

Leadership Development Courses

Development Programs for Leaders

Program Overview

This document presents a set of leadership development courses designed to strengthen leadership capabilities, strategic thinking, performance management, innovation, decision-making, and readiness for digital and future transformations.

The courses can be delivered as individual programs or as an integrated leadership development journey depending on the needs of the Leadership Development Center.

Executive Profile

Dr. Emad AlJuraifani is a leadership and organizational development consultant with more than 25 years of experience advising executives and organizations in strategy, innovation, performance management, and institutional transformation. He has delivered executive programs and advisory services to major corporations and government entities, impacting more than 10,000 professionals. His practical and highly engaging approach combines global best practices with extensive real-world experience, enabling leaders to translate ideas into measurable organizational impact.

List of Courses

1. 3DC Leadership Compass: Integrated Future Leadership
2. The Path to Corporate Innovation
3. Strategic Leadership & Balanced Scorecard Implementation
4. Leadership in the Age of AI & Digital Transformation
5. Change Management & Organizational Transformation
6. Organizational Excellence & Performance Management
7. Building High-Performance Organizational Culture
8. Business Ethics & Corporate Governance
9. Foresight & Advanced Strategic Thinking
10. Innovative Thinking & Complex Problem Solving
11. Executive Leadership & High-Quality Decision Making
12. Crisis Management and Strategic Response
13. 3DC Integrated Leadership Program

This guide presents a selection of our general leadership and management development programs. We recognize that every organization has unique challenges, strategic priorities, and development needs. Accordingly, we are pleased to design and deliver customized programs and executive workshops tailored to your specific business requirements, leadership competencies, and operational objectives, ensuring full alignment with your organizational strategy and desired outcomes.

The duration of each program is flexible and will be determined in consultation with the client based on organizational needs, desired learning outcomes, participant profiles, and the scope of the program.

Training Course Details (1)

Course Title	3DC Leadership Compass: Integrated Future Leadership
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Enable leaders to build an integrated leadership model that combines strategic thinking with effective execution.
- Develop the ability to make high-quality decisions in complex and changing environments.
- Strengthen human leadership skills and build high-performing teams.
- Enable leaders to lead innovation within their organizations in a structured manner.
- Increase leadership readiness to deal with future transformations and emerging technologies, including artificial intelligence.
- Build a leadership mindset capable of influence and sustainable institutional impact.

Course Modules

Module 1: Personal Leadership

- Building leadership identity
- Managing mental models
- Developing personal discipline and decision-making

Module 2: Human Leadership

- Building trust within teams
- Managing conflict intelligently
- Creating a psychologically safe and performance-oriented environment

Module 3: Strategic Leadership

- Strategic thinking and direction setting
- Environmental analysis and complex decision-making
- Linking vision with execution

Module 4: Execution & Impact Leadership

- Translating strategy into results
- Managing organizational performance
- Measuring impact and achieving sustainability

Module 5: Innovation Leadership

- Building a culture of innovation inside the organization
- Managing ideas and converting them into projects
- Linking innovation with competitive advantage

Module 6: AI Leadership

- Understanding the impact of artificial intelligence on leadership
- Using AI in decision-making
- Redesigning leadership operating models

Target Audience

- Executive leaders (CEO, VP, Directors)
- Department managers and section heads
- High-potential emerging leaders
- Professionals working in strategy, performance, and innovation
- Government, private-sector, and non-profit organizations

Training Course Details (2)

Course Title	The Path to Corporate Innovation
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Understand the true concept of corporate innovation and the difference between individual and organizational creativity.
- Enable participants to diagnose the current state of innovation inside their organizations.
- Equip leaders with practical tools to stimulate creativity within teams.
- Convert ideas from isolated initiatives into executable projects.
- Build an organizational environment that supports innovation and sustainable performance.
- Understand the role of leadership in removing organizational barriers to innovation.
- Explore the role of modern technologies and artificial intelligence in accelerating innovation.

Course Modules

Module 1: Introduction to Corporate Innovation

- Defining corporate innovation
- The difference between individual and organizational creativity
- Why innovation initiatives fail in organizations

Module 2: Diagnosing the State of Innovation inside the Organization

- Analyzing organizational culture
- Identifying barriers to innovation
- Reading leadership behavior and its impact on innovation

Module 3: Building an Innovation-Enabling Environment

- Elements of a creative environment
- The role of leadership in empowering teams
- Building psychological safety and encouraging initiative

Module 4: Managing Ideas and Turning Them into Value

- Sources of idea generation
- Evaluating and screening ideas
- Converting ideas into executable projects

Module 5: Corporate Innovation Models

- Internal and external innovation
- Open innovation
- Strategic partnerships in innovation

Module 6: Artificial Intelligence and Corporate Innovation

- The role of AI in generating ideas
- Using smart tools in innovation
- The future of creativity under digital transformation

Target Audience

- Executive leaders and department managers
- Innovation and development managers
- Professionals in strategy and transformation departments
- Intrapreneurs inside organizations
- Government, private-sector, and non-profit organizations

Training Course Details (3)

Course Title	Strategic Leadership & Balanced Scorecard Implementation
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Enable leaders to understand the true role of strategic leadership in achieving results.
- Equip participants with the ability to convert vision into measurable strategic objectives.
- Understand and apply the Balanced Scorecard methodology in a practical manner.
- Link strategy with operational performance inside the organization.
- Design effective KPIs that support decision-making.
- Build a monitoring and evaluation system that ensures achievement of strategic objectives.
- Strengthen integration across departments to achieve sustainable institutional impact.

Course Modules

Module 1: Introduction to Strategic Leadership

- The concept of strategic leadership
- The difference between operational management and strategic leadership
- The leader's role in shaping direction

Module 2: Building Organizational Strategy

- Internal and external environmental analysis
- Formulating vision, mission, and values
- Defining strategic objectives

Module 3: Balanced Scorecard

- Concept and dimensions of the Balanced Scorecard
- Linking objectives with the four perspectives: financial, customers, internal processes, learning and growth
- Building the strategy map

Module 4: Designing Key Performance Indicators (KPIs)

- Criteria for building indicators
- The difference between leading and lagging indicators
- Linking indicators to strategic objectives

Module 5: Strategy Execution and Performance Management

- Converting strategy into action plans
- Managing strategic initiatives
- Monitoring performance and taking corrective decisions

Module 6: Practical Challenges in Strategy Implementation

- Reasons why strategy execution fails
- Resistance to change inside organizations
- Best practices to ensure successful implementation

Target Audience

- Executive leaders
- Department managers and section heads
- Professionals in strategic planning and performance management
- Project and organizational transformation managers
- Government, private-sector, and non-profit organizations

Training Course Details (4)

Course Title	Leadership in the Age of AI & Digital Transformation
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Understand the major transformations driven by artificial intelligence and their impact on leadership.
- Enable leaders to make strategic decisions in a fast-moving digital environment.
- Explore new business models enabled by smart technologies.
- Use artificial intelligence to improve performance and decision-making.
- Lead change and digital transformation effectively inside organizations.
- Build a flexible digital culture capable of adapting to the future.

Course Modules

Module 1: Major Digital Transformations

- The digital revolution and its impact on organizations
- New business models
- Challenges and opportunities

Module 2: AI Fundamentals for Leaders

- What artificial intelligence is
- Applications of AI in business
- Limits and possibilities of AI

Module 3: Leadership in a Digital Environment

- Decision-making based on data
- Agile leadership
- Managing digital teams

Module 4: Organizational Digital Transformation

- Stages of digital transformation
- Process redesign
- Change management

Module 5: Using AI in Organizations

- Intelligent automation
- Data analytics
- Improving customer experience

Module 6: Future Challenges

- Digital ethics
- Cybersecurity
- Organizational readiness for the future

Target Audience

- Executive leaders
- Digital transformation and IT managers
- Department managers
- Professionals in innovation and strategy
- Government and private-sector organizations

Training Course Details (5)

Course Title	Change Management & Organizational Transformation
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Understand the nature of change inside organizations and the reasons behind resistance.
- Enable leaders to design and implement change initiatives.
- Build effective strategies for managing resistance to change.
- Develop communication skills during transformation periods.
- Achieve organizational transformation in a sustainable manner.

Course Modules

Module 1: Understanding Organizational Change

- Types of change
- Reasons for failure
- Change dynamics

Module 2: Change Management Models

- Global change models
- Selecting the appropriate model
- Practical application

Module 3: Leading Change

- The role of the leader
- Influence and persuasion
- Building coalitions

Module 4: Resistance to Change

- Reasons for resistance
- Strategies for dealing with resistance
- Converting resistance into support

Module 5: Implementing Change

- Planning and implementation
- Risk management
- Monitoring and evaluation

Target Audience

- Executive leaders
- Department managers
- Human resources managers
- Project and transformation managers
- Government and private-sector organizations

Training Course Details (6)

Course Title	Organizational Excellence & Performance Management
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Understand the concepts of organizational excellence and its global frameworks.
- Build an effective organizational performance management system.
- Develop advanced performance indicators.
- Link performance to strategic objectives.
- Achieve continuous improvement inside the organization.

Course Modules

Module 1: Organizational Excellence

- Concept and global models
- Excellence criteria
- Organizational assessment

Module 2: Performance Management

- Building the performance system
- Performance indicators
- Results analysis

Module 3: Continuous Improvement

- Improvement tools
- Quality management
- Improving efficiency

Target Audience

- Executive leaders
- Performance and quality managers
- Department managers
- Government and private-sector organizations

Training Course Details (7)

Course Title	Building High-Performance Organizational Culture
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Understand the role of organizational culture in achieving high performance.
- Diagnose the current culture inside the organization.
- Build a culture that supports innovation and performance.
- Strengthen organizational values and behaviors.
- Align culture with strategy.

Course Modules

Module 1: The Concept of Organizational Culture

- Definition of culture
- Elements of culture
- Its impact on performance

Module 2: Diagnosing Culture

- Measurement tools
- Reality analysis
- Cultural gaps

Module 3: Building Culture

- The role of leadership
- Values and behaviors
- Embedding culture

Target Audience

- Executive leaders

- Human resources managers
- Department managers
- Government and private-sector organizations

Training Course Details (8)

Course Title	Business Ethics & Corporate Governance
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Embed the concepts of business ethics in institutional environments.
- Understand the role of governance in strengthening transparency and accountability.
- Enable leaders to make ethical decisions in complex environments.
- Reduce risks associated with unprofessional behavior.
- Strengthen a culture of integrity inside the organization.
- Link ethics with institutional performance and sustainability.

Course Modules

Module 1: Introduction to Business Ethics

- The concept of business ethics
- Professional values
- Organizational behavior

Module 2: Corporate Governance

- The concept of governance
- Regulatory frameworks
- Roles and responsibilities of boards of directors

Module 3: Ethical Decision-Making

- Decision-making models
- Dealing with conflicts
- Ethical dilemmas

Module 4: Building a Culture of Integrity

- The role of leadership
- Policies and procedures
- Embedding values

Module 5: Ethical Risks

- Institutional corruption
- Conflicts of interest
- Control mechanisms

Target Audience

- Executive leaders
- Board members
- Governance and compliance managers
- Human resources managers
- Government and private-sector organizations

Training Course Details (9)

Course Title	Foresight & Advanced Strategic Thinking
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Enable leaders to read the future and anticipate major trends.
- Develop deep strategic thinking skills.
- Understand global changes and their impact on organizations.
- Build future scenarios that support decision-making.
- Strengthen the ability to deal with uncertainty.
- Link foresight with strategic planning.

Course Modules

Module 1: Introduction to Foresight

- The concept of foresight
- The difference between forecasting and foresight
- The importance of future thinking

Module 2: Analyzing Global Trends

- Economic changes
- Technological transformations
- Social changes

Module 3: Foresight Tools

- Scenario analysis
- Weak signals
- Future models

Module 4: Advanced Strategic Thinking

- Systems thinking
- Pattern analysis
- Decision-making in uncertain environments

Module 5: Building Future Scenarios

- Scenario design
- Testing assumptions
- Using scenarios in planning

Target Audience

- Executive leaders
- Strategy and planning managers
- Decision-makers
- Government and private-sector organizations

Training Course Details (10)

Course Title	Innovative Thinking & Complex Problem Solving
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Develop creative and systematic thinking skills.
- Enable participants to analyze complex problems.
- Use modern thinking tools in solution development.
- Strengthen the ability to innovate under pressure.
- Build a clear methodology for decision-making.

Course Modules

Module 1: Fundamentals of Innovative Thinking

- Types of thinking
- Barriers to creativity
- Stimulating the innovative mind

Module 2: Analyzing Complex Problems

- Defining the problem
- Root-cause analysis
- Analytical tools

Module 3: Generating Solutions

- Creativity techniques
- Out-of-the-box thinking
- Evaluating solutions

Module 4: Decision-Making

- Decision-making models
- Risk management
- Selecting alternatives

Target Audience

- Executive leaders
- Department managers
- Work teams
- Government and private-sector organizations

Training Course Details (11)

Course Title	Executive Leadership & High-Quality Decision Making
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Training Objectives

- Develop decision-making skills at senior levels.
- Reduce cognitive biases in decisions.
- Improve the quality of strategic decisions.
- Deal with pressure and complexity in decision-making.
- Build a practical framework for institutional decision-making.

Course Modules

Module 1: The Nature of Leadership Decisions

- Types of decisions
- Decision complexity
- The role of the leader

Module 2: Cognitive Biases

- Types of bias
- Their impact on decisions
- Ways to reduce them

Module 3: Decision-Making Models

- Modern models
- Alternative analysis
- Risk assessment

Module 4: Decision-Making in Complex Environments

- Uncertainty
- Pressure
- Strategic decisions

Target Audience

- Executive leaders
- Decision-makers
- Department managers
- Government and private-sector organizations

Training Course Details (12)

Course Title	Crisis Management and Strategic Response
Language	Bilingual (Arabic / English)
Trainer	Dr. Emad AlJuraifani

Course Summary

This program equips leaders and managers with the knowledge and practical tools required to prepare for, manage, and recover from crises effectively. Participants will gain a comprehensive understanding of crisis dynamics, crisis life cycles, and the strategic frameworks necessary to minimize operational, reputational, and financial impacts.

The course covers crisis preparedness, early warning indicators, crisis response models, strategic decision-making under uncertainty, stakeholder communication, and media management during high-pressure situations. Participants will also learn how to develop effective crisis communication strategies, conduct press briefings, and build organizational resilience through post-crisis learning and continuous improvement.

Through case studies, simulations, and practical exercises, participants will develop the capability to lead confidently during crises and enhance their organizations' readiness to respond to unexpected events.

Learning Objectives

By the end of the program, participants will be able to:

- Understand the nature, characteristics, and stages of crises.
- Identify early warning signals and potential crisis scenarios.
- Apply structured methodologies for crisis assessment and response.
- Develop crisis communication and media management strategies.
- Make effective decisions under pressure and uncertainty.
- Build and coordinate high-performing crisis management teams.
- Design business continuity and organizational recovery plans.
- Capture lessons learned and strengthen organizational resilience.

Target Audience

- Executive Leaders and Senior Managers
- Department Heads and Operational Leaders
- Risk Management and Business Continuity Professionals
- Corporate Communication and Public Relations Teams
- Emergency Response and Crisis Management Teams
- Government and Private Sector Organizations

Integrated Leadership Package Proposal

Program Name	3DC Integrated Leadership Program
Program Concept	An integrated leadership program designed to enable leaders to develop their leadership models, link strategy with execution, lead transformation and innovation, and prepare for future requirements. The program is not delivered as separate courses only; it is designed as a connected leadership development journey that creates practical impact inside the organization.

Program Components

Stage 1: Leadership Foundation

- 3DC Leadership Compass
- Executive Leadership & High-Quality Decision Making

Stage 2: Strategy and Performance Management

- Strategic Leadership & Balanced Scorecard Implementation
- Organizational Excellence & Performance Management

Stage 3: Innovation and Transformation

- The Path to Corporate Innovation
- Change Management & Organizational Transformation

Stage 4: Future and Digital Transformation

- Leadership in the Age of AI
- Foresight & Advanced Strategic Thinking

Stage 5: Values and Organizational Culture

- Business Ethics & Governance
- Building High-Performance Organizational Culture

Proposed Duration Options

Option 1: Intensive Program

- Duration: 3-4 weeks
- Number of days: 10-12 training days
- Time: 3 hours per day (5:00 PM - 8:00 PM)

Option 2: Extended Program (Recommended)

- Duration: 8-10 weeks
- One training day per week
- 3 hours per session
- This option supports higher absorption, practical application between sessions, and sustainable impact inside the organization.

Option 3: Comprehensive Transformation Program

- Duration: 3 months
- Weekly session plus applied workshops
- Possibility of adding accompanying advisory sessions

Delivery Methodology

- Live interactive sessions
- Realistic case studies
- Practical leadership tools
- Applied exercises linked to the organization's reality
- Guided leadership discussions

Important Delivery Note

Some components are preferably delivered face-to-face or as applied workshops to maximize impact.

Recommended as face-to-face or hybrid:

- Corporate innovation
- Change management
- Organizational culture
- Balanced Scorecard practical application

Suitable for live online delivery:

- Leadership
- Artificial intelligence
- Foresight
- Business ethics
- Decision-making

Added Value for the Organization

- Develop leaders capable of dealing with current and future challenges
- Improve the quality of strategic decisions
- Increase organizational performance efficiency
- Strengthen the culture of innovation inside the organization
- Build high readiness for digital transformation

Professional Biography

Dr. Emad AlJuraifani

Dr. Emad AlJuraifani is a distinguished leadership and organizational development consultant with more than 25 years of executive, advisory, and consulting experience across the energy, government, private, and non-profit sectors.

He specializes in strategic leadership, organizational performance, innovation management, corporate governance, and institutional transformation. Throughout his career, he has advised senior executives, government entities, and major corporations on strategy execution, leadership development, organizational excellence, and performance improvement.

Dr. AlJuraifani previously served on the **Saudi Aramco Corporate Innovation Board** and has held several advisory and governance roles with leading public and private organizations. He has also contributed to national initiatives in strategy, social investment, agriculture, sustainability, and institutional development.

As a trainer and speaker, he has delivered executive programs, workshops, and keynote presentations for leading organizations, including Saudi Aramco, SABIC, the Royal Commission, government entities, universities, and professional institutions, impacting more than **10,000 leaders and professionals**.

He is the author of several books and professional publications in the fields of leadership, performance management, and strategic execution, and the developer of a number of proprietary frameworks and methodologies, including the **3DC Leadership Compass Framework**, designed to help leaders navigate complexity, lead transformation, and build future-ready organizations.

In addition to his consulting and leadership development work, Dr. AlJuraifani is an entrepreneur and innovator, holding multiple patents in environmental and water technologies and actively contributing to initiatives that promote sustainability, social impact, and organizational innovation.

His programs are highly regarded for their practical approach, strategic depth, and ability to translate complex concepts into actionable leadership practices. Participants consistently value his ability to bridge global best practices with real-world organizational challenges, making his learning experiences both engaging and immediately applicable.

Areas of Expertise

- Leadership Development and Executive Education
- Strategic Planning and Strategy Execution
- Organizational Performance and Balanced Scorecard
- Organizational Transformation and Change Management
- Corporate Innovation and Future Foresight
- Governance and Institutional Excellence
- Decision-Making and Complex Problem Solving
- Sustainability and Social Investment