



IDRAK
EMPOWERING TALENTS

Leading Digital Transformation and Innovation

Amsterdam, Netherland

May 19-23, 2025

Duration: 5 days, 9:00 AM – 3:00 PM

This exclusive, experience-driven program immerses oil and gas executives from Kuwait in the heart of Amsterdam. It combines strategic insights with immersive, hands-on experiences that highlight leadership, innovation, and digital transformation. Each day includes behind-the-scenes access to Amsterdam's tech giants and agile startups, aligning real-world experiences with valuable takeaways on building a resilient and innovative culture.



DIGITAL
TRANSFORMATION

Focus Areas



Leadership agility

Digital transformation

Innovation culture

Strategic business insights

Expected Outcomes

Innovative Leadership Mindset: Inspired by firsthand experiences with exceptional leaders.

Strategic Vision: Gained insights into building adaptable, future-ready teams.

Communication Skills: Enhanced ability to deliver high-impact messages that motivate and influence.

Actionable Roadmap: Personalized plan to translate all insights into real-world impact.



Day 1: Building a Culture of Innovation



Exclusive Behind-the-Scenes

- Key Takeaway: Understand the role of culture in fostering continuous innovation.

Speaker Session

Group Coaching Session: Personal Leadership in Innovation

- Focus: Reflect on Day 1 experiences to identify personal leadership values that align with fostering innovation.
- Activity: Interactive “Leadership Culture Mapping” where participants map out changes they’d like to make to build a more innovative team culture at home.

Day 2: Leading Transformation in a Digital World

Interactive Tour

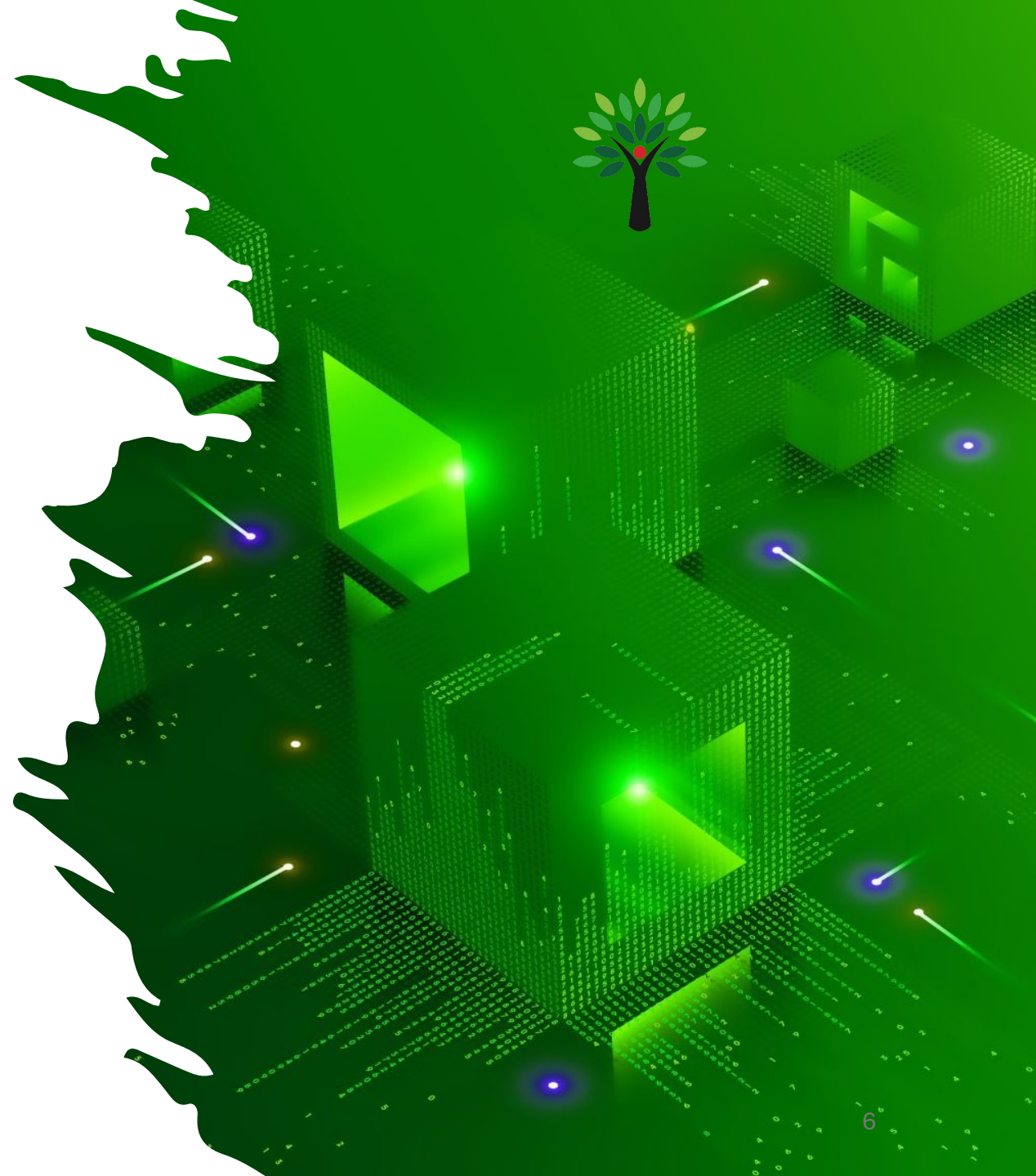
- Key Takeaway: Adaptation and foresight in a fast-changing industry.

Speaker Session

- Interactive Element: Discussion around adaptability, and participants are guided in identifying barriers to transformation within their own companies.

Group Coaching Session: Overcoming Transformation Barriers

- Focus: Develop strategies to overcome obstacles to digital change.
- Activity: Role-play exercise simulating industry challenges, where executives explore adaptive solutions.



Day 3: Agility and Experimentation at Startups

Morning Startup Visit: Agile and Resilient Innovation

- Experience Highlights: a startup opens their doors to share insights on speed, resilience, and “fail-fast” culture.
- Hands-On Exercise: Participants engage in a mini “hackathon” to ideate and rapidly prototype a solution to an oil and gas challenge, mentored by startup team members.

Startup Speaker Session

- Interactive Element: Executives share ideas from the hackathon, with feedback from startup mentors.

Group Coaching Session: Integrating Agility into Large-Scale Operations

- Focus: Bridge agile startup approaches with corporate structures.
- Activity: Reflection and sharing on how they can adopt faster, iterative processes in their organizations, facilitated through a structured brainstorming and planning activity.

Day 4: Mastering Influence and Communication

The Art of Influence in Leadership

- Key Takeaway: Leadership communication that drives change and rallies teams.

Improv Workshop (Speaker-Led Session)

- Interactive Elements: Improv exercises to practice real-time response and enhance confidence in delivering messages.

Group Coaching Session: Practicing Influence and Communication

- Focus: Cultivating influence through clear, confident messaging.
- Activity: Partner exercises where each participant practices delivering a high-impact message, receiving constructive feedback from peers.





Day 5: Visionary Leadership for the Future

Building a Future-Ready Culture

- Key Takeaway: Building a team culture that is prepared for future challenges and equipped to adapt.

Speaker Session

- Interactive Element: Participants draft a high-level vision statement to inspire their teams toward future goals.

Final Group Coaching Session: Leadership Roadmap for Impact

- Focus: Setting clear, actionable goals for implementing program takeaways.
- Activity: Creation of individualized Leadership Roadmaps with steps for applying new skills and insights back home.

Learning Visits and Speakers

There will be 2-3 Learning visits; below are samples of the companies we may visit.

- Amsterdam Science Park
- Amsterdam Smart City (ASC)
- The Demonstrator Lab
- CWI (Centrum Wiskunde & Informatica)
- Amsterdam University of Applied Sciences (HvA) - Urban Technology Program

The speakers will be on the level of Directors, Executive and Founders.



Follow-Up and Evaluation

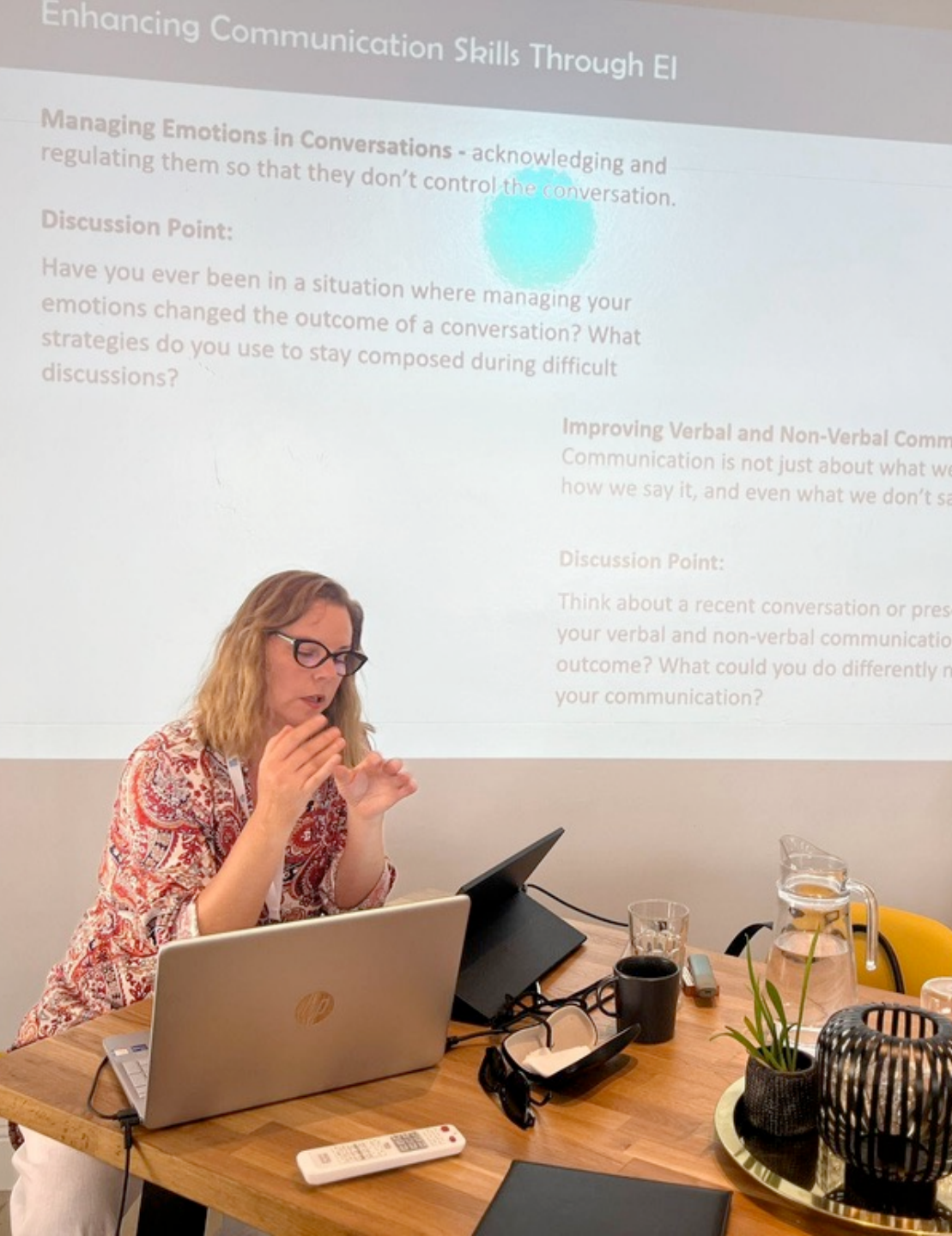


- Participant Feedback:
 - Daily reflections and a comprehensive final assessment.
- Progress Tracking:
 - Follow-up sessions and virtual check-ins at 3 and 6 months.

Program Cost Overview

- The participation fee is \$5,500 USD per attendee. This comprehensive fee includes the following components:
 - **Program Delivery:** Coverage of all costs associated with program delivery and facilitation.
 - **Training Venue:** Access to the training room where sessions will be conducted.
 - **Company Visits:** Organized trips to various tech companies, including sessions with speakers.
 - **Local Transportation:** All local transportation required for program activities.
 - **Meals:** Lunch and snacks are provided during the training days.
- **Please Note:**
 - Quantity of participants – min 10 PAX.
 - Confirmation of participation by latest 10th of April 2025.
 - The above fee does not include airfare or accommodations.





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