



LEADING THINKING FIRMS (LTF)

LTF caters to the private sector and is designed for C-level executives and strategic management across various verticals (including but not limited to) marketing and business development, consumer insights, product development, and finance. LTF is an intensive day-long bootcamp-style course that builds participants' ability to leverage data to make strategic decisions, and use iterative design to rapidly test and hone their solutions.

TARGET AUDIENCE

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TEACHING METHODS

The course uses a combination of lectures, case studies, and experiential learning activities to offer a unique learning experience that is both immersive and interactive.

WHAT PARTICIPANTS LEARN

It provides participants with the tools and skills necessary to solve their companies' most pressing problems and harness growth opportunities. Given the changing environment, it emphasises the fact that firms must rethink how they conduct business, and build systems that effectively utilise rigorous data and evidence in strategic decision-making as well as daily operations.

IMPACT

Since 2019, Learning Hub has trained ~85 participants from the executive leadership of organisations such as Tata Pakistan, Hashwani Group, Dawood Group, Descon Chemicals, Systems Limited, Candyland, Sana Safinaz, Standard Chartered Bank, Style Textile Limited, Naseeb Networks / Rozee.pk, Abacus Consulting and TCS Holdings.