

Registration and Networking

08:30 - 09:00

Harnessing AI for Organisational Excellence: Skills, Strategies and Impact

09:00 - 15:30  
Google Masterclass

Difficulty: Intermediate (Entry level/mid-tier management)

This interactive workshop explores the transformative power of Artificial Intelligence (AI) on the human experience and workplace dynamics. Through a blend of expert-led sessions, real-world case studies, and engaging discussions, participants will gain a comprehensive understanding of AI's potential and practical applications. The workshop is designed to equip business leaders, HR professionals, and organisational decision-makers with the skills and strategies needed to thrive in an AI-driven world.

By the end of this workshop, participants will learn how to:

Understand the Foundations of AI

- Explore the fundamentals of AI and its impact on organisations and the workforce
- Learn how knowledge management can be transformed through AI-driven insights

Prepare for the Future of Work

- Identify and address skills gaps using AI-powered analysis
- Discover strategies for preparing employees for emerging technologies
- Leverage virtual assistants to enhance learner engagement and support

Implement AI-Powered Personalisation

- Understand how AI tailors learning experiences to meet individual needs
- Analyse successful case studies and their results
- Develop strategies to integrate AI into existing programs effectively

Maximise ROI with AI Applications

- Explore key applications of AI across different organisational functions
- Assess short-term, medium-term, and long-term ROI opportunities from AI investments

Address Challenges in AI Adoption

- Examine the ethics and governance considerations of implementing AI
- Develop frameworks for transparency and accountability in AI use
- Navigate workforce adoption challenges through informed strategies

Drive Organisational Change and Cultural Shift

- Foster an AI-friendly culture within organisations
- Learn how to engage stakeholders and overcome resistance to change

Staying Ahead of Future Trends

- Discover emerging AI technologies and potential applications for competitive advantage

Audience:

This session is designed for entry level to mid-level managers, mid-level managers with a focus on contributing to organisational growth within Saudi Arabia.

Post-Workshop Benefits:

- Participants will receive a certificate of attendance
- Participants will leave with actionable insights and tools to seamlessly integrate AI into their organisations, driving innovation, efficiency and cultural transformation

Participants

**Presenter: Nelly Wilson** - AI Services Lead, Google Cloud

**Presenter: Ann Bueso** - President, Elevated Presentations

# SCHEDULE

GOOGLE MASTERCLASS - 15/06/  
2025

HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و 16 و 19 يونيو 2025 المعرض: 17 و 18 يونيو 2025 الرياض

Riyadh

TIME	GOOGLE MASTERCLASS
08:00	08:30 - Registration and Networking
09:00	09:00 - Harnessing AI for Organisational Excellence: Skills, Strategies and Impact

## Registration and Networking

08:30 - 09:00

## Attracting Top Talent and Recruiting Multi-Generational Employees

09:00 - 15:30

HRCI Certified Workshop - Part 1 (15 June 2025)

## Difficulty: Beginner-Intermediate (Entry level/low-tier management)

In today's dynamic workplace, HR professionals face the challenge of attracting and recruiting talent across multiple generations, each with distinct values, expectations, and work styles. This workshop is designed to provide HR leaders with actionable strategies to enhance their employer brand and implement inclusive recruitment practices that resonate with a diverse talent pool.

This workshop will be delivered in three-parts, this is part 1 of 3.

## Day 1: Building an Employer Brand to Attract Top Talent

## Understanding the Multi-Generational Workforce

## Key Topics:

- **Generational Profiles:** Detailed exploration of Baby Boomers, Generation X, Millennials, and Generation Z, focusing on their unique traits and workplace expectations
- **Workplace Motivators:** Understanding what drives each generation, from job security and benefits to purpose-driven work and flexibility
- **Communication Preferences:** Effective communication strategies tailored to resonate with each generation

## Learning Outcomes:

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

- Identify the key characteristics and motivators of each generational cohort
- Understand how generational differences impact attraction and retention strategies
- Develop communication approaches that effectively engage a multi-generational audience

## Crafting a Compelling Employer Value Proposition (EVP)

## Key Topics:

- **Elements of a Strong EVP:** Components that make an EVP compelling and authentic
- **Aligning EVP with Generational Values:** Tailoring the EVP to address the specific needs and desires of each generation
- **Case Studies:** Analysis of organisations with successful multi-generational EVPs

## Learning Outcomes:

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

- Construct an EVP that reflects the organisation's culture and appeals to multiple generations
- Identify gaps in their current EVP and implement strategies to address them
- Leverage their EVP to enhance employer branding

efforts across various platforms

## Audience:

This session is designed for entry level to low-level managers, mid-level managers with a focus on attracting and retaining top multi-generational talent within Saudi Arabia.

## Post-Workshop Benefits:

1. **Participants will receive a certificate of attendance from the HR Certification Institute®**
2. **Define Your Employer Value Proposition (EVP):** Clearly articulate what makes your organisation unique and why it's an attractive place to work. This includes your company culture, values, and the benefits you offer to employees
3. **Leverage Employee Testimonials:** Encourage current employees to share their positive experiences through testimonials and stories. Authentic employee voices can enhance your employer brand and attract like-minded talent

## Participants

**Presenter: Brad Boyson** - Co-Founder and CEO, HR Learn

# SESSIONS

## HR CERTIFICATION INSTITUTE CERTIFIED WORKSHOP - 15/06/2025

HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و 16 و 19 يونيو 2025 المعرض:  
17 و 18 يونيو 2025 الرياض

Riyadh

### Attracting Top Talent and Recruiting Multi-Generational Employees

09:00 - 15:30

HRCI Certified Workshop - Part 2 (16 June 2025)

**Difficulty: Beginner-Intermediate (Entry level/low-tier management)**

In today's dynamic workplace, HR professionals face the challenge of attracting and recruiting talent across multiple generations, each with distinct values, expectations, and work styles. This workshop is designed to provide HR leaders with actionable strategies to enhance their employer brand and implement inclusive recruitment practices that resonate with a diverse talent pool.

This workshop will be delivered in three-parts, this is part 2 of 3.

#### Day 2: Recruiting & Engaging a Multi-Generational Workforce

##### Inclusive Recruitment Strategies

###### Key Topics:

- **Writing Inclusive Job Descriptions:** Crafting language that appeals to all generations and avoids unintentional bias
- **Diverse Recruitment Channels:** Utilising traditional and digital platforms to reach a broad audience
- **Selection Processes:** Designing assessments and interviews that are fair and engaging for candidates of all ages

###### Learning Outcomes:

At the end of this session, participants will be able to:

- Create job postings that attract a multi-generational applicant pool
- Select appropriate recruitment channels to reach diverse candidates
- Implement unbiased selection processes that assess candidates effectively

##### Onboarding and Retention Strategies

###### Key Topics:

- **Onboarding Programs:** Designing onboarding experiences that accommodate various learning styles and expectations
- **Mentorship and Reverse Mentorship:** Fostering knowledge exchange between generations to build a cohesive team
- **Retention Initiatives:** Developing programs that address the career development and work-life balance priorities of each generation

###### Learning Outcomes:

At the end of this session, participants will be able to:

- Design onboarding processes that facilitate smooth integration for new hires across all generations
- Implement mentorship programs that promote cross-generational learning and collaboration
- Develop retention strategies that align with the

diverse needs and career aspirations of their workforce

###### Audience:

This session is designed for entry level to low-level managers, mid-level managers with a focus on attracting and retaining top multi-generational talent within Saudi Arabia.

###### Post-Workshop Benefits:

1. **Participants will receive a certificate of attendance from the HR Certification Institute®**
2. **Tailor Communication Strategies:** Recognise that different generations may prefer different communication channels and styles. Adapt your messaging to meet these preferences, ensuring clarity and engagement across all age groups
3. **Implement Mentorship Programs:** Establish mentorship opportunities that pair employees from different generations. This fosters knowledge exchange, mutual learning, and strengthens intergenerational relationships within the workplace

###### Participants

**Presenter: Brad Boyson** - Co-Founder and CEO, HR Learn

### Attracting Top Talent and Recruiting Multi-Generational Employees

09:00 - 15:30

HRCI Certified Workshop - Part 3 (19 June 2025)

**Difficulty: Beginner-Intermediate (Entry level/low-tier management)**

In today's dynamic workplace, HR professionals face the challenge of attracting and recruiting talent across multiple generations, each with distinct values, expectations, and work styles. This workshop is designed to provide HR leaders with actionable strategies to enhance their employer brand and implement inclusive recruitment practices that resonate with a diverse talent pool.

This workshop will be delivered in three-parts, this is part 3 of 3.

#### Day 3: Fostering Collaboration and Managing Performance in a Multi-Generational Workforce

##### Enhancing Cross-Generational Collaboration

###### Key Topics:

- **Understanding Generational Strengths:** Identifying the unique skills and perspectives each generation brings to the workplace
- **Building Inclusive Teams:** Strategies to create a culture that values diversity and encourages open communication
- **Facilitating Knowledge Sharing:** Implementing mentorship and reverse mentorship programs to promote continuous learning

###### Learning Outcomes:

At the end of this session, participants will be able to:

- Recognise and appreciate the diverse strengths of a multi-generational workforce
- Develop initiatives that promote inclusivity and collaboration among different age groups
- Establish mentorship programs that facilitate knowledge exchange between generations

##### Managing Performance and Conflict Resolution Across Generations

###### Key Topics:

- **Performance Management Strategies:** Adapting evaluation and feedback methods to suit various generational preferences
- **Conflict Resolution:** Identifying common sources of intergenerational conflict and implementing strategies to address them
- **Continuous Development:** Encouraging ongoing professional growth through personalised development plans

###### Learning Outcomes:

At the end of this session, participants will be able to:

- Implement performance management practices that are fair and motivating for all generations
- Identify potential areas of conflict and apply effective resolution techniques

# SESSIONS

## HR CERTIFICATION INSTITUTE CERTIFIED WORKSHOP - 15/06/2025

HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و 16 و 19 يونيو 2025 المعرض:  
17 و 18 يونيو 2025 الرياض

Riyadh

- Create development plans that align with the career aspirations of employees from different generations

### Audience:

This session is designed for entry level to low-level managers, mid-level managers with a focus on attracting and retaining top multi-generational talent within Saudi Arabia.

### Post-Workshop Benefits:

1. **Participants will receive a certificate of attendance from the HR Certification Institute®**
2. **Promote Inclusive Team Dynamics:** Encourage collaboration by creating mixed-generation teams for projects. This approach leverages diverse perspectives and skills, leading to innovative solutions and a more cohesive work environment.
3. **Customise Performance Feedback:** Understand that different generations may have varying preferences for receiving feedback. Some may prefer formal reviews, while others appreciate real-time, informal feedback. Tailor your performance management approach to accommodate these differences.

### Participants

**Presenter: Brad Boyson** - Co-Founder and CEO, HR Learn

# SCHEDULE

HR CERTIFICATION INSTITUTE CERTIFIED  
WORKSHOP - 15/06/2025

HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و 16 و 19 يونيو 2025 المعرض:  
17 و 18 يونيو 2025 الرياض

Riyadh

TIME	HRCI CERTIFIED WORKSHOP - PART 1 (15 JUNE 2025)	HRCI CERTIFIED WORKSHOP - PART 2 (16 JUNE 2025)	HRCI CERTIFIED WORKSHOP - PART 3 (19 JUNE 2025)
08:00	08:30 - Registration and Networking	08:30 - Registration and Networking	08:30 - Registration and Networking
09:00	09:00 - Attracting Top Talent and Recruiting Multi-Generational Employees	09:00 - Attracting Top Talent and Recruiting Multi-Generational Employees	09:00 - Attracting Top Talent and Recruiting Multi-Generational Employees

### Registration and Networking

08:30 - 09:00

### KSA Labour & Employment Law

09:00 - 15:30

CIPD Workshop (15 June 2025)

#### Overview:

Delivered in partnership with leading law firm Clyde&Co, this course prepares HR practitioners to successfully handle common labour law issues and mitigate the impact of unforeseen events while protecting the rights of their workforce - from recruitment to termination. Updated regularly to reflect the labour law update, this course covers all the latest KSA labour and employment law developments initiated over the past year, when the Kingdom announced series of major economic and social legal reforms that were slowly revealed throughout the year.

This workshop will be delivered in two-parts, this is part 1 of 2.

#### Day 1: Introduction to Ethical HR Practice by CIPD

#### Key Topics:

- **Overview of the legal landscape**
  - Introduction to the KSA legal system
- **Recruitment and employment contracts**
  - Immigration and sponsorship
  - Visas for working in KSA
  - Offer letters and employment contracts
  - Fixed vs. unlimited contracts
  - Background checks and recruitment Issues
  - Saudization and employment of nationals
- **Operating KSA as a regional hub**
  - Dual residency and dual employment
  - Payroll issues
  - Secondments
  - Employee benefits
  - Salary and allowances
  - Tax and VAT
  - End-of-service gratuity
  - Pension / social security
  - Working hours, overtime and the 5-day workweek
- **Leave entitlements**
  - Holiday leave and air tickets
  - Sick leave and Maternity leave
  - Emergency leave and other types of leave

#### Key Learning Outcomes:

#### By the end of the programme, you will be able to:

- Gain a thorough understanding of the latest changes and updates in the Kingdom's labour law landscape
- Understand the impact of employment law at the start of the employment relationship, including:
  - The context within which the employment relationship operates and the impact of different jurisdictions and legal systems in KSA
  - Different types of contracts, including permanent, temporary, fixed-term and casual
  - Employment status and how it affects the employment relationship.

- Recognise the main rights that the employee has during the employment relationship, including:
  - Discrimination - impact of discrimination law on the employment relationship; an overview of the areas covered by the KSA law
  - Impact of legislation on policies and procedures
  - Identify the issues to address at the termination of the employment relationship, including:
  - Handling dismissals fairly
  - Discipline and grievance procedures
  - Redundancy – consultation, selection, and the process of handling redundancy.

#### Audience:

- This course is suitable for everyone in HR and business looking to better understand Saudi labour and employment law.

#### Post-Workshop Benefits:

- **Participants will receive a certificate of attendance from CIPD.**
- **Participants will hear about CIPD's latest thinking in ethical HR and going beyond legal compliance. This is a very interactive workshop with several real-life case studies led by an expert to answer all your legal questions.**

### KSA Labour & Employment Law

09:00 - 15:30

CIPD Workshop (16 June 2025)

#### Overview:

Delivered in partnership with leading law firm Clyde&Co, this course prepares HR practitioners to successfully handle common labour law issues and mitigate the impact of unforeseen events while protecting the rights of their workforce - from recruitment to termination. Updated regularly to reflect the labour law update, this course covers all the latest KSA labour and employment law developments initiated over the past year, when the Kingdom announced series of major economic and social legal reforms that were slowly revealed throughout the year.

This workshop will be delivered in two-parts, this is part 2 of 2.

#### Day 2: Introduction to Ethical HR Practice by CIPD

- **Health and safety obligations**
  - Private medical insurance
  - Accidents and workman's compensation
  - Accidental death
  - Reporting processes
- **Termination and employee resignation**
  - Termination process and permitted reasons for termination
  - Poor performance and misconduct
  - Restructuring and redundancy
  - Recovering costs from employees
  - Arbitrary termination – what constitutes arbitrary dismissal?
  - Termination after sick leave or maternity leave
  - Terminating KSA national employees
  - Notice periods and garden leave
  - Employee entitlements upon termination
  - Employment disputes
  - Initiated by the employer
  - Initiated by the employee
- The Ministry of Labour process
- Labour and employment disputes in the local courts
- Protecting employer data and confidential information
- Non-compete, confidentiality, and non-solicitation clauses

#### Key Learning Outcomes:

##### By the end of the programme, you will be able to:

- Gain a thorough understanding of the latest changes and updates in the Kingdom's labour law landscape
- Understand the impact of employment law at the start of the employment relationship, including:
  - The context within which the employment relationship operates and the impact of different jurisdictions and legal systems in KSA
  - Different types of contracts, including

permanent, temporary, fixed-term and casual

- Employment status and how it affects the employment relationship.
- Recognise the main rights that the employee has during the employment relationship, including:
  - Discrimination - impact of discrimination law on the employment relationship; an overview of the areas covered by the KSA law
  - Impact of legislation on policies and procedures
  - Identify the issues to address at the termination of the employment relationship, including:
    - Handling dismissals fairly
    - Discipline and grievance procedures
    - Redundancy – consultation, selection, and the process of handling redundancy.

#### Audience:

- This course is suitable for everyone in HR and business looking to better understand Saudi labour and employment law.

#### Post-Workshop Benefits:

- **Participants will receive a certificate of attendance from CIPD.**
- **Participants will hear about CIPD's latest thinking in ethical HR and going beyond legal compliance. This is a very interactive workshop with several real-life case studies led by an expert to answer all your legal questions.**



# SCHEDULE

CHARTERED INSTITUTE OF PERSONNEL AND  
DEVELOPMENT WORKSHOP - 15/06/2025

HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و 16 و 19 يونيو  
2025 المعرض: 17 و 18 يونيو 2025 الرياض

Riyadh

TIME	CIPD WORKSHOP (15 JUNE 2025)	CIPD WORKSHOP (16 JUNE 2025)
08:00	08:30 - Registration and Networking	08:30 - Registration and Networking
09:00	09:00 - KSA Labour & Employment Law	09:00 - KSA Labour & Employment Law

**Registration and Networking**

08:30 - 09:00

**Leveraging AI to Upskill Leadership and Management for Nationalisation Success in the Kingdom**

09:00 - 15:30

LPI Certified Workshop - Part 1 (16 June 2025)

**Difficulty: Intermediate**

This workshop will teach mid-tier leadership how to harness the power of Artificial Intelligence (AI) to scale management development efforts in Saudi Arabia, supporting nationalisation initiatives and driving organisational success.

With an urgent need to develop local HR leadership talent, AI offers transformative solutions to accelerate leadership readiness, optimise learning experiences, and ensure that upskilling programmes align with nationalisation goals.

The session will also equip HR and learning leaders with the insights needed to build a compelling business case, enabling them to influence the C-suite and secure executive buy-in for strategic leadership development initiatives.

This workshop will be delivered in two-parts, this is part 1 of 2.

**Day 1: Harnessing AI for Leadership Development**

This session focuses on equipping mid-tier leaders with the knowledge and tools to integrate Artificial Intelligence (AI) into leadership development programs. Participants will explore how AI can be utilised to enhance management training, personalise learning experiences, and align development initiatives with Saudi Arabia's nationalisation objectives.

**Key Learning Outcomes:**

- Understanding AI Applications in Leadership Development:**
  - Gain insights into various AI tools and platforms that can be leveraged to support leadership training and development
  - Learn how AI can personalise learning experiences to meet individual leader needs
- Aligning AI-Driven Development with Nationalisation Goals:**
  - Understand how to tailor AI-driven leadership programs to support the Kingdom's nationalisation efforts
  - Explore strategies to ensure that AI initiatives contribute to the development of local talent in line with Vision 2030
- Ethical Considerations and Best Practices:**
  - Discuss the ethical implications of using AI in leadership development
  - Identify best practices to ensure responsible and effective implementation of AI tools

**Audience:**

This session is tailored to the needs of senior leadership, or for those soon to be promoted within

senior leadership with a focus on contributing to Nationalisation success as a result of leveraging AI to upskill leaders.

**Post-Workshop Benefits:**

- Participants will receive a certificate of attendance from LPI**
- Enhanced Leadership Development Programs:**
  - Participants will be equipped to integrate AI into their leadership development initiatives, leading to more personalised and effective training programs. This integration can result in increased engagement and improved organisational outcomes
- Accelerated Talent Readiness:**
  - By leveraging AI, leaders can fast-track the development of local talent, ensuring alignment with Saudi Arabia's nationalisation goals. AI-driven insights can help identify skill gaps and provide targeted development plans, thereby accelerating leadership readiness
- Data-Driven Decision Making:**
  - Attendees will gain the ability to utilise AI-generated data to inform leadership development strategies, leading to more objective and effective decision-making processes. This data-driven approach can enhance the identification and nurturing of potential leaders within the organisation

**Participants**

**Presenter: Jim Carrick-Birtwell** - Founder & CEO, Future Talent Learning

**Leveraging AI to Upskill Leadership and Management for Nationalisation Success in the Kingdom**

09:00 - 15:30

LPI Certified Workshop - Part 2 (19 June 2025)

**Difficulty: Intermediate**

This workshop will teach mid-tier leadership how to harness the power of Artificial Intelligence (AI) to scale management development efforts in Saudi Arabia, supporting nationalisation initiatives and driving organisational success.

With an urgent need to develop local HR leadership talent, AI offers transformative solutions to accelerate leadership readiness, optimise learning experiences, and ensure that upskilling programmes align with nationalisation goals.

The session will also equip HR and learning leaders with the insights needed to build a compelling business case, enabling them to influence the C-suite and secure executive buy-in for strategic leadership development initiatives.

This workshop will be delivered in two-parts, this is part 2 of 2.

**Day 2: Building Executive Support for AI-Driven Initiatives**

This session is designed to empower HR and learning leaders with the skills to develop a compelling business case for AI-driven leadership development initiatives. Participants will learn how to effectively communicate the value of these programs to C-suite executives, securing the necessary support and resources for successful implementation.

**Learning Outcomes:**

- Crafting a Persuasive Business Case:**
  - Learn the essential components of a strong business case for AI in leadership development
  - Understand how to align the business case with organisational goals and nationalisation objectives
- Communicating Value to Executive Leadership:**
  - Develop strategies to effectively present the benefits and ROI of AI-driven initiatives to senior executives
  - Gain insights into addressing potential concerns and objections from the C-suite
- Securing Resources and Support:**
  - Identify key stakeholders and decision-makers critical to the success of AI initiatives
  - Learn techniques to build alliances and gain commitment from top leadership

**Audience:**

This session is tailored to the needs of senior leadership, or for those soon to be promoted within senior leadership with a focus on contributing to Nationalisation success as a result of leveraging AI to

upskill leaders.

**Post-Workshop Benefits:**

- Participants will receive a certificate of attendance from LPI**
- Effective Advocacy for AI Initiatives:**
  - Participants will be adept at crafting compelling business cases for AI-driven leadership development programs, enabling them to secure executive buy-in and necessary resources for successful implementation
- Strategic Alignment with Organisational Goals:**
  - Leaders will learn to align AI initiatives with broader organisational objectives and nationalisation efforts, ensuring that leadership development programs contribute to the overall success of the organisation and the Kingdom's Vision 2030
- Enhanced Stakeholder Engagement:**
  - Attendees will develop skills to effectively communicate the value and benefits of AI-driven programs to various stakeholders, fostering a culture of innovation and continuous improvement within the organisation

**Participants**

**Presenter: Jim Carrick-Birtwell** - Founder & CEO, Future Talent Learning

# SCHEDULE

LEARNING PERFORMANCE INSTITUTE CERTIFIED  
WORKSHOP - 16/06/2025

HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و 16 و 19 يونيو 2025  
المعرض: 17 و 18 يونيو 2025 الرياض

Riyadh

TIME	LPI CERTIFIED WORKSHOP - PART 1 (16 JUNE 2025)	LPI CERTIFIED WORKSHOP - PART 2 (19 JUNE 2025)
08:00	08:30 - Registration and Networking	08:30 - Registration and Networking
09:00	09:00 - Leveraging AI to Upskill Leadership and Management for Nationalisation Success in the Kingdom	09:00 - Leveraging AI to Upskill Leadership and Management for Nationalisation Success in the Kingdom

**Registration and Networking**

08:30 - 09:00

**Leadership Development in the Era of Transformation**

09:00 - 15:30

SVIC Certified Workshop - Part 1 (16 June 2025)

**Difficulty: Intermediate**

This interactive two-day workshop will equip leaders with the critical traits and skills needed to navigate Saudi Arabia's fast-evolving economy. Participants will explore leadership models designed for rapid change, innovation, and collaboration, ensuring they can effectively drive organizational success while aligning with Vision 2030.

Through expert-led discussions, hands-on exercises, and real-world case studies, attendees will gain practical insights and tools to refine their leadership approach and make a lasting impact in their organisations.

This workshop will be delivered in two-parts, this is part 1 of 2.

**Day 1: Leadership Foundations & Change Management**

The first day will focus on the fundamental traits and skills leaders need to succeed in a rapidly transforming economic environment.

**Participants will explore:**

- **The evolving leadership landscape in Saudi Arabia:**
  - **Detailed Insight:** Discover how Vision 2030 is reshaping leadership in Saudi Arabia. Explore emerging trends, digital transformation, and evolving expectations for leaders. Gain insights into talent localisation, diversity, and the future of leadership in a rapidly changing economy.
- **Key leadership qualities necessary for success in a dynamic business climate:**
  - **Practical Implementation:** Learn how adaptability, strategic thinking, and emotional intelligence drive success as well as how to develop these. Discover the power of resilience, innovation, and effective decision-making in navigating change and leading high-performing teams.
- **Change management strategies:**
  - **Strategic Navigation:** Learn proven strategies to navigate and lead through change with confidence. Explore best practices for managing resistance, fostering a culture of agility, and ensuring smooth transitions. Gain insights into effective communication, stakeholder engagement, and leadership approaches that drive successful change initiatives.
- **Case studies:**
  - Explore real-world case studies showcasing successful leadership development strategies. Learn how top organisations cultivate strong

leaders, foster growth, and navigate challenges.

Gain practical insights into leadership best practices, talent development, and the key factors that drive long-term success.

**• Consolidation and application:**

- Gain practical consolidation on the topic through interactive exercises and group discussions to apply key concepts.

**Target Audience:**

Senior executives, mid-level managers, and emerging leaders seeking to enhance their leadership capabilities and contribute to organisational growth within Saudi Arabia's ambitious economic transformation.

**Post-Workshop Benefits:**

1. **Participants will receive a certificate of attendance from the Silicon Valley Innovation Centre**
2. A customised leadership roadmap to Saudi Arabia's cultural and economic landscape
3. Practical strategies and tools to apply immediately within teams and organisations
4. **Alignment with Vision 2030:** A comprehensive understanding of Saudi Arabia's Vision 2030 will allow leaders to align their strategies and initiatives with national objectives, contributing to the country's economic and social transformation

**Participants**

**Presenter: Dr. Andrey Kunov** - Founder and President, Silicon Valley Innovation Center

**Leadership Development in the Era of Transformation**

09:00 - 09:05

SVIC Certified Workshop - Part 2 (19 June 2025)

**Difficulty: Intermediate**

Building on the foundations of Day 1, this session will delve into innovation-driven leadership and fostering high-performing teams.

This workshop will be delivered in two-parts, this is part 2 of 2.

**Day 2: Innovation & Collaboration for Leadership Success****Learning Outcomes/Topics Covered Include:**

- 1. Creating a culture of innovation and business growth:**
  - **Long-Term Strategies:** Discover how to foster a workplace culture that drives innovation and sustainable growth. Learn strategies for encouraging creativity, embracing change, and empowering teams to experiment and take smart risks. Gain insights into how innovative leadership fuels business success in an ever-evolving market.
- 2. Leveraging emerging technologies for competitive advantage:**
  - Explore how cutting-edge technologies like AI, automation, and data analytics are transforming business strategies. Learn how to harness these innovations to drive efficiency, enhance decision-making, and stay ahead in a competitive market. Gain practical insights into integrating emerging tech to future-proof your organisation.
- 3. Strategies for effective collaboration across multi-cultural and multi-generational teams:**
  - **Leverage partnerships:** Learn how to bridge cultural and generational gaps to foster a cohesive, high-performing team. Discover strategies for improving communication, embracing diverse perspectives, and creating an inclusive work environment. Gain practical insights on leveraging diversity to drive innovation, engagement, and business success.
- 4. Leadership communication techniques to enhance teamwork and performance:**
  - Discover key communication techniques that effective leaders use to inspire, motivate, and align their teams. Learn how to foster transparency, encourage open dialogue, and deliver feedback that drives performance. Gain practical strategies for strengthening relationships, building trust, and creating a collaborative team culture.
- 5. Developing a personalised leadership roadmap for long-term success:**
  - Learn how to create a tailored leadership

development plan that aligns with unique strengths, values, and career goals. Discover strategies for continuous growth, skill-building, and overcoming challenges to ensure sustained success as a leader. Gain insights into setting clear objectives, measuring progress, and adapting your roadmap to evolving opportunities.

**Audience:**

Senior executives, mid-level managers, and emerging leaders seeking to enhance their leadership capabilities and contribute to organizational growth within Saudi Arabia's ambitious economic transformation.

**Post-Workshop Benefits:**

- 1. Participants will receive a certificate of attendance from the Silicon Valley Innovation Centre**
- 2. Cultivation of an Innovative Mindset:** Through design thinking exercises and discussions on building a culture of innovation, participants will be empowered to foster creativity within their teams, leading to the development of novel solutions and continuous improvement
- 3. Enhanced Collaborative Skills:** By learning techniques to promote effective collaboration in diverse teams, leaders will be able to build cohesive, high-performing teams that leverage the strengths of multicultural and multi-generational workforces
- 4. Strategic Utilisation of Emerging Technologies:** An understanding of how to leverage emerging technologies for organisational growth will enable participants to drive innovation and maintain a competitive edge in the rapidly evolving market

**Participants**

**Presenter: Dr. Andrey Kunov** - Founder and President, Silicon Valley Innovation Center

# SCHEDULE

SILICON VALLEY INNOVATION CENTER CERTIFIED  
WORKSHOP - 16/06/2025

HRSE KSA (HR Summit & Expo)  
الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و 16 و 19 يونيو 2025  
المعرض: 17 و 18 يونيو 2025 الرياض  
Riyadh

TIME	SVIC CERTIFIED WORKSHOP - PART 1 (16 JUNE 2025)	SVIC CERTIFIED WORKSHOP - PART 2 (19 JUNE 2025)
08:00	08:30 - Registration and Networking	08:30 - Registration and Networking
09:00	09:00 - Leadership Development in the Era of Transformation	09:00 - Leadership Development in the Era of Transformation

### Registration and Networking

09:30 - 10:00  
Leaders Stage

### Opening Comments

10:00 - 10:10  
Leaders Stage

### Participants

**Host:** Laura Buckwell - Industry event EMCEE and former TV News Anchor, Laura Buckwell

### The Workforce Evolution: Merging Diversity and Talent for Strategic Growth

10:10 - 10:40  
Leaders Stage

Drive organisational success by cultivating adaptability, uniting diverse perspectives, and preparing for the future through:

- Addressing the skill gap while managing a multi-generational workforce by learning how to create and implement effective strategies for talent acquisition
- Fostering workforce resilience through cutting edge succession planning techniques and targeted management strategies
- Enhancing organisational flexibility and long-term success by integrating multiple outlooks and skills to create a cohesive and high-performing workforce

### Participants

**Panellist:** Moteb Alshammary - Chief of Staff, Hisense Saudi Arabia

**Panellist:** Abdullah Haboudal - Chief of Staff & VP People, MRSOOL

**Panellist:** Abdulaziz Alshehri - Vice President of HR, ESNAD

### Pioneering HR Processes: Emerging Tech Shaping a Smarter Workforce

10:45 - 11:05  
Leaders Stage

### Participants

**Presenter:** Lambros Lambrou - CEO Human Capital - Health Solutions, Aon

### The New Roadmap: Planning for Success in a Digital First World

11:00 - 11:30  
L&D and Talent Stage

This session focuses on equipping organisations with tools and strategies needed to future-proof their talent pipelines and navigate the ever-changing work landscape. Attendees will gain actionable insights including:

- Learning to shape the future of work within your organisation through strategically planning and managing the talent pipeline
- Minimising errors in employee development by implementing initiatives that integrate workforce planning with digital transformation
- Establishing a culture of continuous learning, adaptability, and innovation through meaningful communication and initiatives that inspire creativity and agility among employees

### Participants

**Panellist:** Eid Alkhalidi - Succession Management Director, STC

**Moderator:** Dr. Muath Jafaari - Organisational Culture and Corporate Communication Consultant, Tharwah

### Predictive Analytics in Talent Retention: Enhancing Engagement, Productivity, and Well Being

11:00 - 11:30  
Technology & Innovation Stage

Key takeaways include:

- Understanding how HR teams can plan for the future through forecasting workforce needs and challenges using predictive models
- Accurately design an impactful and effective successful plan through conducting thorough skills gap analysis to accurately assess organisational needs
- Gaining competitive edge through exploring case studies where businesses have effectively deployed predictive analysis tools

### Participants

**Presenter:** Ahmed Saud Aljeaidan - Culture and employee engagement director, Elm Company (PIF)

### Engaging CHRO Q&A: Insights, Perspectives, and Solutions

11:00 - 11:30  
Implementation & Impact Stage

Join us for an interactive Q&A session with a mystery CHRO guest you won't want to miss, where they will answer your most pressing questions. This dynamic exchange is your chance to dive deeper into the conference's key topics, gain unique insights, and explore practical solutions to challenges in your field.

Bring your curiosity, challenges, and ideas to the table as we foster meaningful conversations and spark collaboration. Whether you're seeking expert advice, wanting to clarify complex concepts, or simply looking to be inspired, this session is designed to be as engaging and enriching as you make it!

### Participants

**Moderator:** Khalid Bukhari - Head of People Intelligence and Strategy, Riyad Bank

### Morning Break - Exhibition Visit and Networking

11:05 - 11:35  
Leaders Stage

### Shifting Paradigm: Success Stories of Women in Leadership

11:35 - 12:05  
Leaders Stage

Discover transformative strategies for advancing inclusive leadership in the region as women leaders share inspiring stories of overcoming challenges and achieving milestones through:

- Insights into how women have reached leadership positions while making significant contributions to their organisations
- Personal stories that reveal how women leaders navigated and overcame unique hurdles to advance their careers
- Key practices and approaches to cultivating equity and empowerment within teams and driving inclusive leadership

### Participants

**Panellist:** Dina Ismail - HR Cluster Head for Central-Arabia, Nestle

**Panellist:** Nada Khalid AlHassan - Director of Training and Development, Ministry of Investment

**Panellist:** Julie Page - EMEA CEO, AON



## From Training to Transformation: Evolving L&D Practices

11:40 - 12:00

L&D and Talent Stage

## Harnessing AI for Advanced Services Procurement: Revolutionising Strategy, Workforce Management, and Business Outcomes

11:45 - 12:15

Technology & Innovation Stage

The discussion delves into the transformative impact of AI and automation on the procurement landscape. Traditional sourcing strategies are evolving, and the demands of modern businesses are becoming increasingly complex. This session will explore:

- Reshaping cost optimisation, workforce management and business outcomes through AI-driven Advanced Services Procurement Strategies
- Empowering enterprises to leverage cutting-edge technology for smarter, faster and more strategic procurement through examining the pivotal role of Procurement-as-a-Service (PaaS)

### Participants

**Presenter: Laurence Kirk** - Senior Vice President & Managing Director for Europe, AgileOne

## Roundtable Power Hour

11:45 - 12:45

Implementation & Impact Stage

- Employee Wellbeing:**  
Explore challenges and solutions for enhancing employee wellbeing, covering mental, physical, and financial health aspects, and address workplace environment factors.  
**Ali S. Khater**, Human Resources Director, **Vision Industries**
- Measuring the ROI of L&D Programs:**  
With significant investments in workforce development, organisations must establish clear metrics to evaluate the effectiveness and impact of learning initiatives. This includes linking L&D efforts to business performance and employee success.
- Beyond the Numbers: Unlocking True Engagement**  
In Saudi's competitive market, engagement surveys provide valuable insights, but their true impact lies in uncovering the stories behind the numbers. To drive lasting cultural change and retention, organizations must move beyond data collection to meaningful action.  
**Kathy Sorenson**, Director of People and Culture - Middle East, **Premier Inn MENA**
- Integration of Technology in HR and L&D**  
Embracing AI, data analytics, and digital tools to enhance HR operations and personalised learning experiences remains a hurdle. Organisations face challenges in implementing tech-driven solutions while ensuring employee buy-in and capability.
- Respecting Traditional Culture whilst Embracing the New Era:**  
Balancing traditional work culture with the growing need for innovation, agility, and inclusivity is a nuanced challenge. Organisations must create environments that embrace change while respecting local values.  
**Jim Birtwell**, Founder & CEO, **Future Talent Learning**

### Participants

**Host: Ali S. AlKhater** - Head of HR & Shared Services, Vision Industries

**Host: Kathy Sorenson** - Director of Human Resources, Premier Inn MENA

## The High-Performance Habit Shift

12:10 - 12:30

Leaders Stage

## Gateway to Management: Building a Comprehensive Successor Pipeline

12:10 - 12:30

L&D and Talent Stage

This session will explore how to create leadership pipelines, leverage mentorship, and build key skills like emotional intelligence, flexibility, and strategic thinking from the bottom up through:

- Enhancing organisational profitability through personalised leadership development plans tailored to align with business objectives, of which are informed by team feedback
- Advancing your business' succession planning efforts with practical methods which help in identifying and nurturing future leaders early in their careers
- Building and sustaining a robust leadership pipeline by designing inside-out and outside-in development opportunities

### Participants

**Presenter: Mohanad Thabet** - Lead Manager, Assessment & Development, Saudia Group

## AI-Driven Learning and Development: Personalising Growth

12:30 - 13:00

Technology & Innovation Stage

Key takeaways include:

- Personalising learning pathways based on individual and department needs utilising comprehensive AI tools
- Staying ahead of the innovation curve through tracking and predicting skill development trends in real-time using machine learning
- Enhancing learning outcomes from L&D initiatives through education on virtual reality (VR) and adaptive learning

# SESSIONS

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## Empowering People: The Road to Enhanced Organisational Profitability

12:35 - 12:55  
Leaders Stage

Unlock the potential of employee engagement, align development with organisational goals, and increase profitability through:

- Strengthening employee connections with company-wide aspirations by integrating corporate social responsibility (CSR) and sustainability into engagement strategies
- Revamping traditional engagement techniques into interactive and measurable experiences that resonate with today's workforce through gamification
- Maximising participation, collaboration, and overall morale by personalising engagement efforts based on employee demographics, preferences, and aspirations

### Participants

**Nawaf Al Dhubaib** - CHRO | MISK 2030 Leader, Tasheel Finance

## Leadership's Role in Lasting Employee Loyalty

12:40 - 13:10  
L&D and Talent Stage

Drive sustained employee loyalty through effective leadership that prioritises communication, recognition, and trust. This session delves into strategies for building stronger connections between leaders and their teams through:

- Keeping employees informed and engaged with regular, transparent communication updates
- Elevating engagement by promptly acknowledging and rewarding employee contributions through a structured recognition system
- Strengthening employee confidence by leading through example and ensuring consistency between words and actions to create a trustworthy environment
- Demonstrating commitment to employee advancement by providing opportunities for professional growth and development

### Participants

**Panellist: Syed Azharudin** - Director of Learning & Organisational Development, Ajex

**Panellist: Feras Alabkari** - Senior Director of Human Capital, Ali Zaid Al - Quraishi & Brothers

**Panellist: Salman Alanazi** - Human Resources Director | Human Capital & Leadership Expert, National Center for Waste Management

**Panellist: Sameh Zeind** - Director of Learning and Development, The Ritz-Carlton Palace - Riyadh

## Streamlining Payroll: Automating Compliance and Benefits Delivery

13:00 - 13:20  
Leaders Stage

This session will explore how technology is revolutionising payroll systems by:

- Introducing digital payroll systems to enhance operational efficiency, streamline processes, and reduce manual tasks
- Reducing human errors and minimising compliance risks by ensuring regulatory adherence and automating payroll solutions
- Simplifying reporting with automated payroll platforms, enabling data-driven decisions to improve outcomes

## Collaborative Solution Room Session

13:00 - 13:40  
Implementation & Impact Stage

Join us for an interactive, 40-minute solution room session designed to help you tackle your most pressing challenges with fresh insights from your peers. This dynamic exercise fosters creativity and collaboration as participants exchange innovative solutions in a structured, time-efficient format.

### How it works:

1. **Set Up:** Each participant writes their most pressing challenge on a piece of paper at their table.
2. **Round 1:** Participants move one seat to their left, read the new challenge in front of them, and write down a solution within 5 minutes.
3. **Repeat & Rotate:** The process repeats until each person returns to their original seat.
4. **Group Swap:** Tables swap challenges with another group, and the process continues as above.
5. **Wrap-Up:** After several rounds, participants return to their original paper, now filled with diverse, actionable solutions to implement and explore.

This high-energy, fast-paced format ensures everyone leaves with fresh perspectives and practical ideas. Collaborate, innovate, and tackle challenges with the collective genius of your peers!

### Participants

**Host: Agnes Mouawad** - Chief Operating Officer, Senior HR Advisor

## The Impact of AI on Upskilling, Reskilling, Talent Acquisition, and Retention

13:15 - 13:45  
Technology & Innovation Stage

This case study session will take you inside a leading organisation's journey to harness AI for improving workforce development, enhancing recruitment efforts, and boosting employee retention. Join us as we explore how AI-powered tools are reshaping these core HR functions, enabling organisations to build more agile, skilled, and engaged workforces.

Through detailed real-world examples, this session will explore how to:

- Increase employee engagement and skill development through using AI to identify skill gaps and creating personalised learning pathways for employees based on career goals
- Enhance your talent acquisition function through leveraging AI-powered tools to reduce time-to-hire, improve candidate selection accuracy and create a more efficient recruitment pipeline
- Identify early warning signs of employee disengagement or potential turnover through AI tools which analyse employee sentiment, monitor performance, and proactively address issues before they lead to attrition

### Participants

**Presenter: Ali Elsabban** - Head of corporate MENAT, Pearson Education

## Lunch Break - Exhibition Visit & Networking

13:20 - 13:50  
Leaders Stage

## Talent Management 2.0: Embracing AI for Workforce Excellence

13:20 - 13:40  
L&D and Talent Stage

Attendees will learn how to harness the power of AI to maximise talent initiatives, streamline workflows, and create more personalised, data-driven strategies through insights on:

- Driving organisational growth and development through practical strategies, including optimising management processes, aligning long-term vision and plans, and leveraging analytics and metrics to facilitate change
- Reducing time-to-hire and cost-per-hire by utilising AI technologies to transform recruitment, performance management and employee development practices
- Boosting workforce engagement and performance by leveraging technologies that analyse employee behaviour patterns to craft customised, data-informed solutions

### Breathe & Reset: Science-Based Stress Relief for Busy Brains (Lunch Break Session)

13:50 - 14:20  
Leaders Stage

Need a break that actually restores you? Join us for this energising, hands-on session where you'll learn how to shake off stress, reset your focus, and boost your performance — all in under 30 minutes. You'll walk away feeling clearer, calmer, and more in control. Expect science-based tools, live demos (yes, we'll breathe together), and a fresh take on how small physical shifts can make a big impact at work.

#### 3 Learning Takeaways:

1. **Ditch the burnout badge:** Understand the science behind resilience vs. endurance — and why the difference matters.
2. **Feel the shift:** Experience practical, science-based tools to reset stress and re-center your nervous system.
3. **Move the needle:** Learn how small, evidence-backed physical tweaks can create big improvements in mood, energy, and focus.

#### Participants

**Presenter: Chad Fahlberg** - Performance Coach & Breathwork Lead at The Resilience Equation | Expert in Micro Resilience Activation, The Resilience Equation

### Unite for Impact: Boosting Workforce Readiness Through Strategic Partnerships

13:50 - 14:20  
L&D and Talent Stage

A custom-built session aimed to equip listeners with the knowledge and tools necessary to foster partnerships that enhance workforce development through:

- Identifying the key components of effective partnerships between different stakeholders
- Dissecting successful case studies of collaboration between businesses, educational institutions and government entities and the nature of their partnership
- Discovering which actionable strategies have been most productive for building and sustaining partnerships

#### Participants

**Panellist: Hussain AlKhalifa** - Talent Management Manager, MISK

**Panellist: Mohammed AlHarbi** - Head of Talent Development, Saudi Iron and Steel Company (HADEED)

### Case Study Challenge Hub

13:55 - 14:30  
Implementation & Impact Stage

Collaborate in teams to solve real-world HR scenarios. Apply strategic thinking and industry expertise to develop practical solutions for complex workplace challenges.

### Virtual Reality in HR: A New Era of Training and Development

14:00 - 14:30  
Technology & Innovation Stage

#### Key takeaways include:

- Developing immersive employee training programs through discovering how VR can simulate real-world scenarios
- Increasing technology ROI and successfully implementing VR technologies throughout your onboarding, leadership training and safety protocols
- Learning about the cost and scalability of VR-based learning programs – are they worth it?

### Beyond Administration: HR's Role in the C-Suite

14:20 - 14:40  
Leaders Stage

Discover how HR leaders can become strategic C-suite partners through:

- Developing a strong culture, ethical values, and sustainability as part of the company's mission and ensuring HR initiatives directly impact organisational goals
- Strengthening cross-departmental relationships through more effective partnerships between HR the CEO, CIO and other C-suite leaders
- Positioning HR as a strategic driver of change, enabling organisations to adapt to market shifts, workforce trends, and evolving business models while maintaining agility and alignment with present demands and future goals

#### Participants

**Presenter: Michael Fraccaro** - Mastercard Fellow and Former Chief People Officer, Mastercard

### From Silos to Strategy: Shaping Junior Managers into Visionary Leaders

14:30 - 14:50  
L&D and Talent Stage

In this session, experts will help you transform your junior managers from siloed thinkers to company visionaries who understand and contribute to the company's broader goals by:

- Shifting the focus of junior managers from isolated departmental concerns to a company-wide, future-oriented perspective through tailored training programs emphasising long-term planning and innovation
- Increasing engagement in mindset development by partnering with external industry stakeholders and educational institutions offering certified training courses
- Addressing resistance to adopting a future-centric mindset by incorporating scenario-based learning and digital simulations that encourage proactive thinking and adaptability

#### Participants

**Presenter: Fahad Al-Saad** - Head of Talent and Organization Development, Almarai

### Wellness Program Design Sprint

14:40 - 15:15  
Implementation & Impact Stage

Create impactful employee wellness initiatives through rapid ideation and collaborative design. Develop practical, implementable programs that promote workplace well-being and engagement.

### From Turnover to Triumph: Proactive Planning for Internal Stability

14:45 - 15:15  
Leaders Stage

Achieve growth and stability through proactive planning, inspired by real-world success stories about:

- Accelerating success by leveraging data-driven hiring insights to attract and secure top-tier talent
- Addressing high turnover rates with forward-thinking approaches and scenario planning technologies
- Enhancing productivity and retention through strategic programs that drive engagement, foster diversity, and support continuous workforce development

#### Participants

**Panellist: Amani Bahassan** - Chief Human Capital Officer, ArcelorMittal

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## The Art & Science: Leading Transformation and Business as Usual Together

14:45 - 15:15

Technology & Innovation Stage

Key learning takeaways include:

- Unlock greater leadership impact by embracing curiosity, openness, and 'not-knowing' as key strengths in transformational leadership.
- Achieve stronger, more sustainable results by building meaningful connections and leveraging the power of collaboration.
- Drive innovation with confidence by mastering the art of experimentation and taking bold, strategic steps forward

### Participants

**Presenter: Phoebe Dunn** - Managing Director Middle East, Q5

**Presenter: Tim Janisch** - Director, Leadership and Team Development, Q5

## From Tactical to Strategic: HR's Moment to Lead Change

15:00 - 15:20

L&D and Talent Stage

Key Learning Takeaways:

- Increase the success rate of change initiatives by understanding why most efforts fail and how to truly mobilise people behind transformation.
- Accelerate execution and results by applying a pragmatic approach to expose disconnects, align leadership, and drive focus and urgency.
- Strengthen HR's strategic impact by shifting from a support role to a leadership position that defines the future rather than reacting to change.

### Participants

**Barney Quinn** - CHRO, Headspring

## Accelerating National Growth: Advancing Saudization and Skills Development

15:20 - 15:50

Leaders Stage

This session will delve into transformative strategies to accelerate national progress in workforce development and inclusivity, with an in-depth look at:

- Promoting gender equality and talent localisation by exploring initiatives to increase female workforce participation and highlighting the role of women
- Equipping the Saudi workforce for evolving job roles by addressing skill gaps through targeted training and development programs
- Enhancing the Saudization process and workforce efficiency by utilising digital tools and platforms for recruitment, training, and development

### Participants

**Panellist: Laurence Kirk** - Senior Vice President & Managing Director for Europe, AgileOne

**Panellist: Fahad Al Aqeel** - VP - People & Culture, International Maritime Industries

**Moderator: Kifaya Abu Thallam** - CHRO, Confidential

## Coffee Conversations

15:20 - 16:00

Implementation & Impact Stage

Unwind and connect with fellow HR professionals during this 40 minute session that blends meaningful networking with a taste of Saudi Arabia's rich coffee tradition.

Attendees will enjoy authentic local coffee, renowned for its unique flavors and cultural significance, while engaging in conversations with peers from similar fields. This relaxed and interactive setting is the perfect opportunity to exchange ideas, share insights, and build valuable connections with like-minded professionals.

Whether you're discussing common challenges, exploring new opportunities, or simply savoring the local flavors, this session promises to be both enriching and enjoyable. Don't miss out on this perfect pairing of culture and collaboration!

## Enhancing Employee Value Proposition (EVP) for a Thriving Workplace

15:30 - 15:50

L&D and Talent Stage

A session between leaders dedicated to sharing the foundations on how to increase the EVP within your organisation through L&D approaches by:

- Implementing regular feedback loops to understand employee needs and preference regarding learning which then gives your organisation the opportunity to improve L&D offerings
- Fostering a culture that prioritises lifelong learning and encourages employees to pursue ongoing education, certifications and professional development opportunities
- Creating structured career development plans which outline potential progression routes within the organisation and helps employees see the long-term benefits of staying as well as developing their skills

### Participants

**Presenter: Dr. Faten Salem Alsari** - Human Capital & Development Director, Confidential Government

## The Metaverse and HR: Transforming Employee Experiences

15:30 - 16:00

Technology & Innovation Stage

Key takeaways include:

- Revolutionising your onboarding, training and collaboration initiatives through exploring the metaverse as a feasible digital tool
- Transforming team-building and employee engagement through exploring immersive virtual environments, their benefits and how to implement them
- Discovering challenges and opportunities for adopting metaverse platforms in Saudi workplaces

### Closing Comments

15:50 - 15:55

L&D and Talent Stage

## The Culture Advantage: Why It's Your Secret Weapon

15:55 - 16:15

Leaders Stage

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## Closing Comments

16:00 - 16:05  
Technology & Innovation Stage

## Future-Gen Compensation: Designing Rewards for a Human-Centric Workplace

16:20 - 16:40  
Leaders Stage

This session will provide concise and implementable compensation and benefits initiatives to help secure your organisation's future success. Examples include:

- Discuss how compensation is evolving beyond salary and bonuses to include holistic rewards (like wellness programs, flexible benefits, equity, and purpose-driven incentives)
- Discuss how organisations can address pay gaps (gender, and geographic) and ensure fairness in compensation
- Discuss how wellness programs are becoming integral to compensation packages
- Talk about the role of technology in shaping future compensation
- Practical steps for organisations to future-proof their compensation strategies

## Participants

**Presenter:** Enad Abu Naser - Rewards & OD Director, Vision Bank

## Closing Comments

16:40 - 16:45  
Leaders Stage

## Participants

**Host:** Laura Buckwell - Industry event EMCEE and former TV News Anchor, Laura Buckwell

## End of Day 1

16:45 - 16:50  
Leaders Stage

# SCHEDULE

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10:00	10:00 - Opening Comments 10:10 - The Workforce Evolution: Merging Diversity and Talent for Strategic Growth 10:45 - Pioneering HR Processes: Emerging Tech Shaping a Smarter Workforce			
11:00	11:05 - Morning Break - Exhibition Visit and Networking 11:35 - Shifting Paradigm: Success Stories of Women in Leadership	11:00 - The New Roadmap: Planning for Success in a Digital First World 11:40 - From Training to Transformation: Evolving L&D Practices	11:00 - Predictive Analytics in Talent Retention: Enhancing Engagement, Productivity, and Well Being 11:45 - Harnessing AI for Advanced Services Procurement: Revolutionising Strategy, Workforce Management, and Business Outcomes	11:00 - Engaging CHRO Q&A: Insights, Perspectives, and Solutions 11:45 - Roundtable Power Hour
12:00	12:10 - The High-Performance Habit Shift 12:35 - Empowering People: The Road to Enhanced Organisational Profitability	12:10 - Gateway to Management: Building a Comprehensive Successor Pipeline 12:40 - Leadership's Role in Lasting Employee Loyalty	12:30 - AI-Driven Learning and Development: Personalising Growth	
13:00	13:00 - Streamlining Payroll: Automating Compliance and Benefits Delivery 13:20 - Lunch Break - Exhibition Visit & Networking 13:50 - Breathe & Reset: Science-Based Stress Relief for Busy Brains (Lunch Break Session)	13:20 - Talent Management 2.0: Embracing AI for Workforce Excellence 13:50 - Unite for Impact: Boosting Workforce Readiness Through Strategic Partnerships	13:15 - The Impact of AI on Upskilling, Reskilling, Talent Acquisition, and Retention	13:00 - Collaborative Solution Room Session 13:55 - Case Study Challenge Hub
14:00	14:20 - Beyond Administration: HR's Role in the C-Suite 14:45 - From Turnover to Triumph: Proactive Planning for Internal Stability	14:30 - From Silos to Strategy: Shaping Junior Managers into Visionary Leaders	14:00 - Virtual Reality in HR: A New Era of Training and Development 14:45 - The Art & Science: Leading Transformation and Business as Usual Together	14:40 - Wellness Program Design Sprint

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15:00	<p>15:20 - Accelerating National Growth: Advancing Saudization and Skills Development</p> <p>15:55 - The Culture Advantage: Why It's Your Secret Weapon</p>	<p>15:00 - From Tactical to Strategic: HR's Moment to Lead Change</p> <p>15:30 - Enhancing Employee Value Proposition (EVP) for a Thriving Workplace</p> <p>15:50 - Closing Comments</p>	<p>15:30 - The Metaverse and HR: Transforming Employee Experiences</p>	<p>15:20 - Coffee Conversations</p>
16:00	<p>16:20 - Future-Gen Compensation: Designing Rewards for a Human-Centric Workplace</p> <p>16:40 - Closing Comments</p> <p>16:45 - End of Day 1</p>		<p>16:00 - Closing Comments</p>	

Registration and Networking

09:30 - 10:00  
Leaders Stage (17 June 2025)

Opening Comments

10:00 - 10:10  
Leaders Stage (17 June 2025)

Participants

**Host:** Laura Buckwell - Industry event EMCEE and former TV News Anchor, Laura Buckwell

The Workforce Evolution: Merging Diversity and Talent for Strategic Growth

10:10 - 10:40  
Leaders Stage (17 June 2025)

Drive organisational success by cultivating adaptability, uniting diverse perspectives, and preparing for the future through:

- Addressing the skill gap while managing a multi-generational workforce by learning how to create and implement effective strategies for talent acquisition
- Fostering workforce resilience through cutting edge succession planning techniques and targeted management strategies
- Enhancing organisational flexibility and long-term success by integrating multiple outlooks and skills to create a cohesive and high-performing workforce

Participants

**Panellist:** Moteb Alshammary - Chief of Staff, Hisense Saudi Arabia

**Panellist:** Abdullah Haboudal - Chief of Staff & VP People, MRSOOL

**Panellist:** Abdulaziz Alshehri - Vice President of HR, ESNAD

Cross-Industry Insights: Innovating Succession Planning

10:10 - 10:30  
Leaders Stage (18 June 2025)

This session will explore cross-industry succession planning insights from HR leaders, focusing on effective practices like:

- Ensuring smooth leadership transitions by adopting proven succession strategies and learning from top-performing organisations on how they design and implement effective frameworks
- Expanding your talent pool by discovering methods to identify and nurture leadership potential beyond traditional career paths
- Promoting equity and creativity by integrating cross-industry practices that prioritise diverse leadership, strengthening a culture of inclusion and innovation

The Agile Edge: Thriving Through Change

10:35 - 10:55  
Leaders Stage (18 June 2025)

Pioneering HR Processes: Emerging Tech Shaping a Smarter Workforce

10:45 - 11:05  
Leaders Stage (17 June 2025)

Participants

**Presenter:** Lambros Lambrou - CEO Human Capital - Health Solutions, Aon

From Hiring to Holding: Strengthening Talent Retention

11:00 - 11:20  
Leaders Stage (18 June 2025)

Morning Break - Exhibition Visit and Networking

11:05 - 11:35  
Leaders Stage (17 June 2025)

Morning Break - Exhibition Visit & Networking

11:20 - 11:50  
Leaders Stage (18 June 2025)

Shifting Paradigm: Success Stories of Women in Leadership

11:35 - 12:05  
Leaders Stage (17 June 2025)

Discover transformative strategies for advancing inclusive leadership in the region as women leaders share inspiring stories of overcoming challenges and achieving milestones through:

- Insights into how women have reached leadership positions while making significant contributions to their organisations
- Personal stories that reveal how women leaders navigated and overcame unique hurdles to advance their careers
- Key practices and approaches to cultivating equity and empowerment within teams and driving inclusive leadership

Participants

**Panellist:** Dina Ismail - HR Cluster Head for Central-Arabia, Nestle

**Panellist:** Nada Khalid AlHassan - Director of Training and Development, Ministry of Investment

**Moderator:** Julie Page - EMEA CEO, AON

Uniting Generations: Insights for Crafting Dynamic Teams

11:50 - 12:10  
Leaders Stage (18 June 2025)

Effectively manage a multi-generational workforce through:

- Designing flexible benefits that cater to diverse generational needs, like health saving accounts (HSAs) and family leave programs
- Boosting intergenerational collaboration by cultivating an inclusive environment that values all generations, promoting knowledge exchange and creativity
- Developing tailored communication plans that resonate with each generation to increase transparency and engagement across the organisation

Participants

**Presenter:** Captain (Dr) Pranav Prasoon Thakur - Chief People Officer, Trukker

The High-Performance Habit Shift

12:10 - 12:30  
Leaders Stage (17 June 2025)



Sustaining Success: Practical Tools for Managing Change and Boosting Performance

12:15 - 12:35  
Leaders Stage (18 June 2025)

This session provides HR professionals with practical tools to help the workforce navigate transformation efforts while sustaining high performance through:

- Fostering buy-in and reducing resistance by involving employees at all levels in decision-making processes
- Minimising operational disruptions by using a phased implementation approach, allowing for adjustments and smoother transitions
- Enhancing productivity by continuously monitoring initiatives and refining strategies based on performance metrics

Participants

**Panellist:** Hattan Wali Abdallah - Vice President, Confidential Government

**Moderator:** Hussain AlKhalifa - Talent Management Manager, MISK

Empowering People: The Road to Enhanced Organisational Profitability

12:35 - 12:55  
Leaders Stage (17 June 2025)

Unlock the potential of employee engagement, align development with organisational goals, and increase profitability through:

- Strengthening employee connections with company-wide aspirations by integrating corporate social responsibility (CSR) and sustainability into engagement strategies
- Revamping traditional engagement techniques into interactive and measurable experiences that resonate with today's workforce through gamification
- Maximising participation, collaboration, and overall morale by personalising engagement efforts based on employee demographics, preferences, and aspirations

Participants

**Nawaf Al Dhubaib** - CHRO | MISK 2030 Leader, Tasheel Finance

Advancing Your HR Agenda: Overcoming Regional Challenges

12:40 - 13:00  
Leaders Stage (18 June 2025)

This session tackles the unique challenges HR leaders face when driving their agenda within specific organisational dynamics and regional contexts. Discover practical strategies focused on:

- Navigating Cultural Complexities: Learn to effectively integrate modern HR initiatives within traditional business practices and hierarchical structures. Develop approaches that bridge global best practices with local values for greater acceptance and impact.
- Building Strategic Influence: Transition HR from an administrative function to a vital strategic partner. Master techniques to leverage data-driven insights, demonstrate measurable business value, and secure crucial leadership buy-in for your initiatives.
- Balancing Localisation and Performance: Strategically manage localisation requirements (e.g., Saudization) alongside organisational needs. Implement effective talent development programs that address critical skills gaps while supporting business performance.

Streamlining Payroll: Automating Compliance and Benefits Delivery

13:00 - 13:20  
Leaders Stage (17 June 2025)

This session will explore how technology is revolutionising payroll systems by:

- Introducing digital payroll systems to enhance operational efficiency, streamline processes, and reduce manual tasks
- Reducing human errors and minimising compliance risks by ensuring regulatory adherence and automating payroll solutions
- Simplifying reporting with automated payroll platforms, enabling data-driven decisions to improve outcomes

Augmenting Women's Impact: Creating Equitable Roles and Diverse Pipelines

13:05 - 13:45  
Leaders Stage (18 June 2025)

This session focuses on harnessing women's strengths in the workforce through:

- Supporting top female talent and advancing equity by offering tailored benefits, such as flexible work arrangements, and implementing compensation frameworks aligned with women's needs
- Empowering women by creating roles that advance careers and diversify leadership pipelines, driving systemic change
- Expanding the range of talent and cultural perspectives to achieve financial goals by implementing inclusive recruitment strategies, such as crafting equitable job descriptions and cultivating a supportive workplace environment

Participants

**Panellist:** Dhafer Almanea - Vice President Human Capital, Albawani

**Panellist:** Falah Al Sharari - Head Human Resources KSA | AVP, Aster DM Healthcare

**Panellist:** Ahmed Alhomoud - CHRO, Confidential

**Moderator:** Mrigank Tripathi - President - Growth, PeopleStrong

Lunch Break - Exhibition Visit & Networking

13:20 - 13:50  
Leaders Stage (17 June 2025)

Lunch Break - Exposition Visit & Networking

13:45 - 14:45  
Leaders Stage (18 June 2025)

Breathe & Reset: Science-Based Stress Relief for Busy Brains (Lunch Break Session)

13:50 - 14:20  
Leaders Stage (17 June 2025)

Need a break that actually restores you? Join us for this energising, hands-on session where you'll learn how to shake off stress, reset your focus, and boost your performance — all in under 30 minutes. You'll walk away feeling clearer, calmer, and more in control. Expect science-based tools, live demos (yes, we'll breathe together), and a fresh take on how small physical shifts can make a big impact at work.

3 Learning Takeaways:

1.

**Ditch the burnout badge:** Understand the science behind resilience vs. endurance — and why the difference matters.
2.

**Feel the shift:** Experience practical, science-based tools to reset stress and re-center your nervous system.
3.

**Move the needle:** Learn how small, evidence-backed physical tweaks can create big improvements in mood, energy, and focus.

Participants

**Presenter: Federica Ceresa** - Founder of The Resilience Equation | Expert in Macro Resilience Systems, The Resilience Equation

**Presenter: Chad Fahlberg** - Performance Coach & Breathwork Lead at The Resilience Equation | Expert in Micro Resilience Activation, The Resilience Equation

Beyond Administration: HR's Role in the C-Suite

14:20 - 14:40  
Leaders Stage (17 June 2025)

Discover how HR leaders can become strategic C-suite partners through:

- Developing a strong culture, ethical values, and sustainability as part of the company's mission and ensuring HR initiatives directly impact organisational goals
- Strengthening cross-departmental relationships through more effective partnerships between HR the CEO, CIO and other C-suite leaders
- Positioning HR as a strategic driver of change, enabling organisations to adapt to market shifts, workforce trends, and evolving business models while maintaining agility and alignment with present demands and future goals

Participants

**Presenter: Michael Fraccaro** - Mastercard Fellow and Former Chief People Officer, Mastercard

From Turnover to Triumph: Proactive Planning for Internal Stability

14:45 - 15:15  
Leaders Stage (17 June 2025)

Achieve growth and stability through proactive planning, inspired by real-world success stories about:

- Accelerating success by leveraging data-driven hiring insights to attract and secure top-tier talent
- Addressing high turnover rates with forward-thinking approaches and scenario planning technologies
- Enhancing productivity and retention through strategic programs that drive engagement, foster diversity, and support continuous workforce development

Participants

**Panellist: Amani Bahassan** - Chief Human Capital Officer, ArcelorMittal

Maximising Strategic Value: Emotional Intelligence & Governance in HR Transformation

14:45 - 15:05  
Leaders Stage (18 June 2025)

This session explores how combining emotional intelligence and HR governance drives organisational excellence through:

- Leveraging emotional intelligence (EQ) and shared services to enhance organisational performance by implementing targeted development initiatives and robust governance frameworks.
- Measuring success effectively by tracking key metrics including employee retention, engagement, discretionary effort, and service delivery quality.
- Elevating strategic value while optimising costs by developing integrated approaches that balance EQ development with efficient shared services models.
- Supporting scalable growth through strategic HR transformation initiatives, consistent governance frameworks, cost-effective EQ development programs, operational agility enhancement, and Vision 2030 alignment strategies.

Participants

**Presenter: Abdullah Alkharsan** - Chief Human Resources Officer, AlYemni Group - مجموعة اليمنى

Beating Burnout: Strategies for Mental Health in High-Pressure Environments

15:10 - 15:30  
Leaders Stage (18 June 2025)

This session explores strategies to prevent burnout and support mental health in high-pressure environments by:

- Proactively addressing stress and burnout and recognising early signs such as fatigue and disengagement, then implementing timely interventions like workload adjustments and wellness support to avoid escalation
- Restricting chances of overwhelm and promoting accomplishment by setting achievable goals through the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound), ensuring clear focus, realistic targets, and continuous progress tracking
- Creating a safe environment through an open line of communication where employees feel comfortable discussing their stressors and seeking support with their managers

Accelerating National Growth: Advancing Saudization and Skills Development

15:20 - 15:50  
Leaders Stage (17 June 2025)

This session will delve into transformative strategies to accelerate national progress in workforce development and inclusivity, with an in-depth look at:

- Promoting gender equality and talent localisation by exploring initiatives to increase female workforce participation and highlighting the role of women
- Equipping the Saudi workforce for evolving job roles by addressing skill gaps through targeted training and development programs
- Enhancing the Saudization process and workforce efficiency by utilising digital tools and platforms for recruitment, training, and development

Participants

**Panellist: Laurence Kirk** - Senior Vice President & Managing Director for Europe, AgileOne

**Panellist: Fahad Al Aqeel** - VP - People & Culture, International Maritime Industries

**Moderator: Kifaya Abu Thallam** - CHRO, Confidential

# SESSIONS

## LEADERS STAGE - 17/06/2025

HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و16 و19 يونيو 2025 المعرض: 17 و18 يونيو 2025 الرياض

Riyadh

### Next-Generation Work Models: Balancing Well-Being and Productivity

15:35 - 15:55

Leaders Stage (18 June 2025)

Discover practical strategies to achieve sustainable work-life balance, boosting employee engagement, productivity, and profitability through:

- Elevating employee satisfaction by supporting personal and professional commitments with initiatives such as remote work, flexible hours, and compressed workweeks.
- Strengthening communication by fostering open dialogue to address employee concerns and gather feedback on work-life balance programs.
- Encouraging healthy lifestyles by implementing wellness programs that include fitness facilities, wellness incentives, and stress-reduction education.
- Assisting working parents with family-friendly benefits like on-site childcare, flexible parental leave, and tailored support initiatives

### The Culture Advantage: Why It's Your Secret Weapon

15:55 - 16:15

Leaders Stage (17 June 2025)

### Wellbeing as a Competitive Advantage: Designing Cultures That Care

16:00 - 16:20

Leaders Stage (18 June 2025)

#### Participants

**Presenter:** Abdullah ALZahrani - Managing Director and CEO, Tharwah

### Future-Gen Compensation: Designing Rewards for a Human-Centric Workplace

16:20 - 16:40

Leaders Stage (17 June 2025)

This session will provide concise and implementable compensation and benefits initiatives to help secure your organisation's future success. Examples include:

- Discuss how compensation is evolving beyond salary and bonuses to include holistic rewards (like wellness programs, flexible benefits, equity, and purpose-driven incentives)
- Discuss how organisations can address pay gaps (gender, and geographic) and ensure fairness in compensation
- Discuss how wellness programs are becoming integral to compensation packages
- Talk about the role of technology in shaping future compensation
- Practical steps for organisations to future-proof their compensation strategies

#### Participants

**Presenter:** Enad Abu Naser - Rewards & OD Director, Vision Bank

### Looking Ahead: Actionable Insights In-Line with Saudi's Vision 2030

16:25 - 16:55

Leaders Stage (18 June 2025)

This panel discussion offers strategies for harmonising HR practices with Saudi Arabia's Vision 2030 by:

- Forecasting talent needs and developing skills to support economic diversification through calculated workforce planning
- Upskilling employees through initiatives like the National Training Campaign (Waad), merging with industry trends to drive the development of a knowledge-based economy
- Crafting a dynamic and high-achieving workforce by introducing policies that encourage diversity and inclusion, supporting Vision 2030 objectives

#### Participants

**Panellist:** Zuhair Al Margrabi - Chief People and Shared Services Officer, Panda Retail Company – Savola Group

**Panellist:** Mohannad Alkalash - VP - METAP Region, Zoom Video Communications

**Moderator:** Ghassan Nasser - HR Director, Saudi Coffee Company

### Closing Comments

16:40 - 16:45

Leaders Stage (17 June 2025)

#### Participants

**Host:** Laura Buckwell - Industry event EMCEE and former TV News Anchor, Laura Buckwell

### End of Day 1

16:45 - 16:50

Leaders Stage (17 June 2025)

### End of Conference

17:00 - 17:05

Leaders Stage (18 June 2025)

# SCHEDULE

## LEADERS STAGE - 17/06/2025

HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و 16 و 19 يونيو 2025 المعرض: 17 و 18 يونيو 2025 الرياض

Riyadh

TIME	LEADERS STAGE (17 JUNE 2025)	LEADERS STAGE (18 JUNE 2025)
09:00	09:30 - Registration and Networking	
10:00	10:00 - Opening Comments 10:10 - The Workforce Evolution: Merging Diversity and Talent for Strategic Growth 10:45 - Pioneering HR Processes: Emerging Tech Shaping a Smarter Workforce	10:10 - Cross-Industry Insights: Innovating Succession Planning 10:35 - The Agile Edge: Thriving Through Change
11:00	11:05 - Morning Break - Exhibition Visit and Networking 11:35 - Shifting Paradigm: Success Stories of Women in Leadership	11:00 - From Hiring to Holding: Strengthening Talent Retention 11:20 - Morning Break - Exhibition Visit & Networking 11:50 - Uniting Generations: Insights for Crafting Dynamic Teams
12:00	12:10 - The High-Performance Habit Shift 12:35 - Empowering People: The Road to Enhanced Organisational Profitability	12:15 - Sustaining Success: Practical Tools for Managing Change and Boosting Performance 12:40 - Advancing Your HR Agenda: Overcoming Regional Challenges
13:00	13:00 - Streamlining Payroll: Automating Compliance and Benefits Delivery 13:20 - Lunch Break - Exhibition Visit & Networking 13:50 - Breathe & Reset: Science-Based Stress Relief for Busy Brains (Lunch Break Session)	13:05 - Augmenting Women's Impact: Creating Equitable Roles and Diverse Pipelines 13:45 - Lunch Break - Exposition Visit & Networking
14:00	14:20 - Beyond Administration: HR's Role in the C-Suite 14:45 - From Turnover to Triumph: Proactive Planning for Internal Stability	14:45 - Maximising Strategic Value: Emotional Intelligence & Governance in HR Transformation
15:00	15:20 - Accelerating National Growth: Advancing Saudization and Skills Development 15:55 - The Culture Advantage: Why It's Your Secret Weapon	15:10 - Beating Burnout: Strategies for Mental Health in High-Pressure Environments 15:35 - Next-Generation Work Models: Balancing Well-Being and Productivity
16:00	16:20 - Future-Gen Compensation: Designing Rewards for a Human-Centric Workplace 16:40 - Closing Comments 16:45 - End of Day 1	16:00 - Wellbeing as a Competitive Advantage: Designing Cultures That Care 16:25 - Looking Ahead: Actionable Insights In-Line with Saudi's Vision 2030
17:00		17:00 - End of Conference

### Registration and Networking

09:30 - 10:00  
Leaders Stage

### Opening Comments

10:00 - 10:10  
Leaders Stage

### Participants

**Host:** Laura Buckwell - Industry event EMCEE and former TV News Anchor, Laura Buckwell

### Cross-Industry Insights: Innovating Succession Planning

10:10 - 10:30  
Leaders Stage

This session will explore cross-industry succession planning insights from HR leaders, focusing on effective practices like:

- Ensuring smooth leadership transitions by adopting proven succession strategies and learning from top-performing organisations on how they design and implement effective frameworks
- Expanding your talent pool by discovering methods to identify and nurture leadership potential beyond traditional career paths
- Promoting equity and creativity by integrating cross-industry practices that prioritise diverse leadership, strengthening a culture of inclusion and innovation

### The Agile Edge: Thriving Through Change

10:35 - 10:55  
Leaders Stage

### From Hiring to Holding: Strengthening Talent Retention

11:00 - 11:20  
Leaders Stage

### Harnessing Local Talent: Strategic Solutions to Overcome Workforce Shortages

11:00 - 11:30  
L&D and Talent Stage

This panel will examine how organisations can address talent shortages by leveraging local talent pools. Through adapting recruitment and workforce strategies to meet the demands of a dynamic, globalised market, companies can effectively overcome talent shortage challenges by:

- Broadening access to local talent pools by developing long-term partnerships with communities and educational institutions
- Developing the progressive local workforce by leveraging key insights to design effective upskilling and reskilling programs
- Maximising the attraction of top-tier talent for sustained organisational success by designing tailored, comprehensive pay and benefits packages

### Participants

**Panelist:** Maya Barri - Director Human Resources, Red Sea Global

**Panelist:** Sam Fletcher - Head of Talent Intelligence, PayPal

**Panelist:** Helene Gaubert - Director - Corporate Talent Acquisition, Dr. Sulaiman Al Habib Medical Group

### HR Tech Stack Optimization: Choosing the Right Tools

11:00 - 11:30  
Technology & Innovation Stage

Key takeaways include:

- Learning how to evaluate and integrate the best HR technology solutions for your organisation
- Aligning tech investments with organisational goals through strategic processes and cross-departmental collaboration
- Measuring and increasing ROI on HR tech implementations through different techniques and processes

### Participants

**Presenter:** Khalid Bukhari - Head of People Intelligence and Strategy, Riyad Bank

### Forum Theatre: Human-Centred Leadership: Balancing Financial Growth with Long-Term Human Success

11:00 - 11:40  
Implementation & Impact Stage

### Session Overview:

*How do leaders take on a paradigm shift in leadership where they need to drive continued financial growth whilst championing sustained human experience and wellbeing?*

This interactive session brings to life key themes explored throughout the conference, giving participants a hands-on opportunity to apply insights in a real-world leadership scenario. Through an engaging forum theatre demonstration and collaborative problem-solving exercise, attendees will explore the challenges leaders face in balancing the challenging and often contradictory pressures they face in their roles.

### Key Learning Outcomes:

By the end of this session, participants will:

✓ Understand the concept of human-centred leadership and how PCA's Leadership Equation helps leaders define a broader set of leadership capabilities required to be a human-centred leader

✓ Gain insights around how these capabilities - sitting across four key leadership quotients, Technical, Emotional, Decency and Multiplier - help high achieving leaders realise their real value, empowering and inspiring those around them towards collective ownership and success.

✓ Practice real-world problem-solving through interactive discussions and exercises

### Session Flow:

? **Introduction to Human-centred Leadership (10 min)**  
– Overview of the session's interactive approach, connecting human-centred leadership theory to real-world practice.

? **Forum Theatre Demonstration (5 min)** – A short scenario illustrating the tension between financial growth and human success.

? **Group Discussion & Analysis (5 min)** – Facilitator-led plenary debrief discussion analyzing key themes from the Forum.

? **Q-Storming Exercise (5 min)** – Audience asks the protagonist character targeted questions to gain deeper insights.

? **Problem-Solving & Strategy Development (10 min)**  
– Teams develop practical advice based on the gathered information and share with the character.

? **Reflections & Key Takeaways (5 min)** – Final insights on human-centred leadership and its impact on sustainable success.

### Participants

**Host:** Charlie Swan - Chief Growth Officer, The

Experiential Learning Group

### Morning Break - Exhibition Visit & Networking

11:20 - 11:50  
Leaders Stage

### Winning with Inclusivity: The Key to Strengthening Organisational Culture

11:40 - 12:00  
L&D and Talent Stage

This session explores how building a diverse and inclusive workforce can unlock new opportunities for growth and enhance decision-making through:

- Strengthening the employee value proposition (EVP) by offering training programs and clear progression pathways to support inclusive recruitment and onboarding efforts
- Measuring inclusivity and diversity as well as identifying areas for improvement within your strategy using data and internal organisation surveys
- Enhancing decision-making by incorporating varied viewpoints, resulting in more informed, balanced, and well-rounded DEIB outcomes

#### Participants

**Presenter:** Fawzyah AlMalki - People and Culture Executive Director, Confidential

### Remote Work Paradigms: Strategies for Effective Virtual Collaboration

11:45 - 12:15  
Technology & Innovation Stage

### Uniting Generations: Insights for Crafting Dynamic Teams

11:50 - 12:10  
Leaders Stage

Effectively manage a multi-generational workforce through:

- Designing flexible benefits that cater to diverse generational needs, like health saving accounts (HSAs) and family leave programs
- Boosting intergenerational collaboration by cultivating an inclusive environment that values all generations, promoting knowledge exchange and creativity
- Developing tailored communication plans that resonate with each generation to increase transparency and engagement across the organisation

#### Participants

**Presenter:** Captain (Dr) Pranav Prasoon Thakur - Chief People Officer, Trukker

### Building a winning Strategic HR Transformation Project

11:55 - 12:25  
Implementation & Impact Stage

As businesses evolve, HR must shift from an administrative function to a strategic powerhouse driving organisational success.

This session at HRSE KSA 2025 will explore the key steps to executing a successful HR transformation project, enabling HR teams to align with business goals, enhance efficiency, and maximise impact. Attendees will gain practical insights into modernising HR functions, implementing transformation initiatives, and measuring their success to drive long-term value. In addition, attendees will also have the opportunity to participate in a real-time Q+A session with one of the brightest minds in HR.

By attending this session participants will learn how to:

- Clearly define the modern role of HR as a strategic business partner.
- Learn a step-by-step approach to building a successful HR transformation project.
- Understand how to measure the impact and return on investment (ROI) of transformation initiatives.

#### Participants

**Speaker:** Ibrahim Alamer - Founder & CEO, HR-Trust Management Consultancy

### Building Leadership Resilience: Upskilling Successors for Long-Term Impact

12:10 - 12:40  
L&D and Talent Stage

In this session, experts will share how to upskill those next in line and in turn, cut staff turnover rates by:

- Setting the roadmap for management newcomers by enforcing a transition period whereby working closely with the L&D teams is essential for optimal development
- Creating personal development plans to ensure successors are bridging the skill gap from successful team member to successful team leader and unpacking their full potential
- Implementing real time feedback loops which indicate how new management are performing and what impact they are having on their team

#### Participants

**Panellist:** Meshal Ibrahim - Human Capital Panning & Development Director, National Company for Mechanical Systems - NCMS

**Panellist:** Ali Al-Eid - Human Resources Director, ALFA

**Panellist:** Meshal Ibrahim - Human Capital Panning & Development Director, National Company for Mechanical Systems - NCMS

### Sustaining Success: Practical Tools for Managing Change and Boosting Performance

12:15 - 12:35  
Leaders Stage

This session provides HR professionals with practical tools to help the workforce navigate transformation efforts while sustaining high performance through:

- Fostering buy-in and reducing resistance by involving employees at all levels in decision-making processes
- Minimising operational disruptions by using a phased implementation approach, allowing for adjustments and smoother transitions
- Enhancing productivity by continuously monitoring initiatives and refining strategies based on performance metrics

#### Participants

**Panellist:** Hattan Wali Abdallah - Vice President, Confidential Government

**Moderator:** Hussain AlKhalifa - Talent Management Manager, MISK

### Ethics in AI for HR: Ensuring Responsible Use of Technology

12:30 - 13:00  
Technology & Innovation Stage

Key takeaways include:

- Learning ethical considerations in AI-driven HR practices such as hiring and performance tracking
- Identifying and mitigating algorithmic bias in AI-based technologies through educational frameworks
- Discovering how to align AI strategies with organisational values and cultural norms

### Advancing Your HR Agenda: Overcoming Regional Challenges

12:40 - 13:00  
Leaders Stage

This session tackles the unique challenges HR leaders face when driving their agenda within specific organisational dynamics and regional contexts. Discover practical strategies focused on:

- **Navigating Cultural Complexities:** Learn to effectively integrate modern HR initiatives within traditional business practices and hierarchical structures. Develop approaches that bridge global best practices with local values for greater acceptance and impact.
- **Building Strategic Influence:** Transition HR from an administrative function to a vital strategic partner. Master techniques to leverage data-driven insights, demonstrate measurable business value, and secure crucial leadership buy-in for your initiatives.
- **Balancing Localisation and Performance:** Strategically manage localisation requirements (e.g., Saudization) alongside organisational needs. Implement effective talent development programs that address critical skills gaps while supporting business performance.

### Fishbowl Dialogues: Voice in the Circle

12:40 - 13:15  
Implementation & Impact Stage

**Futureproofing Leadership and Management Skills:**  
This session will focus on preparing leadership teams for tomorrow's challenges by blending global best practices with local cultural and organisational dynamics.

Attendees will explore how to tailor leadership development programs that foster resilience, adaptability, and innovation, ensuring leaders can effectively manage diverse teams, motivate employees across generations, and execute forward-thinking strategies that align with both organisational goals and evolving market trends.

Step into the "Fishbowl" for this engaging and thought-provoking 35-minute session that puts your voice at the center of the conversation. Designed for medium-to-large groups, the Fishbowl format offers a unique opportunity to dive deep into a key topic with collaborative input and fresh perspectives.

Participants are divided into two groups: an inner circle (the Fishbowl) and an outer circle of listeners. In the Fishbowl, three to four participants engage in a focused discussion on the topic while those in the outer circle listen, take notes, and reflect. After a set period, the inner circle rotates, allowing new voices to contribute and share their insights. A skilled moderator ensures a balanced and dynamic discussion throughout.

This session encourages active participation, sharpens listening skills, and brings diverse viewpoints to the forefront. Join us and make your voice part of the dialogue while gaining valuable takeaways from others' experiences!

#### Participants

**Host:** Kathy Sorenson - Director of Human Resources, Premier Inn MENA

### Data to Dollars: Using Analytics to Prove Training Impact and ROI

12:50 - 13:10  
L&D and Talent Stage

Discover how data-driven approaches will help your organisation optimise learning outcomes and measure ROI with precision by:

- Identifying the most effective analytics tool and methods for tracking outcomes specific to Saudi Arabia
- Showcasing the value and impact of these tools by applying gold-standard best practices
- Improving the accuracy of ROI measurements while gaining insights into common challenges and actionable solutions in training effectiveness analysis.

#### Participants

**Presenter:** Dakheel AlOtaibi - Group HR Director, Abunayyan Holding

### Augmenting Women's Impact: Creating Equitable Roles and Diverse Pipelines

13:05 - 13:45  
Leaders Stage

This session focuses on harnessing women's strengths in the workforce through:

- Supporting top female talent and advancing equity by offering tailored benefits, such as flexible work arrangements, and implementing compensation frameworks aligned with women's needs
- Empowering women by creating roles that advance careers and diversify leadership pipelines, driving systemic change
- Expanding the range of talent and cultural perspectives to achieve financial goals by implementing inclusive recruitment strategies, such as crafting equitable job descriptions and cultivating a supportive workplace environment

#### Participants

**Panellist:** Dhafer Almanea - Vice President Human Capital, Albawani

**Panellist:** Falah Al Sharari - Head Human Resources KSA | AVP, Aster DM Healthcare

**Panellist:** Ahmed Alhomoud - CHRO, Confidential

**Moderator:** Mrigank Tripathi - President - Growth, PeopleStrong

### HR Metrics that Matter: Measuring What Counts

13:15 - 13:45  
Technology & Innovation Stage

### One Size Doesn't Fit All: The Case for Personalised Learning

13:20 - 13:40  
L&D and Talent Stage

#### Interactive Quiz

13:30 - 14:00  
Implementation & Impact Stage

### Lunch Break - Exposition Visit & Networking

13:45 - 14:45  
Leaders Stage

# SESSIONS

HRSE KSA SUMMIT AND EXPO - DAY TWO - 18/  
06/2025

HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل الممتدة: 15 و16 و19 يونيو 2025 المعرض: 17 و18 يونيو 2025 الرياض

Riyadh

## Cloud-Based HR Solutions: Scalability and Security

14:05 - 14:35

Technology & Innovation Stage

Key takeaways include:

- Streamlining HR processes across large organisations through comprehensive cloud platforms
- Ensuring cutting edge data security and compliance with Saudi regulations through different cloud-based HR solutions
- Discovering the advantages of scalability and real-time access in cloud HR systems

## AI Anxiety to AI Advocacy: Transforming Workforce Mindsets through Education

14:10 - 14:40

L&D and Talent Stage

In this session, learn how to future-proof your workforce and enhancing digital literacy whilst fostering a positive attitude towards AI integration by:

- Developing a tech-savvy workforce by implementing tailored development plans that boost employee digital literacy
- Breaking down misconceptions about AI replacing jobs, and educating employees on how AI can enhance and streamline their daily tasks
- Driving AI adoption across the company by hosting department-specific training days, showing staff how to effectively implement AI tools in their day-to-day responsibilities

### Participants

**Panellist:** Sarah Morello - Director - MEA People & Performance, Kraft Heinz

**Panellist:** Saleh Al Nashwan - Director of Talent Development & Acting Head of Centers of Excellence, ROSHN

**Moderator:** Hussain Alsakhin - Head of People & Culture, Adidas

## Power of Partnership: Interactive Workshop

14:15 - 14:45

Implementation & Impact Stage

## Maximising ROI: The Systematic Contribution of Emotional Intelligence in HR

14:45 - 15:05

Leaders Stage

This session explores how combining emotional intelligence and HR governance drives organisational excellence through:

- Leveraging emotional intelligence (EQ) and shared services to enhance organisational performance by implementing targeted development initiatives and robust governance frameworks.
- Measuring success effectively by tracking key metrics including employee retention, engagement, discretionary effort, and service delivery quality.
- Elevating strategic value while optimising costs by developing integrated approaches that balance EQ development with efficient shared services models.
- Supporting scalable growth through strategic HR transformation initiatives, consistent governance frameworks, cost-effective EQ development programs, operational agility enhancement, and Vision 2030 alignment strategies.

### Participants

**Presenter:** Abdullah Alkharsan - Chief Human Resources Officer, AlYemni Group - مجموعة اليمنى

## Emerging Technologies in Human Resources Management

14:50 - 15:10

L&D and Talent Stage

### Participants

**Abdulrahman Joud** - Tharwah Academy Director, Tharwah

## HR Compliance: Staying Ahead of Regulatory Changes

14:50 - 15:20

Technology & Innovation Stage

## Tea and Talk: Speed Networking Session

15:00 - 15:45

Implementation & Impact Stage

This one's for the tea lovers! Take a break and join us for a 25-minute speed networking session, where you can relax, enjoy authentic Arabic tea and delicious snacks, and connect with industry peers in a systematic way. This informal yet valuable gathering encourages meaningful conversations and provides an opportunity to exchange ideas, build relationships, and share insights in a relaxed environment.

How it will work:

1. Participants will start by enjoying tea and selecting a table to sit at
2. Once seated, the moderator will assign each person a number, either 1 or 2
3. Participants will sit opposite their counterparts and receive a list of prompt questions to discuss for 4 minutes
4. At the end of each round, those numbered "2" will move to the next table, while "1" remains in their original seat
5. This process will continue until participants return to their original seats, allowing everyone to engage with multiple individuals and exchange insights

Whether you're looking to expand your professional network, explore new industry trends, or simply engage in friendly conversation, this session offers the perfect setting to refresh, recharge, and connect with like-minded professionals.

## Beating Burnout: Strategies for Mental Health in High-Pressure Environments

15:10 - 15:30

Leaders Stage

This session explores strategies to prevent burnout and support mental health in high-pressure environments by:

- Proactively addressing stress and burnout and recognising early signs such as fatigue and disengagement, then implementing timely interventions like workload adjustments and wellness support to avoid escalation
- Restricting chances of overwhelm and promoting accomplishment by setting achievable goals through the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound), ensuring clear focus, realistic targets, and continuous progress tracking
- Creating a safe environment through an open line of communication where employees feel comfortable discussing their stressors and seeking support with their managers



# SESSIONS

## HRSE KSA SUMMIT AND EXPO - DAY TWO - 18/06/2025

## HRSE KSA (HR Summit & Expo)

الدورة التدريبية الرئيسية: 15 يونيو 2025 ورش العمل المعتمدة: 15 و 16 و 19 يونيو 2025 المعرض: 17 و 18 يونيو 2025 الرياض

Riyadh

### Boosting L&D Engagement: Unleashing the Power of a Hybrid Work Model

15:20 - 15:40  
L&D and Talent Stage

In this session, learn how to increase L&D participation rates among employees whilst still focusing on implementing a hybrid work model by:

- Uncovering the barriers to implementing a successful balanced hybrid working model which allows for time and engages employees with L&D
- Promoting a healthy work-life balance for employees through an informed hybrid model implementation approach underpinned by feedback and productivity KPI's
- Scaling out engaging L&D formats and programs which have the same positive impacts as in-person learning despite being mainly carried out virtually

#### Participants

**Presenter: Majed Alraid** - Director Talent Management, AL-AYUNI Investment and Contracting Company

### Next-Generation Work Models: Balancing Well-Being and Productivity

15:35 - 15:55  
Leaders Stage

Discover practical strategies to achieve sustainable work-life balance, boosting employee engagement, productivity, and profitability through:

- Elevating employee satisfaction by supporting personal and professional commitments with initiatives such as remote work, flexible hours, and compressed workweeks.
- Strengthening communication by fostering open dialogue to address employee concerns and gather feedback on work-life balance programs.
- Encouraging healthy lifestyles by implementing wellness programs that include fitness facilities, wellness incentives, and stress-reduction education.
- Assisting working parents with family-friendly benefits like on-site childcare, flexible parental leave, and tailored support initiatives

### Unlocking the Power of Data: Transforming HR Practices in the Era of Analytics

15:35 - 16:05  
Technology & Innovation Stage

Key takeaways include:

- Learning how data-driven approaches can enhance recruitment, retention, employee development, and organisational culture by making HR decisions more objective and precise
- Discovering strategies to embed a data-driven mindset within your HR team and across the organisation, empowering employees at all levels
- Gaining insights from Saudi-based companies successfully integrating data analytics into their HR strategies, learning how they overcame challenges and achieved measurable results

#### Closing Comments

15:45 - 15:50  
Implementation & Impact Stage

### Active learning: The Secret Sauce for Multi-Generational Workforce Success

15:50 - 16:10  
L&D and Talent Stage

This session covers how to optimise the workforce dynamics through leveraging the strengths of different generations in the workplace by:

- Understanding the different generations, their professional attributes and what method of engagement is most effective for each group
- Bridging the skill and knowledge differences among the different generations through collaborative tools and digital platforms
- Improving your organisations operational efficiency and training employees on creative thinking techniques, design-thinking approaches, as well as service design

### Wellbeing as a Competitive Advantage: Designing Cultures That Care

16:00 - 16:20  
Leaders Stage

#### Participants

**Presenter: Abdullah ALZahrani** - Managing Director and CEO, Tharwah

#### Closing Comments

16:05 - 16:10  
Technology & Innovation Stage

#### Closing Comments

16:10 - 16:15  
L&D and Talent Stage

### Looking Ahead: Actionable Insights In-Line with Saudi's Vision 2030

16:25 - 16:55  
Leaders Stage

This panel discussion offers strategies for harmonising HR practices with Saudi Arabia's Vision 2030 by:

- Forecasting talent needs and developing skills to support economic diversification through calculated workforce planning
- Upskilling employees through initiatives like the National Training Campaign (Waad), merging with industry trends to drive the development of a knowledge-based economy
- Crafting a dynamic and high-achieving workforce by introducing policies that encourage diversity and inclusion, supporting Vision 2030 objectives

#### Participants

**Panellist: Zuhair Al Margrabi** - Chief People and Shared Services Officer, Panda Retail Company – Savola Group

**Panellist: Mohannad Alkalash** - VP - METAP Region, Zoom Video Communications

**Moderator: Ghassan Nasser** - HR Director, Saudi Coffee Company

#### Closing Comments

16:55 - 17:00  
Leaders Stage

#### Participants

**Host: Laura Buckwell** - Industry event EMCEE and former TV News Anchor, Laura Buckwell

#### End of Conference

17:00 - 17:05  
Leaders Stage

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Riyadh

TIME	LEADERS STAGE	L&D AND TALENT STAGE	TECHNOLOGY & INNOVATION STAGE	IMPLEMENTATION & IMPACT STAGE
09:00	09:30 - Registration and Networking			
10:00	10:00 - Opening Comments 10:10 - Cross-Industry Insights: Innovating Succession Planning 10:35 - The Agile Edge: Thriving Through Change			
11:00	11:00 - From Hiring to Holding: Strengthening Talent Retention 11:20 - Morning Break - Exhibition Visit & Networking 11:50 - Uniting Generations: Insights for Crafting Dynamic Teams	11:00 - Harnessing Local Talent: Strategic Solutions to Overcome Workforce Shortages 11:40 - Winning with Inclusivity: The Key to Strengthening Organisational Culture	11:00 - HR Tech Stack Optimization: Choosing the Right Tools 11:45 - Remote Work Paradigms: Strategies for Effective Virtual Collaboration	11:00 - Forum Theatre: Human-Centred Leadership: Balancing Financial Growth with Long-Term Human Success 11:55 - Building a winning Strategic HR Transformation Project
12:00	12:15 - Sustaining Success: Practical Tools for Managing Change and Boosting Performance 12:40 - Advancing Your HR Agenda: Overcoming Regional Challenges	12:10 - Building Leadership Resilience: Upskilling Successors for Long-Term Impact 12:50 - Data to Dollars: Using Analytics to Prove Training Impact and ROI	12:30 - Ethics in AI for HR: Ensuring Responsible Use of Technology	12:40 - Fishbowl Dialogues: Voice in the Circle
13:00	13:05 - Augmenting Women's Impact: Creating Equitable Roles and Diverse Pipelines 13:45 - Lunch Break - Exposition Visit & Networking	13:20 - One Size Doesn't Fit All: The Case for Personalised Learning	13:15 - HR Metrics that Matter: Measuring What Counts	13:30 - Interactive Quiz
14:00	14:45 - Maximising ROI: The Systematic Contribution of Emotional Intelligence in HR	14:10 - AI Anxiety to AI Advocacy: Transforming Workforce Mindsets through Education 14:50 - Emerging Technologies in Human Resources Management	14:05 - Cloud-Based HR Solutions: Scalability and Security 14:50 - HR Compliance: Staying Ahead of Regulatory Changes	14:15 - Power of Partnership: Interactive Workshop

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TIME	LEADERS STAGE	L&D AND TALENT STAGE	TECHNOLOGY & INNOVATION STAGE	IMPLEMENTATION & IMPACT STAGE
15:00	<p>15:10 - Beating Burnout: Strategies for Mental Health in High-Pressure Environments</p> <p>15:35 - Next-Generation Work Models: Balancing Well-Being and Productivity</p>	<p>15:20 - Boosting L&amp;D Engagement: Unleashing the Power of a Hybrid Work Model</p> <p>15:50 - Active learning: The Secret Sauce for Multi-Generational Workforce Success</p>	<p>15:35 - Unlocking the Power of Data: Transforming HR Practices in the Era of Analytics</p>	<p>15:00 - Tea and Talk: Speed Networking Session</p> <p>15:45 - Closing Comments</p>
16:00	<p>16:00 - Wellbeing as a Competitive Advantage: Designing Cultures That Care</p> <p>16:25 - Looking Ahead: Actionable Insights In-Line with Saudi's Vision 2030</p> <p>16:55 - Closing Comments</p>	<p>16:10 - Closing Comments</p>	<p>16:05 - Closing Comments</p>	
17:00	<p>17:00 - End of Conference</p>			