



Dr Hasan Murad
School of Management
EXECUTIVE EDUCATION

DRIVING CHANGE

Two-day, High-impact Program

For current and aspiring c-suite leaders



**“CHANGE
IS THE LAW OF LIFE. AND THOSE
WHO LOOK ONLY TO THE
PAST OR PRESENT
ARE CERTAIN TO MISS
THE FUTURE.”**

JOHN F. KENNEDY



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is the number of times companies with effective change management practices are more likely to meet or exceed their project goals.

Prosci Benchmark Report

The rules of business are evolving faster than ever, with disruption, technology shifts, and global volatility reshaping competition. Stakeholders now expect leaders to act with agility, foresight, and purpose-driven decision making.

This two-day executive program equips senior leaders with strategic frameworks, case studies, and practical tools to drive innovation, execute effectively, and achieve measurable impact. The program is tailored to Pakistan's business context, giving executives insights they can apply immediately.

DESIGNED FOR

- C-Suite executives (CEOs, CFOs, COOs and more)
- Senior leaders in corporates and multinationals
- Business heads preparing for enterprise roles

PROGRAM VALUE

- Contextualized for Pakistani leaders
- Led by senior faculty and practitioners
- Practical, not just theoretical
- Proven frameworks + peer learning
- Post-program support for real impact

STRATEGIC GAINS

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

- Develop strategic foresight to navigate uncertainty
- Build and lead innovation pipelines
- Execute strategy with measurable impact
- Lead and manage change across teams and functions
- Apply insights gained from real-world business cases





Course Material

PEDAGOGICAL EDGE



Case studies



Simulations

PROGRAM

ROADMAP

DAY 1

STRATEGIC INNOVATION AND CHANGE LEADERSHIP

Theme: Leading in a Time of Disruption

- Understanding Business Volatility
- Innovation Strategy
- Culture of Agility

DAY 2

EXECUTION MASTERY AND MEASURING IMPACT

Theme: Making Innovation Work

- Closing the Strategy–Execution Gap
- Leading Change Across Teams
- Measuring Innovation & Impact

ADD-ONS AND POST-PROGRAM SUPPORT



EXECUTIVE LEADERSHIP PROFILE

Psychometric Testing:

- Hogan or MBTI + EQ-i 2.0 assessment
- In-depth report on decision style, leadership behavior & resilience
- Confidential debrief with an expert coach



3 POST-PROGRAM SESSIONS

- Innovation Roadmap Review
- Execution Masterclass
- Impact & Change Mapping

Program Date:

December 22-23, 2026

PROGRAM FEE

Two-day Workshop:

Rs.149000/-

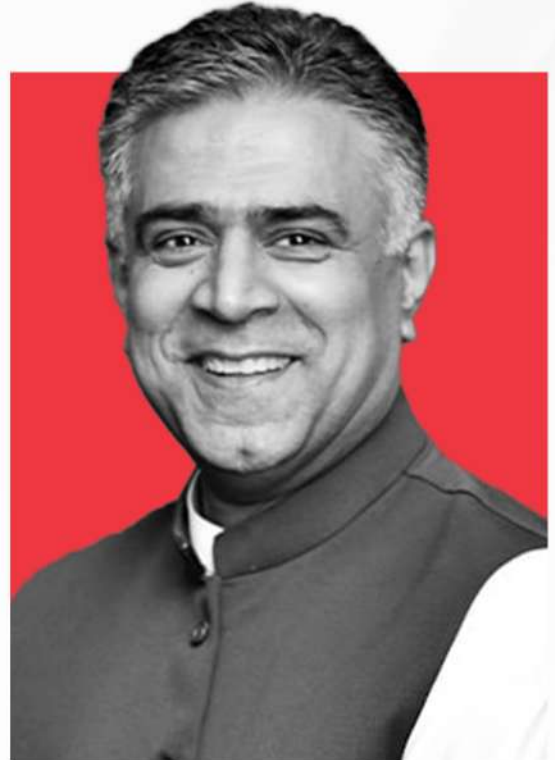
With Add-ons:

Rs.169000/-

PROGRAM LEADERS

DR M ALI CHAUHAN

Dr Mohammad Ali Chauhan is a leadership and management consultant, executive trainer, and academic mentor with over 20 years of national and international experience. Holding a PhD in Leadership & Management (UMT) and an MBA (University of West Georgia, USA), he combines corporate, consultancy, and executive education expertise. He has held roles from Analyst to COO, providing deep insights into strategy, people management, and organizational culture. Dr Chauhan specializes in strategic leadership, HR management, change management, organizational behavior, and managerial communication, delivering engaging, practical executive programs and mentoring entrepreneurs and social-impact ventures.





ABOUT HSM

HSM at UMT is a prestigious institution dedicated to providing exceptional management education. Recognized as an HEC W4 category university, HSM's programs are known for their rigorous, result-oriented, and globally focused approach. With an emphasis on application-based learning, HSM equips future leaders, professionals, and executives with the knowledge, technology, skills, and insight needed to thrive in today's dynamic business landscape. Rooted in our vision of 'Developing holistic leaders,' we integrate a comprehensive understanding of leadership that encompasses not only professional acumen but also personal growth, ethical responsibility, and a global perspective.



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ACCREDITATIONS



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