

CASE STUDY

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“Becoming a Chartered Manager was not about gaining a title, but about affirming my commitment to leading with integrity, developing future leaders and elevating management standards across the region”

Zafeer Shamsudeen CMgr FCMI is General Manager at a leading multinational company in the UAE and a member of the CMI Middle East Advisory Committee. He oversees a multi-market commercial network spanning the UAE, Qatar, Oman, Bahrain, Kuwait and Saudi Arabia. His leadership remit influences several hundred professionals across diverse disciplines.

A CREDENTIAL THAT STANDS FOR PURPOSEFUL LEADERSHIP

“ I was encouraged to become a Chartered Manager because I wanted a professional recognition that truly reflected the substance of my leadership. After leading large, complex organisations across the Gulf Cooperation Council (GCC) region for more than 30 years, I felt it was important to align myself with a globally respected benchmark.

Chartered Manager represents the pinnacle of management standards, and I was drawn to its emphasis on integrity, accountability, inclusivity and continuous improvement – values that I share. I wanted to ensure that my leadership identity was anchored to a credential that stands for purposeful leadership.

I attained Chartered Manager through the professional experience route, supported by my senior leadership achievements, governance responsibilities and extensive academic and professional credentials.

The Chartered Manager process refined my emotional intelligence, strengthened my ethical judgement and reinforced my commitment to leading with integrity. It encouraged me to examine leadership beyond commercial performance, prompting deeper reflection on how I lead. ”

THE ELEVATION PROVIDED BY A STANDARD WITH GLOBAL CREDIBILITY

“ My leadership since becoming a Chartered Manager is more reflective and deliberate. I am more intentional about how I respond to challenges, communicate under stress and ensure that every decision reflects fairness, integrity and long-term organisational benefit.

In managing others, the benefits have been equally significant. The Chartered Manager process reinforced the critical importance of coaching, talent development and succession planning. I have since introduced structured coaching frameworks and capability roadmaps to guide the growth of emerging leaders. These frameworks helped embed a culture of continuous learning and inclusivity, fully aligned with CMI's mission of raising leadership standards.

The global credibility associated with the Chartered Manager designation elevated my professional presence in boardrooms, government discussions and cross-regional collaborations. It enhanced the trust placed in me as a senior executive and my position in strategic dialogues. ”

ELEVATING THE WAY LEADERS THINK, DECIDE, INFLUENCE AND SERVE

“ Across the wider GCC leadership landscape, the Chartered Manager designation is recognised as a powerful indicator of strategic depth, governance maturity and professional credibility. Senior executives, board members and regional stakeholders view it as a distinguished benchmark that reflects not only technical competence, but also the character, discipline and ethical judgement required to lead responsibly in complex environments.

I strongly recommend the Chartered Manager designation to any professional who is serious about developing authentic, ethical and future-ready leadership. ”



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