

CEO In Practice ®

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1. CEO in Practice® in a Nutshell

The CEO in Practice ® aims to unleash the professional potential of successful CEOs or candidate successors of CEOs.

A program which is result-oriented conducted by a practitioner to practitioner, with one-on-one coaching, and direct application to the domain/company of the CEO.

Starting from the big picture (strategy, business model, financial intelligence), and down to targeting specific details for improvement (processes, activities, resources, tactics), it supports CEOs with a methodology to transform their companies from good to great.

2. CEO in Practice® Program Methodology



3. Learning Outcomes

1. Sustainable Success

- Situational versus Sustainable Success
- The Universal Principles of Sustainable Growth

2. Business Model Analysis and Strategic Positioning

3. Financial Intelligence: the art of drawing insights from numbers

- Preparing Financial Statements for Decision Making
- Financial Analysis: Segment, Channels, Products, Cost, and Key Accounts
- Integrating Budgeting with Strategic Planning
- Learning from Cost Variance Analysis
- Identifying the Killer Financial Indicator

4. Agile Strategic Management – Practical Tools

- Focus the Corporate DNA
- Plan Cause and Effect: Factual & Participative Approach
- Embrace Organizational Learning - Creative Holism
- Adapt
- Improvise and Develop Resilience

5. 7 Pillars of Strategic Sustainability:

- 1) Develop Sales Growth Theme
- 2) Cost Optimization Theme
- 3) Innovation Theme
- 4) Risk and Uncertainty Theme
- 5) Governance & Quality Theme
- 6) Corporate Culture & Happiness Theme
- 7) Social Responsibility Theme

6. Strategic Prioritization:

- Initiatives, Market Targeting & Product Development Priorities
- Cost-Benefit and Investment Appraisal
- Feasibility-Benefit Matrix

7. The Execution Intelligence:

- Communicating Strategy
- Alignment: Business Units, Support Units, & Employees
- Change Agenda
- Focused Dashboards
- Strategy Reviews Workshops

7.1 The Lean Business:

- Enterprise-Level Lean Six Sigma
- Process Continuous Improvements
- Maximizing Return on Assets and Assets Turnover
- The Growth of Gross Margin & the Optimization of Operating Margin

8. Practical Processes for Improving People-Corporate Psychological Contracts:

- Transparency Processes
- Fairness Processes
- Growth Processes
- Empowerment Processes

9. The Learning Organization:

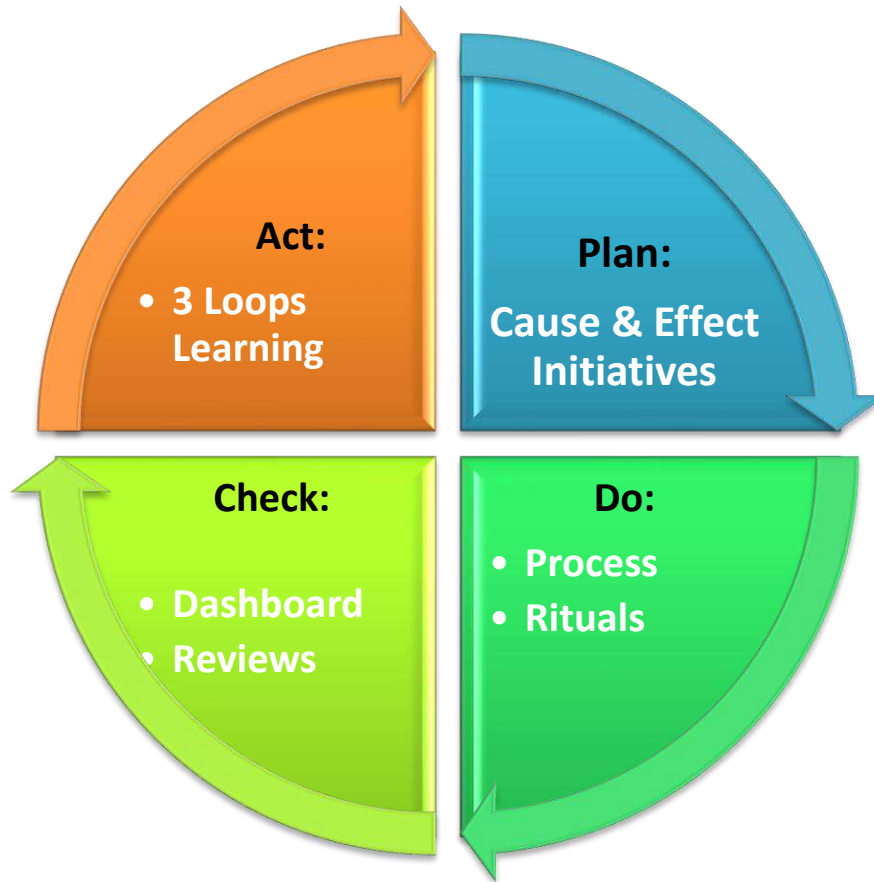
- Systems Thinking
- Knowledge Management
- Feedback Loops

10. Emotional & Social Intelligence for Strategic Leaders:

- Rationality & Adaptation
- Neuroscience of Energy Renewal
- Trust: social medicine
- Critical & Lateral Thinking for Decision Making & Problem Solving
- Befriending Difficulties

4. CEOs in Practice ® Practical Themes

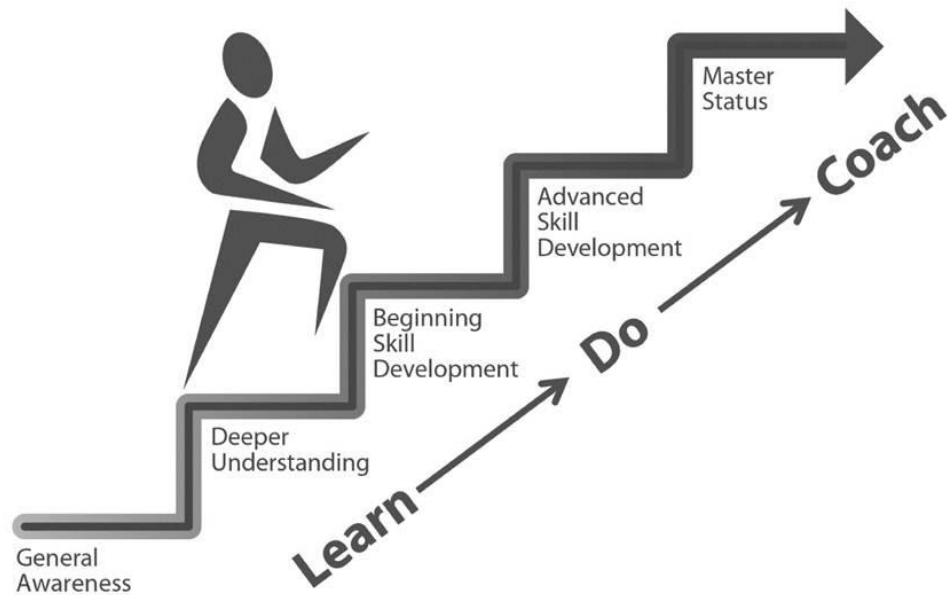
Change Zone developed Practical Management Frameworks. The framework is combined of Planning Tools, Processes, and Indicators to review progress.



5. The Unique Experience

In Practice ® & One-on-One Coaching

- Audience only CEOs or Successors
- Practical frameworks, accompanied by processes and templates
- Direct and tailored application and coaching to the CEOs business
- One-on-one coaching by practitioner consultants



6. International Accreditation

Change Zone has successfully met every element of the ANSI/IACET standards for Continuing Education and Training requirements, to become a **Certified IACET Accreditor**



• About IACET:

- Accreditation Body: **International Association for Continuous Education and Training**
- Website: <http://www.iacet.org/>

أكثر من 500 جامعة و كلية و مؤسسة دولية تعتمد وحدات التعليم المستمر الدولية CEUs الصادرة من Change Zone من ضمنها المؤسسات الاحترافية المذكورة

CEUs: Continuous Education Units



7. Consultants' briefs

Combines High Education and Certification and Practical Experience

Consultant & Trainer: Mr. Amin AITal

Education:

- Master of Business Administration (MBA) - Hull University, UK, 2005
- BA in Computer Science, from PSUT – Jordan, 1999

Certification:

- Certified ISO 9001 Lead Auditor
- Certified Innovation Manager – Sept. University, Germany
- Team Leading Award – Institute of Leadership and Management (ILM), Hull – UK
- Recognized Coach by the Association of Coaching, UK.
- Certificate in Communication and Assertiveness Skills, Hull University, UK
- Cognitive behavioral therapy and play and Psychodrama therapy – Bana for psychological training and consulting, Amman.

Experience Brief

- Business management consultants for local, regional and international businesses
- Served 18 Industries
- 17 years of practical experience

Consultant & Trainer: Mrs. Ruba Jabri

Education:

- Master of Management, Hasselt University, Belgium, 2007
- BA in Computer Science, from PSUT – Jordan, 2000

Certification:

- Certified Lead Auditor for ISO OHSAS 18001.
- Certified Lead Auditor ISO 9001.
- Certified Innovation Manager – Sept. University, Germany
- Assertiveness and communication skills – Hull University

Experience Brief

- Business management consultants for local, regional and international businesses
- 15 years of practical experience

7.Course Time and Duration

Timetable	
Program Duration	One-on-one: 16-20 private sessions
Program Total Hours	One-on-one: total of 49 hrs. (Workshop hrs. + Coaching & Project Work hrs.)
Start and End Time	One-on-one: To be arranged with the participant
Starting Date	One-on-one: To be arranged with the participant

Program Location	
Location	Change Zone

8.Financial Offer

Investment – Financial Offer	
Fees for one-on-one option	Please contact us
Fees for attending through a class	Please contact us

9.Contact Information

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