



CATALYST

THE GEORGE WASHINGTON UNIVERSITY

SCHOOL OF BUSINESS

Innovation Starts Here

June 30 - July 3, 2026

Hosted by GW School of Business

Washington, DC

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The future belongs to those who can see it coming—and act.

The GW Catalyst Program is an immersive innovation experience designed for future leaders, founders, change makers, and policy-makers. Participants explore emerging global trends and learn how to capture opportunity through our exclusive 3S Model, designed by award-winning scholar and Program founder Dr. Ayman ElTarabishy:

Catalyst covers five key themes considered as the core body of knowledge every modern leader must master. These five pillars form the intellectual backbone of the inaugural Catalyst program:

- Energy & Precious Metals
- Medical Innovation
- High-Performing Teams
- Strategic Innovation
- Artificial Intelligence



The Catalyst 3S Model



SYSTEM

Understanding complex global ecosystems – markets, technologies, institutions, geopolitics, and industries.

SKILLS

Commanding the mechanics of modern leadership – strategic design, financial architecture, innovation, AI fluency, high-performance teaming, and relentless execution.

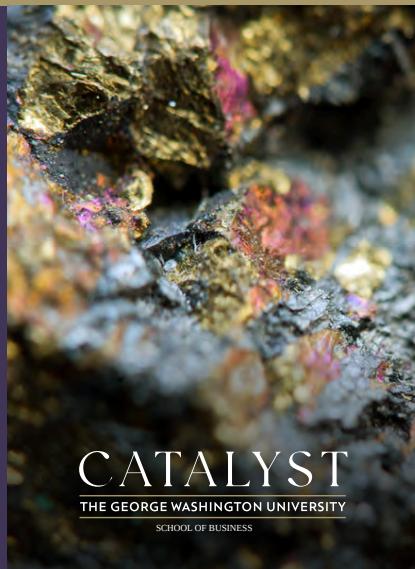
SELF

Cultivating the leader within – purpose, ethics, resilience, emotional intelligence, and growth



Energy & Precious Metals

Strategic resources as the foundation of global stability and future growth. Participants explore geopolitics, sustainability, materials innovation, supply chains, and risk — transforming commodities into strategic assets.



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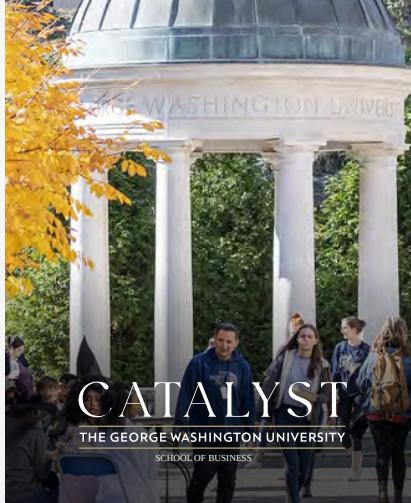
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Medical Innovation

From concept to clinic. Participants navigate regulatory systems, clinical research, commercialization, and breakthrough technologies shaping modern healthcare and human well-being.

High-Performing Teams

How elite teams are designed, led, and sustained. Participants master performance alignment, culture, trust, adaptability, and leadership systems that drive exponential results.



Strategic Innovation

Leading through complexity and transformation. Participants integrate strategy, culture, structure, and sustainability using systems thinking and real-world application.

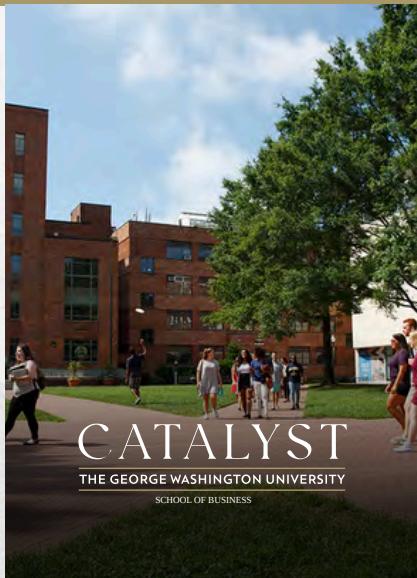
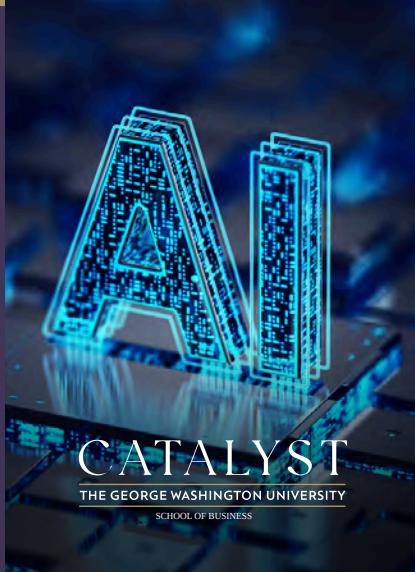


Managing in a dynamic world requires systemic thinking and human-centered leadership."

– Dr. Rico Baldeger

Artificial Intelligence

AI as a strategic business advantage. Participants develop AI-driven business models, financial innovation, automation, global market access, and responsible technology leadership.



For More Info

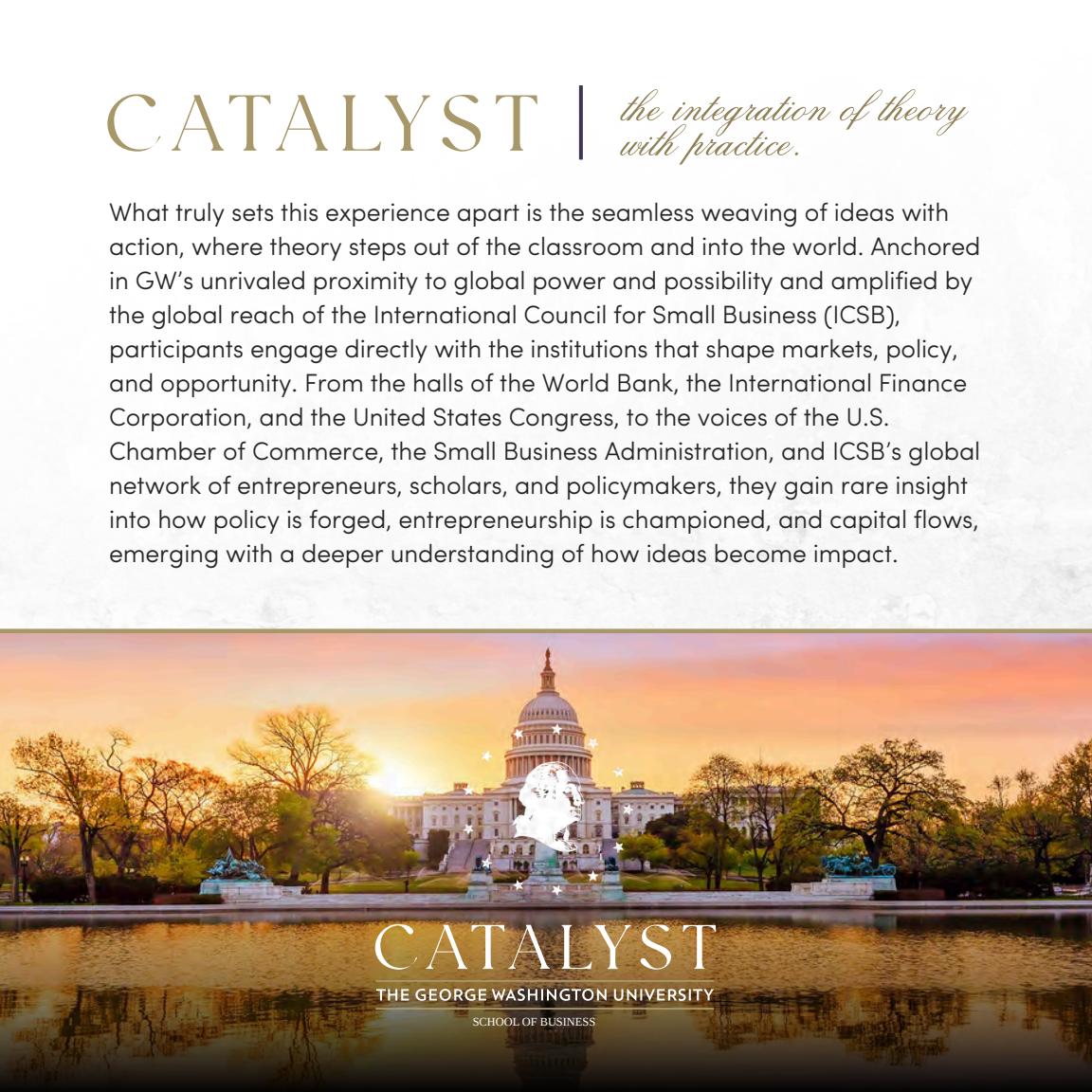
VISIT GWSBCATALYST.ORG

- ✓ Explore the Catalyst 3S Model & five pillars shaping next-gen leadership.
- ✓ See how leaders become fluent in complexity and grounded in purpose.
- ✓ Program overview, pillars, and schedule – all in one place.
- ✓ See the framework and what participants leave ready to lead.

CATALYST

*the integration of theory
with practice.*

What truly sets this experience apart is the seamless weaving of ideas with action, where theory steps out of the classroom and into the world. Anchored in GW's unrivaled proximity to global power and possibility and amplified by the global reach of the International Council for Small Business (ICSB), participants engage directly with the institutions that shape markets, policy, and opportunity. From the halls of the World Bank, the International Finance Corporation, and the United States Congress, to the voices of the U.S. Chamber of Commerce, the Small Business Administration, and ICSB's global network of entrepreneurs, scholars, and policymakers, they gain rare insight into how policy is forged, entrepreneurship is championed, and capital flows, emerging with a deeper understanding of how ideas become impact.



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Dedicated Leadership



Şevin Yeltekin

DEAN; PROFESSOR OF FINANCE

Şevin Yeltekin is Dean of the GW University School of Business and a professor of finance. Previously, she led the University of Rochester's Simon Business School and held senior academic leadership roles at Carnegie Mellon's Tepper School of Business; she is a macroeconomist whose research focuses on fiscal policy, social insurance, and the macro-finance implications of economic policy.

Dr. Ayman ElTarabishy

**FOUNDER OF CATALYST AND PROFESSOR
MGMT, GW; PRESIDENT & CEO, ICSB**

Dr. El Tarabishy is Founder of Catalyst and Teaching Professor of Management at The George Washington University School of Business. He is President & CEO of the International Council for Small Business (ICSB) and He also serves as Editor-in-Chief of the Journal of Small Business Management and founded the United Nations MSMEs Day (June 27).



Catalyst Team



**Joseph
Miranda**

ASSISTANT DEAN,
OPERATIONS



**George M.
Jabbour**

VICE DEAN, EXEC ED; DIR,
MSF; PROF OF FINANCE



**Herman
Aquinis**

AVRAM TUCKER DIST
SCHOLAR; PROF OF MGMT

Catalyst Experts



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ADJUNCT PROF OF
MANAGEMENT



**Francesca
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ADJUNCT PROF OF
MANAGEMENT



**Rico
Baldegger**

ICSB BOARD
MEMBER



**Herman
Aquinis**

AVRAM TUCKER DIST
SCHOLAR; PROF OF
MGMT



**Skye
Blanks**

CHIEF OPERATIONS
OFFICER, ICSB

Program Schedule Highlights

JUNE 30 - JULY 3

DAY 01 - TUESDAY JUNE 30

Morning: Opening at GW School of Business
Energy & Precious Metals Pillar

Site Visit
Networking Dinner

DAY 02 - WEDNESDAY JULY 1

Morning: From Concept to Clinic:
Breakthrough Technologies,
Regulation & Commercialization
Site Visit

Site Visit
Late Afternoon ICSB Global Reception
Evening / Small-Group
Curated Dinners

DAY 03 - THURSDAY JULY 2

Morning: ICSB Official Opening
Afternoon: High Performing Teams & Strategic Innovation
Evening: VIP Business Social Dinner (Exclusive)

DAY 04 - FRIDAY JULY 3

Morning: Artificial Intelligence
Afternoon: Leading in Permanent White Water
Evening: ICSB Signature Gala

GW Campus & Hotel Accomodations

Once accepted into the Catalyst Program, our team will coordinate with you regarding hotel arrangements. Participants will receive details on the two official partner hotels selected for the program, along with information on how Catalyst will cover part of your stay. The George Washington University's Foggy Bottom campus offers a premier location in the heart of Washington, D.C., just steps from the Potomac River and minutes from historic Georgetown. The surrounding area features cobblestone streets, renowned dining, upscale boutiques, and iconic landmarks such as the C&O Canal and Georgetown Waterfront Park – creating an inspiring and vibrant setting for the Catalyst experience.





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