



ADA UNIVERSITY EXECUTIVE EDUCATION

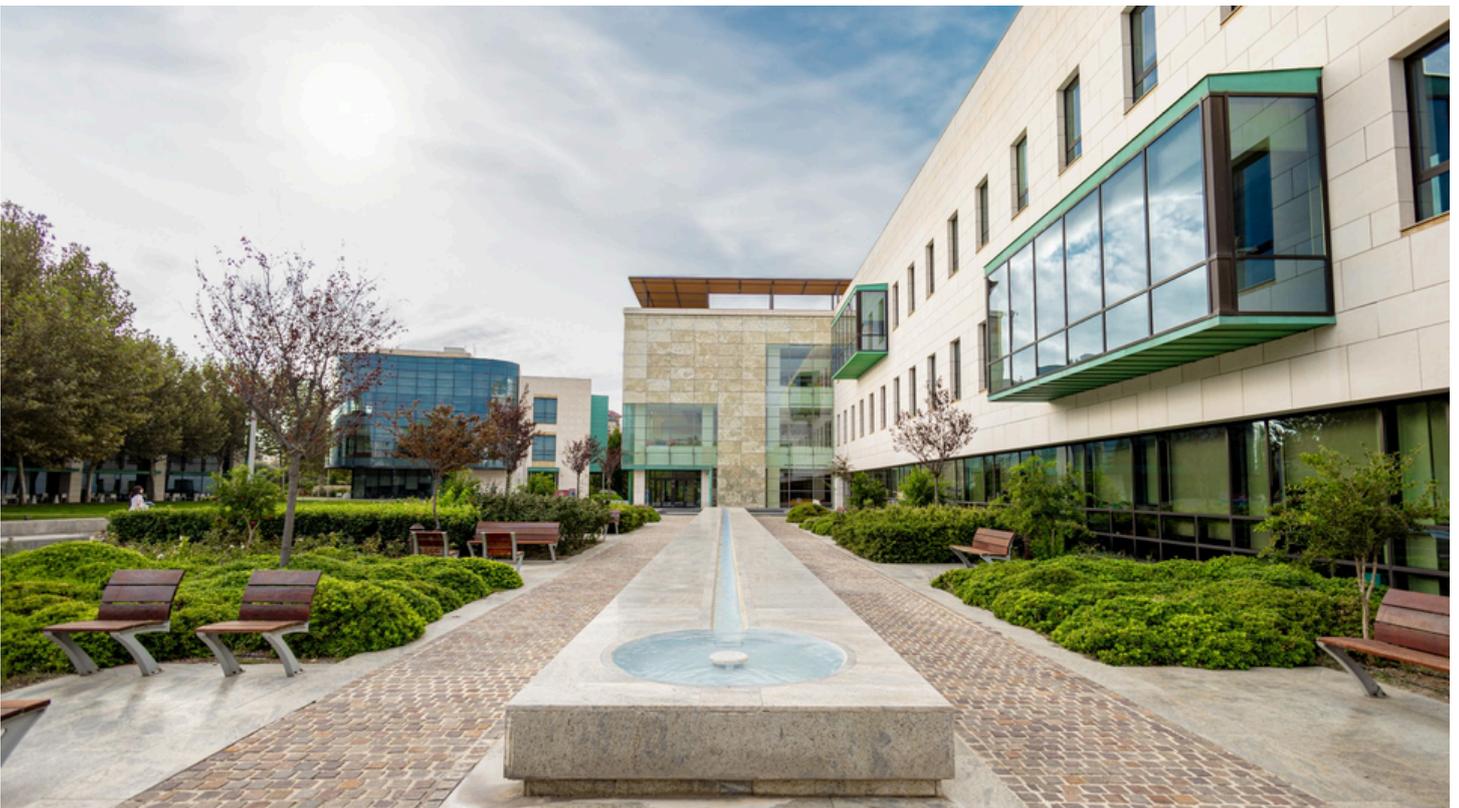
2025: A YEAR IN REVIEW

Dear Colleagues,

As we reflect on 2025, we are proud to share a year marked by growth, partnership, and meaningful impact.

Throughout the year, Executive Education designed and delivered a diverse portfolio of custom and open enrollment programs in collaboration with **88 ADA University faculty members, international experts, and distinguished speakers from government and business.**

In total, our programs served **680 professionals**, including: 275 mid-career and senior public sector executives, 124 business professionals and managers, 60 newly recruited diplomats, 61 mid-career and senior foreign diplomats, and 160 media professionals and journalists.



DIPLOMATIC TRAINING PROGRAMS FUNDED BY THE MINISTRY OF FOREIGN AFFAIRS (MFA)

Caspian Basin Studies (CBS) Program

The Caspian Basin Studies (CBS) Program was delivered twice in 2025, welcoming 31 foreign diplomats. The February cohort included 19 newly arrived diplomats to Baku, who explored regional geopolitics, economic development, Azerbaijan's foreign policy priorities, peacebuilding processes, and the restoration of liberated Karabakh. In October, 12 diplomats from member and observer states of the Organization of Turkic States (OTS) participated in the second CBS cohort. The program emphasized regional cooperation and strategic dynamics. Participants visited the Parliament of Azerbaijan and engaged in roundtable discussions on interparliamentary diplomacy.



Advanced Foreign Service Program (AFSP)

In March 2025, Executive Education, in collaboration with the MFA, launched AFSP for 60 newly recruited diplomats. The curriculum blended theory and practice, covering: public and cultural diplomacy, geopolitics and energy affairs, international law and negotiation, and public speaking and assertive communication. As part of the program, the young diplomats had a cultural trip to the liberated Karabakh region, visiting Shusha and Khankendi. AFSP participants also had a study tour to the Parliament and had a roundtable discussion on the role of Parliament in foreign policy with the members of the Milli Majlis.



Advanced Foreign Service Program for Foreign Diplomats

(sponsored by Azerbaijan International Development Agency under MFA)

In June 2025, we hosted 30 mid-career and senior diplomats from 27 countries across Asia, Africa, and Latin America. Over two weeks, participants studied international politics, law, public diplomacy, leadership, and regional geopolitics. The program included a visit to liberated Karabakh, offering firsthand exposure to reconstruction and development efforts in Shusha and Khankendi.



CUSTOM PROGRAMS

Leadership Development Program for the Central Bank of Azerbaijan

Launched in September 2024 for 45 executives, this Leadership Development Program successfully continued in 2025 for 119 civil servants in 9 customized modules covering personal and organizational leadership, crisis management and communication, impactful public speaking skills, business ethics, strategy execution, change management, and decision-making. We graduated two cohorts in Summer and Fall 2025, where 164 executives and civil servants successfully completed the program.



Leadership Development Program for the Ministry of Economy

In 2025, we designed and delivered a Leadership Development Program for 54 senior civil servants of the Ministry of Economy to strengthen leadership effectiveness and strategic thinking. The program was launched in Spring 2025 and continued with the second cohort in Fall 2025, focusing on leadership, leading team and feedback culture, effective communication and negotiation skills, change management, and strategy execution.



Leadership Development Program for the National Depository Center

In September 2025, we launched our first four-module Leadership Development Program for 16 civil servants and chief specialists of the National Depository Center. The program focused on strengthening core leadership and decision-making capabilities, enhancing advanced communication and impactful public speaking skills, developing strategic planning competencies, fostering effective feedback practices, and building capacity for leading and managing change.



Leadership Development Program for Azerbaijan Railways

Executive Education introduced an intensive Leadership Development Program for professionals at Azerbaijan Railways, focused on strengthening leadership effectiveness, emotional intelligence, effective communication, feedback culture, and strategic management skills. By the end of 2025, 88 mid- and senior-level professionals successfully completed the program, while additional cohorts continue their learning journey in 2026. A graduation ceremony for 160 senior professionals is planned for Spring 2026, marking the successful completion of the program.



CORPORATE PROGRAMS FOR BUSINESS

This year, we designed and delivered two new programs for the business: the Mini MBA Program for Bank of Baku and the Financial Risk Management Program for Silk Way Group. Additionally, the partnership with Yelo Bank successfully continued in 2025.

Mini-MBA Program for Bank of Baku

In April 2025, we successfully launched a newly developed Mini-MBA Program for 30 senior professionals from Bank of Baku, designed to strengthen the core general management and leadership capabilities. Structured as a 10-module certificate program, the curriculum covered a broad range of disciplines, including advanced leadership skills, team leadership, strategic planning and execution, financial management, project and change management, marketing, economics for managers, business analytics, and applied business strategy and concluded with the graduation ceremony on October 27, 2025.



Financial Risk Management Program for Silk Way Group

In April 2025, Executive Education partnered with Silk Way Group to design and deliver a new customized Financial Risk Management Program. The program brought together 20 executives and senior managers. Structured across seven intensive modules, the program covered core areas of modern risk management—from financial, market, credit, operational, and liquidity risks to advanced topics such as fintech, cybersecurity, and the use of AI and data analytics in risk assessment.



Leadership Development Program for Yelo Bank

Executive Education successfully tailored and delivered the 3rd Leadership Development Program in November–December 2025. The program brought together 24 mid-level professionals from Yelo Bank, representing diverse functional areas, with the aim of strengthening core leadership competencies and managerial effectiveness. The program covered key themes including leadership fundamentals, emotional intelligence, motivation and team effectiveness, leadership communication, decision-making, and change management.



Next Generation Leadership for Greater Impact in an Uncertain World Workshop for Reveri LLC

On November 1, we delivered a practical workshop on “Next-Generation Strategy-Execution” for 20 CXOs from Reveri LLC, led by Mr. Jack Duggal, Founder & CEO of Transformational Strategy-Execution, author, and global speaker, and Mr. Natig Hajiyev, President of ADA University Foundation in Azerbaijan.

The workshop brought together senior professionals to explore strategy, complexity, and governance in today’s uncertain environment. Through an engaging format, participants examined leadership mindsets and the DNA of effective strategy-execution. The workshop concluded with practical frameworks for governance and clear leadership commitments, equipping participants with actionable tools for greater organizational impact.



OUR PARTNERSHIP WITH THE MEDIA DEVELOPMENT AGENCY

In collaboration with the Media Development Agency, Executive Education delivered a comprehensive series of capacity-building programs, reaching a total of 160 media professionals and journalists. These programs strengthened professional capacity in strategic communication, data analysis, and media innovation, equipping participants with practical tools to navigate an evolving media landscape.

- Spring 2025: Strategic Communication and Narrative Building Seminar for Uzbek government officials and a Data Journalism Training delivered by international experts.
- Fall 2025: A series of specialized trainings covering Strategic Communication, Artificial Intelligence in Media, Public Relations, and Modern Storytelling.



OPEN ENROLLMENT PROGRAMS

On December 2, we conducted an Open Enrollment Program on “Growth Mindset: Transforming Challenges into Opportunities”, bringing together 18 mid-level professionals from numerous organizations, including, ABB Bank, Scandens Pharmaceutical Industries Ltd MMC, Araz Supermarket LLC, Badamdar Estate MMC, Giltex LLC, Guven Technology LLC, Pasha Life Insurance, Prime Cotton, Synergia Academy LLC, TABIA Group LLC, and Veyseloglu Group of Companies. The session was facilitated by Ms. Shamsiyya Mustafayeva, Sustainable Development and DEI Specialist, and emphasized the critical role of mindset in driving performance, resilience, and leadership effectiveness.



On December 9–10, Executive Education hosted the “Corporate Governance and Compliance” Open Enrollment Program. Designed for mid-level professionals working in governance, compliance, legal, audit, and risk management, the program offered a practice-oriented and interdisciplinary perspective on modern compliance—moving beyond “tick-the-box” approaches toward fostering a sustainable culture of integrity within organizations. The program was delivered by two distinguished practitioners: Dr. Sevinj Novruzova, Head of Ethics and Compliance at Azercell Telecom LLC, and Mr. Vagif Ahmadov, Ethics and Compliance Manager at bp. Over two intensive days, 13 participants engaged in expert-led discussions on compliance frameworks and risks, governance in practice, the role of boards and executive leadership, ethical decision-making through real case studies, and practical compliance tools, including incident reporting and speak-up mechanisms. 8 organizations participated in the program, including PASHA Life, SOCAR Cape, PASHA Holding, Kapital Bank, ABB Bank, Agro Dairy, Veyseloglu Group of Companies, and PMD Group.



LOOKING AHEAD

The achievements of 2025 reflect our strong commitment to delivering high-quality, practice-oriented executive education programs that respond to the evolving needs of professionals and institutions.

We extend our sincere appreciation to our participants, partners, faculty, and guest speakers for their invaluable contributions.

In 2026, we look forward to expanding our portfolio, launching new partnerships, and continuing to deliver innovative learning solutions that create lasting impact.

Sincerely,

Executive Education Team