



One Day Introduction to Corporate Governance Principles Workshop

Thursday March 1st, 2018

IFC Corporate Governance Advisory Services
Helping Companies to Operate More Profitably and Grow

Workshop Synopsis



Introduction to Corporate Governance

Principles workshop

Why is corporate governance important?

Corporate governance is the system by which companies and banks are directed and controlled. Well-governed companies are associated with **lower risk** and **higher returns** for shareholders. Well-governed companies are also thought to operate more **effectively** and **efficiently**. Corporate governance is known to build **trust** among the company's many stakeholders.

Countries that have good corporate governance frameworks tend to have better risk/return profiles. Equity markets that have good governance characteristics enjoy greater respect and confidence from investors. They also tend to be less vulnerable to financial shocks.

Why is corporate governance significant for companies?

Companies benefit from corporate governance as the risks associated with the corporation decrease. Since good corporate governance minimizes 'rent-seeking' by managers or controlling shareholders, investors invest with a greater sense of security and confidence. The result for the company is greater access to capital. The cost of capital is effectively reduced and the value of the corporation increases. The reduction in risk is complemented by improved operations, which come from better information flows and more rigorous strategic decision-making, and which ultimately contribute to better performance.

In general, corporate governance is known to:

- improve operational efficiency;
- enable access to capital markets;
- lower the **cost of capital**; and
- create **better reputation** and **trust** among stakeholders.

Targeted participants

The Workshop is designed for board members, board chairs, corporate directors, senior executive officers, Corporate secretary and top management of all Companies who want to ensure the sustainability of their business and take their enterprises to new frontiers of business growth, all the while dealing professionally with the challenges associated with improving performance, business expansions, succession and access to capital by learning and applying the Corporate Governance framework and best practices developed by IFC.

Agenda

09.00AM-10.45AM

(1) Rationale for good corporate governance & best practices

Explains the concept of corporate governance and builds the business case for instilling good governance practices.

you will learn:

- Definition, concept, and principles of corporate governance
- The corporate governance framework
- The key dimensions of corporate governance
- Benefits of good governance and investor perspective
- Success stories from MENA

you will be able to:

- Understand what corporate governance is about
- Recognize specific challenges businesses may be facing
- Understand the benefits that good governance practices can bring to your business
- Get to know what your peers have experienced in their governance journey

(10.45-11.00AM Coffee Breaks)

11.00AM-01.00PM

(2) The effective board: role and authorities, duties and liabilities

Provides participants with an overview of the Board's purpose, role, and authority.

you will learn:

- Best in class Boards
- The different types of Boards
- The role and authority of the Board
- Directors' duties and responsibilities vis-à-vis management

you will be able to:

- Realize the segregation of duties between the Board and senior management
- Understand the roles of the executive vs non-executive directors
- Identify the pros and cons of executive vs non-executive chairmen

(1.00-1.15PM Coffee Breaks)

01.15-03.30PM

(3) The board composition, structure, and need for independent directors

Explains how to properly structure the Board to increase its performance and efficiency.

you will learn:

- Overall Board structure
- Structuring Board committees
- Structuring the functions of the CEO / Chairman
- Finding the right number of directors
- Determining the right mix-of-skills
- Role of Non-Executive and Independent Directors – Higgs Report

you will be able to:

- Recognize the role of directors based on the type of Boards they serve
- Identify the right committees for the Board
- Realize the roles segregation of the Chairman and the CEO
- Determine the right number of directors, mix-of-skills, and mix of executive, non-executive and independent members

03.30PM Lunch & End of workshop

March 1st, 2018

Program Cost

- **Original cost: JOD 370 per participant**
 - **10% discount available for Early Bird Registration (before February 22nd, 2018).**

Payment must be made in one installment and in advance “prior to the training dates”.

Deadline for registration: February 26th, 2018

Program speakers:

Yehia El Hussein



Yehia El Hussein is the Corporate Governance Project Manager for Egypt and Levant markets, Middle East and North Africa, at the International Finance Corporation (IFC) – World Bank Group. Yehia has 20 years of vast experience in management, education, and training. Yehia is leading IFC Advisory Services' Corporate Governance projects and training activities in MENA to improve firm performance and enhance access to finance by promoting better corporate governance practices among listed companies, financial institutions, and small/medium enterprises. Yehia is advising private and public sector clients and is working closely with regulators, intermediaries, and companies in many regions to enhance their understanding of the business case for corporate governance; enable investors to improve governance practices of their investee companies; assisting regulators to develop effective corporate governance frameworks; and building capacities of institutes of directors, private equity firms, and governance centers to provide advice and support to their clients in their corporate governance journey.

Yehia has contributed substantially to the creation and business/financial sustainability of more than eight local corporate governance service providers in MENA. Yehia has presented globally at various seminars, conferences, and workshops aimed at raising the awareness of corporate governance for companies, banks, and investors. Yehia wrote several articles, papers, and publications, a recent one is 'Family businesses: sons, daughters and outsiders' in the Financial Times (<http://on.ft.com/1EJFkQQ>).

Yehia pursued his PhD at Georgia University, he is currently enrolled in a doctoral degree on corporate governance at Netherlands Maastricht School of Management (MSM) from which he received earlier his Master Degree in Business Administration (MBA) with honors. Yehia has a BA Business Administration from the Faculty of English Commerce Cairo University, he used to teach economics at MSA University, and he is now a part-time instructor at the American University in Cairo. Yehia has a Cambridge Int'l Diploma for Teachers and Trainers (CIDTT), certified in corporate governance from the World Bank's International Finance Corporation, trained by Harvard School of Business, a Certified Compliance Professional (CCP) from the IABFM, and he has numerous certifications from various recognized and accredited international organizations in the fields of training, education, corporate governance, compliance, risk management, business leadership, and management information systems.

Oraib Qubbaj



Ms. Qubbaj is the Chief Operations Officer at JIoD, Independent Consultant, certified International Professional Trainer and Certified Board Director with more than 20 years of experience in different development fields and did Business Studies.

She has experience in training board members, senior management members and board secretaries in both corporates and non for profit organizations on Corporate Governance and Social Responsibilities. Experience in Public and Corporate governance training, assessing and developing corporate governance improvement programs for companies in Jordan, advising and recommending CG implementation plans, in addition to supporting implementation of CG improvement plans and policies. Working with family owned businesses, small & medium enterprises and public sector institutions. Ms. Qubbaj has long experience in the development field in Jordan and in the MENA region and she served in senior managerial positions at International non-profit organizations in Jordan and the near east region for more than nine years.

She has managed a varied portfolio during her extensive career with specific focus on Corporate Governance, Family business and Corporate Governance for SMEs, Corporate Governance assessment, Corporate Secretary, Control Environment, Corporate Social Responsibility, Local Development Strategies & Policies Assessment, Gender studies, Anti-corruption and Integrity, Rule of Law, Policy Reform and Disability Rights.

Please complete and return the attached form.

Registration Form

Personal Details:

First Name _____
Last Name _____
Job Title _____
Organization Name _____
Telephone No. + _____
Mobile Number + _____
Email Address _____
Social Media
LinkedIn: _____
Twitter: _____

How did you hear about this program?

Method of payment:

Cash
 Cheque

Signature: _____ Date: _____

*** Please return this registration form upon completion either:**

- By email to Oraib@JIoD.org, Ruba@JIoD.org, or
- By fax on +962 6 5856448