

IMD AND THE DIWAN OF ROYAL COURT

THE NATIONAL CEO PROGRAM:
A PARTNERSHIP TO DEVELOP
OMAN'S FUTURE TALENT



البرنامج الوطني للرؤساء التنفيذيين
THE NATIONAL CEO PROGRAM



EXECUTIVE SUMMARY

In 2014 Oman's Diwan of Royal Court asked: Is it possible to accelerate talent development to nurture future CEOs capable of running significant private-sector companies in Oman? As part of its new national agenda, the Diwan decided to sponsor the National CEO Program (NCP) with the aim of developing its next generation CEOs, thereby enabling the private sector to play a greater role in the country's socio-economic development.

IMD business school was chosen to co-create, design and deliver this innovative program for which 100 up-and-coming managers were carefully selected to take part. The first NCP began in Oman in 2015 and comprised six modules, lasting from one to two weeks.

The journey was life changing for the participants, and the program's impact has been significant, enabling Oman to make headway in achieving its national agenda. From the first two cohorts, 22% of alumni have moved to CEO roles, and participants have delivered implementation plans and live operations for half the projects developed during the program, thus actively applying their learning in Oman's strategic sectors. As a direct result of the program, three companies have changed their strategy. In addition, there has been increased recognition of the importance of diversifying the

economy into the targeted sectors, and evidence of true collaboration and support of the private sector by the public sector.

“ **The NCP is about developing Omani leaders at the international level, to work with the private sector for the sake of the competitiveness of the nation.** ”

Dr Ali Qassim Al-Lawati, Advisor for Studies and Research to the Diwan of Royal Court

NCP program impact

22% of participants moved into CEO roles

1/2 projects with implementation plans and live operations

3 companies have changed their strategy

National CEO Program Overview

BREAKTHROUGH PROJECTS

MODULE 1 — 12 DAYS

Strategic Leadership Journey

MODULE 2 — 5 DAYS

Understanding Innovation and Value Creation

MODULE 3 — 4 DAYS

Leading in a Global Context

MODULE 4 — 5 DAYS

Marketing and Change

MODULE 5 — 4 DAYS

Inspirational Leadership

MODULE 6 — 5 DAYS

Competing for the Future