HSM | Dr Hasan Murad School of Management
EXECUTIVE EDUCATION

TWO-DAY EXECUTIVE PROGRAMME 2026



STRATEGIC LEADERSHIP IN THE ASIAN CONTEXT

Vision | Strategy | Execution | Performance



A Practitioner-Led Programme for Senior Leaders, C-Suite Executives and Board Members across Pakistan

2	6	1	12+
Full Days	Modules	Action Plan	Frameworks

THE OPPORTUNITY

Most senior leaders arrive at the top of their organisations having mastered a function or a business unit. What they are rarely given is a structured opportunity to step back and ask: am I leading this organisation as effectively as I am managing it?

This programme addresses that gap. It is built around one conviction: the performance of the organisation is the ultimate measure of leadership effectiveness — and that performance is the product of deliberate leadership, rigorous strategy, disciplined execution, and high-performing teams governed by an accountable board. For senior leaders across Asia, the competitive environment has never been more demanding, and this programme equips leaders to meet that standard.

PROGRAMME AT A GLANCE

Format	Two-Day In-Person Executive Programme
Audience	C-Suite Executives, Senior Leaders and Board Members of large corporates, family conglomerates, and regional multinationals
Delivery	The Nishat Hotel, Johar Town, Lahore
Language	English
Group Size	Up to 20 participants
Output	Each participant completes a personalised Strategic Leadership Action Plan

WHAT MAKES THIS PROGRAMME DIFFERENT

- **Built for the Asian context, not adapted from the West.** Leadership in Asian organisations operates on different foundations — hierarchy, consensus, relational trust, and family ownership dynamics all shape how strategy is developed and executed. This programme is designed around those realities.

- **Introduces Financial Quotient (FQ) alongside Emotional Quotient (EQ).** FQ — the financial literacy that enables leaders to govern results, not merely pursue them — is taught as a leadership capability, not an accounting exercise.

- **Strategy frameworks used by the world's leading consulting firms.** Participants work with proven strategic tools.

- **Addresses the AI trap in strategy.** An explicit case for why the process of strategy development — the debate, the choices, the alignment — is where the real value lives, not in an AI-generated document.





- **Dedicated board governance content.** How effective boards govern strategy, challenge management, and hold organisations accountable — relevant to both executives and board members.

- **Every participant leaves with a concrete deliverable.** A personalised Strategic Leadership Action Plan completed during the programme, covering leadership, strategy, execution, teams, and governance.

- **Developed and delivered by practitioners with decades of hands-on experience.** Not a theoretical exercise — grounded in real boardroom and operational leadership across multiple markets.

THE ASIAN CONTEXT

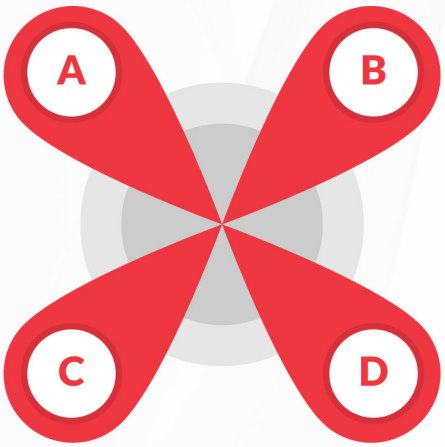
This programme recognises that leadership in Asian organisations requires a different approach to the models typically promoted in Western business culture. The programme facilitator is the author of Leadership Insights — one of the early published contributions focused on leadership through an Asian lens — and the programme draws on that foundation throughout. Cultural norms around hierarchy, deference, consensus, and relational trust are addressed directly, alongside the governance realities of family-controlled conglomerates and business groups, and Pakistani and Asian case studies that ground every session in the context participants actually operate in.

WHO SHOULD ATTEND

This programme is designed for leaders who are accountable for organisational strategy and performance. It delivers most value when the leadership team attends together.

CEOs and Managing Directors
Setting direction and driving organisational performance

C-Suite Leaders
CFOs, CROs, CSOs with P&L or strategic accountability



Board Members
Exercising strategic oversight and governance

Senior Managers
Leaders preparing for broader organisational responsibility

WHAT YOU WILL GAIN



Leadership Clarity

A personal leadership vision grounded in honest self-assessment, with greater awareness of your EQ and FQ strengths.



Strategic Capability

Mastery of world-class strategy frameworks that equip you to make better strategic choices and position your organisation for growth.



Execution Discipline

Tools to translate strategy into business plans, KPIs, and organisational accountability.



Governance Confidence

How boards govern strategy, challenge management, and hold organisations accountable for performance.



Team Performance

Techniques to build and sustain high-performing teams with a culture of accountability.



A Personal Action Plan

A completed Strategic Leadership Action Plan you take back and begin implementing immediately.



THE PROGRAMME JOURNEY

The programme follows a single connected arc — from the leader, through strategy, into execution, teams, governance, and action.

DAY ONE:
THE STRATEGIC LEADER

MODULE 1

THE EFFECTIVE LEADER — VISION, ATTRIBUTES, EQ AND FQ

Grounds participants in an honest assessment of their leadership capability, vision, and style before introducing any strategic frameworks.

- Strategic leadership versus operational management
- Developing a personal leadership vision and self-assessment
- Emotional Quotient (EQ) as the interpersonal foundation of leadership
- Financial Quotient (FQ) as a leadership capability — governing results, not just pursuing them

MODULE 2

STRATEGIC THINKING AND THE STRATEGY TOOLKIT

Equips participants with the strategy frameworks used by leading global consulting firms to make high-stakes decisions.

- Competitive positioning and environmental analysis in the Asian context
- Working session: applying frameworks to your own organisation's strategic position

MODULE 3

DEVELOPING STRATEGY — THE PROCESS IS THE POINT

Addresses why the process of strategy development matters more than the document — and why an AI-generated plan without organisational ownership is worthless.

- The AI trap: why strategy requires human debate, challenge, and alignment
- Strategy as deliberate choice — what to do, what not to do, and the discipline of saying no
- Stakeholder accountability and building alignment across the leadership team
- The role of the Board in strategy: where governance oversight begins and management authority ends

DAY TWO:
STRATEGY TO RESULTS

MODULE 4

FROM STRATEGY TO PERFORMANCE — PLANNING, EXECUTION AND RESULTS

Bridges the gap between strategic intent and operational reality with practical execution frameworks.

- Organisational alignment frameworks for translating strategy into action
- OKRs, the Balanced Scorecard, and KPI design — measuring outcomes, not activity
- Budgeting and strategy alignment: ensuring resources follow direction

MODULE 5

TEAMS, THE BOARD AND GOVERNANCE

Addresses the two critical levers of performance: high-performing teams and effective board governance.

- Building high-performance teams: purpose, trust, accountability, and the leader's role
- Motivation, delegation, and managing underperformance
- Board governance of strategy: how boards set direction, challenge management, and hold organisations accountable

MODULE 6

LEADING CHANGE AND YOUR STRATEGIC LEADERSHIP ACTION PLAN

Concludes with change leadership and a dedicated working session where each participant completes their personalised Action Plan.

- Why most change initiatives fail — and the leadership disciplines that make the difference
- Digital leadership and managing transformation in the Asian organisational context
- Completing your Strategic Leadership Action Plan across five dimensions: leadership, strategy, execution, teams, and governance

The measure of this programme is not what you know when you leave. It is what your organisation achieves because of how you lead it.

PROGRAMME FACILITATOR

AMER QURESHI

Former Director
Deloitte Australia



Amer Qureshi is an Australian Fellow Chartered Accountant, international management consultant, leadership facilitator, and author with over two decades of hands-on experience across Australia, the Middle East, Pakistan, and Asia. His career spans senior leadership roles including CFO and CEO, alongside advisory work with global institutions such as the IFC (World Bank Group) and the Bill & Melinda Gates Foundation. He is a visiting faculty member at IBA Executive Education and the Pakistan Institute of Corporate Governance (PICG).

A practitioner with deep operating and governance experience, Amer's work spans the full spectrum of organisations — from early-stage businesses, entrepreneurs, and SMEs to large private and public sector institutions. This breadth enables him to adapt his approach to the realities of each organisation, bringing both structure and flexibility to how strategy is developed and executed.

He has worked closely with leadership teams and boards to shape strategy, guide execution, and strengthen organisational performance, and has trained and advised company directors across listed companies and large family-owned enterprises. In Pakistan, he has extensive experience advising and working with leading business groups and family conglomerates on strategy, governance, and leadership development. He combines this boardroom perspective with facilitation and academic engagement, having served as faculty and Director of the SME and Entrepreneurship Centre at LUMS, visiting faculty at IBA Executive Education and the Pakistan Institute of Corporate Governance, and as a Director at Deloitte Australia.

He is the author of multiple books published internationally across Australia, India, and Pakistan, including Leadership Insights — co-authored with leading Pakistani CEOs and one of the first published contributions focused on leadership through a Pakistani and Asian lens. The book was based on research and dialogues with some of Pakistan's most prominent business leaders and established that leadership of organisations in Pakistan requires a different set of skills, mindset, and approach to those promoted in Western culture. His perspective is shaped by a clear belief that while Western leadership models offer strong foundations, they are not always directly transferable and must be adapted to the realities of Asian markets and cultures.

Amer brings to this programme a distinctive blend of financial discipline, strategic thinking, governance insight, and practical experience — enabling leaders to move beyond theory and translate strategy into meaningful, sustained results.

Programme Details

- Format: Two-Day In-Person
- Language: English
- Location: The Nishat Hotel, Johar Town, Lahore
- Group Size: Up to 20 participants
- In-house delivery available

Participants Receive

- Leadership and FQ Self-Assessment
- Strategy Framework Reference Guide
- Strategic Leadership Action Plan template
- All workshop materials and workbook
- Certificate of Completion

ENQUIRIES AND REGISTRATION

For further details, group enrolment, and in-house delivery options, please contact us.

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REGISTER NOW.

- Limited seats
- Certificate of Completion provided

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