

## Enhancing Global Competitiveness & Sustainability

This course is designed to equip participants with the most effective strategies to enhance their personal and their organization's global competitiveness. Participants will learn to cultivate a sustainable and innovation-friendly culture, and boost competitiveness at the individual, business unit, and organizational levels.

Participants will discover diverse strategies for enhancing global competitiveness through interactive sessions featuring real-world case examples, highly engaging activities, and site visits. They will gain insight from leading global companies on survival and competitiveness through innovation. Additionally, participants will observe how these companies and governmental organizations are enhancing customer service through innovative digital platforms.

Participants will engage in a highly interactive team activity within the program city, fostering both close collaboration with fellow participants and opportunities to expand their professional network by connecting with business leaders from various companies. They will leave with valuable insights and actionable lessons to implement within their own organizations.

### [Expected Outcome]

- Participants will assess and benchmark competitive customer service using digital platforms
- Participants will generate clear and innovative ideas to enhance the global competitiveness for themselves and their company
- Participants will develop a vision for long-term strategies aimed at improving the sustainability of their organization

### Competencies:

- **Global Competitiveness**
- **Customer Service**
- **Digital Platform & Innovation**
- **Sustainability**

*"I could not wait to get up in the morning so I can join my group to learn and to know about the lessons and how to implement those ideas in Kuwait. The things I've learned here will last me a lifetime."*

Ms. Sarah Al Hadhoud, Kuwait Oil Tanker  
Company