

From Elite Sports to Peak Performance من رياضة النخبة إلى قمة الأداء القيادي





John Neal

Professor of Practice for the Sports Business Performance. He teaches a range of topics including leadership, team dynamics, coaching, change and personal performance



13,547



25 - 27 Oct 2026

This program is delivered in collaboration with Hult Ashridge Executive Education and focuses on applying elite sports performance concepts to executive leadership contexts.

It introduces evidence-based methods used in professional sport to enhance resilience, manage pressure, and improve sustained performance in demanding work environments. The program connects performance science with leadership practice in a practical and structured way.

Participants will experience performance diagnostics, heart rate variability (HRV) monitoring, and one-to-one coaching to support personal effectiveness and performance awareness.

The program is designed for executives seeking to improve individual leadership performance and operate effectively under pressure.

Target Competencies

- Transformation Leadership

Target Audience

- Leaders aspiring to lead and achieve peak performance, while maintaining their health and well-being.
- Leadership Level: Executives - General Managers.

Program Objectives

- In this program, participants will explore the crossover in challenges elite athletes and business leaders face on an ongoing basis e.g., high stakes, challenging environments, high expectations, under pressure delivery.
- It will help them attain and sustain optimal performance by more systematically preparing, training, and recovering like top athletes do.

DAY ONE

Session 01 | 9:00 – 9:20

Introductions Exercise

Session 02 | 9:20 – 9:35

The Four Questions of High Performance

Session 03 | 9:35 – 10:20

Fitting of HRV Monitors

10:20 – 10:35

Break

Session 04 | 10:35 – 12:05

- Q1: Who Do You Think You Are**
- Leadership Brand Colorful Brain Model
 - Pressure Management

12:05 – 1:05

Break

Session 05 | 1:05 – 2:05

Leadership Dilemmas Exercise

Session 06 | 2:05 – 2:35

Hot Feedback Exercise

Session 07 | 2:50 – 3:50

- Q2: Who Are You Really?
- Values Which You Value
 - The Leadership Equalizer

Session 08 | 3:50 – 5:00

Open Discussion / Application / Wrap-up

DAY TWO

Session 01 | 9:00 – 9:20

Morning Reflections

Session 02 | 9:20 – 10:50

- Q3: Where Are You Going
- Future Planning
 - Leadership Visioning

10:50 – 11:05

Break

Session 03 | 11:05 – 12:35

Team Exercise

12:35 – 1:35

Break Lunch

Session 04 | 1:35 – 2:50

Change Management Under Pressure

2:50 – 3:05

Break

Session 05 | 3:05 – 3:50

Stakeholder Mapping

Session 06 | 3:50 – 4:00

60-Second Selfie Review

Session 07 | 4:00 – 5:00

Open Session / Practical Application

DAY THREE

Session 01 | 9:00 – 9:20

Morning Reflections

Session 02 | 9:20 – 10:20

Q4: What's Your Plan?
Mission Command Model

Session 03 | 10:20 – 10:50

Delivering Change Under Pressure

10:50 – 11:05

Break

Session 04 | 11:05 – 12:35

Strategic Nudging & VMOST Creation

12:35 – 1:35

Break Lunch

Session 05 | 1:35 – 2:50

Improving Your Leadership

Session 06 | 2:50 – 3:05

Break & Remove HRV

Session 07 | 3:05 – 4:35

Wellbeing (Metabolic Health) + HRV Debrief

Session 08 | 4:35 – 5:00

Action & Application Plan + Final 60-Second Summary

Classroom Sessions

Discussion Groups | Activity

Time

Break/M meal

Heart Rate Variance Monitor

Enabling leaders to understand their physiological, cognitive and emotional stress responses impact them.

- Today's estimate is that 69% of organization leaders are on route to the devastating performance affects of burnout.
- Stress has therefore become something to avoid, however, to attain and sustain high- performance, certain amount and type of Stress is necessary and important.
- All leaders are unique, with individual propensity to stress, stress triggers and stress responses. Individual insights via HRV monitors are therefore valuable to understand our stress and recovery profiles.

Benefits of the HRV:

- Understanding their personal response to pressure and stress
- Measuring the quality of their sleep
- Assessing the effectiveness of their exercise and work-out programs
- Measuring the quality of their recovery during the day
- Assessing their wellbeing and positive energy levels
- Assessing their physical and mental capacity to perform under pressure



High-Performance Business and Sport

Through our **Sport and High-Performance Business** practice and **Neuroscientific High-Performance Diagnostics**, we have nearly two decades of research to support leaders to reach their performance and well-being potential with science-backed confidence.



Since 1998 we have provided education services to six Olympic games



We trained 1,000s of young people for the Rugby World Cup 2023 in France



Extensive research into the high-performance team parallels between the winning Ocean Race team and Business Teams



Owners of the Pro Cycling Team of 30 international riders competing in all major races



About the Financial Academy

Excellent Work Groups

Training at the Financial Academy gives you the opportunity to join and interact with carefully-selected groups of peers, who work at different organizations and job levels. This pool of diverse perspectives will enrich your learning experience and expand your professional network within the financial sector.



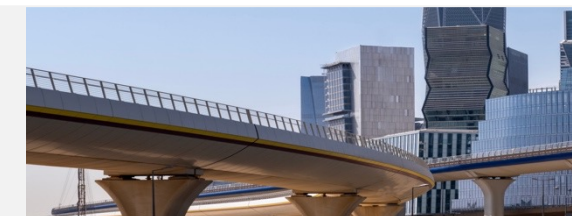
An Optimal, Have-It-All Learning Environment

The Academy's facilities offer a unique learning environment, featuring high-quality training rooms equipped with cutting-edge technologies, spacious shared lounge areas, latest technology, dining facilities and a variety of other amenities. Prayer rooms for men and women are available as well.



Easy-to-Reach Offices

The Financial Academy is easily accessible, being directly connected to King Abdullah Financial District (KAFD) Metro Station via a pedestrian bridge. It is alternatively easy to reach using ride-hailing apps or private cars: Once you get to KAFD, head to Building No. 2.07 through Area 2.



At the Heart of KAFD

Being situated at KAFD where most of the financial sector organizations are near, the Financial Academy's location is unique and strategic. Plus, the place is known for being a business and entertainment hub where many cafes and restaurants are located, making the learning experience more thrilling and enjoyable thanks to the exciting surroundings.



Connecting and Learning.

Though it comes from within, transformation often requires a catalyst. And for many business leaders, the Financial Academy (FA) professional training programs and development activities have been that catalyst. Here, you're fully immersed in a transformational living-learning experience, networking with gurus from around the world, and engaging in programs led by prominent local and international financial industry experts . It's a holistic experience that will enrich and develop your career - and your life.

ADMISSIONS

We admit candidates to specific sessions on a rolling space available basis, and encourage you to apply as early as possible. Although most programs have no formal educational requirements, admission is a selective process based on your professional achievement and organizational responsibilities.

FOR MORE INFORMATION

<https://fa.gov.sa/en?language=en>

FOR A PERSONALIZED CONSULTATION

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