

# GROWTH.

EMPOWERING SAUDI YOUTH TO EXCEL



# A WORD FROM THE PRESIDENT

Vision 2030 sets high national ambitions for the Saudi youth and for a culture of entrepreneurship and transparency meant to give a more significant role to young men and women. NTP2020 outlines it clearly with the following KPIs:

## 1. Increase the Culture of Entrepreneurship

Boost entrepreneurship, develop youth skills and leverage them effectively to increase the number of established entities (limited liability companies): from 50,000 to 104,000.

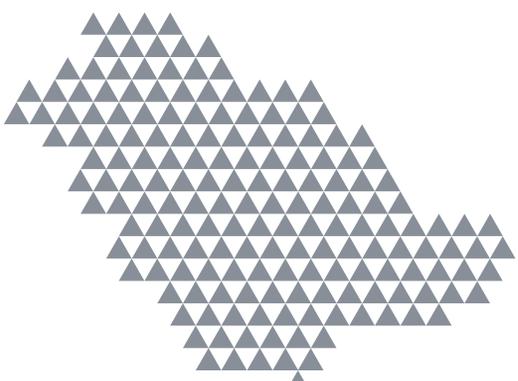
## 2. Provide Suitable Jobs for Citizens

Provide citizens with knowledge and skills to meet the future needs of the labor market, develop youth skills and leverage them effectively, empower women and materialize their potentials. Unemployment rate for Saudis: from 11.6% to 9%.

In collaboration with ADVISORS and ITQAN, PMI-KSA Academy has developed Business.GROWTH to respond to the different youth initiatives in Vision 2030. The aim is to promote entrepreneurship and good management practices and prepare young leaders capable of facing the upcoming challenges and seizing the opportunities offered by Vision 2030.

We strongly encourage leaders and top companies to sponsor and support the growth of Saudi young men and women with potential.

**Nabilah M. Al-Tunisi**  
PMI-KSA President



“The relevant question is not simply what shall we do tomorrow, but rather **what shall we do today** in order to get ready for tomorrow.”

Peter Drucker



# ABOUT GROWTH

ADVISORS for consulting and education services has carefully crafted this program for the business youth including young Saudi professionals, entrepreneurs, founders of start-ups and new initiatives. We want to give them a genuine competitive edge by enabling them to earn the power to excel and contribute strongly to Vision 2030. The program topics cover soft skills, business start-up, finance, marketing & sales, project execution and services.

## WHY JOIN GROWTH?

1. Increase entrepreneurship and business skills
2. Earn cross-cutting skills to grow and sustain business
3. Benchmark with cutting-edge international practices
4. Learn from facilitators with extensive practical experience
5. Unleash the potential to collaborate with leading organizations in the kingdom
6. Participate in the growth of the Saudi business community as well as the realization of the governmental vision
7. Work on a capstone project in a cumulative, progressively elaborated manner for developing a solid business plan

## GROWTH CURRICULUM

The program is delivered in three modes: Rapid (2 months), Normal (4 months), extended (8 months).

ID	COURSE TITLE	PDU <sub>s</sub> *	DAYS
G010	Leadership and Team Management	16	2
G020	Innovation Management for Products/Services	16	2
G030	Project Management Fundamentals for Entrepreneurs	16	2
G040	Entrepreneurship and Business Analysis	16	2
G050	Marketing for Entrepreneurs	16	2
G060	New Business Venture Finance	16	2
G070	Shipley's Writing Winning Proposals	16	2
G080	Capstone Project	32	4
	<b>TOTAL</b>	<b>144</b>	<b>18</b>

\* Pre-approved PMI Professional Development Units

## Phase I

### 1. G010 / Leadership and Team Management (16 PDUs / 2 Days)

Post Course Deliverable: Personal/Life reflective action plan

Leadership is a much coveted skill. Even if leadership development happens through dedicated practice, there are some core elements of leadership that participants will have the chance to focus on and significantly improve through activities, exercises, and hypothetical responses to crises.

### 2. G020 / Innovation Management for Products/Services (16 PDUs / 2 Days)

Post Course Deliverable: Idea, Concept or Area for furthermore development

This course offers the participants a way into the realms of innovation. Attendees will learn what exactly innovation management is, why it is critical, some proven tools and techniques, and then they will have the opportunity to innovate using the “Business Opportunity Map” and present their innovative ideas to the facilitator and other participants.

### 3. G030 / Project Management Fundamentals for Entrepreneurs (16 PDUs / 2 Days)

Post Course Deliverable: Establish New Company Project Plan

This is a very practical workshop where participants will learn how to develop key concepts in project management meant to lead them towards the how-to of a solid project plan.

## Phase II

### 4. G040 / Entrepreneurship and Business Analysis (16 PDUs / 2 Days)

Post Course Deliverable: Strategy and High-Level Business Case

Starting or developing an existing business requires key entrepreneurship and business analysis skills. In this workshop, participants carry out a very interesting project: Developing their own business plan.

### 5. G050 / Marketing for Entrepreneurs (16 PDUs / 2 Days)

Post Course Deliverable: Market Research, Marketing Strategy, Pricing Strategy, Social Media and Sales Approach

During this workshop young entrepreneurs will refine their communication, marketing and sales skills in a flexible and interactive way. It clarifies important concepts, tools, and strategies relevant for start-ups and begins by reflecting on two major questions: What and how am I selling? How do I best manage my limited marketing resources?

### 6. G060 / New Business Venture Finance (16 PDUs / 2 Days)

Post Course Deliverable: Financial Plan, Cash Flow and Funding Requirements

During this workshop young entrepreneurs will take a deeper dive into how to interpret and read numbers. It's a rigorous introduction to the fundamentals of finance and its applications to start-up & business challenges. This practical information is not taught in many universities but is something that nearly every entrepreneur has to deal with.

### 7. G070 / Shipley's Writing Winning Proposals (16 PDUs / 2 Days)

Post Course Deliverable: Formal Proposal for New Business

Writing winning proposals is a very desirable skill in all type of organizations. In this workshop, participants will learn the key concepts of a good proposal, including good writing and layout; do's and don'ts as well as tips of the pros.

### 8. G080 / Capstone Project (32 PDUs / 4 Days)

Post Workshop Deliverable: Presentation Skills, Cold-run and reflective evaluation on Business Plans

Putting all knowledge into a new business plan to be presented to a jury for possible sponsoring

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