ALALAMIA
PROFESSIONAL DEVELOPMENT
العالمية للتطوير المهني

EXECUTIVE EDUCATION · ALALAMIA

Chief Executive Officer Program

Lead the whole enterprise with confidence

12 weeks | Every Saturday | 66 contact hours | In person in Damascus | English & Arabic

12
Weeks, one Saturday each

66
Contact hours

4
Modules

1
Capstone project

Damascus, Mazzeh Western Villas, Syria

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PROGRAM OVERVIEW

Chief Executive Officer Program

A 12-week executive program for leaders who run, or are preparing to run, a whole organization. Each Saturday combines the economics, strategy, finance, technology and governance a CEO must master with real company cases, peer exchange and work on your own organization, ending with a growth plan you present to an executive panel.

WHO SHOULD ATTEND

- CEOs and general managers of small and mid-sized organizations
- C-suite executives preparing to step into the CEO role
- Founders and family-business successors taking over the leadership of a company
- High-potential senior leaders with 10+ years of experience

WHAT MAKES IT DIFFERENT

The whole enterprise

Strategy, finance, customers, technology and governance in one program, the way a CEO sees them.

Built for our region

Cases and workshops that address volatile markets, recovering economies and family-owned businesses.

AI on the CEO agenda

A dedicated session on enterprise AI strategy, value and risk.

Your growth plan

Weekly deliverables assemble into a growth plan for your own organization.

12	66	90+	20–30
Saturdays, one a week	Contact hours in class	Total learning hours	Participants per cohort

LEARNING OUTCOMES

By the end of the program, you will be able to

01 Set a clear CEO agenda and translate it into the organization's priorities.

02 Read economic and geopolitical shifts and turn them into strategic options.

03 Use financial information to make and defend capital-allocation decisions.

04 Build growth strategies around a sharp understanding of customers and markets.

05 Design the organization and operating rhythm that make strategy happen.

06 Lead an enterprise approach to data, analytics and AI.

07 Work effectively with boards and strengthen governance.

08 Negotiate, influence stakeholders and lead change with confidence.

FORMAT AND METHODOLOGY

Twelve Saturdays, built to apply

Twelve Saturdays of 5.5 contact hours give 66 classroom hours, plus about 2 hours of weekly pre-reading and applied work (90+ total learning hours).

ITEM	DETAIL
Duration	12 weeks, every Saturday
Contact hours	5.5 hours per Saturday, 66 hours in total
Delivery	In person in Damascus, with an online learning hub for materials and submissions
Cohort	20 to 30 participants, working in 5 learning teams
Language	English & Arabic

PROGRAM ARCHITECTURE

4 modules, 12 sessions, 1 capstone

The sessions move from understanding the business, to setting strategy, to proving results, to leading the future. Every session produces a deliverable, and together they form the capstone.

MODULE 1 · WEEKS 1–3 The CEO's View of the World	MODULE 2 · WEEKS 4–6 Running the Enterprise	MODULE 3 · WEEKS 7–9 Data, Technology and Innovation	MODULE 4 · WEEKS 10–12 Governance, Influence and Change
WEEK 1 The CEO Agenda	WEEK 4 Finance for the CEO	WEEK 7 Data-Driven Decisions	WEEK 10 Boards, Governance and Sustainability
WEEK 2 Economics and Geopolitics for Leaders	WEEK 5 Customers, Markets and Growth	WEEK 8 AI Strategy for the Enterprise	WEEK 11 Negotiation, Influence and Stakeholders
WEEK 3 Strategy in Uncertain Markets	WEEK 6 Organization, Operations and Execution	WEEK 9 Innovation and New Business Models	WEEK 12 Leading People and Change

> Every Saturday starts from a real business problem and ends with a deliverable you can use at work on Monday.

Capstone project

Your Enterprise Growth Plan: built week by week and presented to an executive panel in Week 12.

DETAILED CURRICULUM

Weeks 1 to 3

WEEK 1 The CEO Agenda

The CEO owns the whole enterprise: its direction, its results and the people who deliver them.

KEY TOPICS

- What boards, owners and markets expect from a CEO today
- The CEO's first 100 days and the agenda that follows
- Balancing the short term with long-term value
- Your personal leadership agenda for the program

> **Case study:** IBM under Lou Gerstner (1993–2002): keeping a struggling giant together and turning it towards services.

Deliverable: A one-page CEO agenda for your organization with its three defining priorities.

WEEK 2 Economics and Geopolitics for Leaders

Growth and risk are shaped by forces beyond the company's walls.

KEY TOPICS

- Reading macroeconomic signals: inflation, currency, interest rates
- Geopolitical risk and sanctions in strategy
- Supply-chain shocks and resilience
- Turning external uncertainty into options

> **Case study:** Toyota after the 2011 earthquake and tsunami, and how it rebuilt supply-chain visibility and resilience.

Deliverable: An external risk-and-opportunity map for your organization.

WEEK 3 Strategy in Uncertain Markets

In volatile markets, strategy is a set of choices plus the ability to adapt.

KEY TOPICS

- Competitive position and sources of advantage
- Scenario planning and strategic options
- Where to play and how to win
- Strategy for organizations in recovering economies

> **Case study:** Shell's scenario planning and the oil shocks of the 1970s.

Deliverable: Three scenarios for your market and the strategic choices that hold up in each.

WEEK 4 Finance for the CEO

Every strategic decision is also a financial decision.

KEY TOPICS

- Reading the P&L, balance sheet and cash flow together
- Capital allocation and investment decisions
- Valuation basics and what creates value
- Working with the CFO as a strategic partner

> **Case study:** Amazon's long focus on free cash flow over reported profit during its growth years.

Deliverable: A financial dashboard of the ten numbers your organization should run on.

WEEK 5 Customers, Markets and Growth

Sustainable growth starts with a sharp understanding of the customer.

KEY TOPICS

- Customer insight and segmentation
- Pricing and value
- Customer experience as a growth engine
- Choosing growth paths: markets, products, partnerships

> **Case study:** Starbucks's 2008 turnaround under Howard Schultz and the return to the customer experience.

Deliverable: A growth thesis with two priority customer segments and the offer for each.

WEEK 6 Organization, Operations and Execution

Strategies succeed or fail in the way the organization is built and run.

KEY TOPICS

- Organization design: structure, roles and decision rights
- Operating rhythm: goals, reviews and accountability
- Process excellence and productivity
- Copying an operating model versus building your own

> **Case study:** Spotify's squads and tribes, and what happens when an operating model is copied without its culture.

Deliverable: An execution plan with goals, owners and a review cadence.

WEEK 7 Data-Driven Decisions

Good leaders combine judgement with evidence.

KEY TOPICS

- What executives need to know about analytics
- Asking better questions of data
- Dashboards and KPIs that drive action
- Avoiding common traps in data and decisions

> **Case study:** Netflix's use of viewing data in commissioning House of Cards (2013).

Deliverable: A decision you face, reframed with the data you need and how you will get it.

WEEK 8 AI Strategy for the Enterprise

AI is now a CEO-level topic: value, risk and the shape of the workforce.

KEY TOPICS

- What generative and agentic AI can do for the business
- Finding high-value AI use cases
- AI governance, risk and responsible use
- Preparing the workforce for AI

> **Case study:** JPMorgan Chase's rollout of an in-house generative AI assistant to around 200,000 employees (2024).

Deliverable: An AI opportunity portfolio with three priority use cases.

WEEK 9 Innovation and New Business Models

Incumbents rarely lose for lack of ideas; they lose by not acting on them.

KEY TOPICS

- Sources of innovation inside and outside the company
- Business model innovation
- Protecting new ventures from the core business
- Building an innovation culture

> **Case study:** Kodak and the digital camera: inventing the future and failing to sell it.

Deliverable: One new-growth initiative, with a plan to test it in 90 days.

WEEK 10 Boards, Governance and Sustainability

A strong board relationship is one of the CEO's most valuable assets.

KEY TOPICS

- Fiduciary duties and the role of the board
- Board committees, reporting and executive pay
- ESG and sustainability in strategic decisions
- Managing the CEO–board relationship

> **Case study:** Uber's 2017 governance crisis and the board's decision to change its CEO.

Deliverable: A governance health check and a board reporting plan.

WEEK 11 Negotiation, Influence and Stakeholders

CEOs create value through the deals and alliances they shape.

KEY TOPICS

- Negotiation: claiming and creating value
- Stakeholder mapping and influence
- Mergers, acquisitions and partnerships
- Communicating as CEO, inside and outside

> **Case study:** Disney's acquisitions of Pixar, Marvel and Lucasfilm under Bob Iger.

Deliverable: A stakeholder engagement plan for your growth strategy.

WEEK 12 Leading People and Change

Transformation only lasts when leaders change how people work and decide.

KEY TOPICS

- Leading large-scale change
- Culture, trust and accountability
- Developing the next generation of leaders
- Capstone presentations to an executive panel

> **Case study:** LEGO's turnaround (2004–2010): focus, discipline and culture.

Deliverable: Final capstone presentation.

CAPSTONE PROJECT

Your Enterprise Growth Plan

a board-ready plan for your own organization, built from the weekly deliverables and presented to an executive panel in Week 12.

REQUIRED COMPONENTS

01 Strategic diagnosis: markets, risks and opportunities

02 Growth strategy and the financial case

03 Execution plan, organization and operating rhythm

04 Data, AI and innovation roadmap

05 Governance, stakeholder and personal leadership plan

ASSESSMENT

How participants are assessed

COMPONENT	WEIGHT	WHAT IS ASSESSED
Capstone and presentation	**40%**	Business relevance, strategic clarity, feasibility, executive delivery
Weekly deliverables	**30%**	Quality and on-time submission of the 11 weekly deliverables
Case study participation	**20%**	Preparation, analysis and contribution in class
Peer and learning team contribution	**10%**	Peer evaluation of collaboration and coaching

Certificate of Completion

Certificate of Completion (66 contact hours) for participants with at least 80% attendance and an overall score of 70% or higher; 90% or higher earns a Distinction.

SAMPLE SATURDAY

A day built for practice

Each Saturday runs from 9:00 to 15:45, with 5.5 contact hours, two breaks and lunch.

TIME	BLOCK	FORMAT
9:00 – 9:30	Recap, reflections and links to last week's deliverable	Plenary
9:30 – 11:00	Core concepts and frameworks	Faculty input and discussion
11:00 – 11:15	Break	
11:15 – 12:45	Case study analysis	Learning teams, then plenary debrief
12:45 – 13:30	Lunch and networking	
13:30 – 15:00	Applied workshop on participants' own organizations	Workshop
15:00 – 15:15	Break	
15:15 – 15:45	Peer coaching, key takeaways and next week's assignment	Learning teams

In Weeks 2, 5, 8 and 11, a 45-minute executive guest speaker session replaces the first half of the applied workshop.

Reserve your seat

Places are limited to 30 participants per cohort. Talk to us about dates, fees and sponsoring a team from your organization.

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