

# TRANSFORM X

Daksada competency-based empowerment workshops for leaders and managers

Reserve your  
Seat/s for  
**MAY**

**9TH, 16TH & 23RD**  
**2024**

**6 BUSINESS  
LEADERSHIP SESSIONS**  
**LED BY GLOBAL SMEs  
AND COACHES**

## RECOMMENDED FOR

For CXOs, Sales, Marketing, Human Resources, Finance and Production Managers who influence culture and define business strategy.



### VENUE

THE TAJ EXOTICA RESORT AND SPA  
THE PALM, JUMEIRAH, DUBAI, UAE



### INVESTMENT FEE

**USD\$ 525/-**  
Inclusive of VAT  
Includes F&B, Lunch, Training  
Material



### EARLY BIRD OFFER ENDS 30-04-2024

**USD\$ 475/-**  
Inclusive of TAX  
Includes F&B, Lunch, Training  
Material

## “WHY TRANSFORM X?”

**B**usinesses today need competent leaders and managers more than ever before to lead their teams to success and growth. Innovation, managing change, leveraging AI, understanding data, reviewing current models of pricing, integrating development of talent and knowing how to optimize working capital are competencies and skills that leaders and their teams must have to navigate the challenges of the future.

At Daksada, our mission has been to design future ready competency-based programs facilitated by subject matter experts and practitioners, on subjects that are seen as a priority and critical for success

Our Transform X sessions address the “WHY” and “HOW TO” of a competence / skill at the workplace. Transform X is designed to empower teams to confidently implement new skills critical for success.

By participating in Transform X leadership series, you will have the tools and know-how to lead yourself and your teams to success.



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# TRANSFORM X

## PROGRAM DATES AND TIMINGS



**THURSDAY, MAY 09, 2024**

**0930 - 1330 HRS.**

**BUILDING A 'DATA-DRIVEN ORGANIZATION'**

**1330 - 1430 HRS.**

**NETWORKING - LUNCH**



**THURSDAY, MAY 09, 2024**

**1500 - 1900 HRS.**

**TRANSFORMATIONAL TALENT DEVELOPMENT - FORGING CREDIBILITY WITH STAKEHOLDERS ACROSS LEVELS**

**1900 - 2000 HRS.**

**NETWORKING - DINNER**



**THURSDAY, MAY 16, 2024**

**0930 - 1330 HRS.**

**IS YOUR PRICING MODEL OUTDATED? MASTERING MODERN PRICING MODELS FOR YOUR BUSINESS**

**1330 - 1430 HRS.**

**NETWORKING - LUNCH**



**THURSDAY, MAY 16, 2024**

**1500 - 1900 HRS.**

**ADAPTING YOUR STRATEGIC PRIORITIES WHEN FACED WITH DISRUPTION THREATS**

**1900 - 2000 HRS.**

**NETWORKING - DINNER**



**THURSDAY, MAY 23, 2024**

**0930 - 1330 HRS.**

**LEVERAGING AI IN COMPETENCY DEVELOPMENT**

**1330 - 1430 HRS.**

**NETWORKING - LUNCH**



**THURSDAY, MAY 23, 2024**

**1500 - 1900 HRS.**

**ROMANCING THE BALANCE SHEET**

**1900 - 2000 HRS.**

**NETWORKING - DINNER**



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# TRANSFORM X

## OUR SPEAKERS



**DR. ANIL LAMBA**

Chartered Accountant,  
Financial Literacy Activist.  
Author of best sellers  
Romancing The Balance  
Sheet, Eye On The Bottom  
Line, Flirting With Stocks, etc.



**PROFESSOR NILADRI ROY**

Founder, The Digital  
Academy  
C-Suite Advisor,  
Consulting Entrepreneur  
and Educator



**JONATHAN HALLS**

Seasoned Talent  
Development Innovator,  
Award-Winning Author,  
one of top 100 Visionaries  
for Education in 2021, ATD  
Master Trainer



**DR. RUBY LAHIR**

Founder, Harbinger, the People  
Company  
Executive Coach, Leadership  
& Development professional  
specialized in Diversity &  
Inclusion, Behavioural Training,  
Corporate Social Responsibility



**DANIEL DENEFFE**

MD, Deneffe Consulting, Advisor  
to 100+ Global Co's on Business  
Strategy and Pricing & Sales  
Excellence. Author of best-  
selling book Fad-Free Strategy,  
© 2000. Top-rated professor at  
Harvard University's Division of  
Continuing Education and HULT  
International Business School



**NIKITA JAIN**

CEO & Founder of Eubrics  
Ex PwC, Korn Ferry  
Leadership Consulting,  
Author of multiple books  
and research papers, serves  
Fortune 100 clientele



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# TRANSFORM X

## BUILDING A DATA-DRIVEN ORGANIZATION

Recommended for CXOs, Business Heads, and Sr. Managers

If you are a leader in the BFSI, CPG FMCG, Retail, Healthcare and Mobility sector and are experiencing the following circumstances then this program is for you.

- Your leadership position is being challenged by “new age” /digital native competitors.
- You have made significant investments in Information Technology and automated most of your business processes and are desirous to pivot to the next orbit by harnessing digital technology.
- Your people ecosystem is entrenched in orthodoxy and hostage to legacy processes, thereby resisting alternative ways of delivering results.



**Professor Niladri Roy**  
Founder, The Digital Academy, C-Suite  
Advisor, Consultant and Educator



**THURSDAY, MAY 09, 2024**



**0930 - 1330 HRS.**

### LEARNING OUTCOMES

- Dive into how data is reshaping our world and the importance of digital leadership
- Gain key insights on how businesses are becoming data-driven, from leveraging new technologies to embedding data in daily operations
- Learn about building data infrastructure and scaling data models for massive adoption
- Understand how to utilize data-driven insights to identify business opportunities
- Capturing, curating and improvising using data
- The change management challenges faced by organizations and what you can do to overcome the same
- Know how to streamline processes, identify inefficiencies and optimize resource allocation
- Be able to foster a culture where data is trusted and utilized across all levels in the organization



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# TRANSFORM X

## TRANSFORMATIONAL TALENT DEVELOPMENT BY FORGING CREDIBILITY WITH STAKEHOLDERS ACROSS LEVELS

Recommended for CHROs | HR Managers | Talent Managers | L&D Managers

The global workplace is changing so fast that it's hard to know what strategy will best put an organization in front. However, what has always been clear is that successful organizations put talent at the heart of their success. But not every organization gets it right and talent and HR professionals struggle to build credibility with their stakeholders and move the needle. In this half-day master class, author and talent expert Jonathan Halls will share his three-point framework for making talent the heart of organizational success by asking three key questions that will enable HR leaders to forge credibility with their executives and stakeholders throughout the organization.



**Jonathan Halls**

Award-winning author, Facilitator ATD's Master Trainer Program, one of top 100 visionaries for Education, Advisory Panel for Talent Development Capability Model used by organizations around the globe.



**THURSDAY, MAY 09, 2024**



**1500 – 1900 HRS.**

### LEARNING OUTCOMES

- Identify the three organizational dimensions that every talent professional must influence, in order to ensure ongoing skills development
- Discuss what commonly goes wrong in corporate training that leads to poor results and what to do about it
- Identify ways to win key influence with stakeholders across the organization
- Understand the common shortfalls of corporate training and what to do to fix them
- Learn ways to build the training function's credibility with stakeholders
- Highlight ways to move the needle in workplace learning
- Making talent the heart of organization success



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# TRANSFORM X

## IS YOUR PRICING MODEL OUTDATED? MASTERING MODERN PRICING MODELS FOR YOUR BUSINESS

Recommended for CXOs | Business Heads | Product Managers | Strategy | SaaS Teams



Selecting the right pricing mechanism and the right price level is one of the most significant drivers of profits and growth across industries. It determines whether all of a company's efforts product/service development, positioning and sales and marketing investment are harvested properly and turned into profitable growth. Yet the evidence suggests that pricing is one of the most overlooked ways of turning customer value into profits and growth. In this session, Dr. Daniel Deneffe will explain the benefits and drawbacks of the various pricing models, including the sophisticated (recurring) revenue models that have emerged in recent years, particularly to monetize SaaS businesses. He will do so based upon both his experience in a myriad of pricing consulting projects worldwide that have paid off significantly and quickly as well as based on his thought leadership in the area (see his articles on the subject in HBR, MIT Sloan Management Review, Forbes and his book Fad-Free Strategy which was ranked #1 in Economics on Amazon.com right after its publication).



**Daniel Deneffe,**  
**PhD Cornell University**  
MD, Deneffe Consulting, Advisor to 100+ Global Co's on Business Strategy and Pricing & Sales Excellence. Author of best-selling book Fad-Free Strategy, © 2000. Top-rated professor at Harvard University's Division of Continuing Education and HULT International Business School.



**THURSDAY, MAY 16, 2024**



**0930 - 1330 HRS.**

### LEARNING OUTCOMES

- Understand the power of pricing excellence...and its underlying complexity
- Discover numerous pricing models going from simple cost+ to value pricing and the very latest recurring revenue & SaaS pricing models
- Understand what you need to know to decide on the most effective pricing model for your business
- Understand key enablers to obtain the desired commercial results



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# TRANSFORM X

## ADAPTING YOUR STRATEGIC PRIORITIES WHEN FACED WITH DISRUPTION THREATS

Recommended for CXOs | Business Heads | Product Managers | Strategy | SaaS Teams



According to most accounts 60 to 90% of strategies fail. That doesn't get any better when faced with major disruptive threats and/or in the numerous highly competitive markets in the MENA region. These failures are expensive in terms of cash expenditures, reputational damage and individual career prospects. Based on his experience in dozens of real-world consulting projects and his teachings on "Business Strategy in the Real World" at Harvard University and Hult International Business School, Dr. Daniel Deneffe will provide a number of hands-on frameworks and key do's and don'ts to achieving business success that are critical in disruptive and highly competitive environments.



**Daniel Deneffe,**  
PhD Cornell University  
MD, Deneffe Consulting, Advisor to 100+ Global Co's on Business Strategy and Pricing & Sales Excellence. Author of best-selling book *Fad-Free Strategy*, © 2000. Top-rated professor at Harvard University's Division of Continuing Education and HULT International Business School.



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**1500 – 1900 HRS.**

### LEARNING OUTCOMES

- Understand critical do's and don'ts from success stories and failures under recent disruption threats (digitization, COVID, etc.)
- Learn how to turn weaknesses and threats into strengths and opportunities
- Understand how (not) extracting customer needs before they know them will make (or break) your business
- Learn how to identify quick-win opportunities and leverage customer loyalty



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# TRANSFORM X

## FUTURE-PROOF YOUR LEARNING AND DEVELOPMENT WITH AI

Recommended for HR Heads | L&D Heads | Talent Managers | L&D Specialists

The Fourth Industrial Revolution is transforming how we work, demanding a new approach to Learning and Development (L&D). Complexity, collaboration, and continuous learning are the hallmarks of this new era. In this must have session for leaders who are driving performance and capability development the focus would be on discovering how AI can empower the L&D strategy and future proof competency development.



### Nikita Jain and Dr. Ruby Lahir

- Nikita Jain is a Management Consultant & has served as Director with Human Capital Practices of PwC, E&Y, Korn Ferry Hay Group. Author of multiple books and research papers, she has Fortune 100 companies as her clientele.
- Dr. Ruby is an Executive Coach and HR professional with over 25 years experience in Leadership Development



**THURSDAY, MAY 23, 2024**



**0930 – 1330 HRS.**

### LEARNING OUTCOMES

- How AI can automate routine tasks, freeing up L&D professionals for strategic initiatives
- Know how to implement proven techniques for leveraging AI to personalize learning and improve business outcomes
- Real-world examples of how L&D teams are using AI to drive success and future proof their L&D Strategy
- Creating personalized learning paths using AI

- Identifying skill gaps with precision: Target your capability development efforts for maximum impact
- Deliver micro-learning exactly when it's needed: Keep your workforce up-to-speed in a fast-paced environment
- Become a strategic architect of a continuous learning culture



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# TRANSFORM X

## ROMANCING THE BALANCE SHEET

Recommended for CXOs | Functional Heads | Product Managers | Strategy | SaaS Teams

Financial literacy is essential at every level, from making informed decisions to grasping the big picture. FINANCIAL MISMANAGEMENT is the result of an erroneous belief that finance management happens only in the finance department. It's a skill that is needed by every individual within an organization! By participating in this session leaders and managers will learn Dr. Lamba's TWO GOLDEN RULES OF GOOD FINANCE MANAGEMENT. His promise is that if businesses ensure that these two rules are not violated, they will not only be able to avoid most of the financial mismanagement related problems, but their business will actually flourish.



### Dr. Anil Lamba

Chartered Accountant, Financial Literacy Activist, Author of best sellers 'Romancing the Balance Sheet', 'Eye on the Bottom Line', 'Flirting with Stocks'. Dr. Lamba's training programs are held internationally in over 3000 large organizations in the USA, Europe, Middle East and the Far East



THURSDAY, MAY 23, 2024



1500 - 1900 HRS.

### LEARNING OUTCOMES

- Dr. Lamba's "Two Golden Rules of Good Finance Management" that can help businesses avoid common financial pitfalls
- How to ensure you don't do what most companies that fail have done
- How sound financial management can lead to business growth and prosperity
- The Concept of Cost of Capital
- Difference between RoI and Profit Margin on products / services
- The 3 super secrets for improving profit at existing turnovers
- How to read a Balance Sheet
- The key ratios to be maintained to remain healthy



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## **For Bookings / Clarifications**

**Seats are limited; hence pre-registration is mandatory to confirm seats.**

**We would be glad to assist you for any queries you may have.**

**The early bird offer of US \$475 ends on 30th April 2024.**

**Please write to us at [enquiry@daksada.com](mailto:enquiry@daksada.com) or call us on + 971 50 663 7249 /+ 971 50 663 6506 / +971 50 663 4997 for any support.**

**Thank you,  
Daksada L&D**



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