MASTER CERTIFIED IL EXECUTIVE COACH · KSA & GCC

Lead with *Clarity.* Leave a Legacy.

The only Master Certified IL Executive Coach in KSA & GCC with 23+ years of leadership roles across Colgate, Unilever, Nestlé & P&G — and the full Intelligent Leadership® architecture to engineer your transformation.

23+
YEARS ON THE GROUND KSA & GCC

3×
ICF-ACCREDITED IL CERTIFICATIONS

100%
TRANSFORMATION GUARANTEED

SCHEDULE YOUR DISCOVERY CALL

EXPLORE THE IL SYSTEM



YOUR DECISIVE ADVANTAGE

Why choose *ND* Executive Coaching



YOUR DECISIVE ADVANTAGE

I've Led In Your World. Now I Coach It.

01

Saudi Cultural Fluency & Boardroom Mastery

I've navigated corporate politics, organizational cultures, distributor complexity, stakeholder & ministry relations, and C-suite power dynamics across KSA and the Gulf at Top Fortune Companies. I speak the language of Saudi business and the Gulf — not theory from a textbook.

02

The Intelligent Leadership® System — #1 Since 2019

I deploy the complete IL assessment architecture: MLEI® · CPI-260® · STLI-360® · IOPT® · ILDP® · LeaderWatch®. Every engagement is diagnostic, structured, and delivers measurable behavioral ROI — used with 750+ Fortune 500 leaders globally.

"Every leader I coached told me the same thing:
'I didn't know what I didn't know.'"

Nael Dandashi

MASTER CERTIFIED IL EXECUTIVE COACH

THE SCIENCE BEHIND THE TRANSFORMATION

What is the *Intelligent Leadership®* System?

STRONG INNER-CORE

Character, values, beliefs, thoughts, emotions, and behavioral tendencies that silently drive all outward leadership behavior.

+

EXCELLENCE IN OUTER-CORE

The 9 strategic leadership competencies that define how you are perceived and experienced by every stakeholder.

=

LEADERSHIP & ORG MASTERPIECE

A truly exceptional leadership and cultural capability in an organization — built to outlast any single tenure.

> *"Intelligent Leadership® is a transformational, results-driven leadership growth philosophy and process that ignites, cultivates, and polishes an individual's heart, mind, and soul to create a truly exceptional leadership capability. It is not a program — it is a complete leadership operating system."*
>
> — *IL FRAMEWORK DOCTRINE · JOHN MATTONE, #1 EXECUTIVE COACH 2019–2026*

Inner-Core

THE FOUNDATION OF GREATNESS

Your inner core is your character — the self-concept, values, beliefs, thoughts, emotions and behavioral tendencies that silently drive all outward leadership behavior.

- Perfectionist
- Helper
- Entertainer
- Artist
- Thinker
- Disciple
- Activist
- **Driver**
- Arbitrator

Outer-Core

9 STRATEGIC LEADERSHIP COMPETENCIES

The measurable leadership behaviors that define executive impact — from strategic decision-making to building cultures of excellence.

- **Decision-Making**
- Strategic Thinking
- Emotional Leadership
- Communication
- **Talent Leadership**
- Team Leadership
- Change Leadership
- Drive for Results
- Critical Thinking

MEASURED ACROSS 750+ GLOBAL LEADERS

The Proven Benefits of Executive Coaching

788%

ORGANIZATIONAL ROI

Executive coaching delivers an average ROI of 788%. When a CEO grows, the ripple effect transforms teams, culture, and bottom-line results. The question is not whether you can afford to invest — it is whether you can afford not to.

Peak Performance

Leaders who are coached outperform peers by up to 70% and create cultures of excellence that cascade through the entire organization.

Sharper Decision-Making

Coaching amplifies self-awareness, helping CEOs identify cognitive blind spots and biases that silently derail strategic judgment.

Talent Retention & Culture

Coached CEOs build psychologically safe environments where high performers thrive, reducing costly turnover and igniting engagement.

Accelerated Growth

Coaching compresses years of trial-and-error into focused months of guided transformation, giving leaders a decisive competitive edge.

Lasting Legacy

True leadership is about creating the next generation of leaders — building self-sustaining organizations that outlast any single tenure.

IGNITING BREAKTHROUGH LEADERSHIP PERFORMANCE

The ROI of *Intelligent Leadership®* Coaching



100%

OF EXECUTIVES WHO EXPERIENCE IL COACHING FOR A MINIMUM OF 6 MONTHS IMPROVE THEIR LEADERSHIP EFFECTIVENESS.

> *"Most executive coaching fails — not because CEOs lack capability, but because it focuses on skills, not the leader behind the skills. That is exactly what the Intelligent Leadership® methodology solves."*
>
> *"And they fail for another important reason too: The coach does not understand your culture, corporate politics, stakeholders, and ministries' complexity. He has never sat in your seat and navigated what you navigated". **I DID.***



YOUR LEADERSHIP BLUEPRINT

The Assessment-Driven ILDP® *Turning Insight Into Deliberate Growth*

Your Individual Leadership Development Plan is your fully personalized leadership masterpiece — built directly from all four assessments. It is the bridge between who you are today and the leader you are committed to becoming. Not a generic template. Your unique blueprint.

01 Executive Summary
Leadership style, core strengths, and top development themes synthesized into one powerful actionable overview

02 Leadership Style Detail
Deep analysis combining all four assessment data points into your complete nuanced leadership profile

03 Development Theme: Emotional Leadership
Specific focus areas, coaching strategies, and desired outcomes for emotional intelligence and executive presence

04 Development Theme: Collaboration & Influence
Action steps to increase inclusivity, co-creation, and sustainable stakeholder buy-in at every level

05 12-Month Action Plan with Metrics
Specific goals, key actions, measurement criteria, and milestone timelines reviewed in every coaching session

THE ACCOUNTABILITY ENGINE

LeaderWatch® — *What Gets Measured* Gets Improved

LeaderWatch® is the real-time stakeholder feedback system that transforms your coaching from a private commitment into a visible, measurable organizational investment. Not anecdotally. With hard stakeholder data at regular intervals throughout your 12-month journey.

LeaderWatch® Measurement Cadence

Initial STLI-360® Baseline Assessment	Month 2
First Stakeholder Pulse Survey	Month 5
Mid-Point LeaderWatch® Debrief	Month 8
LeaderWatch® II — Deep Measure	Month 10
Final ROI Report & Celebration	Month 12



YOUR TRANSFORMATION ROADMAP

Your 12-Month CEO Coaching *Journey*

A structured, milestone-driven transformation · 60+ hours of direct coaching · 4 world-class assessments · ILDP · LeaderWatch ROI tracking

MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTHS 5-7	MONTH 8	MONTHS 9-11	MONTH 12
Kick-Off	**Assess**	**Debrief**	**ILDP**	**Action**	**Review**	**Deepen**	**Celebrate**
· Project Kick-Off	· MLEI / CPI-260	· Assessment Debrief	· ILDP Created	· ILDP Implemented	· LeaderWatch Debrief	· ILDP Phase 2	· Final Debrief
· In-Depth Interview	· IOPT® Assessment	· Core Purpose Start	· 30-Day Implementation	· Core Purpose Work	· Core Purpose	· Core Purpose Done	· ROI Report
· Meet Stakeholders	· STLI-360 Launched	· ILDP Set-Up	· Shadowing	· LeaderWatch Started	· Share with Team	· LeaderWatch II	· Legacy Defined



Why a 12-month executive coaching journey matters

COMPLETE DELIVERABLES

Everything Included in Your 12-Month CEO Coaching Journey

- → 60+ hours of direct 1:1 coaching with a JMG Master Elite C-Level Executive Coach
- → MLEI® assessment, coaching report & personal development Ebook
- → CPI-260® assessment with two comprehensive coaching reports
- → Input-Output Processing Template (IOPT®) assessment and report
- → Strategic-Tactical Leadership Index-360 (STLI-360) assessment and report
- → Stakeholder interviews and assessment debrief sessions
- → Post-debrief 'Magical 30-Days' self-discovery tools and resources
- → Full Individual Leadership Development Plan (ILDP)
- → John's 50 Laws of Intelligent Leadership & 11 Laws of Change
- → LeaderWatch® survey at 3, 6, and 12 months — measuring your measurable ROI

This is the most comprehensive CEO coaching system in the world. No other firm delivers this level of depth, structure, and measurable ROI.

THE BUSINESS CASE

Why the World's Best CEOs Never Stop Growing

Today's executives face unprecedented pressure — competition for scarce positions, organizational transformation failures, and the expectation to do more with less while sustaining culture and innovation.

7×
MEAN ROI OF EXECUTIVE COACHING (PRICEWATERHOUSECOOPERS)

25%
REPORT ROI OF 10–49× FROM COACHING ENGAGEMENT

75%
OF BUSINESS TRANSFORMATIONS FAIL WITHOUT LEADERSHIP DEVELOPMENT (BCG)

12%
OF LEADERS FEEL THEY HAVE THE RIGHT MINDSET TO LEAD THEIR ORGANIZATION FORWARD

> *"85% of outperformers cite leadership as critical to business performance. Only 69% of underperformers report the same priority."*
>
> — IBM 2021 CEO SURVEY · 5,000 GLOBAL BUSINESS LEADERS

Executive coaching must connect to business priorities



READY TO BEGIN

The Greatest Investment You Will Ever Make Is in *Yourself.*

The world's most successful CEOs don't lead alone — they invest in the inner work that makes their outer impact extraordinary. The four IL assessments combined take less than 3 hours total. What they reveal will change how you lead for the rest of your career.

12
MONTHS OF TRANSFORMATION

60+
HOURS OF DIRECT 1:1 COACHING

100%
IMPROVEMENT GUARANTEED

SCHEDULE YOUR DISCOVERY CALL

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23+ YEARS KSA & GULF

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