



Fostering a Corporate Culture of **Accountability** and **Transparency**

## Outcome Report

# Business Pledge: Building Transformative Leaders

**Date:** Tuesday, 28<sup>th</sup> September 2021

**Location:** Zoom Platform

### Facilitated by:

Alyaa Al Mulla - MENA Career Development, Performance and Onboarding Lead – Assistant Director – EY

### Delivered to:

Prince Sultan University in KSA

### Attendees:

113 undergraduate Business Students

### Key Takeaways:

The Pearl Initiative's Business Pledge programme was established in 2016 to bring Gulf Region's business leaders and students together to showcase initiatives that promote sustainable growth based on good corporate governance practices.

To underline the commitment that already exists in this region and to inspire others to act, the Business Pledge session is to call upon senior business leaders in the Gulf to commit to adhering to the principles of ethical and responsible conduct when interacting with society through meeting university students on an annual basis.

In this session, Alyaa Al Mulla, who is an expert in the field of "Career Development" and a champion of building transformative leaders, explained to students what the main principles of being transformative in any leadership position, its different types and how it is directly correlated to having strong corporate governance.

### Key outcome:

Main outcome of the session is to raise awareness around "Building Transformative Leadership" and how it is important for a strong base of corporate governance, by having leading organisations provide specific examples of the initiatives already being implemented by their businesses in the Gulf Region, to help other businesses and students see the practical implementation of corporate governance policies and the positive impact they will have on a business's growth.