



LESSONS IN LEADERSHIP

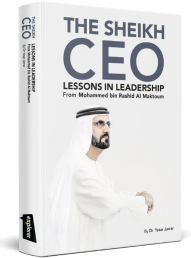
From Mohammed bin Rashid Al Maktoum



Dr Yasar Jarrar

November 2020

Bestseller!



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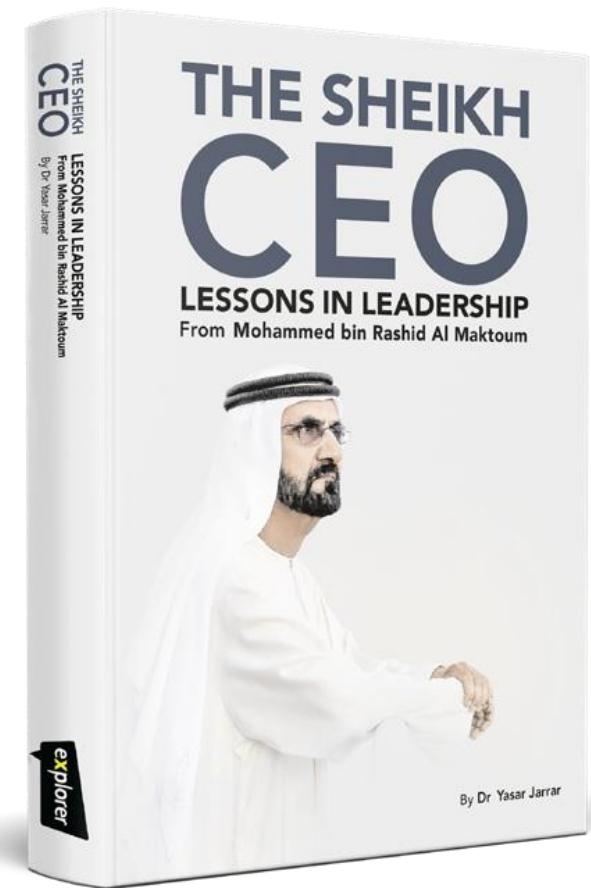
Best Sellers in Books

<p>#1</p>  <p>The Sheikh CEO Dr. Yasar Jarrar Paperback AED 79.00 prime</p>	<p>#2</p>  <p>Millionaire Expat: How To Build Wealth Living... Andrew Hallam ★★★★☆ 43 Paperback AED 72.97</p>	<p>#3</p>  <p>Disney Baby My First Library Set PI Kids ★★★★★ 1 Board book AED 61.76</p>
<p>#4</p>	<p>#5</p>	<p>#6</p>

LEADERSHIP /S RESULTS

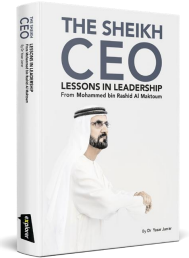
“Over the course of just a few decades, Dubai has transformed itself from a spit of sand about the size of Rhode Island into the Singapore of the Middle East... it is a political, economic, and financial success story in a region torn by conflict. And it’s all the vision of one man: Sheikh Mohammed bin Rashid Al Maktoum”

– **Steve Kroft, CBS 60 Minutes**

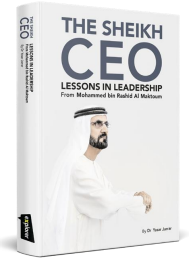


AGENDA

1. THE RISE OF DUBAI INC
2. LEAD WITH COURAGE AND VISION
3. ACTION TRUMPS EVERYTHING
4. NEVER BELIEVE YOUR WORK IS COMPLETE
5. SURROUND YOURSELF WITH STRONG LEADERS
6. WIN HEARTS AND MINDS
7. WE SHALL GO TO MARS



THE RISE OF DUBAI INC



- The Dubai Model
- Al Maktoum Tradition
- Dubai Was Founded On Three 'T's
- Fortune Is A Selective Disadvantage
- Competition Is Key For Success



DUBAI BY DESIGN



“We want to be number 1. Nobody cares about number 2” Sheikh Ahmed Bin Saeed Al Maktoum, Chairman, Emirates Airline Group



Dubai Airport Runway , 1965

DUBAI BY DESIGN



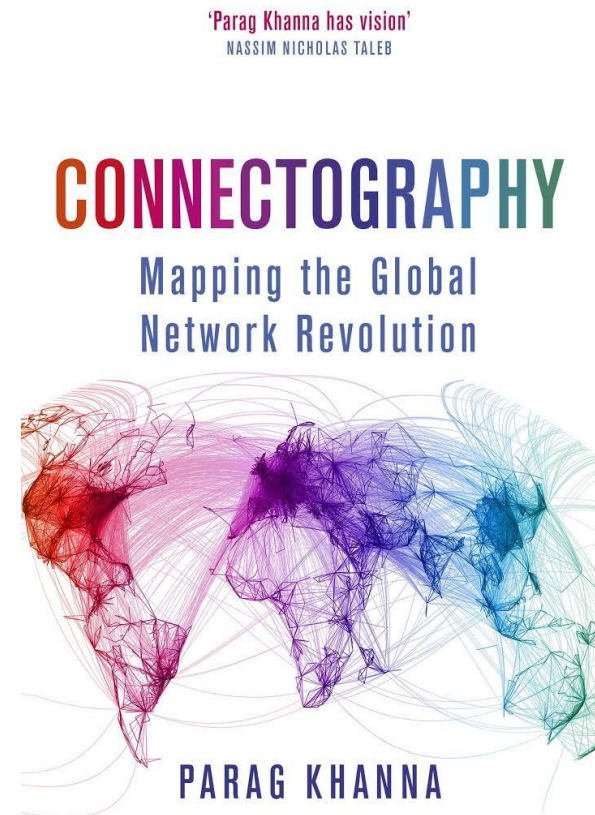
In 1979, Dubai built the tallest skyscraper in the region

Burj Khalifa, 2009

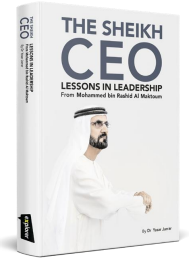


DUBAI GLOBAL

- In 2016, Dubai was named in the **top 8 global-ranked cities for flows of goods, services, capital, people, and data.**
- The other 7 were **San Francisco, Los Angeles, New York, London, Shanghai, Hong Kong, and Singapore**
- **70% of Fortune 500 companies** have their regional headquarters based in Dubai



LEAD WITH COURAGE AND VISION



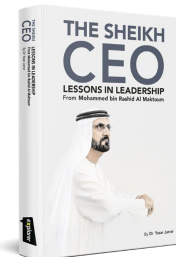
- Strive For Number One
- Shape Your Own Future
- Dismantle Barriers, And If It Works, Repeat It
- Act Fast
- Be Decisive And Don't Look Back
- Take Risks
- Don't Be Deterred



***“no one
remembers #2”***

Sheikh Ahmad

SHAPE YOUR OWN FUTURE

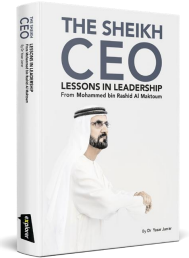


- In 2000, **Dubai Internet City** was created in the vision of becoming the region's largest Information and Communication Technology (ICT) hub.
- Today, Dubai Internet City (DIC) is a technology hub for more than 1,600 businesses of all sizes and is the region's largest information and communications technology hub
- Home to regional headquarters of the leading IT firms, and the MENA Unicorns like Careem

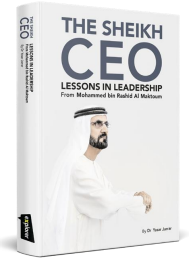


ACTION TRUMPS EVERYTHING

- Results, Not Reports
- Consider It Done
- Sheikh Mohammed's Deliverology
- Personal Accountability
- The Show Must Go On



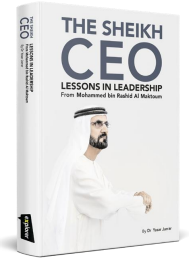
EXECUTION



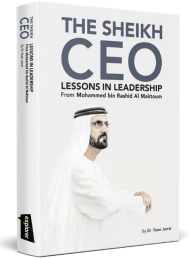
***“Amateurs talk
about strategy.
Professionals talk
about logistics.”***

—General Omar Bradley, commander of American troops/D-Day

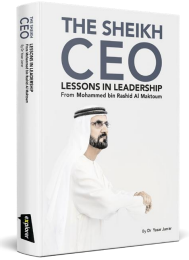
PERSONAL ACCOUNTABILITY



SHOW MUST GO ON



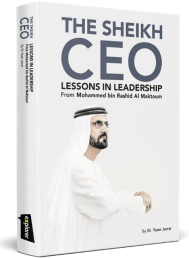
NEVER BELIEVE YOUR WORK IS COMPLETE



- Innovate or perish
- Keep the door, and your mind, open
- Nurture an ideas culture
- Change, or be changed
- The customer is king



SURROUND YOURSELF WITH STRONG LEADERS

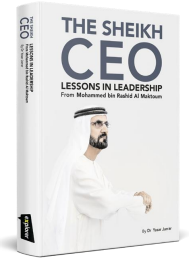


- A talent obsession
- Forward-looking situational leadership
- Nurturing talent locally and internationally
- Seeking new leaders
- Three horses in the race



**NEVER
WASTE A
LUNCH!**

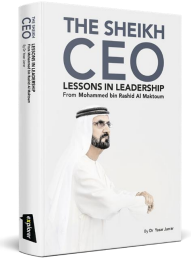
A POSITIVE DISCOURSE



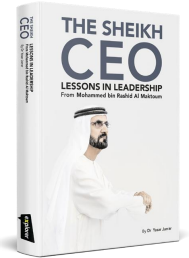
“I believe that positive energy and optimism help us to take up any challenge in life and to succeed in even the most difficult tasks. I also believe that positive energy is contagious: we can transmit it to others”

WE SHALL GO TO MARS

- “The first message is for the world: that Arab civilisation once played a great role in contributing to human knowledge and will play that role again”.
- “The second message is to our Arab brethren: that nothing is impossible and that we can compete with the greatest of nations in the race for knowledge”.
- “The third message is for those who strive to reach the highest of peaks: set no limits to your ambitions and you can reach even to space”.



YOUR LEADERSHIP JOURNEY



- Only the paranoid survive
- Learn something new everyday
- Think like a freak
- Learn to tell stories
- Execution trumps strategy, anytime
- *“No one can predict the future, but we can prepare for it”.*

**Today is the slowest
day for the rest of
your life!**



