MISK FOUNDATION

IMPACT REPORT
2022-2025

SAUDI LEADERSHIP SOCIETY

Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

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Welcome.

A Message from Misk Foundation

Since its creation over a decade ago, the Mohammed bin Salman “Misk” Foundation has become the enabler of knowledge, guidance, and empowerment for Saudi Arabia’s most promising talents.

We have set an ambitious goal for 2030: to see our alumni take on leadership roles in both the public and private sectors.

This is an ambitious target. In the past, once beneficiaries completed their programs, their involvement with Misk became passive. Their connection to the Foundation was limited to newsletters, updates, and occasional gatherings.

We recognized the opportunity to create a purpose-driven leadership society that would help Misk achieve its goal of supporting the Kingdom’s growth by empowering its talented leaders. As the Misk Foundation, we are committed to continuing our investment in the diverse talents of our alumni, helping to shape the future of Saudi Arabia by fostering a community dedicated to this mission.

Established in 2022 with an initial group of 90 members, the Saudi Leadership Society introduced a new dimension to the Misk alumni community. Today, with over 800 members, the Society offers a platform for continuous personal development, meaningful connections, and collaboration on impactful projects. SLS gives its members the opportunity to continue their self development journey, establish meaningful connections with its growing membership-base, all while working towards a higher purpose through impact projects, a purpose they all yearn for.

We are proud to present this report, which outlines the impact the Saudi Leadership Society has had on its members—and, in turn, the contributions its members in the past 4 years have made to the broader community.

We invite you to explore the insights within and reflect on the meaningful progress achieved.



The SLS Key, given to new members as a welcome token



Misk Foundation CEO, Dr. Badr al Badr attending an SLS event

Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

Foreword



OMAR NAJJAR

Chairman, Saudi Leadership Society
Deputy CEO, Misk Foundation

"Leadership is not a solitary pursuit; it is shaped by those we learn from, the communities we engage with, and the impact we leave behind."

Leadership is more than a title; it is an evolving practice and a continuous journey of learning, growth, and impact. The Saudi Leadership Society (SLS) was established with a mission to foster a thriving network of leaders committed to shaping the future of Saudi Arabia. Now in its fourth year, SLS continues to mature as a dynamic and evolving community of leaders dedicated to this mission. In 2025, SLS deepened its influence, providing members with transformative experiences, meaningful connections, and opportunities to create lasting societal impact.

This report captures the outcomes of the SLS' work over the past year(s). Our findings are informed by 250+ survey responses, 15 in-depth interviews, and 17 testimonials from members across diverse backgrounds and industries, reflecting the rich tapestry of our community.

These voices paint a clear picture: SLS is making a difference. SLS does not just train leaders; it connects them, supports them, and provides the platform for them to lead change. This year's impact also reflects the three pillars that define the SLS experience: Grow, Connect, and Impact.

As we look ahead, SLS remains steadfast in its commitment to strengthening its offerings and ensuring that leaders at all stages of their journey receive the support and inspiration they need to thrive. Leadership is not a solitary pursuit; it is shaped by those we learn from, the communities we engage with, and the impact we leave behind. The Saudi Leadership Society is proud to be a part of this journey, and we invite you to explore the insights and stories captured in this report.

Acknowledgment of Council & Committees (2023 – September 2025)

We acknowledge and thank the SLS Council members and the Engagement & Impact Committees for their dedication and leadership throughout 2023 - September 2025, which supported the development of SLS's governance, engagement, and impact direction.

COUNCIL

The SLS Council serves as the governing body of the Saudi Leadership Society. Its members are elected to provide consultative input on the Society's affairs and to support the advancement of its mission.



Omar Najjar
Chairman of SLS Council



Lama AlGhrair
Vice Chair of SLS Council



Abdulghafoor Abdulhaleem
Head of Communication



Abdulrazzag AlAujan
Head of Development and Impact Committee



Rawan AlGahtani
Head of Engagement Committee



Muhannad AlSharekh
Head of Partnerships



Leen Sheraiff
Secretary

ENGAGEMENT COMMITTEE

The SLS Member Engagement committee is responsible for the active involvement, satisfaction, and meaningful engagement of members to support on all aspects of the member journey, ensuring the internal and external engagement strategies are creating meaningful value to members.



Rawan AlGahtani
Head of Engagement Committee



Ibraheem Sheerah
Engagement Committee Member



Aljawharah Alrasheed
Engagement Committee Member



Marya Aldoukhi
Engagement Committee Member

IMPACT COMMITTEE

Drives the Society's impact agenda, ensuring that SLS' initiatives create tangible and sustainable change, and ensures active participation in the Annual Impact Challenge.



Abdulrazzag AlAujan
Head of Development and Impact Committee



Hala Alwagdani
Impact Committee Member



Ala Alshaikh
Impact Committee Member



Basmah Aljedia
Impact Committee Member



Saud Almulihi
Impact Committee Member



Roqayah Ajaj
Impact Committee Member

Governance Structure

The SLS Council (Dec 2025 - Dec 2027) has a streamlined structure for efficient collaboration between the Misk Foundation and SLS members, divided into core governance bodies, each focused on a specific aspect of the mission.

COUNCIL

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Omar Najjar
Chairman of SLS Council



Arwa Alhamad
Vice Chair of SLS Council



Abdullah Al-juffali
Finance & Growth Lead



Khalid Alghamdi
Governance Lead



Fahad Althenayyan
Engagement & Impact Lead



Abdulrahman Albassam
Strategic Positioning Lead

LOCAL CHAPTERS

Build regional communities within Saudi Arabia that engage members and create local impact.



Arwa Alhamad
Riyadh, SA
Chapter Lead



Nora Al-Jindi
Gharbiyah, SA
Chapter Lead



Rayan AlGhanim
Sharqiyah, SA
Chapter Lead



Jood Simbawah
Riyadh, KSA
Chapter Deputy



Hebah Zamzami
Gharbiyah, SA
Chapter Deputy



Zainab AlAli
Sharqiyah, KSA
Chapter Deputy

GLOBAL CHAPTERS

Connect members across the world to share knowledge, collaborate on initiatives, and advance SLS's mission internationally.



Dima Alsudairy
United States
Chapter Lead



Dr. Ahmed AlJameel
United Kingdom
Chapter Lead



Salem Alnawaf
Australia
Chapter Lead



Joud Shogair
United States
Chapter Deputy



Turki Ababtian
United Kingdom
Chapter Deputy



Afraa Alobaid
Australia
Chapter Deputy

The Case for a Leadership Society in the Kingdom of Saudi Arabia

Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

The Role of Leaders in Saudi Arabia's Transformation



Leaders Lens with H.E Dr. Hala AlTuwaijri

"Leadership is about more than individual success—it's about the impact we create together. SLS provides a space where leaders can learn from each other, build lasting networks, and drive real change."

The Kingdom's transformation is no longer just a vision—it is unfolding in real-time, shaping a future that is inclusive, forward-looking, and deeply connected to the world.

Reforms have enhanced the business landscape and attracted global investment across renewable energy, technology, tourism, and more. In 2025, the economy grew by 1.3%, propelled by a 4.3% surge in non-oil activities, even as oil-related sectors contracted. This momentum has carried into 2025, with the non-oil private sector recording its fastest expansion in over a decade [1]. Employment prospects have strengthened, with Saudi unemployment dropping to 7.1% in mid-2025 [2], and women's participation in the workforce already exceeding Vision 2030 targets. Today, nearly 44% of leadership positions in upper and middle management are held by women, a remarkable rise since 2017 [3].

The ambition of Vision 2030 drives this moment of immense transformation. In less than a decade, the Kingdom has accelerated its shift towards a diversified, innovation-led economy, fostering a dynamic business environment and unlocking new opportunities for its people.

Continued success will lie with visionary leaders who are forward thinking, adaptive, and committed to driving meaningful progress. Saudi is already seeing this new generation of leaders emerge, across government, business, and civil society.

Misk Foundation is committed to supporting their success and impact.

Across the world, elite leadership communities have demonstrated how strong networks can accelerate the efficacy of leaders and their contribution to national and global progress.

From the World Economic Forum's Young Global Leaders to Silicon Valley's Founders Fund Network, those who engage deeply with peer networks are not only more effective but also more likely to sustain their influence over time. Members of leadership societies are 75% more likely to secure senior leadership positions than their non-affiliated peers [4] and leadership societies that prioritise impact see 40% higher engagement in social, economic, and environmental initiatives [5]. The most successful communities engage leaders in continuous development that goes beyond program-based skills training, resulting in retention rates as high as 85% as a result [6].

Launching and sustaining a high-impact leadership community takes more than simple convening. It requires the creation of a well structured ecosystem that can nurture continuous learning, foster meaningful collaboration, and provide a platform for collective action.

The Saudi Leadership Society (SLS) was established by Misk Foundation in 2022 to meet this demand. It is cultivating a network of leaders who are equipped to navigate complexity and inspire change.

References
(1) Reuters (2) Reuters (3) vision2030.gov.sa (4) American Leadership Forum (5) Australian Institute of Leadership
(6) Shiri R, El-Metwally A, Sallinen M, Pöyry M, Härmä M, Toppinen-Tanner S. The Role of Continuing Professional Training or Development in Maintaining Current Employment: A Systematic Review.

OUR VISION

To empower and inspire a diverse community of visionary and effective leaders who will drive positive change and contribute to the development of the Kingdom and beyond.



SLS Annual Assembly



Group Mentorship with Abdullah Alfozan

OUR MISSION

To foster lifelong connections among SLS members and provide ongoing opportunities for personal and professional growth that becomes the catalyst for socio-economic impact.

SLS Values

We lead with authenticity

We honour our Saudi heritage while driving a culture of achievement. United in diversity, we are individual yet professional, coming through shared values, always growing and amplifying our collective voice to shape the Kingdom's future.

We lead through collaboration

We share ideas and learnings to forge trust and to create lasting bonds, accelerating our individual and collective growth. By connecting diverse talents and ideas, we amplify our impact and become a unified force for positive change.



Group Mentorship with Deemah AlYahya,
Director General of Digital Cooperation Organization

We lead by taking ownership

We think and act beyond ourselves, actively innovating and leveraging our experience and passion to achieve Vision 2030 and beyond. By growing your personal capabilities, connecting with diverse perspectives and inspiring others, we own our leadership journey, consistently driving progress in our communities and globally.

We lead to make a lasting impact

We drive our collective effort towards creating enduring positive change. By embracing authenticity, fostering collaboration, and taking ownership, we propel progress at personal, societal, and national levels.



SLS Annual Assembly

This is the Saudi Leadership Society

How our Society is composed



Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

All SLS members are alumni of Misk Foundation leadership programs. As they graduate with strengthened leadership mindsets and tools, they are welcomed into SLS. SLS then serves as a community: drawing members together, deepening connections, and creating structures for continued growth and collaboration.

Misk 2030 Leaders

611 Members in SLS

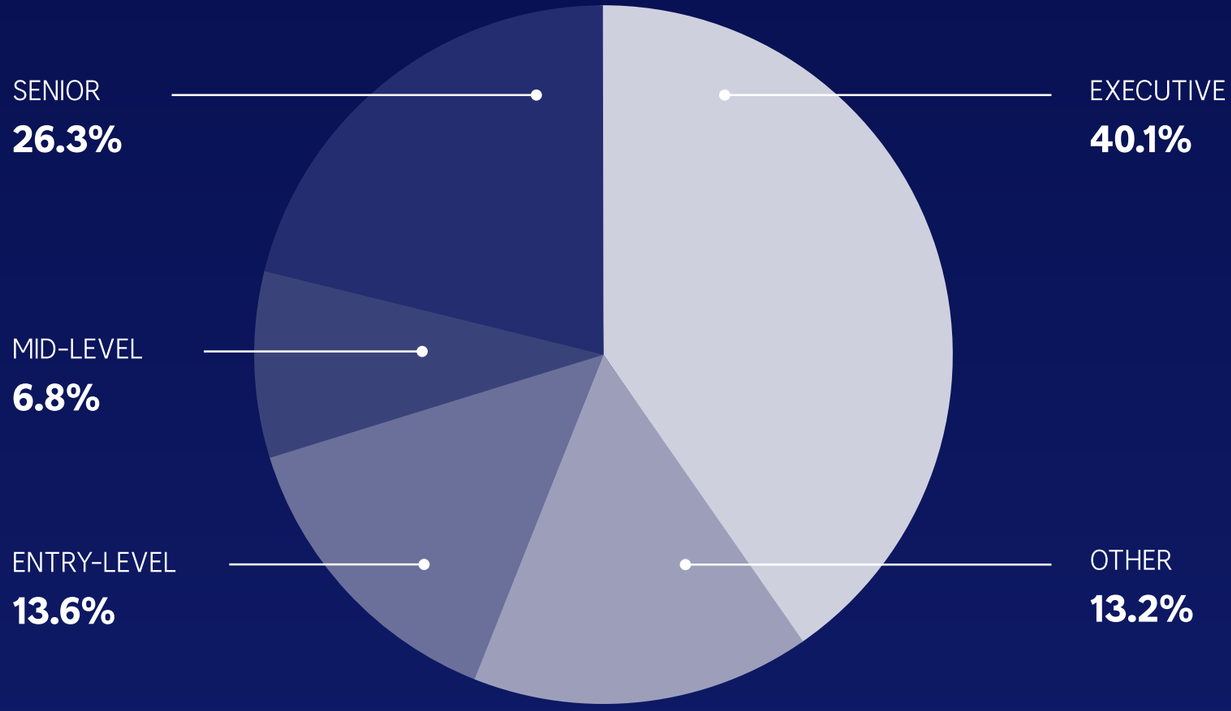
2030 Leaders is an exclusive world-class leadership program tailored for Saudi leaders and delivered with renowned global academic partners with Saudi context in mind. The program curriculum equips leaders with the necessary skills to adopt different mindsets to deal with unprecedented challenges in the Kingdom and enables them to leverage their leadership, experience, and legacy to lead teams and organizations and deliver on Vision 2030 strategies and objectives.

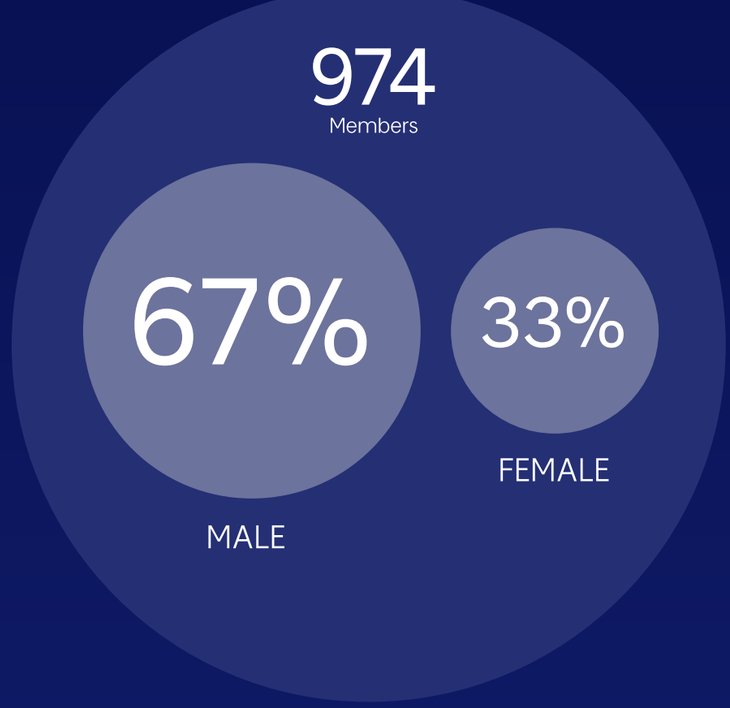
Misk Felllows

363 Members in SLS

The Misk Fellowship is a world-class blended learning leadership accelerator program that aims to Discover, Develop and Connect exemplary high potential youth leaders to make future positive change in their organizations, communities and world. Since its inception in 2017, the fellowship has cultivated a dynamic community of Fellows who have gone on to achieve significant milestones in leadership, non-profit, creativity, and innovation across diverse sectors worldwide.

SLS brings together leaders of all ages, experiences, and backgrounds. From professionals embarking on their first leadership roles to seasoned executives with decades of experience. The community fosters intergenerational exchange and strives for gender representation, reflecting the vibrant and evolving workforce of Saudi Arabia.

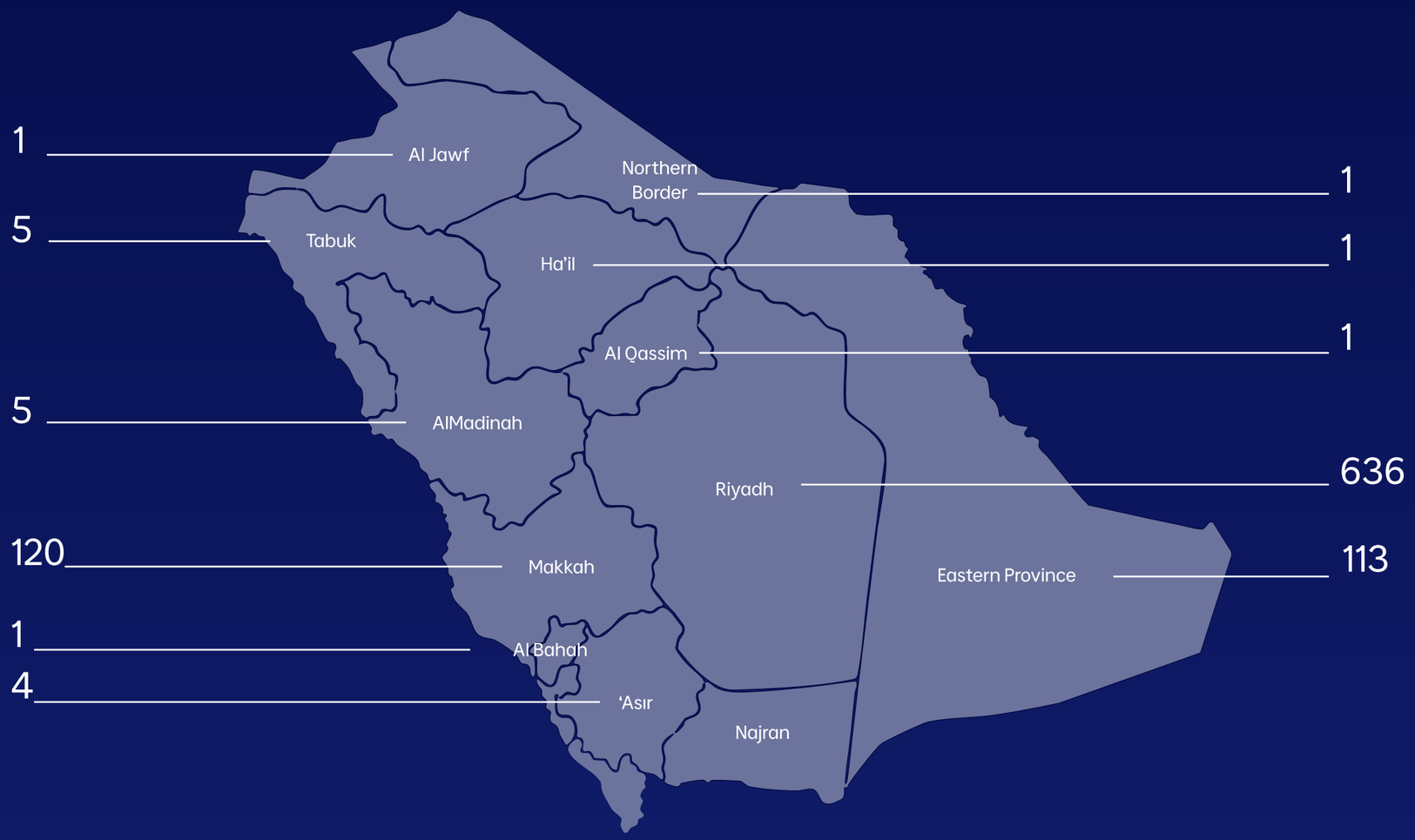




* 'Other' includes members who are self-employed, start-up founders, or students.
* By 31 December 2025, total membership reached 974, including new members who joined by year-end.

SLS convenes leaders from across Saudi Arabia —from Riyadh to Jeddah, Dhahran to Abha, and globally. Whether from the urban business hubs or emerging economic regions, SLS ensures that leadership excellence is cultivated nationwide and across the world.

SLS Members in Saudi Arabia
Distribution by Province



Australia
3

Europe & UK
19

USA
64

Japan
1

UAE
1

SLS members move in different orbits, traversing industries across government, semi-government, private and non-profit sectors. Members show up as leaders in spheres that are crucial to Saudi Arabia's Vision 2030 - some driving progress at the helm of change-making non-profits and ground-breaking ventures, while others shape policies for economic and societal advancement.

Software, IT & Telecommunications
57

Construction & Real Estate
20

Engineering & Manufacturing
11

Education
25

Corporate & Professional Services
15

Business & Consulting
42

Technology & Innovation
12

Finance & Investment
65

Energy & Resources
53

Transportation & Logistics
25

Healthcare, Life Sciences & Social Services
89

Government, Public Administration & Military
80

Architecture, Arts, Culture & Entertainment
19

Aerospace, Automotive & Manufacturing
14

*Top 14 industries illustrated.

"SLS continues the journey. It's not just about the nine or ten months of learning experience of the 2030 Leaders cohort. It's about what comes after graduation—keeping the network together, creating subgroups or regional chapters, and building weekly activities like meetings with leaders and experts. Next week, I'm going to China with SLS. It's the continuous journey of learning, connecting, growing, and following that matters. We've traveled together, spent time together, and now we have shared experiences and a common language as 2030 Leaders."

AHMED AL-MUSAED

ADVISOR, MINISTRY OF INTERIOR

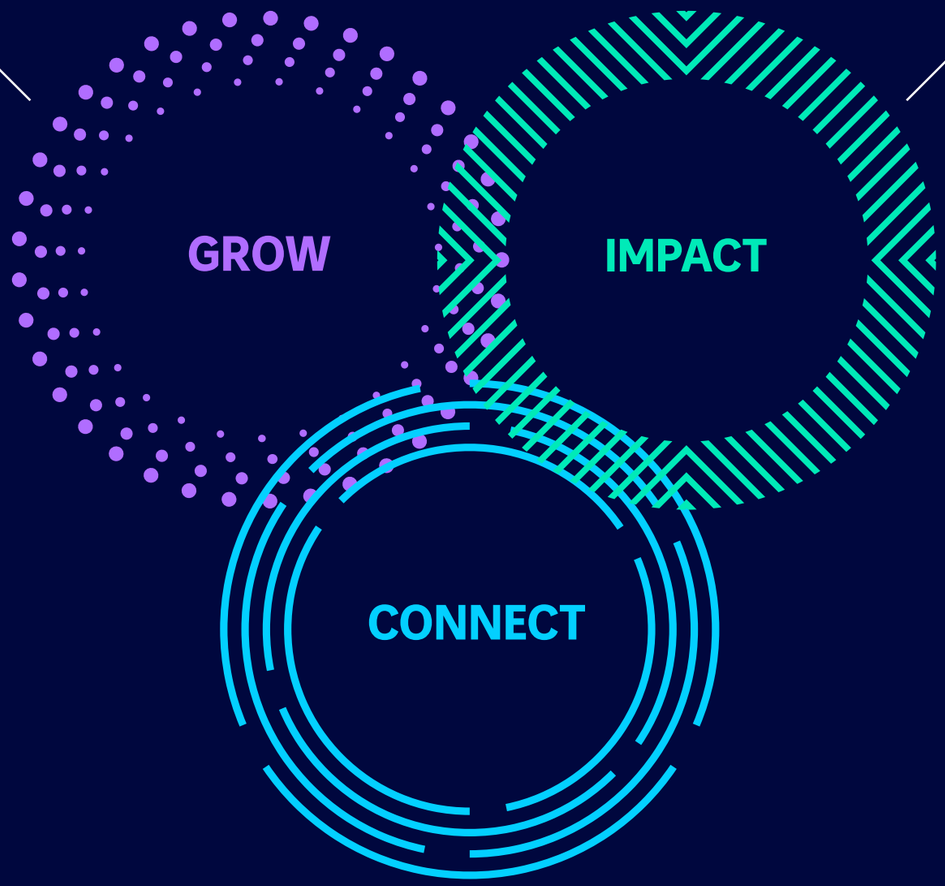
Navigating the SLS

The member experience and
the change we set out to create

Core Pillars

SLS is structured around three pillars that shape the journey and experiences of its members.

Engage Saudi Leaders in transformational experiences that will support their lifelong journeys of leadership development.



Empower members to leave a national and global footprint by driving and contributing to high-impact economic and social initiatives.

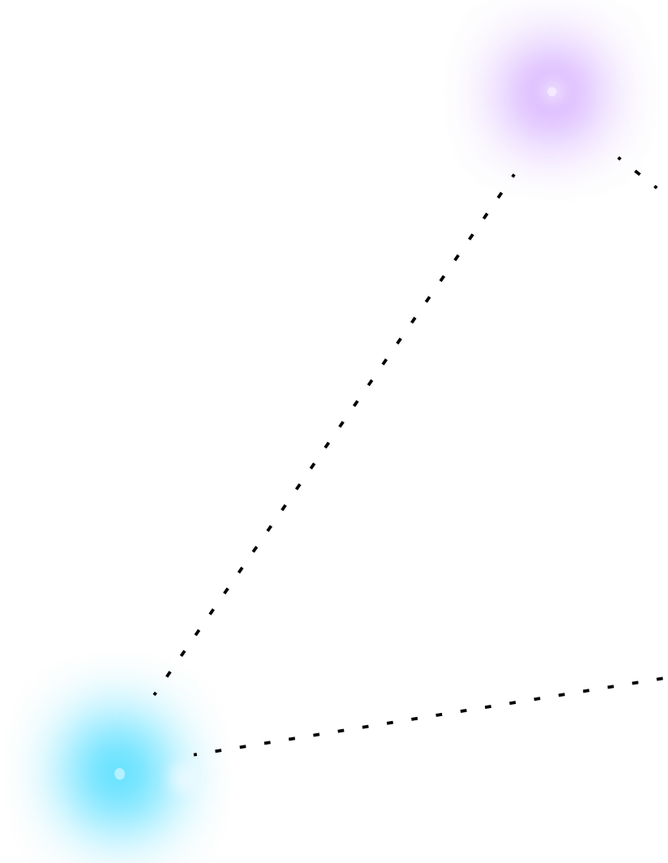
Create a thriving network of like-minded leaders, who will be inspired and driven to improve the future of the Kingdom together.

Membership & Structure

All members of SLS are alumni of the Misk Foundation leadership development programs. Upon graduation, they are invited to be a part of SLS.

SLS members are asked to contribute at least 12 hours per year to community-focused activities—from engaging with events and programs, to impact-oriented volunteering or projects.

SLS is supported by **three elected internal bodies**, each focused on a key mission area. Localised communities, or Chapters, act as regional hubs for activities and initiatives. In 2025, SLS expanded its Chapters from 2 to 6. As the society continues its transition to a self-governing model, the council's role will grow, and the number and scope of committees will expand over time. These components will be central to advancing SLS' autonomy and impact.



Council
The SLS Council serves as the governing body of the Saudi Leadership Society. Its members are elected to provide consultative input on the Society's affairs and to support the advancement of its mission.

Engagement Committee
Responsible for the active involvement, satisfaction, and meaningful engagement of members to support on all aspects of the member journey, ensuring the internal and external engagement strategies are creating meaningful value and impact.

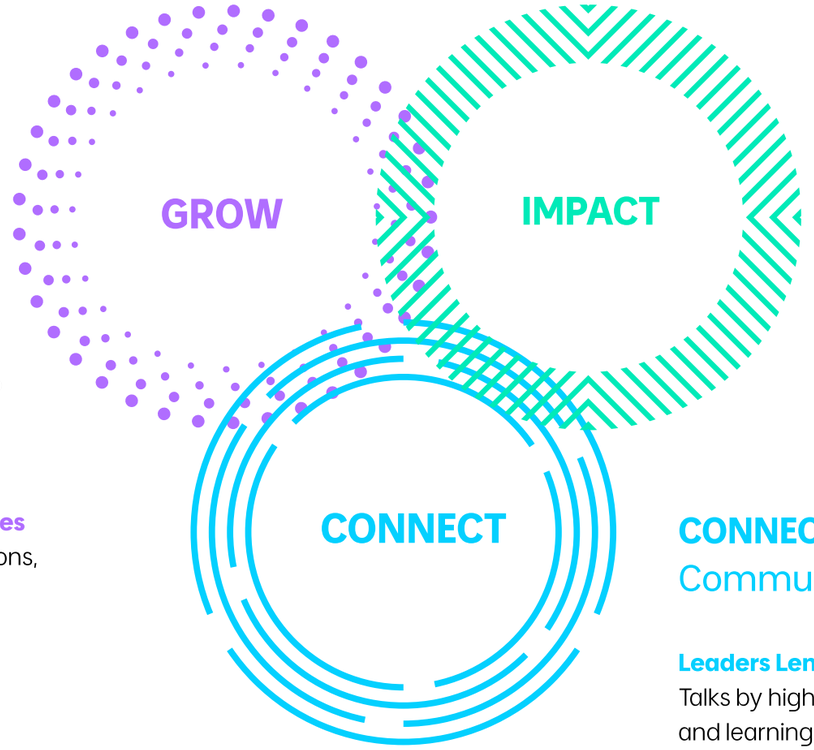
Impact Committee
Drives the Society's impact agenda, ensuring that SLS' initiatives create tangible and sustainable change, and ensures active participation in the Annual Impact Challenge.

Experiences & Opportunities

Through structured engagements and immersive experiences SLS members gain the connections, insights, and tools necessary to thrive and create impact in the world.

Unlike traditional leadership development models that focus primarily on individual success, SLS fosters a community of mutual support where members can:

- **Exchange insights across sectors**—bringing together corporate executives, policymakers, social entrepreneurs, and cultural pioneers.
- **Access strategic mentorship**—connecting emerging leaders with experienced decision-makers who have shaped industries and policies.
- **Drive systemic change**—leveraging members collective influence to reshape industries, policies, and social initiatives in alignment with Vision 2030.



GROW
Individual level

Voice of the Leaders
Opportunities for members to share expertise on major platforms.

Transformational Experiences
Experiential visits to corporations, government envoys, and conferences to broaden perspectives.

Mentorship Program
Connects members across career stages to foster professional growth.

Leadership Toolkit
Programs in partnership with top universities to develop leadership skills and mindsets.
Launched in 2025.

IMPACT
Society level

Annual Impact Challenge
A yearly initiative focused on societal goals, driven by SLS Members.

Volunteering Opportunities
Opportunities to contribute time and expertise to Misk Communities projects.

Impact Table
Action-oriented collaboration between an external entity and SLS members to co-create tangible outcomes through mentorship and targeted initiatives.
Launched in 2025

CONNECT
Community level

Leaders Lens
Talks by high-level speakers for knowledge sharing and learning.

Meet the Leader
Intimate events for in-depth discussions with prominent leaders.

SLS Annual Assembly
A flagship event for networking, keynotes, and annual updates.

SLS Networking
Structured 1-on-1 or group interactions for members to connect.

Topics Club
Roundtable discussions on specific topics with like-minded members.

THE LONG-TERM VISION

SLS is a self-governing society where members manage the community independently, with Misk Foundation serving as an engaged player.

EARLY STAGE

Testing, learning, and growing with founding community base

SLS pilots and kicks off its early phase of activities and establishes the governing council.

INTERMEDIATE STAGE

Maturing community with sustainable systems

Final community governance model in place and expanded society's reach through the full activity portfolio.

MATURE STAGE

A powerful global community of changemakers

Matured society with proven track record of societal impact in Saudi and beyond.

SLS in Numbers

Impact & Accomplishments to Date

974 Members*

GROW

88%

members report their SLS membership contributed to their career advancement and personal development.

51
Events & Activities

- Mentorship
- Topics Club
- Transformation Exposure
- Voice of the Leader
- Leadership Toolkit

12,526
hours

1,789
members engaged
(cumulative, not distinct)

CONNECT

50%

of members collaborated on SLS initiatives or independent projects in the past year.

52
Events & Activities

- Networking Sessions
- Annual Assembly
- Meet the Leader
- Leaders Lens

6,630
hours

5,222
members engaged
(cumulative, not distinct)

IMPACT

745,000

people were impacted by members through impact initiatives.

9
Events & Activities

- Impact Challenge
- Impact Table

2,934
hours

288
members engaged
(cumulative, not distinct)

The figures shown on this page is based on data collected since 2022.
The numbers in this report reflect the Society's total membership as of Q4 2025 (887 members).

* By 31 December 2025, total membership reached 974, including new members who joined by year-end.

“SLS’ relationship with leaders is not just an individual experience; it serves as a pioneering model for leadership development—one that transforms ambitious visions into tangible realities.”

ENG. ABDULRAZZAG ALAUJAN

ADVISOR TO THE MINISTER, MINISTRY OF FINANCE

SLS in Numbers

Chapters Activities

Chapters are regional SLS groups that create localized experiences in alignment with SLS mission & programming with a focus on networking activities.

HOW DO THEY SUPPORT THE COMMUNITY?

LOCALIZED IMPACT:
Allow the SLS to extend its reach and impact to diverse geographical locations.

TAILORED ENGAGEMENT:
Provide a platform for more personalized and tailored member engagement.

COLLECTIVE IMPACT:
Identify and address specific local challenges, delivering smaller scale impact projects.

6
Chapters

12
Chapter Lead Meetings

1200+
Attendees

51+
Activities

16
Chapter Lead Resources & Templates



International Maritime Organization (IMO) headquarters visit


Saudi Leadership Society Townhall

I. Grow

Grow in Numbers

SLS has fueled members' growth, driving career advancement, enhanced leadership, and greater public recognition.

65%

of members agree, or strongly agree, that the SLS community added value to their life and personal growth.

78%

of members report that SLS helped them develop a more resilient mindset, allowing them to handle uncertainty and complexity in leadership roles.

92%

of participants reported a broader understanding of leadership in an international context.

87%

of members report that their SLS experience has directly contributed to their career advancement and personal development—whether through career progression, enhanced leadership skills, or increased public recognition.

The SLS is a catalyst for leadership transformation, equipping members with the skills, networks, and perspectives needed to thrive in an evolving Saudi Arabia.



Group Mentorship with Raaed Al-Saadi

The SLS approach recognises that leadership growth is not linear. It takes continuous learning, resilience, and a support system that fosters confidence and innovation. Through a blend of structured programs, mentorship, and peer-driven support, SLS nurtures leadership at all levels—helping individuals move beyond technical expertise to develop adaptive, people-centred leadership styles. SLS membership is not just a credential; it is a lifelong investment in leadership growth.

87%

members who report that their SLS experience has directly contributed to their career advancement and personal development—whether through career progression, enhanced leadership skills, or increased public recognition.



SLS Workshop with Yasir Khan

"SLS' commitment to leaders has allowed me to grow personally and professionally, providing me with the tools and resources I need to create a lasting impact in my community and beyond."

ABDULGHAFOOR ABDULHALEEM
DIRECTOR GENERAL, RIYADH SCHOOLS GROUP

I. Grow

Outcomes

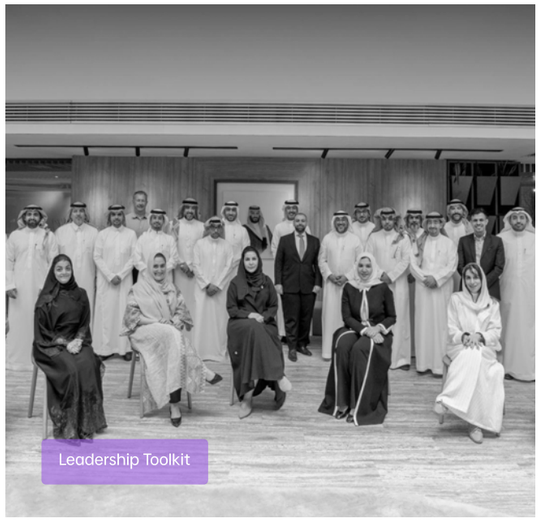
Different Models of Growth

Leadership development is a personal journey, and at SLS, we understand that growth varies at different stages. That is why we offer personalized support to meet leaders where they are, whether stepping into their first leadership role, expanding their influence, or preparing the next generation of leaders.

- SLS offers early-career professionals a chance to build confidence, improve decision-making, and learn to lead without formal authority.
- Mid-career leaders access resources to develop high-performing teams and balance strategic vision with execution.
- Senior leaders engage in mentorship, succession planning, and discussions on the future of leadership in Saudi Arabia. SLS meets diverse needs, providing tools, networks, and insights for growth as SLS member Sara Zaini shares in her story in the following pages.



SLS Workshop with Yasir Khan



Leadership Toolkit

"The China trip completely changed my perspective. I realized how powerful it is to learn from people whose paths are so different from your own."

LAMA BAHANAN
STRATEGY SPECIALIST, MINISTRY OF HEALTH
SAUDI ARABIA

65%

members who agree, or strongly agree, that the SLS community added value to their life and personal growth.

I. Grow

Outcomes

Leadership Redefined

SLS builds upon what people have learned in their Misk Fellowship and 2030 Leader programs, to challenge conventional models and metrics of effective leadership. Members evolve as people-first leaders, where the focus is not just on what they deliver but how they engage, influence, inspire those around them,

- A structured Mentorship Program is an important feature of the SLS experience, with 62% identifying access to coaches as a significant factor in their professional development. Participants noted significant improvements in their ability to lead teams, make critical decisions, and navigate complex challenges with confidence. See Alaa Benmahfoudh's personal story of mentorship.

- Opportunities like the Transformative Experience Trip to China helped to build member awareness of how leadership can take different forms depending on the context, and how they can adapt their own style to be effective in cross-cultural business settings.



Group Mentorship


Misk Fellowship Accelerate Leadership Session

"I used to measure leadership success through technical ability. This program taught me that leadership is about understanding individuals and helping them reach their potential."

MOHANNAD MANDORA
VP OF STRATEGY & INSIGHTS, THIQAH

50%

members who expressed increased leadership competency as a result of their participation in SLS.

I. Grow

Outcomes

Resilience in Leadership

Leadership is not about avoiding challenges; it is about developing the resilience to navigate them. SLS fosters a culture of adaptability and perseverance, equipping members with the mindset to turn obstacles into opportunities and failures into learning experiences.

- Experiences and offerings like the Transformative Experience Trip to China have been instrumental in helping leaders build resilience by exposing them to new environments, high-pressure decision-making, and global leadership challenges. Members who participated in the program described it as a transformative experience that forced them out of their comfort zones and into a mindset of adaptability. Read about Abdulaziz Aljaloud's experience on the following pages.

- Many members interviewed believe that resilience is not built alone, it grows within a strong, supportive network. SLS provides a community where leaders support each other through shared experiences and challenges.



Meet the Leader with H.E Bandar Alkhorayef

"The visit to China was truly an enriching experience that further developed my leadership skills, expanded my global network, and will shape my path towards achieving Vision 2030."

DR. HANAN EDREES
PARTNERSHIPS AND DEVELOPMENT FINANCE, UNITED NATIONS

78%

members who said that SLS helped them develop a more resilient mindset, allowing them to handle uncertainty and complexity in leadership roles.

Stories *of* Growth

“One of the most meaningful impacts of SLS on my growth as a leader has been the opportunity to learn more about myself and further develop my emotional and social intelligence. I have become more intentional about building bridges with others, collaborating effectively, and embracing perseverance, even when success requires time and effort.”

DR. ZAKARIYA AL SALAM

DEPUTY TO CHAIRMAN OF THE CREDENTIALING AND PRIVILEGE COMMITTEE. HEAD OF NEONATOLOGY (NICU), KING SALMAN BIN ABDULAZIZ HOSPITAL

“Participating in the SLS transformational visit to Beijing was a turning point in how I see my role as a leader.”

DR. HANAN EDREES
PARTNERSHIPS AND DEVELOPMENT FINANCE, UNITED NATIONS

I returned from my experience in China with valuable insights on global competitiveness. Observing their approach to infrastructure, manufacturing, and innovation highlighted how interconnected systems drive national growth.This visit prompted me to rethink our strategy for Saudi Arabia's industrial future. I have since introduced ideas to strengthen local supply chains and enhance strategic alignment within our sector. It reinforced my belief that global exposure is vital for developing a resilient manufacturing ecosystem. My time with SLS broadened my perspective and deepened my sense of purpose as a leader.





“The most meaningful impact of the mentorship program was realizing that leadership doesn’t stop at achievement —it continues through others.”

DR. EYAD BUHULAIGA
CHIEF DATA MANAGEMENT & DIGITAL STRATEGY OFFICER, SAUDI ELECTRICITY COMPANY (SEC)

Being both a mentor and a mentee in the SLS program has transformed my career. I’ve learned from experienced leaders who prompted me to reflect on my growth, while also guiding younger leaders through their challenges. One memorable moment was supporting a mentee with a complex stakeholder issue. This experience reminded me of my early struggles and allowed me to help someone gain confidence. In turn, their fresh perspective encouraged me to rethink my own assumptions. SLS has shown me that mentorship is a cycle of growth and learning.

“SLS has been more than a network—it’s been a platform that pushed me to lead with greater confidence and intention.”

NASREEN AL-DOSSARY
CO-FOUNDER & CEO, MOBIUS DESIGN FIRM

As the CHRO at ROSHN, I believe in the transformative power of people. My experience in the SLS community provided me with the tools and courage to lead our HR changes effectively. Following a roundtable on employee empowerment, I implemented a new feedback system that gave our employees a stronger voice in shaping workplace culture. The results were immediate, with notable improvements in satisfaction and engagement, leading to ROSHN being recognized for workplace excellence. SLS taught me that leadership is not just about strategy; it's also about listening, and fostering an environment for others to thrive.





“The SLS community helped me turn a personal commitment into a system-wide shift in how care is delivered.”

DR. ZAKARIYA AL SALAM
DEPUTY TO CHAIRMAN OF THE CREDENTIALING AND PRIVILEGE COMMITTEE.
HEAD OF NEONATOLOGY (NICU), KING SALMAN BIN ABDULAZIZ HOSPITAL

Mentorship has been essential to my leadership journey. Through the SLS program, I refined my approach and increased my impact, mentoring over 100 healthcare professionals by sharing knowledge and helping them build confidence and leadership skills.

At my hospital, I led the transformation of our Neonatal Intensive Care Unit from Level II to Level III, resulting in better resources, lower mortality rates, and improved outcomes for vulnerable patients. This transformation required not only technical expertise but also a leadership mindset centered on empathy, systems thinking, and continuous improvement—skills I honed through the SLS program.

Spotlight

SLS Mentorship

The SLS Mentorship Program plays a key role in the personal and professional growth of its members.

It goes beyond career advice, focusing on shaping adaptable, well-rounded leaders. Through structured guidance, members clarify their goals, improve decision-making, and enhance strategic thinking. This mentorship fosters a collaborative, adaptive leadership culture within SLS.

Unlike traditional models, SLS creates a dynamic exchange between experienced mentors and emerging leaders, encouraging cross-sector learning and real-world application. The Group Mentorship initiative connects senior SLS members with leaders from the Kingdom, addressing key challenges in a safe and open environment.

Many mentees transition into mentors, sustaining a cycle of leadership excellence.

Participants in the mentorship program experienced:

- **Strategic Career Growth:** 88% of mentees reported that the program had a direct impact on their professional trajectory, equipping them with the skills and confidence to advance in their careers.
- **Expanded Professional Networks:** More than 60% of mentees formed lasting professional relationships beyond the program, strengthening their career growth and leadership influence.
- **Increased Leadership Confidence**: Participants noted significant improvements in their ability to lead teams, make critical decisions, and navigate complex challenges with confidence.

Member satisfaction with the SLS mentorship program has increased year on year, affirming the program as a highly valued tool for leadership development.



Group Mentorship with Abdullah Alfozan

“If in 15 minutes I managed to solve the challenge I have had for months, I will make sure to utilize the power of the SLS community for future challenges.”

"I am blessed to be surrounded by Saudi peers that share the same values and commitment."

"Group mentorship has motivated me to keep doing the right thing in spite of the challenges, everything starts with myself."

GROUP MENTORSHIP - ATTENDEE FEEDBACK

55%

members have engaged in coaching and mentorship initiatives.

Spotlight

Transformative Experience

The SLS Transformative Experience trips take members on an immersive leadership development journey across international leadership hubs. Through exclusive meetings with policymakers, corporate executives, and academic leaders, participants gain firsthand insights into leadership and governance in diverse cultural and economic contexts.

In 2025, SLS facilitated a trip to China, which was an opportunity to engage with China's dynamic leadership landscape. The immersive trip was meticulously designed to deepen the understanding of China's rapid economic development, technological advancements, and cultural heritage.

Strategic Engagements: Participants engaged in discussions with Chinese business leaders, policymakers, and academics, gaining insights into China's strategic initiatives and governance models.

Cultural Immersion: The program included visits to historical sites and cultural institutions, offering members a profound appreciation of China's rich history and its influence on contemporary society.

Economic Insights: Members explored China's economic zones and technological hubs, observing firsthand the nation's approach to innovation and economic diversification.

Building on the success of the 2024 program, SLS expanded the 2025 Transformational Experience to Shenzhen, incorporating more diverse experiences to foster a deeper understanding of global leadership dynamics among its members.



SLS Transformative Experience in Beijing, Visit to Meituan Company

“The Transformation Experience broadened my understanding of global leadership and provided practical insights applicable to our initiatives in Saudi Arabia.”

ABDULAZIZ ALJALOUD
CTO, NUQSH

92%

of participants reported a broader understanding of leadership in an international context.

Spotlight

Transformative Experience







Spotlight

Public speaking opportunities

Beyond their professional roles, our members are active contributors to the global dialogue, serving as ambassadors of innovation and leadership on the world stage.

To date, members have secured 220+ public speaking opportunities, delivering keynotes and driving panel discussions across both local and international platforms. This includes prestigious engagements at the World Economic Forum (Davos) and high-impact regional summits such as the SSCP.

Whether addressing global economic trends or shaping local industry narratives, our members are consistently sought after to share their expertise, reinforcing the organization's influence at the highest levels of discourse.

220+

Public speaking opportunities secured by SLS members, locally and internationally





Member Perspective

Alaa Benmahfoudh's view on the mentor - mentee relationship

"I had always viewed leadership through a technical lens—deliverables, KPIs, efficiency metrics. But stepping into this role made me realize that leadership is about people. How do you empower your team? How do you communicate effectively? How do you create a work culture that drives both innovation and accountability?"

Alaa Benmahfoudh is originally from the Eastern Province of Saudi Arabia and is trained as a mechanical engineer, holding degrees from KFUPM. With a background in project management, he is currently a Unit Head at Saudi Aramco. Recently promoted, Alaa now leads a fast-paced, multidisciplinary team and faces new responsibilities that require more than just technical expertise. These challenges demand emotional intelligence, strategic thinking, and a clear vision for leadership.

Alaa joined the SLS Mentorship Program at this point and was paired with Hiba Jibreen, an SLS alumna and expert in artificial intelligence, organizational behavior, and digital transformation. With a career that spans robotics research and development, change management, and innovation consulting, Hiba offered a unique combination of technical expertise and human-centered leadership. From the start, their sessions evolved into much more than just advice; they became a valuable space for reflection, recalibration, and strategic planning.

One of the earliest shifts in mindset for Alaa came with the concept of strategic delegation. Like many new leaders, he initially clung tightly to the details, feeling responsible for every task and outcome. Hiba helped him step back and understand that leadership is not about control, but rather about trust.

"I remember Hiba telling me, 'The best leaders don't have all the answers; they build a team that can figure them out.' That changed everything for me. I started to trust my team more, creating space for them to take ownership and leading with confidence instead of micromanagement."

As their sessions progressed, they expanded their focus to include career planning and long-term strategy. Hiba encouraged Alaa to articulate his leadership identity—not just for today but for the future. Together, they mapped out a ten-year vision, exploring not only opportunities for growth within Aramco but also potential entrepreneurial paths that align with his passion for digital innovation and sustainable development.



Alaa BenMahfoudh
Senior Robotic Engineer, Aramco

Member Perspective

Sara Zaini's view on mentorship and the role of the mentor

"The program helped me become a better leader, offering coaching, mentorship, and access to incredible people and ideas. The impact on me is immeasurable."

Sara Zaini is a leader whose work focuses on the intersection of education, strategy, and national development. As the founder of Emkan Education, she established one of Saudi Arabia's most influential education consultancies. She collaborates with ministries, private sector organizations, and non-profits to enhance learning outcomes, implement large-scale reforms, and evaluate long-term impacts.

Since Emkan was acquired by PwC, Sara's influence has significantly increased, enabling her to advance Emkan's mission throughout the Kingdom. Her efforts have directly contributed to developing more agile education systems, supporting school improvement initiatives, and promoting national priorities in alignment with Vision 2030. At its core, her work focuses on developing human capital, which is a fundamental pillar of Saudi Arabia's transformation.

Sara joined the 2030 Leaders Program as part of her personal commitment to grow as a leader. For her, it was not merely a credential; it was an opportunity to challenge herself, expand her perspective, and connect with a community of individuals who shared a common purpose. The experience met her expectations in every regard, and she emerged from the program with enhanced leadership skills, a values-driven mindset, and a trusted network of peers across various sectors.

This journey naturally led her to become a more active member of the Saudi Leadership Society. One of her most significant roles within SLS has been serving as an advisor for the SLS Impact Challenge, a flagship initiative that mobilizes leaders to co-create solutions aligned with the priorities of Vision 2030, particularly in human capability development.



Sara Zaini
Partner, PwC

Member Perspective

Abdulaziz Aljaloud's view on building resilience and the role of global exposure

"Misk gave me access to opportunities I could never have imagined. It's not just a program; it's a lifelong network that keeps growing and giving back."

Abdulaziz Aljaloud, a passionate computer science major with a minor in film and television development at UCLA. Abdulaziz also holds the CTO position at Nuqsh, a Saudi start-up.

For Abdulaziz, resilience was not just a concept, it was something he had to build, refine, and ultimately embody throughout his leadership journey. His path to leadership wasn't a straight line; it was filled with moments of doubt, and the constant challenge of proving his own capabilities.

Like many SLS members, Abdulaziz initially questioned whether he was ready to apply to be part of the Misk Fellowship. He had heard about the opportunities within Misk and SLS from a friend who was already a member, but for years, he hesitated.

Since being part of SLS, the highlight of his experience was the moment when he decided to apply for the Transformative Experience Trip to China, a decision that would ultimately redefine how he saw himself as a leader.

"Nothing could have prepared me for how intense it was. It wasn't just about learning leadership theories—it was about applying them in the moment, often without all the information I would have liked to have. I had to trust my instincts, lean on my peers, and make decisions with confidence."

The program was designed to push leaders into unfamiliar environments, forcing them to make decisions under pressure, navigate cultural and economic complexities, and lead through uncertainty.



Abdulaziz AlJaloud
Chief Technology Officer (CTO), Nuqsh
Founder, Liqa

Member Perspective

Saud Almulihi's view on how impact can be created through ambition and shared values

"SLS is not just about connections, but about the drive, values, and actions that come together to create real, measurable impact."

Saud's journey began in 2018 when he planned to pursue a plastic surgery fellowship in Canada, but unforeseen circumstances led him to reconsider his path. While studying medicine, he participated in humanitarian missions across Africa, the Middle East, and Southeast Asia, which gave him exposure to global diplomacy, economic development, and the impact of healthcare in vulnerable regions. Despite his love for medicine, he realised that it wasn't the right avenue for his desire to make a broader, community-wide impact.

In his search for a shift, Saud enrolled in Misk Foundation's intensive programs in 2019, where he took courses in digital marketing and user experience, delivered in partnership with General Assembly. This experience equipped him with new skills and a toolkit for launching a startup focused on digital marketing and healthcare communication.

Misk's support provided Saud with crucial knowledge outside his medical background, which helped him connect with brilliant minds in business, government, and the entrepreneurial sector, giving him the confidence to explore new fields and expand his impact.

Saud also participated in Misk's leadership programs, including the Misk Fellowship and the Ignited Voices program, which helped him develop leadership, diplomacy, and policy-making skills. The Misk Fellowship, in particular, introduced him to a network of individuals from diverse sectors and gave him a platform to learn from experienced professionals, strengthening his ability to make a significant impact in Saudi Arabia and globally. His participation in these programs allowed Saud to contribute to the G20 engagement and work with government institutions on investment strategies, economic development, and foreign direct investments.



Saud Almulihi
Advisor to the Supreme National Investment Committee, Ministry of Investment

II. Connect

Connect in Numbers

SLS has built bridges among its members and other influential leaders, fostering lifelong connections and unlocking new opportunities.

64% of members rated “Networking and Social Events” as the most valuable form of curated interaction within SLS.

86% of members have named “Access to Experts” as a key resource they valued in their SLS experience.

90% of members agree or strongly agree that they formed valuable connections or relationships within the SLS community

50% of members have collaborated with another SLS member in 2025.

SLS is a network that goes beyond professional relationships—members feel supported, inspired, and aligned on a shared purpose.



FII Side Event: The Leadership Paradox

Members believe that the society acts as a dynamic hub where leaders at different stages of their journeys come together to exchange ideas, create opportunities, and collaborate on impactful projects. SLS fosters a culture of collective success, connecting leaders to new opportunities to propel progress and contribute to a shared vision for Saudi Arabia's future.

50%

of members have collaborated with another SLS member in 2025.



SLS Topic Club

"SLS gives me an opportunity to build a network with some of the most exceptional working people in our society."

LAMA ALGHRAIR
SENIOR DIRECTOR OF INTERNATIONAL PARTICIPANTS, EXPO 2030 RIYADH

II. Connect

Outcomes

Highly Valued Connections

SLS cultivates meaningful relationships that extend beyond transactional networking. For many members, the network is becoming a lifelong community—one that offers career guidance, collaboration, and personal friendships.

- SLS facilitates authentic peer-to-peer connection, creating an environment where members can turn to one another for advice, partnerships, and support. Within this, many step up to create opportunities for others or take on mentorship roles.

- These relationships lead to tangible career growth, with members frequently collaborating across industries, mentoring one another, and unlocking opportunities that would have been difficult to access alone. Heidi Alaskary shares a remarkable example of connection-building on the following pages.

- Collaboration is a defining feature of SLS membership, with a 9% increase in members working together on projects since May 2024. Today, 61% of members report having collaborated with another SLS member in the past year.



Leader's Lens with H.E Bandar Alkhorayef



Leader's Lens with H.E. Yousef Al-Benyan

"SLS brings together people from different industries who would never normally cross paths. It's in these unexpected connections that the biggest opportunities are created."

HEIDI ALASKARY
SENIOR DIRECTOR, DIRIYAH COMPANY

83%

of members believe that SLS helped them expand their personal and professional networks.

84%

of members rated "Networking and Social Events" as the most valuable form of curated interaction within SLS.

Outcomes

Access to Influencers

Building a strong professional network is only the beginning. SLS provides exclusive access to decision-makers, thought leaders, and industry pioneers. This exposure can open new doors to members and advance their vision and capacity for impact.

- Carefully curated SLS events, mentorship programs, and roundtable discussions, often engage influential figures across government, business, and innovation. These high profile voices offer high value insights and perspectives to members, and often lead to collaborations, job opportunities, and cross-sector projects that can drive real impact.
- SLS is the only platform in Saudi Arabia that centres this type of exposure, and actively creates opportunities for members to influence those driving the policy and business landscape of Saudi Arabia.
- Networking is the top priority for SLS members, with 88% seeking more industry-specific connections. Our members, influential leaders, actively shape the network. Initiatives like "Meet the Leader" help them bring their networks into SLS, fostering insight-sharing and valuable connections across industries. Read Mohannad Mandourah's perspective on the SLS network in this chapter.



Meet the Leader with H.E Mohammed El-Kuwaiz

"The best part of SLS is that it doesn't just connect you to influential people—it makes you feel like you belong among them."

FAISAL ALSHARIF
DIRECTOR GENERAL - FINANCIAL SECTOR DEVELOPMENT PROGRAM

"SLS brought me into rooms I would never have accessed otherwise. It's not just networking—it's a platform that actively expands your influence."

RAWAN ALGAHTANI
ENGAGEMENT PROJECT MANAGER, ART AUCTION

86%

members who named "Access to Experts" as a key resource they valued in their SLS experience.

Stories *of* Connection

“The Saudi Leadership Society brings together the best and surrounds them with the best... Joining SLS and actively engaging with its members has been transformative—not just for Furas’ growth, but for my own personal development. Every SLS event and every conversation with its members has been eye-opening. The society’s dynamic composition blends the heavyweight experiences and achievements of 2030 Leaders with the forward-thinking outlook of its Fellows.”

MOHAMMED ALHARTHI

CO-FOUNDER, FURAS

RHODES SCHOLAR ELECT

“SLS isn’t just a community—it’s a space where people truly connect, share their stories, and help each other grow.”

LAMA BAHANAN
STRATEGY SPECIALIST, MINISTRY OF HEALTH
SAUDI ARABIA

Through SLS, I reshaped my understanding of leadership, learning from diverse perspectives. A pivotal "Meet the Leader" session helped me push past fear and make bold decisions. The experience proved that leadership is built on connection, mentorship, and shared wisdom.





“Above all, the most meaningful impact of SLS has been the connections I’ve made within this vibrant community.”

BANDAR ALSHURAYM
ASSOCIATE, BOSTON CONSULTING GROUP (BCG)

SLS empowered me to represent Saudi youth at the United Nations General Assembly and lead global conversations on the future of leadership. I had the honour of moderating panels attended by global leaders, including the Crown Prince of Luxembourg, making the experience both humbling and empowering. The mentorship and networking opportunities gave me the confidence to engage with world leaders, strengthening my ability to create lasting impact.

Spotlight

Leaders Lens

The Leaders Lens gatherings are where SLS members get to hear high-level local and global speakers. These structured talks are designed to facilitate knowledge sharing, storytelling, and learning opportunities for SLS members.

94%

of members were satisfied or highly satisfied with the Leaders Lens across the series of events.

Leaders Lens Series











Spotlight

Meet the Leader

Meet the Leader is a member-hosted, invite-only initiative that connects SLS members with top executives, policymakers, and innovators in intimate discussion settings. Held under Chatham House Rules*, these candid discussions provide Saudi-specific insights into challenges, regulations, and opportunities—offering a rare, high-relevance leadership experience.

The initiative has become a key platform for connection and professional growth, with 38% of attendees reaching out to guest speakers post-event. Meet the Leader has national appeal amongst SLS members, with up to 40% of attendees coming from outside Riyadh.

* Chatham House Rules: Participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s) nor that of any other participant, may be revealed.



Meet the Leader with H.E. Eng. Saad Alkhalb, the CEO of Saudi Export-Import Bank



Meet the Leader with Dr. Muhammad Alsaggaf, President of KFUPM



Meet the Leader with HRH Prince Mohammed Al-Faisal, Group President of Al Faisaliah Group Holding Company, and Chairman of Saudi Telecom Company.

"Meet the Leader has given me access to insights I would have never gained elsewhere. The opportunity to engage with real decision-makers and hear firsthand about their challenges and strategies is transformative."

EVENT ATTENDEE FEEDBACK

60% of attendees reported using insights gained from Meet the Leader sessions to drive change in their organizations.

Spotlight

Guest Industry Leaders

Throughout the years, we have had the privilege of welcoming some of Saudi Arabia's most distinguished and influential leaders across various fields to our events. As trailblazers of their industries, these esteemed figures brought not only their expertise but also their visionary leadership, inspiring SLS members with their remarkable journeys and invaluable insights.

The presence of these luminaries in our constellation enriched our gatherings, reinforcing SLS as a platform for meaningful connections, leadership, and continuous learning.

A heartfelt **thank you** to these exceptional leaders who joined us for Leaders Lens and Meet the Leader evenings, sharing their wisdom and shaping the future through their experiences.



H.E ENG. ANEF ABANOMI

PRESIDENT
SAUDI POST



ENG. MUTLAQ H. AL-MORISHED

FORMER CEO
NATIONAL INDUSTRIALIZATION COMPANY



MR. MAZIN ALROMAIH

CHAIRMAN
KING FAISAL SPECIALIST HOSPITAL &
RESEARCH CENTRE



MR. MOHAMMAD ABUNAYYAN

CHAIRMAN
ACWA POWER INTERNATIONAL AND
ABUNAYYAN HOLDING



DR. ABDULLAH HAMAD AL FOZAN

CEO- MIDDLE EAST
KPMG



H.E DR. HALA ALTUWAIJRI

PRESIDENT
HUMAN RIGHTS COMMISSION



MR. TAREQ AL SADHAN

CEO
SAUDI NATIONAL BANK

Spotlight
Guest Industry Leaders



MS. ADWA ALARIFI

ASSISTANT MINISTER FOR SPORT AFFAIRS
MINISTRY OF SPORT



H.E MR. BANDAR ALKHORAYEF

MINISTER OF INDUSTRY AND MINERAL RESOURCES



HRH PRINCE MOHAMMED ALFAISAL

CHAIRMAN
STC GROUP



DR. ABDULAZIZ ALRAJHI

CEO
KING KHALED EYE SPECIALIST HOSPITAL



H.E ENG. SAAD ALKHALB

CEO
SAUDI EXIM BANK



DR. AMMR KURDI

CONSERVATIVE ASSISTANT FOR FINANCIAL SUSTAINABILITY AND RISK MANAGEMENT
GENERAL ORGANIZATION FOR SOCIAL INSURANCE



H.E DR.NABEEL AL-AMUDI

CEO
OLAYAN FINANCING COMPANY



H.E MR. MOHAMMED EL-KUWAIZ

CHAIRMAN
CAPITAL MARKET AUTHORITY



DR. MUHAMMAD AL-SAGGAF

PRESIDENT
KING FAHD UNIVERSITY OF PETROLEUM & MINERALS

Spotlight

Guest Industry Leaders



H.E. NABEEL KOSHAK

CEO, BOARD MEMBER, AND
INVESTMENTT COMMITTEE AT SVC



H.E. YOUSEF AL-BENYAN

MINISTER OF EDUCATION



ENG. ANAS ALMUDAIFER

CEO HCDP



AHMAD ALHENDAWI

REGIONAL DIRECTOR FOR MIDDLE
EAST, NORTH AFRICA AND
EASTERN EUROPE, SAVE THE
CHILDREN INTERNATIONAL



H.E. KHALID AL-MUDAIFER

VICE MINISTER OF MINING AFFAIRS



FAISAL SULTAN

PRESIDENT AT LUCID MIDDLE EAST



AMIT MIDHA

ALAT CHIEF EXECUTIVE
OFFICER (CEO)

Member Perspective

Heidi Alaskary's view on the connections within cohorts and access to influencers

"We have the talent, the ideas, and the drive. Now, we need the framework that allows us to thrive."

Heidi Alaskary, a seasoned leader at the heart of Saudi Arabia's transformation, represents a generation that has lived through extraordinary change. A PhD-holder in speech-language pathology, Heidi began her career in 1993 as one of the only women in her field. Her early days were marked by navigating a society where social and professional mentorship was an unspoken cultural practice and professional opportunities for women were limited.

Despite these constraints, she ascended to leadership roles, carving out a path that contributed significantly to the advancement of diversity, equity, and inclusion, particularly for people with disabilities. She recalls attending the very first workshops when Vision 2030 was being shaped, brainstorming programs for women's employment and disability rights. These efforts laid the foundation for initiatives that now define the nation's ambitious transformation.

Today, Heidi is a Senior Director for Diriyah Gate Development Authority, in the historic heart of Riyadh, where she continues to contribute to the dynamic changes ushered in by Vision 2030.
She speaks candidly about the intensity of leadership in this time "Vision 2030 doesn't have time to sleep."

Despite the challenges, Heidi's commitment to meaningful impact remains steadfast. She believes leadership isn't just about driving KPIs; it's about creating a legacy of sustained, transformative change. This belief brought her to the Misk 2030 Leaders Program, where she hoped to bridge generational divides and amplify collaborative efforts.



Heidi Alaskary
Senior Director, Diriyah Company

Member Perspective

Heidi Alaskary's view on the connections within cohorts and access to influencers

Heidi quickly leveraged her Misk network to introduce Fadi Munshi, a fellow cohort member, to a friend who was launching a new nonprofit - Abdulrahman's Oasis. The nonprofit supports terminally ill children and their families, and was founded by Heidi's friend following the death of her own child. Fadi became the CEO of Abdulrahman's Oasis, establishing a new profession for child life specialists and creating job opportunities for unemployed psychologists.

Heidi believes that fortuitous connections and collaborations such as these are important stories in understanding the value and impact of SLS. She envisions SLS as a "knowledge hub"—a centralised resource where leaders can connect with peers, access verified data, and build impactful projects.

"Every child helped by that NGO is a result of the collaboration SLS enabled. This isn't about numbers—
it's about lives changed because of meaningful connections."

"These groups are more than just chats, they're living, breathing ecosystems of knowledge-sharing. Every day, we exchange insights, job opportunities, and research, and that collective intelligence has been transformative."

Heidi points to the informal WhatsApp groups within her cohort as a model of what SLS could achieve. These groups currently function as dynamic ecosystems, where members share reports, job opportunities, and expertise.

She believes SLS should prioritise intergenerational dialogues and collaborative workshops, referencing roundtable discussion at COP16 where leaders from diverse fields come together to exchange ideas on sustainability. Such events, she believes, build connections, ignite inspiration, and produce tangible results.

Looking ahead, Heidi dreams of an SLS that embodies collaboration, knowledge-sharing, and support for leaders navigating the pressures of Vision 2030.

Member Perspective

Mohannad Mandourah's view on a being an evolving leader and network building

"The platform's greatest strength is its network—it's a place where leaders can engage as peers, exchange insights, and build meaningful collaborations."

Mohannad Mandourah is a trailblazer in strategy and customer experience, with a career that spans multinational corporations, entrepreneurial ventures, and state-owned enterprises. Currently, he serves as the Vice President of Strategy and Insights at Thiqah, a Saudi company specializing in digital transformation. Mohannad has been driving digital transformation and strategic innovation in Saudi Arabia.

His journey into the Society of Leaders (SLS) was fueled by a belief in continuous growth and the power of networks. He describes the society as a space that breaks down hierarchical barriers, enabling honest conversations among leaders across industries.

"SLS was positioned as a prestigious platform for leaders to drive change and contribute to the Kingdom's development, which resonated deeply with me."



Mohannad Mandora
VP of Strategy & Insights, Thiqah

Member Perspective

Mohannad Mandourah's view on a being an evolving leader and network building

One of Mohannad's defining leadership moments occurred during an SLS engagement, where he reconsidered his assumptions about leadership.

"Initially, I judged my peers based on their technical skills. By the end, I realized that leadership isn't about being technically perfect—it's about authenticity, influence, and connecting with people."

This shift in mindset led him to restructure his leadership approach at Thiqah. Following a connection made through SLS, Mohannad initiated a cross-industry collaboration with another member focused on improving citizen experiences in regulatory processes.

"I now focus on understanding my team as individuals, aligning their roles with their strengths, and supporting their growth."

What started as an informal conversation evolved into a joint working group that produced policy recommendations, which are now under review by a key government agency. He credits SLS with catalyzing this outcome—not just by facilitating the connection but also by creating a space for open, trust-based dialogue among leaders who might never otherwise meet.

SLS operates on three pillars: personal transformation, fostering connections, and societal impact. Mohannad believes the society excels most in fostering connections but states that its true potential lies in turning those connections into actionable progress.

"SLS has the potential to be more than a leadership society—it can be a platform that mobilises leaders to create real, lasting change for Saudi Arabia."

Member Perspective

Dr. Roqayah Ajaj view on advocacy, inclusion, and the power of connection

"SLS didn't just expand my network—it provided me with a platform to speak, lead, and advocate for those often left out of the conversation."

Dr. Roqayah Ajaj is a disability rights advocate, researcher, and pioneer in inclusive education. Born with a visual impairment, her journey has been marked by resilience and vision. After spending over a decade in the United States as a postdoctoral researcher at the University of Minnesota's Institute on Community Integration, she returned to Saudi Arabia with a determination to drive systemic change for individuals with disabilities.

Dr. Roqayah's journey to SLS began in 2021 when she joined the Misk Fellowship as part of Cohort 4 while completing her doctoral studies remotely from the U.S. The program's mentorship component proved valuable as she was paired with Vision 2030 leader Ahmed Hakim, who assisted her in building professional relationships in Saudi Arabia and reconnecting with the local community after years abroad.

Dr. Roqayah's journey led her to Dr. Manal Almakoshi, a key figure in Saudi Arabia's disability inclusion movement. Their connection, developed through the SLS network, turned into a valuable collaboration. Dr. Almakoshi quickly recognized Dr. Roqayah's potential as both a researcher and an advocate for change.

In September 2025, Dr. Almakoshi nominated Dr. Roqayah to represent Saudi Arabia at the United Nations in Geneva, where she shared her personal story at a high-level session on supporting families of individuals with disabilities. This marked her first appearance on a global stage where she spoke about the challenges she and her family faced in accessing education and how Saudi Arabia's evolving policies have helped shift what's possible. Dr. Roqayah recalls the talk as a moment she will never forget.



Dr. Roqayah Ajaj
Manager of Planning and Development, Hemmat Kafeef

III. Impact

Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman
Foundation

Impact in Numbers

SLS has facilitated social impact through its initiatives and its members' efforts.

85%

of members participated in social impact initiatives in 2025

1000+

of attendees reported using insights gained from Meet the Leader sessions to drive change in their organizations.

745,000

people reached through impact initiatives led by SLS members.

SLS members aren't just leaders—they are changemakers. They are actively engaged in driving societal progress and creating ripple effects that will benefit communities at scale.



Impact Table - Ministry of Investment

Members believe true leadership involves inspiring and uplifting others rather than focusing solely on personal success. They view SLS as an opportunity to enhance their leadership skills, share insights, and help shape a distinct Saudi leadership identity. Being part of SLS has helped them lead with purpose and make a lasting impact, giving back to their organizations and communities.

745,000

people reached through impact initiatives led by SLS members.



Speak like a CEO Session

"Through SLS, guidance from industry advisors and engagement with the Human Capability Development Program deepened my understanding, aligned our efforts, and played a pivotal role in expanding my perspective and ability to drive impact."

HEBAH ZAMZAMI
HEAD OF DIGITAL & INNOVATION, BASAMH GROUP

Outcomes

Leadership in Service

SLS members leverage their expertise and networks for good through non-profit work, mentoring, and designing and leading new initiatives that give back to society.

- In 2025, SLS members contributed their time to diverse initiatives in the areas of education (25%), mentorship/coaching (30%), volunteering (20%), and healthcare awareness (15%). A further 35% led public workshops and 29% contributed to non-profit boards.
- More than 95 SLS members participated in the 2025 Annual Impact Challenge, where they engaged in collaborative problem solving with their community peers on challenges in sustainability, education, and social inclusion.
- Twelve solutions were chosen, not just as concepts but as active initiatives. The winning teams will receive grants to expand their projects, creating a significant impact in across the Kingdom.



SLS Annual Assembly

"We should rise together as members of the Saudi Leadership Society and collaborate in leading and developing the next generation of leaders in the Kingdom, and leave a mark that will make us all proud upon looking back at it."

MUHANNAD ALSHAREKH
HEAD OF FINANCIAL INSTITUTIONS SECTION,
PUBLIC INVESTMENT FUND (PIF)

1000+

individuals who have benefited from mentoring or coaching initiatives delivered by SLS members.

III. Impact

Outcomes

National & Global Influence

SLS prepares members to drive positive change at institutional levels, bringing their awareness and commitment to impact into spheres of government, business, and civil society.

- Through events such as Voice of the Leaders, Leaders Lens and the Transformative Experience, SLS members have an opportunity to hear from, and build connections with, high profile decision-makers and thought leaders from across all sectors of Saudi and global society and economy. This exposure can inspire their own visions for impact and, by associations, elevate their own influencing potential when working to create impact.

- SLS members are also supported to engage with international networks, conferences, and leadership dialogues. International Fellowships and Study Tours provide exposure to global leadership networks, while cross border collaboration initiatives like the DSA - GAIN Roundtable and MGF24 Youth Policy Circle enable members to develop projects and engage in dialogues with global peers.

- Saudi Arabia is emerging as a global hub for business and innovation. Leaders at SLS are creating experiences and connections that influence decisions both domestically and internationally. Active participation from members in global dialogues is further enhancing Saudi Arabia's leadership on the world stage and shaping the Kingdom's role in key decision-making arenas.



SLS Workshop with Yasir Khan



Leaders Lens with H.E Dr. Hala AlTuwaijri

"SLS made it possible for me to create and contribute in shaping a new horizon of positive experience and engaging environment to all members. I am optimistic about the future of SLS and opportunities it will extend locally and globally to its community."

RAWAN ALGAHTANI
ENGAGEMENT PROJECT MANAGER, ART AUCTION

58%

members who believe SLS has increased their ability to drive social impact.

III. Impact

Member Initiatives



The following are examples of initiatives led by SLS members that demonstrate a commitment to driving social and economic impact across various sectors, aligning with the goals of Saudi Vision 2030.

Member Initiatives

HAFAWAH ALMADINAH

Recruiting & training 100 Saudis in the hospitality sector.

Hafawah Almadinah raises awareness about hospitality careers, trains job seekers, and addresses recruitment challenges. It offers training for students and graduates, supports underprivileged families for hotel jobs, and studies incentives to improve Saudi worker retention, with the vision to lead in developing skilled professionals to enhance service quality and sustainability in the hospitality industry.



MOHAMMAD ELYAS



HH PRINCE WALEED BIN NASSER AL-SAUD

MUKATAFA

Unifying private and public sectors for a thriving nation.

Mukatafa is a non-profit focused on enhancing cooperation between the public and private sectors, aligning efforts with Vision 2030. By facilitating the private sector's role in policy formulation, Mukatafa works to improve the investment environment and foster economic growth. Through partnerships across industries, Mukatafa is creating over 150,000 jobs in the next five years, contributing to a thriving economy.

III. Impact

Member Initiatives



NAWAF BIN AWSHAN

NAHDA

320+ students engaged with the platform.

NAHDA is a professional platform aimed at supporting MENA undergraduate students in the UK by connecting them with career opportunities in the region. The initiative bridges the gap between students and the professional market, providing them with exposure to industry networks.

TAJSEER

100 youth participated.

Tajseer is a career development program that prepares university students for the labor market through job shadowing. The initiative provides hands-on experience by connecting students with professionals, giving them insight into workplace environments.



MOHAMED TAWFIG



ABDURAHMAN ALHOTHAILY

HEMAYA

500K+ trainees received cybersecurity training.

Hemaya is focused on cybersecurity awareness, training, and consultancy. With over 73+ lectures, 148+ educational videos, and 40.7K social media followers, Hemaya serves both the public and professionals in cybersecurity. Its mission is to enrich Arabic content and provide excellence in the cybersecurity sector.

Member Initiatives

THE CIVIL SOCIETY FOR CANCER CARE IN HA'IL (BASMA)

750+ patients supported.

Basma is a cancer care organization in the Ha'il region, supporting over 750 patients through comprehensive care, prevention, and reaching thousands more through community awareness initiatives, while promoting sustainability and institutional excellence.



DR. ABDULLAH ALSHAMMARI



AHLAM DOHAL

MAAK FOUNDATION

500+ patients and caregivers empowered.

Maak provides psychological and emotional support to cancer patients and their caregivers, benefiting over 500 individuals through guidance from cancer survivors and professionals, community involvement, emotional rehabilitation, and encouraging patients to regain hope and pursue their aspirations.

Member Initiatives

NUQSH

1K+ youth benefited from the program.

Nuqsh is Saudi-bases youth-led nonprofit that enables Saudi youth to reach globally prestigious opportunities (e.g., studying at a top 50 university) to create a globally competitive generation capable of achieving their aspirations and contributing to the kingdom's development



BAKUR MADINI



DR. SARAH GHALEB

KEYSS

1.1K+ trainees participated.

To date, over 2k courses have been trained successfully with nearly 100% positive feedback from participants, and a comprehensive platform custom developed; The KEYSS Project aims to bridge the gap between challenges for youth and social & economic goals of the Saudi Vision 2030 through training, resources, and community engagement.

Member Initiatives

ATHATH

704 furniture pieces delivered to 16 associations and 81 families.

The Eastern Region Furniture Cooperative Society (Athath), founded in 2023, is a Saudi non-profit focused on collecting, refurbishing, and redistributing used furniture to families in need. Athath promotes environmental sustainability by recycling furniture and has provided 704 pieces to 16 associations and 529 pieces to 81 families, positively impacting both the community and the environment.



ABDULRAHMAN ALBASSAM



FAISAL BIN HASSAN

BARMAJON

Empowering 3,000+ programmers for global leadership.

Barmajon is a human-capital tech incubator dedicated to building the next generation of Saudi technology leaders.

Through applied learning and real-world problem solving, it empowers future CTOs and builders, delivering over 35,000 hours of learning and impacting 4,500+ direct beneficiaries and 18,000+ indirectly. Barmajon's mission is to grow a critical mass of Saudi tech talent that builds for good and competes at a global scale.

Stories *of* Impact

“... being part of the SLS community has consistently fuelled my motivation to complete my MBA and embrace my vision of becoming a leader capable of driving positive change. The opportunity to interact with accomplished leaders from diverse industries has not only broadened my perspectives but also underscored the value of shared experiences and collaboration.”

YAZEED ALBARIQI

CUSTOMER SERVICES SALES MANAGER SIEMENS HEALTHINEERS

SIEMENS HEALTHINEERS

Member Perspective

Eng. AbdulRazzag AlAujan's view on how high-trust relationships lead to great impact

"SLS' relationship with leaders is not just an individual experience; it serves as a pioneering model for leadership development—one that transforms ambitious visions into tangible realities."

As the former CEO of the Government Expenditure & Projects Efficiency Authority (EXPRO), Eng. AbdulRazzag AlAujan played a crucial role in shaping Saudi Arabia's strategic transformation. With decades of leadership experience and a position on the SLS Council, he offered valuable insights into what effective public service entails.

His involvement in the SLS network was a significant turning point, both for his personal development and for EXPRO's mission to optimise public spending and accelerate national progress. He credited SLS with equipping him with the tools and mindset necessary to transform ambitious goals into measurable outcomes.

At EXPRO, this transformation extended beyond refining internal processes. With the support of SLS, he and his team began embracing AI technologies to streamline government services, drive cross-sector innovation, and create smarter, citizen-centered solutions.

For Eng. AbdulRazzag, the true value of SLS lay in its ecosystem. He emphasised the network of leaders from ministries, private enterprises, and nonprofits who collaborated with a shared purpose. Through SLS, he forged high-trust relationships that matured into meaningful partnerships. These connections led to significant improvements in healthcare efficiency, educational reform, and digital services that directly benefited people's lives.

His involvement with the SLS Impact Committee reinforced this belief. The Committee not only evaluated projects but also provided mentorship, challenged participants, and scaled impactful initiatives. As a key driver behind the Annual SLS Impact Challenge, he witnessed firsthand how the program transformed ideas into tangible initiatives that supported Vision 2030.



Eng. AbdulRazzag AlAujan
Advisor to the Minister, Ministry of Finance

Member Perspective

Ibraheem Sheerah's view on how listening and learning led to tangible impact

"SLS Members' involvement reminded us that transforming Saudia is not just about improving services, but about embracing bold leadership and continuous innovation."

As the Chief Transformation Officer at Saudia Group, Ibraheem Sheerah is familiar with the complexities of change. However, one of the most pivotal moments in his leadership journey came from an unexpected source: a WhatsApp group.

It all started with a wave of frustration. Members of SLS began sharing their candid experiences with Saudia Airlines. They discussed issues like inefficiencies, long baggage delays, poor digital performance, and an overall sense that the airline was not reaching its full potential. Although the criticisms were initially hard to read, Ibraheem realised there was something deeper at play. The members were not simply venting; they were providing valuable insights. These voices wanted the airline to succeed, and they deserved to be heard.

Instead of dismissing the criticism or relying on polished surveys, Ibraheem decided to listen directly to the concerns. He organized live sessions in Riyadh and Jeddah, inviting members of SLS and important customers from different segments, including business travelers, families, digital natives, and frequent flyers. There were no scripts or lengthy presentations. Executives engaged in face-to-face discussions with participants and answered challenging, unfiltered questions.

The conversations were raw, honest, and, at times, uncomfortable. People inquired about why the app lagged behind global standards, why airport experiences were inconsistent, and why Saudia was not yet competing with world-class carriers. These were not minor complaints; they reflected high expectations and a belief that improvement was possible.



Ibraheem Sheerah
Saudia Group Chief Transformation Officer, Saudi Airlines

Member Perspective

Ibraheem Sheerah's view on how listening and learning led to tangible impact

For Ibraheem, this feedback represented a turning point. It led to a collaborative redesign of the Saudia customer experience. Teams launched design workshops and focus groups, co-led by internal staff and customers—many of whom were part of the SLS network. Together, they mapped out every touchpoint of the travel journey, from booking to boarding to post-flight support. They reimagined the digital interface, streamlined operations, and challenged long-standing assumptions within the company.

The changes were swift and noticeable. Customer satisfaction improved, key pain points were resolved, and the airline's global ranking climbed. However, more significant than any single outcome was the cultural shift that occurred. One that placed listening, humility, and co-creation at the heart of Saudia's transformation.

"What started as frustration in a WhatsApp group became the catalyst for real, measurable change."

"True leadership doesn't begin in a boardroom, it begins with listening —through empathy and without ego—and taking purposeful action."

Throughout this journey, the role of the SLS members was crucial. Their fresh perspectives and commitment to excellence helped break down internal silos and introduced new ways of thinking. They didn't just critique; they contributed, transforming what could have been a routine feedback session into a blueprint for change.

Ibraheem considers this experience to be one of the most significant lessons in his leadership journey. It didn't transform his understanding of leadership due to metrics or milestones achieved, but rather because it redefined what effective leadership should look like in difficult times.

Member Perspective

Abdullah Al-juffali's view on connections and deep relationships that foster business growth

"SLS connected me to a powerful network of leaders from across the Kingdom—leaders from the Ministry of Energy, Aramco, NEOM, Saudia Airlines, and more. These relationships have not only shaped my thinking but accelerated our contribution to Vision 2030."

With 20 years of experience in technology and engineering, Abdullah Al-juffali has held leadership roles in global organizations like ABB and Honeywell. He has led the launch of Honeywell's cybersecurity services center in Jubail, partnerships to advance petrochemical technologies, and the development of local manufacturing sites, all aligning with Vision 2030's goals for innovation and sustainability.

For Abdullah, SLS stands out for its ability to connect senior executives across key sectors like Energy, Health, Investment, and major organizations such as PIF, Aramco, SABIC, and NEOM. These connections have accelerated his and Honeywell's contributions to Vision 2030.

The most significant impact of SLS on Abdullah's leadership growth has been the networking opportunities and experiences, such as Meet the Leader, Leaders Lens, and the SLS Transformative Experience Trip to China. These experiences have expanded his network, helped him discover new talent, and driven new business opportunities for Honeywell. Abdullah is now working with the Misk Fellowship to identify future leaders who will continue to contribute to the company's success in Saudi Arabia.

Abdullah's story exemplifies visionary leadership, collaboration, and innovation. His involvement in the Saudi Leadership Summit has been pivotal in shaping his success, enabling him to connect with influential leaders, gain global insights, and contribute significantly to the Kingdom's industrial and technological growth in line with Vision 2030.



Abdullah Al-juffali
President, Honeywell – Saudi Arabia & Bahrain
SLS Council Finance & Growth Lead

“Having access to a network of leaders in multiple sectors was instrumental in our success.”

BAKUR MADINI
VICE CHAIR, NUQSH
CONSULTANT, OLIVER WYMAN

Through Nuqsh, we have reached 14,000 across all regions of Saudi, provided +1000 students with programs and services of which 200 applied to top global universities and 70% of them being accepted at a top 50 university. The SLS has been instrumental in supporting Nugsh's success by providing access to a network of leaders across sectors. The conversations and collaborations we’ve had through this community have directly contributed to turning mentorship into tangible success stories for the next generation.





“Being part of the SLS community expanded my horizons and reinforced my belief that impactful change is achievable.”

MOHAMMAD TAWFIQ
ASSOCIATE, BCG

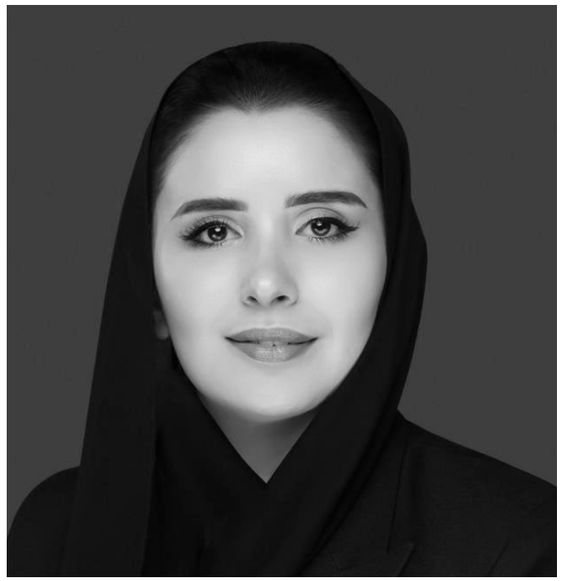
I co-founded Tajseer NPO, transforming a job-shadowing initiative into a national platform that bridges academic
life and professional careers. SLS gave me access to an inspiring community of changemakers, reinforcing my belief that impactful change is achievable. The support and insights I gained helped me scale Tajseer, expanding its reach and impact for hundreds of Saudi youth entering the workforce.

Stories of Impact

"I was looking forward to how we could capitalize on the knowledge, the expertise and the great network that we have as leaders to maximise the impact that we can create. That was the driver for me to be in the Impact Committee and to support The Impact Challenge."

BASMAH ALJEDIA
GM, CYBERSECURITY INDUSTRY DEVELOPMENT

With over 17 years in cybersecurity and digital innovation, I've dedicated my career to shaping Saudi Arabia's future. My SLS journey began with the 2030 Leaders Program, where I joined a network of senior leaders driving change. Recognising the program's potential, I applied to the SLS Impact Committee, leading initiatives like the Impact Challenge, which brings leaders together to develop solutions for national priorities.





"The most meaningful impact has been my contribution to the Vision 2030 Human Capability Development Program Challenge."

HEBAH ZAMZAMI
HEAD OF DIGITAL & INNOVATION, BASAMH GROUP

Inspired by the SLS Mentorship Program, I pursued coaching certification to deepen my leadership skills. Through SLS, I connected with like-minded leaders and advisors who shaped my growth. The Vision 2030 challenge expanded my perspective, helping me align with national development goals and drive meaningful change through human capital investment.

2025 Impact Overview

Transforming Vision into Reality

In 2025, our members moved beyond dialogue to drive definitive action. From the halls of policy-making to the forefront of entrepreneurship, they have translated their leadership potential into measurable societal value.

SYSTEMIC INFLUENCE & THOUGHT LEADERSHIP
Defining the narrative and the rules of the game.

106+
Policies Shaped & Influenced Directly contributing to the legislative and strategic frameworks that define our national trajectory, ensuring decision-making is grounded in expert insight.

102+
Voice of Leader Engagements (Global & Local) Amplifying their influence on stages worldwide—from local forums to global summits—shaping the discourse on critical economic and social issues.

COMMITMENT TO SERVICE
Leveraging expertise to uplift the community.

72+
Education-Focused Volunteering Initiatives Investing in future human capital by mentoring students, designing curricula, and supporting the academic institutions that nurture the next generation.

57+
Advisory & Pro Bono Consulting Roles Providing high-level strategic guidance to struggling organizations and non-profits, offering C-suite expertise where it is needed most.

INNOVATION & ECONOMIC ENGINES
Building the organizations of tomorrow.

30+
Startups Founded Fueling the innovation economy by launching scalable, high-growth commercial ventures that create jobs and diversify the market.

12+
Non-Profits Established Institutionalizing social impact through the creation of sustainable non-profit entities dedicated to long-term community welfare.

The Annual Impact Challenge

SLS' flagship initiative, designed to engage leaders in building a brighter future.

Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation

Impact Challenge

The SLS Annual Impact Challenge is an initiative designed to empower members to develop and implement impactful projects aligned with Saudi Arabia's Vision 2030 goals. Unlike a traditional competition, this challenge emphasises execution, participants not only propose ideas but also bring them to life with support from SLS through mentorship, learning experiences, resources, and funding opportunities.

The challenge progresses through four stages:

1. Theme selection
2. Proposal development
3. Project implementation over a 9-month period, and impact measurement
4. Grants awarded to the most successful initiatives.

The 2024 SLS Impact Challenge is proudly supported by the Vision 2030 Human Capability Development Program, ensuring alignment with national priorities in education, workforce readiness, and community engagement.



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Human Capability Development Program

Initiative Spotlight

Annual Impact Challenge

The Annual Impact Challenge empowers members to develop and launch projects that address societal, economic, and environmental challenges, in alignment with Vision 2030. Designed as a platform for leadership in action, The Impact Challenge provides mentorship, funding, and exposure to help leaders move from vision to action.

95 SLS members participated in the 2025 Annual Impact Challenge. Over several stages, they collaborated to design innovative solutions aligned with the HCDP objectives. They received guidance from expert mentors across the business, government, and social enterprise sectors. 12 teams out of 25 were shortlisted for the implementation phase, receiving continued mentorship and support to bring their ideas to life.

This year's challenge focused Human Capability Development, a core pillar of the Saudi Vision 2030. The impact challenge responses are aligned with the four objectives of the Human Capability Development pillar:

- **Objective 1:** Uphold the Arabic language
- **Objective 2:** Enhance family involvement in preparing for their children's future
- **Objective 3:** Ensure alignment of educational output with labor market needs
- **Objective 4:** Improve readiness of youth to enter the labor market

See the shortlisted projects under each of the four objectives on the next pages.



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Initiative Spotlight

Annual Impact Challenge



80%

participants stated that the mentorship component significantly accelerated their ability to refine and execute their solutions.

15
ADVISORS

15+
INDUSTRIES

100+
SESSION ATTENDEES

95
PARTICIPANTS

12
SHORTLISTED INITIATIVES

برنامج تنمية القدرات البشرية
Human Capability Development Program

The Team Perspective

The **Furas** team's reflections on their Impact Challenge experience

"Being part of SLS has transformed not just Furas but also our own development. Every event and conversation has expanded our perspective."

"We were two eager students—soon-to-be SLS members—seeking internships and wishing Furas existed. Seeing the need to bridge industries and students, we launched in 2023, serving 500 students across the world's top 20 universities. In 2025, we scaled, generated revenue, and built a platform that delivered real impact in Saudi Arabia. By Q4, we joined the SLS Annual Impact Challenge to institutionalise our work and expand its reach.

SLS unites top talent, and its support was instrumental in Furas' growth. Through SLS, we connected with 2030 Leaders, gained strategic mentorship, and engaged with top executives from China's private sector. Their guidance refined our approach. In Beijing, our delegation's shared mission transcended backgrounds, blending experience with vision to serve our nation."



Mohammed Alharthi
Co-founder, Furas
Rhodes Scholar Elect

The Coach Perspective

Wesam Abuznadah's reflections on mentoring Impact Challenge teams

"SLS has been instrumental in shaping my journey as a mentor and leader. The vibrant community of passionate changemakers and the wealth of resources provided by SLS created an environment that inspired creativity and collaboration. Through workshops and networking opportunities, I gained invaluable insights into fostering innovation and driving impact, which I applied in coaching both Alsmout and Tajseer.

SLS has transformed my perspective on leadership, emphasising the importance of empowering others to become changemakers. Coaching these teams not only allowed me to share my knowledge but also deepened my understanding of the challenges facing Saudi youth. The most meaningful impact has been witnessing the tangible outcomes of these initiatives and knowing that I played a role in nurturing the next generation of leaders.

These experiences have reaffirmed my belief that leadership is about creating opportunities for others to thrive. I am deeply grateful to the SLS community for enabling me to contribute to such transformative projects and for continually inspiring me to push the boundaries of what is possible."



Dr. Wesam Abuznadah
Governor, American College of Surgeons

Annual Impact Challenge

Shortlisted Initiatives

OBJECTIVE 1

Uphold the Arabic language.

السعودية تقرأ

Care for the Arabic Language

Ghada Alarifi, May Saja, Farris Bukhari, Sadeen Bogari

This initiative promotes Arabic literacy among Saudi youth, leveraging football and digital tools to engage boys, and close the literacy gap.

- Focuses on pre-primary and secondary school students.
- Addresses the literacy gap, especially among boys.
- Uses football and sports in general as an entry theme to make reading more appealing.
- Includes mini-libraries, book exchanges, and digital engagement.
- Aligns with Saudi educational reform goals for long-term impact.

السمـــوت ALSMOUT

ALSMOUT

Jood Mohsena, Manar Alhelali, Fatima Al-Abdullah, Dr. Wesam Abuznadah, Rayan Alghanim

ALSMOUT is a nonprofit initiative creating high-quality Arabic educational content in astronomy and related sciences to inspire Saudi youth.

- Aims to be the leading Arabic source for astronomy education.
- Inspired by early Arab scholars and scientific heritage.
- Supports Saudi students, educators, and science enthusiasts.
- Aligns with Vision 2030's goal to enhance Arabic scientific literacy.
- Expanding through partnerships, digital platforms, and outreach programs.

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Human Capability Development Program



Schwarzman University Visit

Annual Impact Challenge

Shortlisted Initiatives

OBJECTIVE 2

Enhance family involvement in preparing for their children's future.

Ynmo

Dr. Fahad Alnemary, Dr. Abdullah Murad, Dr. Faisal Alnemary

Ynmo is a free digital app that provides nationwide autism screening, diagnostics, and virtual interventions to support early childhood development.

- Addresses delayed autism diagnosis and lack of accessible early-stage interventions.
- Targets 400,000 parents of children under the age of 6 in Saudi Arabia.
- Eliminates the need for costly clinic visits through virtual assessments.
- Aims to increase early detection rates, reduce stigma, and improve intervention outcomes.
- Implemented in partnership with government and stakeholders for nationwide reach.

Jusoor

Rahaf Alem, Nouf Almoajil, Renad Alafandi, Nora Aldabal, Razan Altowairqi, Samia Altowairqi

Jusoor strengthens parental engagement in education, fostering stronger ties between parents, students, and schools to improve learning outcomes.

- Targets early childhood and primary school students (3-12 years).
- Engages 6 million parents and schools across Saudi Arabia.
- Uses workshops, community programs, and partnerships to increase parental involvement.
- Aims to improve student academic performance and emotional well-being.
- Four-phase implementation plan: pilot, expansion, scaling, and continuous improvement.

ElevatEd

Zainab Alali, Sarah Alfares, Rayan Alghanim, Dr. Lamia Al Saikhan, Rayyan Mofty

ElevatEd is a centralised platform that guides students in career planning by increasing parental engagement and structured mentorship.

- Targets students aged 12-18, their parents, and teachers.
- Focuses on career discovery, talent identification, and guidance.
- Provides digital resources and mentorship for students.
- Aims to increase parental involvement in career success.
- Piloting in select schools before scaling nationwide.

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Human Capability Development Program

Annual Impact Challenge

Shortlisted Initiatives

OBJECTIVE 3

Ensure alignment of educational output with labor market needs.

Ana-Qadha

Khalil Alfuraih, Deema Hassan, Tala Banaja, Rida Al-Hawaj, Mohammed Alfuraih, Hassan Alzayer, Sultan AlBayat, Haider Alkhazal, Abrar Sebiany, Zahra Aldulaym

Ana-Qadha is an AI-powered platform that offers personalized career development plans to equip Saudi youth with in-demand skills for the job market.

- Addresses the gap between youth skills and labor market demands.
- Targets young Saudis (18-35), fresh graduates, and early-career professionals.
- Uses AI-driven career mapping and personalised development plans.
- Aims to align workforce skills with Vision 2030 goals.
- Piloted with local NGOs, with plans for national and regional expansion.

Suhail

Yara Alhaidary, Shaden Almobarraz, Lama Alqasem

Suhail is a digital platform that connects job seekers with employers by integrating with existing workforce development systems.

- Addresses the gap between education outcomes and labor market needs.
- Serves job seekers, graduates, and employees across all sectors.
- Integrates with platforms like Jadara to improve workforce matching.
- Aims to increase employment rates and career promotions.
- Beta launch with HRSD, targeting fresh graduates with university sponsorship.

Tajseer

Mohammad Tawfiq, Leen Hesham

Tajseer helps senior university students transition to the workforce by providing skills training, internships, and mentorship programs.

- Focuses on bridging the gap between academia and employment.
- Targets senior university students and companies seeking skilled graduates.
- Offers structured training, internships, and mentorship tailored to the local market.
- Aims to equip 500 students, establish partnerships with 30 companies, and improve Saudization in high-skilled jobs.
- Expanding through 12-month workshops, job shadowing, and financial sustainability initiatives.

Annual Impact Challenge

Shortlisted Initiatives

OBJECTIVE 4

Improve readiness of youth to enter the labor market.

Furas

Sultan Madkhali, Mohammad Alharthi, Jood Simbawa, Mustafa Taibah, Ahmad Almesned

Furas connects students with internship opportunities, bridging the gap between academia and industry to enhance career readiness.

- Launched in 2023, serving 500 students across top global universities.
- Focuses on bringing industries closer to students to provide meaningful experiences.
- Scaled in 2025, generating revenue and expanding partnerships.
- Benefitted from networking, mentorship, and funding support through SLS.

Jisr Alfuras

Hasan Hamed, Dr. Lamia Al Saikhan, Marya Aldoukhi, Mona Alharbi, Muhammad Al-Humayed

Jisr Alfuras facilitates industry-academia collaboration by connecting university students with capstone project opportunities at leading organizations.

- Solves the disconnect between students and industry partners in project-based learning.
- First-of-its-kind matchmaking platform for capstone projects in Saudi Arabia, supporting both students and industry partners.
- Provides in-person and online project collaboration options.

Masarat

Abdulaziz Aljaloud, Bassam Akram, Bakur Madini

Masarat is a comprehensive student development platform part of the Nuqsh initiative that helps Saudi youth navigate university admissions and access top opportunities.

- Supports middle/high school students, undergraduates, and employers.
- 4-in-1 digital platform for student development, progress tracking, and tailored content.
- Aims to increase applications and admissions to top global universities.
- Targets 300K students, with 10K high-potential talents.
- Scalable platform with rigorous testing before full launch.

Future Ready Skills

Faisal Rabie AlRowaili, Fahad Alruwaili, Feras Alruwaili, Sebastian Rubens y Rojo

Future Ready Skills integrates socio-emotional learning (SEL) into Saudi Arabia's education system, preparing students for collaborative, future-ready careers.

- Addresses lack of socio-emotional skills in K-12 education.
- Focuses on teamwork, leadership, adaptability, and empathy.
- Partners with leading international education providers.
- Aims for 30x return on investment through skill development.
- Three-year scaling plan to integrate into Saudi Arabia's national curriculum.

Annual Impact Challenge
Winning Initiatives

1st Place

Ynmo

Dr. Fahad Alnemary, Dr. Abdullah Murad, Dr. Faisal Alnemary

The “Ynmo” initiative aims to raise awareness of child development and the importance of early detection, while enabling families to track their child’s growth through simple, free digital tools and guiding them to appropriate support services in a timely manner to enhance early intervention and improve developmental outcomes.

The initiative has registered 300,000 families, enrolled 600,000 children, and screened 100,000 children to date, with a target of reaching 500,000 screened children. It supports the early detection of developmental delays among one-third of children before school age, delivering social impact by improving the quality of life of children and their families, and economic impact by reducing long-term service costs.

2nd Place

Furas

Sultan Madkhali, Mohammad Alharthi, Jood Simbawa, Mustafa Taibah, Ahmad Almesned

The platform aims to improve students’ access to internships, strengthen talent acquisition pathways for companies, and enhance the employability and skills of Saudi youth.

Supporting students seeking internship opportunities and building their career pathways, while supporting companies in identifying and nurturing young talent through effective approaches.

3rd Place

Ana-Qadha

Khalil Alfuraih, Deema Hassan, Tala Banaja Rida Al-Hawaj, Mohammed Alfuraih, Hassan Alzayer Sultan AlBayat, Haider Alkhazal, Abrar Sebiany Zahra Aldulaym

“Ana Qadaha” is an AI-powered platform that generates personalized personal and professional development pathways for individuals. It analyzes personality and skills through smart psychometric assessments, identifies skill gaps aligned with future market needs, and builds AI-guided learning and development plans for students, job seekers, employees, and leaders, while providing organizations with data-driven insights for talent development and acquisition.

The initiative aims to empower Saudi youth and employees with future skills and support organizations in building sustainable human capabilities through smart, scalable solutions. It targets 3 million Saudi youth and employees and enables more than 100,000 social security beneficiaries through its agreement with the Ministry of Human Resources, while supporting organizations in enhancing skills readiness and reducing skill gaps.

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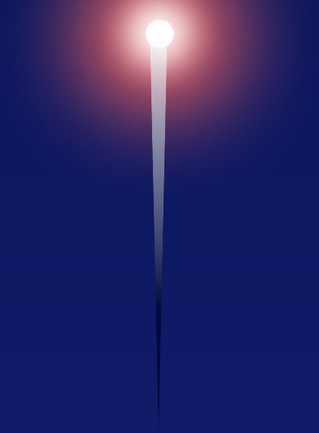
Looking Ahead



Looking Ahead

As we reflect on the past year, it is clear that leadership is not just about reaching the top—it is about continuous evolution, learning, and impact.

In 2025, SLS members built meaningful connections, gained transformative insights, and made a real impact in their fields. Their experiences have also uncovered new opportunities to deepen engagement, refine our approach, and offer even stronger support throughout the leadership journey.

As we move forward, these lessons will guide the next chapter of SLS, ensuring that our members continue to grow, connect, and drive change where it matters most.

> “SLS offers me, as a young and ambitious Saudi, many opportunities that I have yet to seize. Being a part of this society gives me hope, reminding me that I have room for growth and that there are those who are willing to help.”
>
> MEMBER SURVEY RESPONDENT



Leaders Lens with Abdulah Alfozan

Looking Ahead



"The SLS should be the safe haven where I find **inspiration, wellness, reliable information**, and a refuge from the demands of leadership."

Heidi Alaskary
Senior Director, Diriyah Company



"I'd love to see more **international exposure**—fellowships, study tours, opportunities to represent SLS abroad. That kind of visibility is what will help SLS stand out globally."

Alaa BenMahfoudh
Senior Robotic Engineer, Aramco



"Our impact shouldn't just be measured in numbers, but in stories too —**how networks are changing lives, how leaders are influencing institutions**. That's the real legacy."

Basmah ALJedai
GM, Cybersecurity Industry Development

"I want SLS to be **a place where leaders share their challenges and create solutions together.** We need a platform for meaningful collaboration—something that truly reflects the spirit of Vision 2030."

Mohammad Al Tayyar
Program Director
Oil Sustainability Program



GROW

Being a part of SLS has helped members to redefine what leadership means to them.

In 2026, members are seeking more tailored growth opportunities that are responsive to the community's evolving needs. This includes access to experts, executive coaching, and leadership toolkits. The SLS approach should continue to be flexible, experiential, and deeply connected to real-world challenges.

What we plan to double down on in 2026

- Partnering with various private and public entities to provide mentorship from senior members, to SLS' senior members.
- More than 50% of our society mentoring and receiving mentorship from each other.
- Launching additional programs under the SLS Leadership Toolkit, designed to equip leaders with self-guided leadership tools.

CONNECT

In 2025, SLS strengthened its role as a connector of leaders and reaffirmed that leadership cannot exist in isolation.

In 2026, members want more structured networking experiences, including industry-specific events and facilitated introductions to experts. Expanding these opportunities will ensure that every leader, regardless of their career stage, finds meaningful engagement within the SLS network.

What we plan to double down on in 2026

- Enabling SLS members to take the lead on activating the society, taking our governance model closer to a member-led model.
- Expanding our network by making strategic connections with partners.

IMPACT

SLS members are driven by more than personal success, they are committed to making an impact in their society.

In 2026, members want SLS to give them clear pathways to take action, and to support stronger partnerships with government and private sector organizations. Strengthening these avenues will ensure that SLS continues to foster leaders who don't just excel in their industries—but also drive meaningful change where needed in government, business, academia, and civil society.

What we plan to double down on in 2026

- Offering members opportunities to actively give back through volunteering, mentoring, speaking engagements, and more.
- Empowering and enabling more SLS members to meaningfully take lead of meaningful initiatives that positively impact the society and the Kingdom at large with tangible outcomes.

Closing Words

At the Misk Foundation, we believe that true leadership is measured not by individual accolades, but by the compound effect of our collective efforts. The Saudi Leadership Society has evolved beyond a platform for connection—it has become a formidable engine for impact, where the ambition of the individual meets the needs of the nation.

Our members are no longer just preparing for the future; they are actively building it. By driving economic innovation, influencing national frameworks, and representing the Kingdom on the world stage, this community is defining what it means to be a modern Saudi leader.

We are proud to support a network that bridges local service with global excellence. Together, we are not just witnessing the transformation of Saudi Arabia; we are the hands and minds driving it forward.



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SAUDI LEADERSHIP SOCIETY TEAM

SAUDI
LEADERSHIP
SOCIETY

The Making of this Report: Our Approach

To ensure a comprehensive understanding of the impact and outcomes of the SLS initiatives, we employed a mixed-methods research approach, integrating both qualitative and quantitative data collection.

This allowed us to capture not only measurable outcomes but also the lived experiences and perspectives of SLS members.

QUALITATIVE RESEARCH

To gain deeper insights into the personal and professional growth facilitated by SLS, **we conducted in-depth interviews with 15 SLS members** across different leadership stages, industries, and engagement levels. These interviews provided rich narratives on the effectiveness of SLS initiatives, highlighting key enablers of success, challenges faced, and recommendations for future improvements.

Additionally, focus group discussions were held with select members to facilitate peer dialogue, uncover emerging themes, and validate individual insights within a collective context.

QUANTITATIVE RESEARCH

Our quantitative approach involved a structured survey completed by **330+ SLS members.** The survey aimed to measure key outcomes such as:

- **Network Expansion:** How SLS facilitated meaningful connections
- **Leadership Development:** Growth in leadership competencies and confidence
- **Program Effectiveness:** Overall satisfaction with SLS initiatives and areas for enhancement
- **Societal Impact:** How members were creating impact and giving back through SLS & beyond

The data in the Introduction section, which outlines the composition of SLS, is based on the 2025 membership count of 887. Insights on members' experience and impact in the following sections come from the Annual Survey conducted in December 2024, with the 647 members who were active throughout the year. The survey received 330+ responses and maintains a 95% confidence level.

The Making of this Report: The Contributors

A big **thank you** to all SLS members who contributed; whether in the form of a conversation, a testimonial or a review.

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IMPACT REPORT 2025

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