EXECUTIVE THINKING & VALUE CREATION

Leadership Program

Better thinking. Better results.

Value Innovation Academy
EXECUTIVE EDUCATION
أكاديمية ابتكار القيمة

Ready for something bigger?

Where ambitious managers learn to think like the people at the top — sharper judgment, a wider view of the business, and a real sense of how value is created.

In 90 days, you won't just know more. You'll think, decide, and lead like the person at the top.

By application only · limited places in each group

A programme of Value Innovation Management Consulting

When your moment comes, will you be ready?

A bigger role. A board seat. Your own business. The chance always comes — the only question is: will you be ready?

The skills that made you a great manager are not the same skills you need to lead at the top — strategy, money, governance, and the judgment that boards look for.

This journey makes you ready.

The jump to the top isn't more experience. It's a new way of thinking.

WHO IT'S FOR

Is this you?

This is for the people who already sense it — that they've outgrown their title and are built for something bigger.

- Middle managers and department heads who know they're ready for more
- Functional leaders — HR, finance, operations, sales — with their eyes on GM or CEO
- Senior professionals preparing for the boardroom and the C-suite
- Founders and entrepreneurs building something that deserves to scale

Whatever your sector, whatever your level — if you can already picture yourself at the top, this is where you get ready for it.

WHERE YOU'LL BE

Picture yourself in 90 days.

TODAY

- You manage a team or a region
- You focus on day-to-day tasks
- You think about your department
- You speak about daily operations

AFTER 90 DAYS

- ↑ **You think like a CEO**
- ↑ **You own the big picture and the results**
- ↑ **You read the numbers like a leader**
- ↑ **You talk strategy with owners and the board**

Not a course. A mentorship.



One-to-one mentorship

You learn directly from someone who has already done it — and made the big decisions you will soon make.



Judgment, not just knowledge

Books and courses give you knowledge. Here you build the judgment that makes a leader, not just a manager.



Skills you take anywhere

Real business skills for your next move — a bigger role, a board seat, or your own business. Not just for your current job.

OUR METHODOLOGY

How better thinking becomes better results.

Quality of thinking precedes quality of results.



01

THINKING

We sharpen your judgment — and the quality of the questions you ask, not just the answers.



02

KNOWLEDGE

Strategy, finance, and governance — used as lenses for decisions, not academic subjects.



03

PRACTICE

Real boardroom dilemmas where you're challenged, until judgment becomes instinct.

THE ACADEMY'S INTELLECTUAL JOURNEY

How the world works › **Better understanding** › **Better thinking** › **Better decisions** › **Value creation**

HOW THE MENTORSHIP WORKS

A weekly rhythm that builds a leader.

Real growth doesn't come from lectures. It comes from a steady rhythm — two sessions a week, where every idea is tested on real business and becomes the way you think.

01

Executive mentoring session

A one-to-one conversation with your mentor.

02

Work it through on real cases

Test the thinking on real business situations.

03

Executive review & challenge

Your decisions are pressure-tested, not praised.

04

Personalised feedback

Specific, candid, and aimed at the next level.

05

Executive growth assignment

A real task that stretches you before next week.

06

Build real-world judgment

Instinct you carry into any room, any sector.

YOUR WEEKLY RHYTHM

What every week looks like.

Two focused sessions a week — a rhythm built to fit the schedule of a working executive.

WHEN	WHAT YOU'LL DO
Session one (early week)	An executive mentoring conversation — the thinking and judgment of the top seat.
Between sessions	You work the thinking through on real business cases.
Session two (later week)	An executive review & challenge — your decisions are pressure-tested, not praised.
After	Candid, personalised feedback and a growth assignment to push you further.
Throughout	You build judgment you can use anywhere.

Two sessions a week across 12 weeks — 18 one-to-one mentoring sessions and 3 executive workshops in all.

The topics that decide who makes it to the top.

Nothing here is just theory.
Every topic comes from real boardrooms and executive teams — the decisions that **make or break a leader's career.**

Used as lenses for better decisions — not academic subjects:

- ✓ Boards of directors
- ✓ Executive committees
- ✓ Audit committees
- ✓ Strategy development
- ✓ Investment decisions
- ✓ Corporate governance
- ✓ Capital markets
- ✓ Financial acumen
- ✓ Business growth
- ✓ Business transformation

WHAT YOU'LL BECOME

The leader you're about to become.

01



Think like a CEO

02



Win with strategy

03



Understand the money

04



Master governance & risk

05



Communicate with power

06



Lead great teams

07



Master your own industry

08



Run the whole company

WHAT WE'LL EXPLORE TOGETHER

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The judgment a future leader needs.

- Corporate governance & board readiness
- Audit committees & board committees
- Strategy & competitive advantage
- Investment thinking & capital markets
- Financial thinking for leaders
- Capital allocation & value creation
- Reading financials like an investor
- How boards interpret performance
- Risk, probability & executive decisions
- Communication, influence & executive presence
- Leading & building high-performing teams
- Personal growth & leadership mindset

THE MENTORSHIP JOURNEY

Your 90-day journey, mapped out.

Two sessions a week · 12 weeks · 18 one-to-one mentoring sessions (60 min) · 3 executive workshops (90 min)

DAYS 1–30

DISCOVER

1 How CEOs think

2 How investors & boards think

3 Creating enterprise value

4 Strategy & competitive edge

5 Industry economics & rivals

6 Growth & transformation

W1 · The Executive Mindset

DAYS 31–60

BUILD

7 Financial thinking for leaders

8 Cash flow, value & growth

9 How boards read performance

10 Corporate governance

11 Risk, probability & decisions

12 Executive decision-making

W2 · Strategic Review & Challenge

DAYS 61–90

PROVE

13 Executive writing

14 High-impact presentations

15 Influence & boardroom presence

16 Leading top teams

17 Performance & culture

18 Change & building leaders

W3 · The Boardroom Defence

JUDGEMENT, NOT JUST KNOWLEDGE

You don't just learn it. You live it.

From the first week, you work like real leaders do — real strategy challenges, real boardroom decisions, the trade-offs and dilemmas that executives actually face. You don't just memorize theory. You build the judgment of someone ready to lead — in any company, any sector, any room.

01
Work a real case

02
Make the call

03
Get challenged

04
Sharpen your judgment

WHAT'S INCLUDED

Everything your transformation needs.



18 executive mentoring sessions

One-to-one, 60 minutes each.



3 executive workshops

Practical, intensive, 90 minutes each.



Weekly accountability

A growth assignment keeps you moving.



Your thinking, challenged

We pressure-test your decisions on real business cases.



The Boardroom Defence

Present your thinking as if to a board of directors.



An enterprise perspective

You learn to see the whole business and how it creates value.



Plus a Certificate of Completion when you finish.

What stays with you.



Sharper judgment under uncertainty



An enterprise view of the whole business



A lens for how value is created



Better questions, not just answers



The Boardroom Defence — your thinking, tested



The executive maturity boards trust

APPLY TO JOIN

Think you're ready?

Better thinking. Better results — results are only the final imprint of thinking.



1. Apply

Apply to join the next group.



2. Selection interview

A conversation to make sure it's the right fit — both ways.



3. Begin your journey

Start your 90-day executive transformation.

We keep each group small. Applications for the next group are open now.

REQUEST AN APPLICATION →

Contact details here · email · phone · website

MEET YOUR MENTOR

You'll be mentored by an operator — not taught by a textbook.



Mohammed bin Saleh Al-Zahrani

Founder & CEO, Value Innovation Consulting

Strategy · Finance · Corporate Governance · Capital Markets · Investment

Mohammed is a Ministry of Commerce–licensed advisor who chairs and serves on the boards and audit committees of listed and pre-IPO Saudi companies — across finance, technology, and industry. In 20+ years he has moved from audit to the C-suite to the boardroom, founding and leading several firms. He teaches from the seat he actually sits in — not from a textbook.

- KFUPM — BSc, Information Systems
- Mini-MBA, Babson College
- Int'l Corporate Governance (LGCA)
- Chairs boards & audit committees
- Harvard Business School (Alt. Investments)
- CMA-licensed (CME-1 & CME-4 / ICWIM)
- Licensed consultant, Saudi MoC (#12242)
- Career start: Abdul Latif Jameel

Your next role is waiting. Let's go get it.

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VIA

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