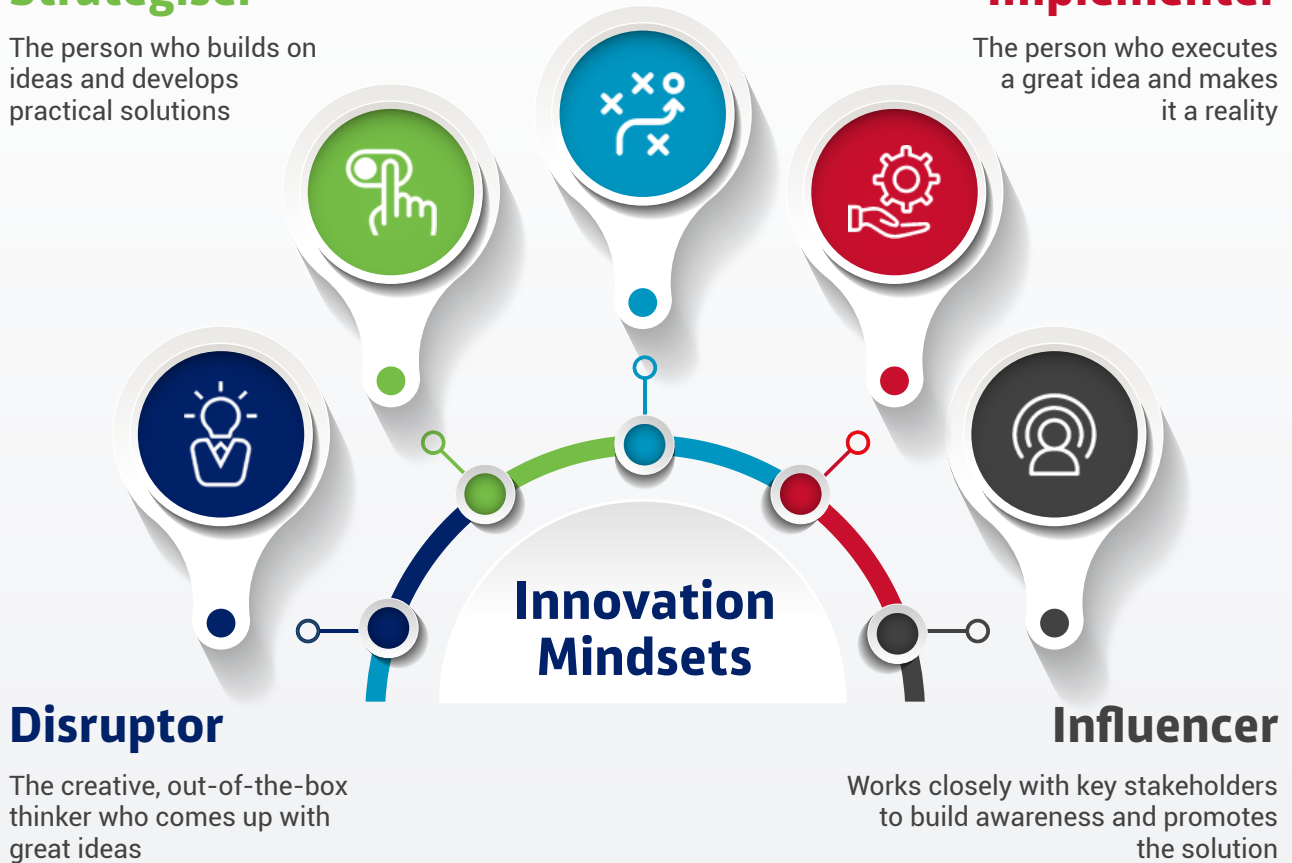
The collaborator who works effectively with others to make an idea come to life

## Strategiser

The person who builds on ideas and develops practical solutions

## Implementer

The person who executes a great idea and makes it a reality



## Outcomes

*What practical application will the delegates take away?*

- **Develop a mindset for innovation:** The delegates will learn to cultivate a mindset that encourages innovation and creativity in their organisations. They should be able to identify opportunities for innovation and come up with new and innovative solutions to problems.
- **Build an innovation culture:** The delegates will learn to build an innovation culture within their organizations. They should be able to foster an environment that encourages and rewards creativity and risk-taking.
- **Create an innovation strategy:** The delegates will learn to develop an innovation strategy that aligns with their organization's overall strategy. They should be able to identify the areas of the business that can benefit from innovation and develop a plan to implement innovative solutions.
- **Implement innovation initiatives:** The delegates will learn how to implement innovation initiatives in their organizations. They should be able to identify the resources needed to implement innovation initiatives, develop a project plan, and execute the plan.
- **Use innovation tools and techniques:** The delegates will learn to use innovation tools and techniques to generate and evaluate new ideas.
- **Foster collaboration:** The delegates will learn to foster collaboration within their organisations. They should be able to identify the stakeholders who can contribute to innovation initiatives and create a collaborative environment.



# An Immersive Experience of Al-Ula

**Al-Ula** is located in the Northwest of Saudi Arabia - a remarkable blend of captivating history, stunning natural beauty, and cultural significance. This ancient desert oasis is renowned for its archaeological wonders, including the world-famous Madain Saleh, often referred to as the "second Petra." This place is a living testament to human history - serving as a captivating living museum, preserving the legacy of its ancient past through meticulously preserved tombs, breathtaking sandstone outcrops, historic dwellings, and remarkable human-made monuments.

The natural environment of **Al-Ula** provides an extraordinary location where our executive development programme unfolds, promising a journey of immersive learning like no other. Surrounded by ancient archaeological wonders and desert vistas, provides an inspiring backdrop for exploration and learning. This location offers a deep connection to history and culture, creating an immersive experience that fosters innovation and personal growth.

With over 200,000 years of human history largely unexplored, Al-Ula is a treasure trove of untold stories and cultural heritage. Al-Ula's commitment to preserving its heritage and embracing sustainability aligns perfectly with our programme's objectives. It is an ideal platform for senior leaders to engage in a transformative executive programme that blends tradition and innovation in an unprecedented way; allowing the participants to step outside of their usual environments and embrace new perspectives.



## Graduation in London at the Arab-British Economic Summit 2023



## Who is it for?

*Is this programme right for you?*

We believe innovation is cross functional therefore this programme is designed for executives looking at transforming their organisations and learning new ways of doing things differently at their workplace.

### Attendees to include:

- C-suite executives
- Entrepreneurs, owners and founders with minimum £1m annual turnover looking to scaleup their business
- Senior Government officials who are interested in promoting innovation and entrepreneurship in their region or country.
- Participants must have a minimum 10 years leadership experience.





# Unique Features

*An unparallel immersive experience that we guarantee you never had before!*

- Field trip to **Al-Ula** providing unparallel learning experience.
- Innovation Design Sprints with our expert faculty that will energise and rejuvenate your innovation spirits.
- Innovation assessment providing valuable insights on your innovation potential and mindset with a one-one debrief supporting you with a customised learning pathway.
- AI based Metaverse and ChatGPT powered business simulations that will make the learning experience fully immersive.
- Thematic lunches providing structured mealtime discussion around a particular topic or theme to promote networking, collaboration, and deeper learning amongst the participants.
- Gala Dinners to celebrate the achievements of the participants and providing an opportunity for networking and building connections in a formal setting.
- Cultural night that will showcase KSA's rich heritage through music, dance, food, and traditional dress.
- One-year exclusive membership of the Arab British Chamber of Commerce in London and free pass to the Economic Summit (largest yearly event with 850 delegates including Ambassadors, Diplomats, Business Leaders).
- Graduation Ceremony at the Reception of the Arab British Economic Summit.
- Private chartered flight from **Al-Ula** to **London**.
- Full board accommodation in **Al-Ula** and **London**.



## Learning Format



Al-Ula Field Trips



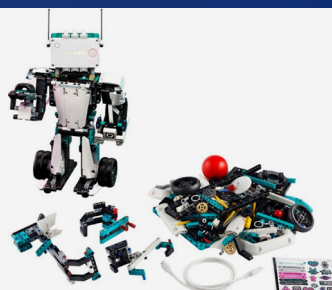
Talent Assessments & 1-1 Coaching



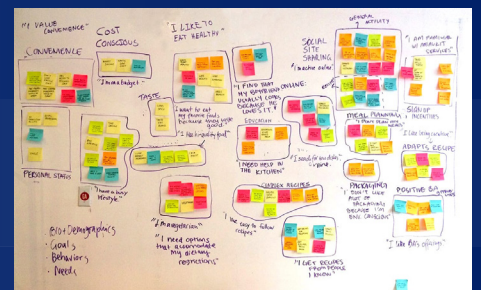
Sparring Ideas



Immersive Metaverse



Prototypes with Lego Robotics



Affinity Mapping

# Programme Investments

## TIME INVESTMENT

Arrival and Registration (Al-Ula)	11th November 2023
Programme Duration	12th – 16th November 2023
Fly to London from Al-Ula	17th November 2023
Weekend in London	17th - 19th November 2023
Graduation at Arab British Economic Summit in London	20th November 2023

## FINANCIAL INVESTMENT

**£20,000 + VAT**

(inclusive of chartered flight from Al-Ula to London, Full board accommodation (Al-Ula and London), Ground Transportation, Programme Material and Equipment, Assessments & Reports).

## Testimonial



### Dr Adnan Alturkistani

Renowned Digital Transformation Expert and Former Head of ELM Jeddah Office

We believe that the biggest challenge organisations are facing today is not innovation thinking – it is innovation acting. The objective of this programme is not only developing innovation, but ensuring that senior leaders can act precisely in a consistent manner to help implement it in today's digital world. This is a challenge, and most programmes fall short on this objective. The main reason is that while innovation development is about knowing something innovation implementation is about doing it and the gap between knowing and doing is often huge!



## Our Expert Programme Faculty

*Representing world-class experience in innovation, strategy and leadership development*



### Lester Coupland

President at  
**London Strategy Centre**



### Maj. Gen. Paul Nanson CB CBE

Principal at  
**London Strategy Centre**



### Rear Admiral John Kingwell CBE

Strategy SME at  
**London Strategy Centre**



### Dr Imran Zawwar

Chief Executive Officer at  
**London Strategy Centre**



### Dr Syed Yaqzan

Asst Professor & COO  
**Sustainability Sparring Partner**



### Devang Shah

Technology & Digital  
**Capability Sparring Partner**

# For More Details

Reach out today to get all the information you need.  
Don't miss out on this incredible opportunity!

**CONTACT US**



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**CONTINUE TO CHAT**