



HARVARD

BUSINESS & LEADERSHIP BOOTCAMP, ABU DHABI

2nd July - 4th July 2025

Powered by:



In Collaboration with:





A UNIQUE OPPORTUNITY!

For the first time in the GCC, learn from Harvard Business School mentors and top consultants. Build leadership skills, solve real-world cases, and prepare for business challenges in a hands-on bootcamp.

CONFERENCE DETAILS



2nd July - 4th July 2025



9:00 AM - 5:00 PM
(GST)



Ages 13 - 18



Cambridge International
School, Abu Dhabi



+971 56 199 2709



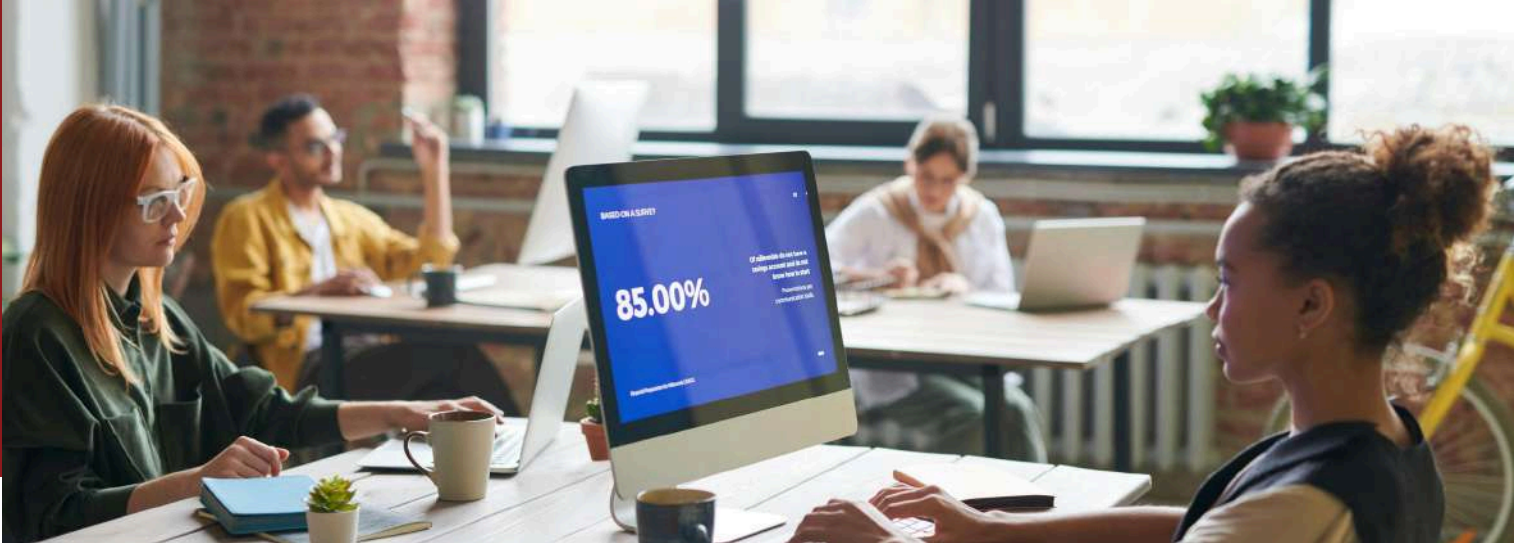
3500 AED*

Scholarships available. Contact us to know more!

OUR MENTORS

Our mentors include top business leaders, Harvard Business School alumni, and experienced consultants who have worked with global firms such as McKinsey, Boston Consulting Group, and Bain & Company. Learn from the best and get personalized career guidance.

Learn More



Day 1: Foundations of Consulting & Market Strategy

- ▶▶ **What is Consulting?**
 - Understanding MBB (McKinsey, BCG, Bain) & the role of consultants
 - Case study methodology & types of case questions
 - Market sizing & business case questions
 - Industry overview
- ▶▶ **Market Sizing & Profit and Loss**
 - Market sizing framework & assumptions
 - Key profitability formulas & strategies to optimize revenue and cost
- ▶▶ **Case Setup & Interview Preparation**
 - Step-by-step approach to structuring and solving cases
 - Effective analysis & recommendation strategies
 - Hands-on case interview practice

Day 2: Business Growth & Strategic Decision-Making

- ▶▶ **Entering a New Market**
 - 5-step market entry strategy
- ▶▶ **Marketing vs. Branding**
 - Developing strong marketing & branding strategies
- ▶▶ **Mergers & Acquisitions**
 - Why companies merge & the consultant's role
 - Real-world case studies & analysis frameworks
- ▶▶ **Pricing Strategies**
 - Cost-based & price-based costing models
 - Competitive pricing analysis
- ▶▶ **Operations & Stakeholder Management**
 - Process analysis, inventory & supply chain management
 - Conducting effective stakeholder interviews



Day 3: Entrepreneurship & Career Development

► Idea Generation & Validation

- Identifying business opportunities & market gaps
- Characteristics of a feasible and sustainable idea

► Perfecting the Elevator Pitch

- Crafting a compelling value proposition
- Anatomy of a winning pitch

► Market Research & Competitive Analysis

- Using research for market entry & business growth
- SWOT analysis framework

► Business Plan Development

- Lean startup model & MVP creation
- Agile business strategies & venture financing

► Career Success Tips

- Resume & interview preparation
- Behavioral interview best practices

WHAT MAKES OUR APPROACH UNIQUE?

- First-of-its-kind in the GCC!
- Get ready to learn from Harvard Business School mentors in an action-packed business Bootcamp!
- Dive into interactive sessions with real-world case studies
- Tackle hands-on challenges and team up with like-minded peers
- Master practical consulting tools and gain insider business insights
- Join expert-led discussions and receive personal mentorship
- Network with industry leaders and ambitious future professionals

Join us – limited seats available!

Contact us:

☎ +971 56 199 2709

🌐 info@alearninglab.com

Learn More

