



# CXO LEADERSHIP

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Organised By:



# COURSE OVERVIEW



In a world shaped by disruption, complexity, and opportunity, leadership at the top demands more than experience; it demands insight, agility, and transformation. This exclusive 1-day workshop is designed for CXOs and senior leaders who are ready to reflect, recalibrate, and reimagine their leadership for 2025 and beyond.

Join Dr Ranjan De Silva, renowned leadership catalyst, strategist, and transformation expert, for a powerful day of learning, dialogue, and breakthrough thinking.



# WHY ATTEND?



1. Gain strategic clarity.
2. Learn practical tools to elevate your CXO leadership.
3. Connect with a community of CXOs and thought leaders.
4. Leave with a personal action plan to lead with purpose and power.



# KEY THEMES & TAKEAWAYS



SL	Key Themes	Takeaways
01.	Reflecting on 2024/25: Lessons from the Frontlines	<ul style="list-style-type: none"><li>▪ What did the most effective leaders do differently?</li><li>▪ How did organizations navigate volatility, and what can we learn from their pivots?</li><li>▪ Real-world leadership stories and practical insights from across industries.</li></ul>
02.	Strategic and Leadership Challenges: What We Faced and How We Responded	<ul style="list-style-type: none"><li>▪ Explore the toughest dilemmas leaders encountered.</li><li>▪ Understand the strategic responses that worked—and those that didn't.</li><li>▪ Learn how to build resilience and foresight into your leadership DNA.</li></ul>
03.	Profit Pools of 2025/26: Where the Growth Lies	<ul style="list-style-type: none"><li>▪ Identify the most promising sectors and value-creation opportunities.</li><li>▪ Discover how to position your organisation to win in these spaces.</li><li>▪ Sector-specific insights and strategic foresight.</li></ul>
04.	The Breakthrough We Need in 2025	<ul style="list-style-type: none"><li>▪ What is the single most important shift your organisation must make?</li><li>▪ How can you lead that transformation with clarity and courage?</li><li>▪ Capability Building: The Six Intelligences for Future-Ready Leadership</li></ul>

# KEY THEMES & TAKEAWAYS [CONTD.]



SL	Key Themes	Takeaways
05.	Based on the framework by innovation thought leader John Kao, we will explore and develop the six intelligences that define exceptional leadership in today's world.	<p>John Kao's Framework:</p> <ul style="list-style-type: none"><li>▪ Contextual Intelligence – Reading the environment and adapting with agility.</li><li>▪ Moral Intelligence – Leading with integrity, purpose, and values.</li><li>▪ Social &amp; Emotional Intelligence – Building trust, empathy, and high-performing teams.</li><li>▪ Generative Intelligence – Creating new ideas, models, and possibilities.</li><li>▪ Technological Intelligence – Understanding and leveraging digital transformation.</li><li>▪ Transformative Intelligence – Driving deep, systemic change.</li></ul> <p>Participants will learn practical tools and methods for each intelligence and formulate execution strategies tailored to their organisational context.</p>
06.	Liberating Leadership Energy	<ul style="list-style-type: none"><li>▪ We will also explore releasing techniques to let go of the negative energy that holds us back, fear, doubt, ego, etc., and unlock the courage, peace, and success that lie within. This segment will include guided practices and reflective exercises.</li></ul>





## DR. RANJAN L G DE SILVA



Dr. Ranjan De Silva, Managing Director and Chief Catalyst of Purposeful Leadership (Pvt) Ltd., is an experienced Organisational and Leadership Development Catalyst and Success Coach, helping CEO's and Senior Leaders create more purposeful, aligned, passionate and emotionally engaged teams to deliver spectacular results. He has an ideal mix of practical and theoretical grounding.

His practical experience comes from 40 years of corporate experience, from his time as Director of the food business of John Keells Holdings from 1992 to 1998, CEO of Rahimafrooz Superstores Ltd. Bangladesh from 2009 to 2012 and Director Strategic Executive, Apollo Hospitals, Bangladesh from 2012 to 2014 and Director of Organisational Development of Unisnacks Europe Ltd, UK from 2023 to 2025. In between these assignments, he provided leadership development consultancy, coaching and training for various multinationals, conglomerates and local companies in 30 countries from 1998.

Ranjan did his Doctoral Studies at Ashridge Business School in the UK and was awarded a Doctor of Philosophy (PhD) in Organisational Change by Hult University USA, for his thesis on 'Purposeful Living - An Inquiry into the Life of a Leadership Development Practitioner'. He also holds an MBA from the University of Sri Jayawardenapura, Sri Lanka, and is a world prize winner of the Chartered Institute of Marketing UK. He is a fellow of the Chartered Institute of Marketing UK (FCIM) and the Chairman of the Sri Lanka Branch in 1998 and 1999.

Ranjan is the author of two books, 'Mind Programming for Sales Success' and 'A Better Way to Sell'. His paper on creating passionate workplaces, at the Bangalore HR summit in 2011, received the 2nd runner-up award out of 22 papers presented. He has also networked and shared the stage with management gurus of the calibre of Tom Peters, Edward De Bono, Jack Trout, Ron Kaufman, and Robert Holden.

# WORDS BY INSPIRED PAST PARTICIPANTS



"Thank you for the excellent 'stella' workshop. The success of the session was enormous. I can advise you that people have returned with a very positive spirit. Well done for helping to create that 'will do' feeling."

- Ray Bremner, Chairman - Unilever - Egypt

"I'd like to personally thank you for a truly professional session at our annual Marketing Forum. I'm sure it gave a lift to the attendees."

- Asif Osman, Head of Commercial and Rewards - Air Miles Rewards Management Middle East

"Whilst this note should have been sent much earlier; it is far more relevant to send this note now, considering that our sales team went through a bit of a crises 2 months ago and it was the team leaders who were able to pull the team back on track. Most of the techniques that were used were what you had taught them during your sessions. The personal time that you have dedicated to our teams both during and out of sessions were truly appreciated and the sales leaders were able to benefit immensely from it. Thank you for your passion and commitment in the betterment of our staff and for always being there for the team."

- Niranjana Mendonca, Head of Retail Banking - Mashreq Bank Qatar

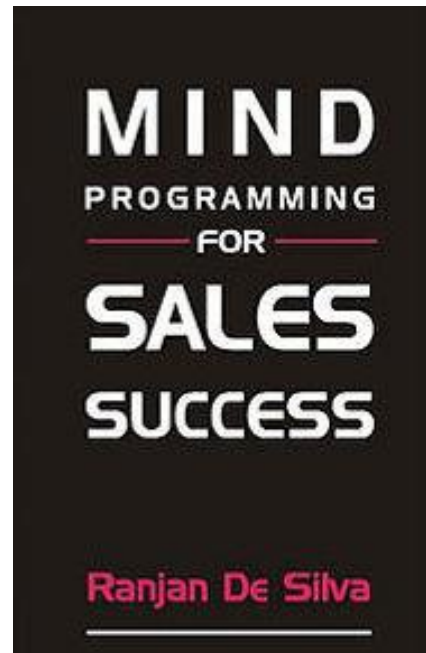
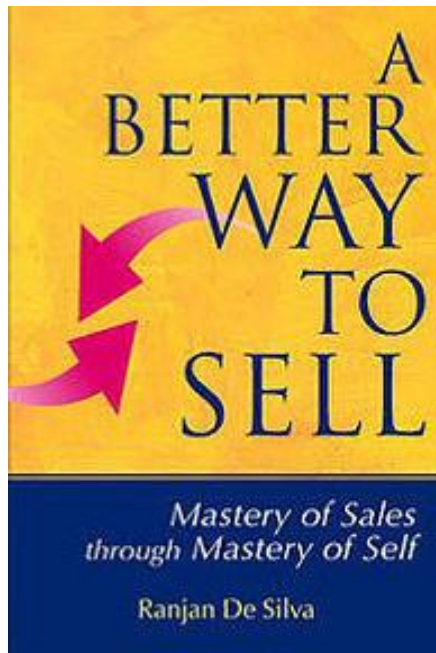
"The playshop was a very rewarding experience for all of us. There is a wonderful buzz in the organization. A lot of the material that we covered will be incorporated into our regular MIS."

- Kaiser Kabir, Managing Director - Renata Ltd, Bangladesh

# DR. RANJAN DE SILVA



Best Selling Books by Dr. Ranjan De Silva:



Dr Ranjan De Silva self-published his first book, Mind Programming for Sales Success in 2003. A more improved version with 20% more content, most of it stories, titled A Better Way to Sell, was published in 2006 by Persons. It is a rare book as it is out of print. A Kindle version and a few paperback copies are available on Amazon. Copies of the book can be directly purchased by filling in the form below.



# EVENT DETAILS

Date: 27 August 2025

Time: 09:00 am – 06:00 pm

Duration: 01 days x 09 hours

Venue: Hotel Lake Castle, Gulshan- 2

Investment: BDT. 15,000/- per person [Excl. VAT]



# EVENT DETAILS

- The program venue will be the banquet hall of Lake Castel Hotel, Gulshan 2.
- The programme dates and venue may be changed due to unavoidable circumstances. Clients will be notified immediately if such decisions are made, and payments will be refunded if clients cancel due to such changes.
- An advance payment is required to confirm your seat, given the need for us to send you the delegates' brief with pre-workshop assessments and recommended reading, and to plan logistics for the program.
- In the unlikely event you need to cancel the registration, please let us know as early as possible, ideally at least seven days before the program date. We are happy to make a full refund if a cancellation request is made seven days before the program.
- Participant replacements can be made up to 24 hours before the program date, with email communication required for such changes. However, please make such changes as early as possible so that the replaced participant has adequate time to do the pre-workshop preparation activities.
- Refunds due based on the above guidelines are made within seven working days. Alternatively, you may opt to attend another program of equivalent fees within one year.



# CONTACT US



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