GELC
Ghazali Executive Learning Center

DATA-DRIVEN LEADERSHIP FOR BUSINESS SUCCESS

PROGRAM OVERVIEW

This comprehensive 3-day program is designed to equip senior executives and managers across HR, Marketing, Finance, and Inventory departments with the tools and strategies required to leverage data for business success. Participants will learn how to make informed decisions, drive performance, and align their teams with data-driven strategies. The program includes interactive sessions, real-world case studies, data analytics exercises, and discussions on applying data across key business functions to achieve measurable results.

LEARNING OUTCOMES

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

1. Understand the importance of data in driving business success.

2. Learn how to use data to lead HR, marketing, finance, and inventory management more effectively.

3. Apply data-driven decision-making models to real-world scenarios.

4. Develop strategies for building data-centric cultures within their teams.

5. Utilize advanced data analytics tools for predictive insights and operational efficiency.

6. Foster collaboration between departments through data sharing and integration.

7. Communicate data-driven strategies clearly to stakeholders.

LEARNING PEDAGOGIES

- **Case Studies:** Real-world scenarios to highlight successful data-driven strategies.

- **Interactive Workshops:** Hands-on exercises and group activities.

- **Simulations:** Practical applications of data analytics for decision-making.

- **Group Discussions:** Collaborative discussions to share insights across departments.

- **Data Analytics Tools:** Introduction to software and tools used for analyzing and interpreting data

TARGET AUDIENCE

- Senior executives and decision-makers in HR, Marketing, Finance, and Inventory management.

- Leaders looking to drive business success through data-driven decision-making.

- Managers interested in improving departmental performance with data analytics.

PROGRAM OUTLINE

DAY 1 — INTRODUCTION TO DATA-DRIVEN LEADERSHIP

SESSION 1:
THE ROLE OF DATA IN MODERN LEADERSHIP
Pedagogy:
Case Study

SESSION 2:
DATA ANALYTICS FOR HR LEADERSHIP
Pedagogy:
Workshop
Tools

SESSION 3:
DATA-DRIVEN MARKETING LEADERSHIP
Pedagogy:
Case Study
Hands-on Activity

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DAY 2 — APPLYING DATA TO FINANCE AND INVENTORY MANAGEMENT

SESSION 4:
DATA-DRIVEN FINANCE LEADERSHIP
Pedagogy:
Simulation
Tools

INVENTORY MANAGEMENT WITH DATA ANALYTICS
Pedagogy:
Workshop
Case Study

SESSION 6:
INTEGRATING DATA ACROSS DEPARTMENTS
Pedagogy:
Group Exercise
Discussion

DAY 3 — LEADING A DATA-DRIVEN ORGANIZATION

SESSION 7:
CREATING A DATA-DRIVEN CULTURE
Pedagogy:
Interactive Discussion
Workshop

SESSION 8:
COMMUNICATING DATA-DRIVEN DECISIONS
Pedagogy:
Role Play
Panel Discussion

SESSION 9:
BUILDING A DATA-DRIVEN LEADERSHIP ROADMAP
Pedagogy:
Group Activity
Final Q&A

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PROGRAM FACULTY

DR. ZEESHAN AHMED

Ph.D. in Finance, Mississippi University, USA
CFA and CPA Certified

High-Level Executive Training:
Interloop, Softwood, Faysal Bank Limited, PAEC, Meezan Bank, Cotton Web, Bank of Punjab, Park American Fertilizer, United Energy Pakistan, NTC, Indus Hospital, Karachi Electric

Specialized Training Areas:
Ethics, Corporate Finance, Change Management, Team Building, Islamic Finance, Digital Transformatio

DR. SAJID BASHIR

Ph.D. HRM/OB, CUST
Campus Director/Dean, Management and Informatics

High-Level Executive Training:
FFBL, PAEC, Intelligence Bureau, Millat Tractors, Bank of Punjab, National Telecommunication Corporation, OGDCL, Interloop Limited, Mobilink Microfinance Bank, Softwood

Specialized Training Areas:
Leadership Development, Team Dynamics, Strategic HRM, Performance Management, Change Management, Employee Engagement, Talent Acquisition, Conflict Resolution, Organizational Culture, Ethical Leadership, Corporate Social Responsibility

DR. RAUF MALICK

Ph.D. in Computer Science, Karachi University

High-Level Executive Training:
Centre for Complex Systems and AI at FAST-NU, DSA Media Labs at DHA Su a University, Saeed bin Dawood IT Systems

Training Expertise:
AI, Data-Driven Decision Making, Digital Trans formation

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