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YORK  
ST JOHN  
UNIVERSITY

# Executive Leadership, Innovation, and Entrepreneurship (ELIE) Program

Empower your leadership journey: Cultivate impact, refine skills, ascend to leadership prominence

With great pleasure, we introduce the Executive Leadership, Innovation, and Entrepreneurship (ELIE) Program, a revolutionary learning opportunity for seasoned professionals and senior leaders who want to develop an entrepreneurial mindset, foster innovation, and improve their leadership abilities.

Our program includes a thorough curriculum, practical applications, community building, a customized experience, and personal reflections and growth, with a regional focus on the Middle East and North Africa (MENA), South East Asia, and South Asia. Come learn more, see the world from new angles, and become more proficient in the dynamic fields of business, innovation, and entrepreneurship.

## Location: YSJ London Campus

York St John University London is located in East London, close to Canary Wharf. It is a part of a thriving, dynamic, and imaginative center of start-up, creative, and technology enterprises. Our mission is to inform, inspire, and encourage the next generation of business leaders, innovators, and entrepreneurs.

## Scope and Key Benefits:

Beyond traditional executive education, the ELIE Program offers a comprehensive curriculum that explores entrepreneurial strategies, innovation and creativity, and leadership excellence. Participants will benefit from:

1. Learning from well-known entrepreneurs, leadership trainers, and industry experts.
2. Developing entrepreneurship, creativity, and leadership skills.
3. Insights on new possibilities and trends in business.
4. Building a network of experts with similar interests to create a mutually beneficial working environment.
5. A capstone project that puts learned skills into practice.
6. Networking possibilities with other participants,

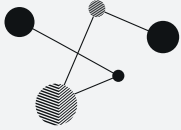
## KEY INFORMATION

**LOCATION:** York St John University London Campus

## Program Schedule:

### DAY 1:

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**LEADERSHIP  
EXCELLENCE;  
TECHNIQUES AND STYLES**

### DAY 2:

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**CREATIVITY AND  
INNOVATION; THE  
STRATEGY AND PROCESS  
OF INNOVATION**

### DAY 3:

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**ENTREPRENEURSHIP  
AND BUSINESS GROWTH;  
ENTREPRENEURIAL  
MINDSET AND  
CHARACTERISTICS &  
SCALING AND GROWTH  
STRATEGIES**

### DAY 4:

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**FEEDBACK ON CPD &  
COACHING; NETWORKING  
WITH GUEST SPEAKERS,  
MENTORS, AND FELLOW  
PARTICIPANTS**

## Requirements:

### Professional Experience:

A minimum of 5 years experiences in the industry, preferably in management or leadership positions.

### Current Leadership Role:

Being in a senior leadership role, such department head, director, or C-level executive and mid-career professionals.

### Regional Focus:

Addressing the particular possibilities and challenges in the Middle East and North Africa (MENA) region, South East Asia and South Asia.

### English Proficiency:

Due to the program's use of the language, participants should be fluent in both spoken and written English.

**Dedication to Learning and improvement:** By actively participating in the program and working with other applicants, participants should show a dedication to lifelong learning, professional development, and personal improvement.

### REGISTER NOW

An application form must be completed by candidates interested in applying, outlining their professional background, current role, and motivations for joining the program. In order to ensure that participants can fully benefit from the program, the selection committee reviews applications.

To ensure your place in this exclusive program for senior leaders and professionals who want to foster innovation, develop an entrepreneurial mindset, and improve their leadership skills, register now. Discover new opportunities and trends in businesses by learning from well-known entrepreneurs, leadership trainers, and industry experts.

### PROGRAM COORDINATOR

Dr. Muhammad Salman Shabbir

Senior Lecturer, York St John University, London

m.shabbir@yorks.ac.uk

executiveeducation@yorks.ac.uk



You can find more information and registration details on our website [yorks.ac.uk/london-campus/business/executive-education](https://yorks.ac.uk/london-campus/business/executive-education) or by contacting our program coordinator at [m.shabbir@yorks.ac.uk](mailto:m.shabbir@yorks.ac.uk) and phone.

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