



Transformational Change and Strategic Leadership



+971 4 556 7171
800 7100 (within UAE)



www.meirc.com



meirc@meirc.com



Meirc
Training & Consulting

Why Attend

Companies and industries are experiencing radical change in how they operate and serve their customers. Many of them are undergoing transformational change, adopting new business models quite different from how they originally started. This is happening within a relatively short period of time, for if they don't evolve they face obsolescence and a quick market exit. This course prepares leaders and senior management to successfully deal with new business realities introduced by rapid, and in many cases turbulent, market shifts. It also avails to them the opportunity to explore new alternatives to their existing business models, and equip them with leading strategic and planning tools to prepare their organizations for the next transformational journey.

Course Methodology

From the outset, participants are requested to come prepared with transformational business challenges they are currently facing. Throughout the course they are guided through the course content and material, and coached on how to use relevant tools, business cases, and strategic models and concepts. Ultimately, they will produce a transformational business plan they can present, share and discuss with their teams upon their return, and prepare the grounds for the next steps in leading a transformational change within their organizations.

Course Objectives

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

- Build awareness and understanding about the significance of transformational change
- Select a team of key managers and opinion formers who will drive the desired change
- Generate acceptance across the organization towards the overall process of transformation
- Maintain strong and open channels of communication around the transformational journey
- Formulate and execute a strategic plan toward implementing transformational change

Target Audience

Leaders, heads of departments, managers, supervisors, project managers, change agents and sponsors and all those involved in driving transformational change

Target Competencies

- Leading change
- Planning for change
- Communicating change
- Implementing change plans
- Managing conflicts
- Emotional intelligence
- Evaluating cost associated with change
- Leading and managing teams
- Creative thinking and problem solving
- Motivating employees

Course Outline

- Understanding transformational change
 - Transformational change versus change management
 - Prerequisites for transformational change – the Beckhard approach
 - Approaches to transformational change
 - Transforming through the different transitional phases
 - Measuring the intensity and the need to transform
- Establishing the foundation for transformational change
 - Characteristics and capabilities of transformational leaders
 - Key factors in effective change management
 - The battle between leadership and the status quo
 - The psychological contract



- The emotional competence framework
- The transformational change model
 - The model and the intended results
 - The process behind the model
 - The model and the desired leadership characteristics to succeed
 - Creating the climate for transformational change
 - Engaging and enabling the organization
 - Implementing and sustaining
 - Working through the resistance
 - The ongoing process of transformational change
 - Insights from transformational leaders
- Communicating transformational change
 - The role of the leader
 - Communicating with a purpose
 - Analyzing and understanding the needs of the stakeholders
 - The fundamentals of communicating transformational change
 - Measuring the effectiveness of the communication plan
 - The transformational change communication playbook
- Formulating and executing the transformational strategic plan
 - What matters most when executing transformational strategic plans
 - Fundamental traits of organizational effectiveness
 - The building blocks of executing transformational strategic plans
 - Decision rights
 - Structure
 - Structure
 - Motivators
 - Mapping improvement to the building blocks
 - Test driving the execution plan
 - Delivering the results and measuring success
 - Looking ahead
- Personal Action Plan



Location & Date

12 - 16 Jul, 2020	English	Dubai	To be assigned
27 - 31 Dec, 2020	English	Dubai	To be assigned

Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2019	US\$ 4800
Per participant - 2020	US\$ 4900
Fees + VAT as applicable	UAE Tax Registration Number 100239834300003



Courses in Leadership and Management

Dates	Course Name	Language	Location	Fees
1 - 5 Sep, 2019	Adaptive Leadership: Tools and Tactics	English	Dubai	US\$ 4900
1 - 5 Sep, 2019	The Leadership Challenge Continues®	English	Dubai	US\$ 5200
8 - 12 Sep, 2019	Certified Professional Manager	Arabic	Dubai	US\$ 5200
15 - 19 Sep, 2019	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	Arabic	Riyadh	US\$ 5200
15 - 19 Sep, 2019	Leadership and Communication	English	Riyadh	US\$ 4900
22 - 26 Sep, 2019	Managing Self and Leading Others	English	Dubai	US\$ 4900
29 Sep - 3 Oct, 2019	Organizational Leadership	English	Dubai	US\$ 4900
6 - 10 Oct, 2019	Certificate in Leading Innovation and Organizational Transformation	English	Dubai	US\$ 5200
6 - 10 Oct, 2019	Supervisory Skills	English	Dubai	US\$ 4900
13 - 17 Oct, 2019	Management Skills and Techniques for Engineers	English	Dubai	US\$ 4900
13 - 17 Oct, 2019	Results Based Leadership	English	Dubai	US\$ 4900
20 - 24 Oct, 2019	Certified Professional Manager	Arabic	Dubai	US\$ 5200
20 - 24 Oct, 2019	Certified Team Leader	Arabic	Dubai	US\$ 5200
20 - 24 Oct, 2019	Empowering the Workplace for Greater Impact	English	Dubai	US\$ 4900
20 - 24 Oct, 2019	Leadership and Communication	English	Dubai	US\$ 4900
27 - 31 Oct, 2019	Good to Great Management: The Road Ahead	English	Dubai	US\$ 4900
3 - 7 Nov, 2019	Certificate in Business Decision Models	English	Dubai	US\$ 5200
3 - 7 Nov, 2019	ILM Endorsed Leading and Managing Change	English	Dubai	US\$ 5200
3 - 7 Nov, 2019	Managing Self and Leading Others	Arabic	Dubai	US\$ 4900
3 - 7 Nov, 2019	The Certified Supervisor	Arabic	Dubai	US\$ 5200
10 - 14 Nov, 2019	Adaptive Leadership: Tools and Tactics	Arabic	Dubai	US\$ 4900
10 - 14 Nov, 2019	Leadership and Communication	Arabic	Dubai	US\$ 4900
17 - 21 Nov, 2019	Certified Professional Manager	English	Dubai	US\$ 5200
17 - 21 Nov, 2019	The Power of Leaders	Arabic	Dubai	US\$ 4900
24 - 28 Nov, 2019	ILM Endorsed Coaching and Mentoring Skills for Managers and Supervisors	Arabic	Dubai	US\$ 5200
24 - 28 Nov, 2019	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	Arabic	Dubai	US\$ 5200
24 - 28 Nov, 2019	ILM Endorsed Managerial Decision Making and Problem Solving	Arabic	Dubai	US\$ 5200



Courses in Leadership and Management

Dates	Course Name	Language	Location	Fees
1 - 5 Dec, 2019	Creative Leadership and Innovative Thinking	Arabic	Dubai	US\$ 4900
1 - 5 Dec, 2019	Leading a Team of Champions	Arabic	Dubai	US\$ 4900
8 - 12 Dec, 2019	Organizational Leadership	English	Dubai	US\$ 4900
8 - 12 Dec, 2019	The Certified Supervisor	English	Dubai	US\$ 5200
15 - 19 Dec, 2019	ILM Endorsed Middle Management Skills	Arabic	Dubai	US\$ 5200
15 - 19 Dec, 2019	The Leadership Challenge® Workshop	English	Dubai	US\$ 5200
15 - 19 Dec, 2019	Managing Self and Leading Others	English	Dubai	US\$ 4900
22 - 26 Dec, 2019	Certified Professional Manager	Arabic	Dubai	US\$ 5200
22 - 26 Dec, 2019	Leadership and Communication	English	Dubai	US\$ 4900
29 Dec - 2 Jan, 2020	Certified Team Leader	English	Dubai	US\$ 5200
29 Dec - 2 Jan, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	English	Dubai	US\$ 5200
29 Dec - 2 Jan, 2020	ILM Endorsed Managerial Decision Making and Problem Solving	English	Dubai	US\$ 5200
29 Dec - 2 Jan, 2020	The Leadership Program for GCC Executives	Arabic	Dubai	US\$ 5200
5 - 9 Jan, 2020	Good to Great Management: The Road Ahead	English	Dubai	US\$ 5200
19 - 23 Jan, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	Arabic	Dubai	US\$ 5200
26 - 30 Jan, 2020	Certified Professional Manager	Arabic	Dubai	US\$ 5200
2 - 6 Feb, 2020	Certified Team Leader	Arabic	Dubai	US\$ 5200
9 - 13 Feb, 2020	Leadership and Communication	English	Dubai	US\$ 5200
16 - 20 Feb, 2020	ILM Endorsed Leading and Managing Change	English	Dubai	US\$ 5200
16 - 20 Feb, 2020	The Leadership Challenge® Workshop	English	Dubai	US\$ 5200
16 - 20 Feb, 2020	Supervisory Skills	English	Dubai	US\$ 5200
23 - 27 Feb, 2020	Certificate in Leading Innovation and Organizational Transformation	English	Dubai	US\$ 5200
23 - 27 Feb, 2020	Management Skills and Techniques for Engineers	English	Dubai	US\$ 5200
23 - 27 Feb, 2020	The Power of Leaders	Arabic	Dubai	US\$ 5200
1 - 5 Mar, 2020	Certified Professional Manager	English	Dubai	US\$ 5200
1 - 5 Mar, 2020	Results Based Leadership	Arabic	Dubai	US\$ 5200
8 - 12 Mar, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	English	Dubai	US\$ 5200



Courses in Leadership and Management

Dates	Course Name	Language	Location	Fees
8 - 12 Mar, 2020	Leading a Team of Champions	Arabic	Dubai	US\$ 5200
15 - 19 Mar, 2020	Managing Self and Leading Others	English	Dubai	US\$ 5200
22 - 26 Mar, 2020	Managing Up, Down and Across for Better Results	English	Dubai	US\$ 5200
22 - 26 Mar, 2020	The Certified Supervisor	Arabic	Dubai	US\$ 5200
29 Mar - 2 Apr, 2020	Empowering the Workplace for Greater Impact	English	Dubai	US\$ 5200
29 Mar - 2 Apr, 2020	Good to Great Management: The Road Ahead	Arabic	Dubai	US\$ 5200
29 Mar - 2 Apr, 2020	ILM Endorsed Coaching and Mentoring Skills for Managers and Supervisors	Arabic	Dubai	US\$ 5200
29 Mar - 2 Apr, 2020	Leadership and Communication	Arabic	Dubai	US\$ 5200
5 - 9 Apr, 2020	Adaptive Leadership: Tools and Tactics	Arabic	Dubai	US\$ 5200
5 - 9 Apr, 2020	Certified Team Leader	English	Dubai	US\$ 5200
5 - 9 Apr, 2020	ILM Endorsed Managerial Decision Making and Problem Solving	English	Dubai	US\$ 5200
5 - 9 Apr, 2020	ILM Endorsed Middle Management Skills	English	Kuala Lumpur	US\$ 5200
12 - 16 Apr, 2020	Certified Professional Manager	Arabic	Dubai	US\$ 5200
12 - 16 Apr, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	Arabic	Cairo	US\$ 5200
12 - 16 Apr, 2020	Organizational Leadership	English	Dubai	US\$ 5200
19 - 23 Apr, 2020	Leadership and Communication	English	Dubai	US\$ 5200
31 May - 4 Jun, 2020	ILM Endorsed Leading and Managing Change	Arabic	Dubai	US\$ 5200
7 - 11 Jun, 2020	Leadership and Communication	Arabic	Dubai	US\$ 5200
7 - 11 Jun, 2020	Supervisory Skills	Arabic	Dubai	US\$ 5200
14 - 18 Jun, 2020	Certificate in Business Decision Models	Arabic	Dubai	US\$ 5200
14 - 18 Jun, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	English	Dubai	US\$ 5200
21 - 25 Jun, 2020	Results Based Leadership	English	Dubai	US\$ 5200
28 Jun - 2 Jul, 2020	Certified Professional Manager	English	Dubai	US\$ 5200
5 - 9 Jul, 2020	Certified Team Leader	Arabic	Dubai	US\$ 5200
19 - 23 Jul, 2020	ILM Endorsed Middle Management Skills	English	Baku	US\$ 5200
19 - 23 Jul, 2020	Leading with Agility and Resilience	English	Dubai	US\$ 5200
9 - 13 Aug, 2020	Leadership and Communication	English	Barcelona	US\$ 5200
16 - 20 Aug, 2020	The Leadership Program for GCC Executives	English	Dubai	US\$ 5200



Courses in Leadership and Management

Dates	Course Name	Language	Location	Fees
16 - 20 Aug, 2020	The Certified Supervisor	English	Dubai	US\$ 5200
23 - 27 Aug, 2020	Certified Professional Manager	English	Kuala Lumpur	US\$ 5200
23 - 27 Aug, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	Arabic	Dubai	US\$ 5200
23 - 27 Aug, 2020	The Leadership Challenge Continues®	English	Dubai	US\$ 5200
30 Aug - 3 Sep, 2020	ILM Endorsed Coaching and Mentoring Skills for Managers and Supervisors	English	Dubai	US\$ 5200
30 Aug - 3 Sep, 2020	ILM Endorsed Managerial Decision Making and Problem Solving	Arabic	Dubai	US\$ 5200
6 - 10 Sep, 2020	Adaptive Leadership: Tools and Tactics	English	Dubai	US\$ 5200
6 - 10 Sep, 2020	Leading a Team of Champions	English	Dubai	US\$ 5200
6 - 10 Sep, 2020	Managing Self and Leading Others	English	Istanbul	US\$ 5200
13 - 17 Sep, 2020	Organizational Leadership	English	Dubai	US\$ 5200
13 - 17 Sep, 2020	Supervisory Skills	Arabic	Riyadh	US\$ 5200
13 - 17 Sep, 2020	The Power of Leaders	English	Dubai	US\$ 5200
20 - 24 Sep, 2020	Leadership and Communication	English	Dubai	US\$ 5200
27 Sep - 1 Oct, 2020	Certified Professional Manager	Arabic	Dubai	US\$ 5200
27 Sep - 1 Oct, 2020	Certified Team Leader	English	Dubai	US\$ 5200
27 Sep - 1 Oct, 2020	Good to Great Management: The Road Ahead	English	Dubai	US\$ 5200
4 - 8 Oct, 2020	Managing Up, Down and Across for Better Results	English	Dubai	US\$ 5200
11 - 15 Oct, 2020	Empowering the Workplace for Greater Impact	Arabic	Dubai	US\$ 5200
11 - 15 Oct, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	Arabic	Riyadh	US\$ 5200
11 - 15 Oct, 2020	ILM Endorsed Middle Management Skills	Arabic	Dubai	US\$ 5200
18 - 22 Oct, 2020	Certificate in Business Decision Models	English	Dubai	US\$ 5200
18 - 22 Oct, 2020	Management Skills and Techniques for Engineers	English	Dubai	US\$ 5200
18 - 22 Oct, 2020	Managing Self and Leading Others	English	Dubai	US\$ 5200
25 - 29 Oct, 2020	Leadership and Communication	Arabic	Dubai	US\$ 5200
1 - 5 Nov, 2020	Certified Professional Manager	English	Dubai	US\$ 5200
1 - 5 Nov, 2020	Results Based Leadership	Arabic	Dubai	US\$ 5200
8 - 12 Nov, 2020	Adaptive Leadership: Tools and Tactics	Arabic	Dubai	US\$ 5200
8 - 12 Nov, 2020	ILM Endorsed Leading and Managing Change	English	Dubai	US\$ 5200



Courses in Leadership and Management

Dates	Course Name	Language	Location	Fees
15 - 19 Nov, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	English	Dubai	US\$ 5200
15 - 19 Nov, 2020	Leadership and Communication	English	Dubai	US\$ 5200
22 - 26 Nov, 2020	ILM Endorsed Coaching and Mentoring Skills for Managers and Supervisors	Arabic	Dubai	US\$ 5200
22 - 26 Nov, 2020	ILM Endorsed Managerial Decision Making and Problem Solving	English	Dubai	US\$ 5200
29 Nov - 3 Dec, 2020	Supervisory Skills	English	Dubai	US\$ 5200
29 Nov - 3 Dec, 2020	The Power of Leaders	Arabic	Dubai	US\$ 5200
6 - 10 Dec, 2020	Certificate in Leading Innovation and Organizational Transformation	English	Dubai	US\$ 5200
6 - 10 Dec, 2020	Certified Team Leader	Arabic	Dubai	US\$ 5200
6 - 10 Dec, 2020	Leading with Agility and Resilience	English	Dubai	US\$ 5200
6 - 10 Dec, 2020	Managing Self and Leading Others	English	Dubai	US\$ 5200
13 - 17 Dec, 2020	Good to Great Management: The Road Ahead	Arabic	Dubai	US\$ 5200
13 - 17 Dec, 2020	The Leadership Challenge® Workshop	English	Dubai	US\$ 5200
13 - 17 Dec, 2020	The Certified Supervisor	Arabic	Dubai	US\$ 5200
20 - 24 Dec, 2020	Leadership and Communication	Arabic	Dubai	US\$ 5200
20 - 24 Dec, 2020	The Leadership Program for GCC Executives	Arabic	Dubai	US\$ 5200
20 - 24 Dec, 2020	Organizational Leadership	English	Dubai	US\$ 5200
27 - 31 Dec, 2020	Certified Professional Manager	Arabic	Dubai	US\$ 5200
27 - 31 Dec, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	Arabic	Dubai	US\$ 5200



Meirc Timeline

2018

Meirc celebrates its 60th anniversary

2015

Meirc relocates to its newly acquired HQ office in Bay Square, Business Bay, Dubai

2014

Meirc adds PLUS Specialty Training, a new division providing technical and industry-specific courses

2007

Meirc opens an office in Jeddah, Saudi Arabia

2004

Meirc opens an office in Abu Dhabi, UAE

1997

Meirc is the 1st training company in the region to have its own website

1991

Meirc becomes headquartered in Dubai, UAE

1988

Meirc celebrates its 30th anniversary with its advisory committee (Aramco, Bapco, KOC, QPC)

1967

Meirc builds its own office building in Beirut

1958

Meirc is founded in Beirut by the late Simon Siksek

