

Introducing an exclusive new leadership program for the UAE



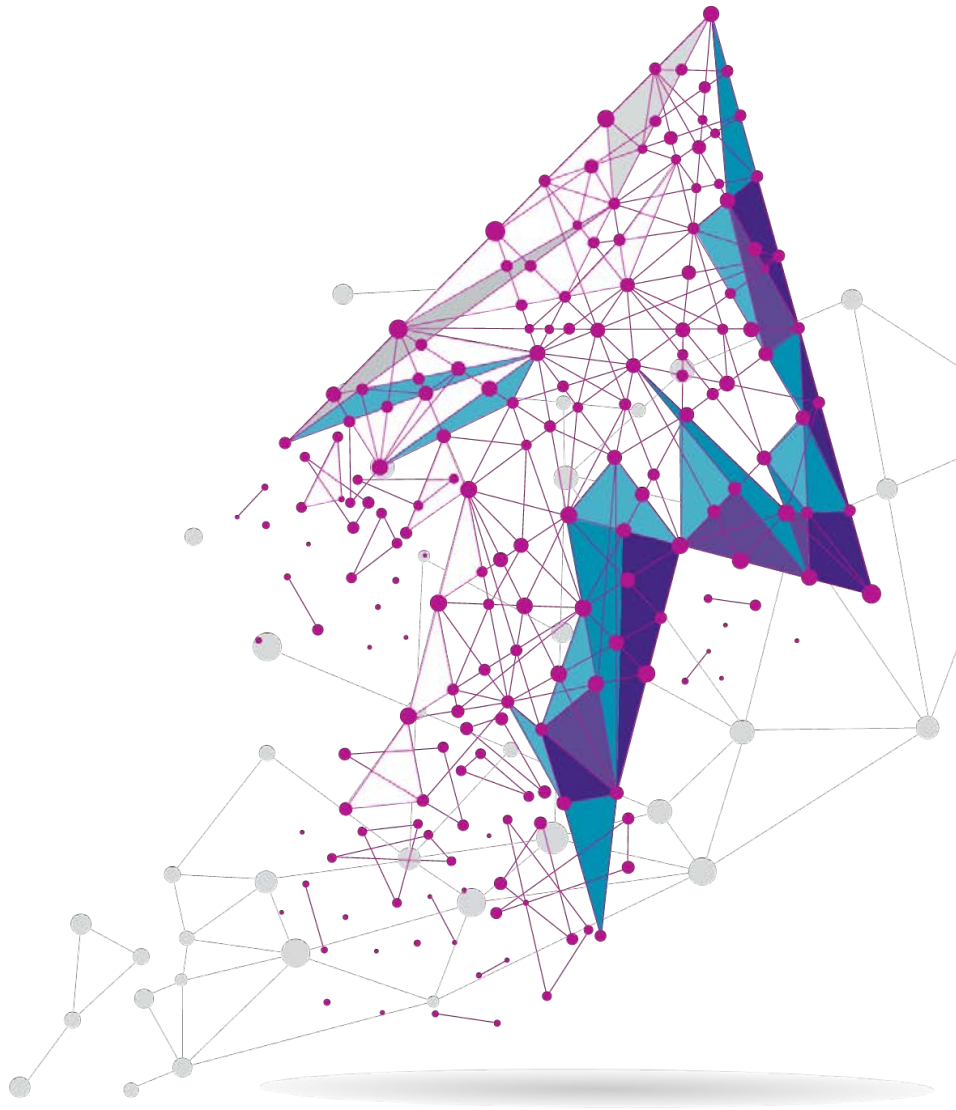
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Re-Imagining Leadership

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November 1-17, 2021

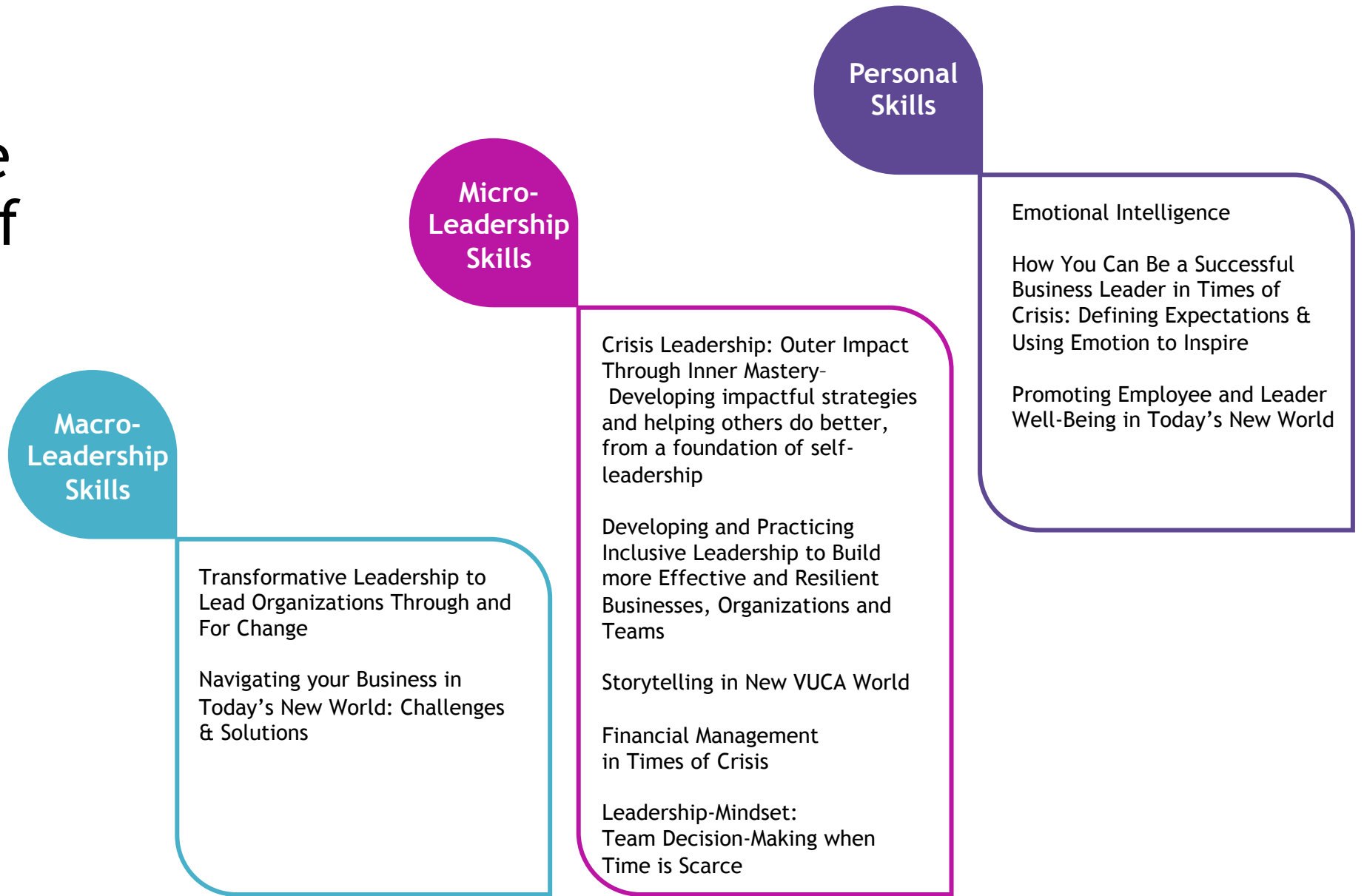


In 10 sessions over two weeks, the best professors from leading universities including Harvard, Columbia, George Washington, Yale and Babson College, and experts and executives from global businesses will give you essential tools to spearhead the leadership style of tomorrow.

November 1-17, 2021

The program develops three core aspects of leadership

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The program overview

- Nov 1** Introduction & The Birkman Method for the Leadership of the Future
- Nov 2** Crisis Leadership: Outer Impact Through Inner Mastery
- Nov 3** Transformative Leadership to Lead Organizations Through & For Change
- Nov 4** Developing and Practicing Inclusive Leadership to Build More Effective and Resilient Businesses, Organizations, and Teams
- Nov 7** Storytelling in a New VUCA World
- Nov 8** Navigating your Business in Today's New World: Challenges & Solutions
- Nov 9** Financial Management in Times of Crisis and Beyond
- Nov 15** Leadership-Mindset Webinar: Team Decision-Making When Time is Scarce
- Nov 16** How You Can Be a Successful Business Leader in Times of Crisis: Defining Expectations & Using Emotion to Inspire
- Nov 17** Promoting Employee and Leader Well-Being in Today's New World

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The sessions in detail

November 1

Personal skills -2 hours

Introduction & the Birkman Method for the Leadership of the Future

Nada Salem,
President/CEO of AFEE/IFWE, USA

Sharon Birkman,
Chairman/CEO of Birkman International, USA

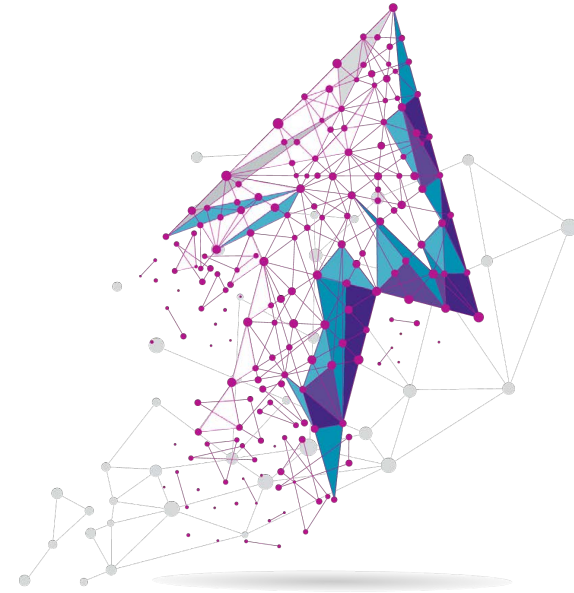
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**For all the other webinars in the program;
This webinar will serve as a threefold introduction:**

- For all the other webinars in the program;
- For all the participants, so that they get to know a little bit about each other as they will be spending quite some time together in breakout rooms over three weeks;
- For the Birkman Method.

Learning Outcomes:

- Participants will be able to quickly explore the 9 remaining webinars;
- Participants will be able to learn about and connect with each other to set a good pace for the remaining 18 hours together;
- Participants will be able to explore the Birkman Method and its importance in the leadership of the future.



November 2

Micro-Leadership skills -2 hours

Crisis Leadership: Outer Impact Through Inner Mastery - Developing Impactful Strategies and Helping Others Do Better, From a Foundation of Self-Leadership

Dr. Paul Ingram,
Columbia University, USA

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A practical, interactive guide to effective leadership during crises. It consists of three domains:

Personal Leadership: The Role of Values

Practical tools for personal leadership in crises through the lens of values, how leaders rely on their values during crises, hands-on exercises helping participants identify their most salient values to rely on during crises for motivation, decision-making, stress management and trust building.

Interpersonal Leadership: Inspiration and Inclusion

Effective leaders bring out the best in the people they lead during a crisis. Identifying best practices for inspiring a team to operate effectively during crises and making the most of their perspectives to solve novel problems. A key concept will be what the leader can do to produce psychological safety during a crisis.

C - Strategic Leadership: Prioritization and Planning

The role of strategy during a crisis and how to lead strategically with clear, concise communication of priorities. Introducing scenario planning as a way to prepare strategically in the face of uncertainty. Participants will put this tool to work to think of uncertainty in their own domain.

Learning Outcomes:

Participants will be able to identify the top values that can be called on during a crisis to:

- Make decisions;
- Motivate;
- Resist stress
- Build trust-based connections with others;
- Act ethically.

Participants will be able to demonstrate best practices for inspiring and including others during a crisis, including:

- Using tools for producing psychological safety;
- Identifying what to communicate and when.

Participants will be able to lead strategically during a crisis by:

- Setting strategic priorities in a crisis;
- Using a tool for preparing strategically for uncertain futures.

The sessions in detail

November 3

Macro-Leadership skills -2 hours

Transformative Leadership to Lead Organizations Through and For Change

Ralph Bounassif,
Co-Founder of L'Atelier du Miel,
Former McKinsey & Company and
Booz & Company, Paris, France

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The explosion of complexity, uncertainty, and frequency of change is disrupting businesses globally. The need to transform has become an essential part of business for most organizations. But the fact is that business transformation is one of the most difficult tasks to undertake. 75% of business transformations globally fail (Source: McKinsey & Co.). While there is no exact recipe for success, there are practices that can help significantly improve the chances of leading a successful transformation.

In this webinar, we will cover the main steps and guiding principles to follow in designing and executing a successful business transformation.

Learning Outcomes:

- Participants will be able to build a robust business transformation plan that has significantly higher chances to succeed.



The sessions in detail

November 4

Micro-Leadership skills -2 hours

Developing and Practicing Inclusive Leadership to Build More Effective and Resilient Businesses, Organizations and Teams

Johanna Zeilstra,
CEO of Gender Fair, USA
Joan Toth,
Advisor, Gender Fair
(Co-presenter via pre-recorded video)

During this interactive webinar, participants will learn strategies and practical skills that will help them become more inclusive leaders and unlock inclusion in their teams.

Learning Outcomes:

- Participants will be able to identify the “What & Why” of unconscious bias and its impact on the work environment;
- Participants will be able to model inclusive behavior through examples and case studies;
- Participants will be able to explore solutions designed for action and behavior change;
- Participants will be able to identify how to leverage bias “interrupters;”
- Participants will be able to explore the importance of being an “upstander,” not a “bystander.”



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The sessions in detail

November 7

Micro-Leadership skills -2 hours

Storytelling in a New VUCA World

Dr. Jay Rao,
Babson College, USA

In this age of Artificial Intelligence, Machine Learning, Chat Bots, Globalization, and Robotics, the one skill that can separate - leaders, managers, entrepreneurs - from technology and your peers is mastering the ancient art of persuasion. Combining words and ideas to ignite imagination. PowerPoints and Excel spreadsheets may be necessary, but they are not sufficient. Today, more than ever, we need to be able to energize, engage and enable people to support our purpose and enroll in our journey. That's a skill that will always set people apart.

Learning Outcomes:

- Participants will be able to explore Pathos and how to win an audience's emotions;
- Participants will be able to explore Ethos and how to get an audience to trust the messenger;
- Participants will be able to explore Logos and how to tell a story that makes sense.



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The sessions in detail

November 8

Macro-Leadership skills -2 hours

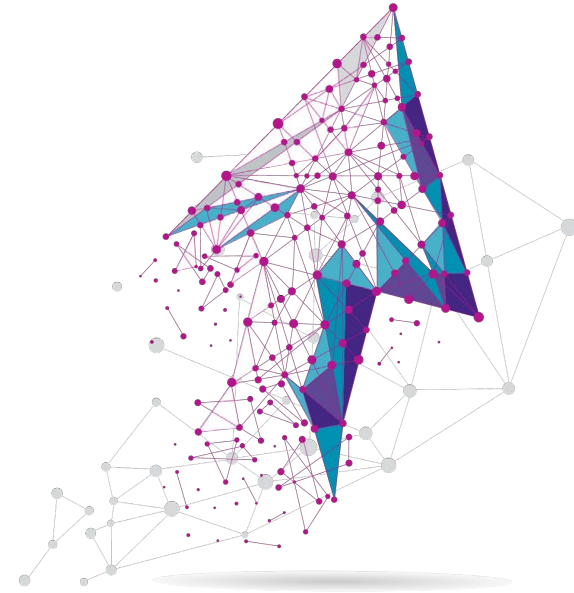
Navigating your Business in Today's New World: Challenges & Solutions

Dr. Rand Ghayad,
Harvard University, USA

The unprecedented impacts of Covid-19 on global and national health systems, economies, trade, cultures, and societies have attracted significant interest globally. The public and private sectors are struggling to respond to the pandemic.

Learning Outcomes:

- Participants will be able to identify challenges facing governments and business leaders;
- Participants will be able to discuss the impact on labor and employment markets;
- Participants will be able to list plausible and efficient ways to solve current challenges and prepare for the next pandemic.



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The sessions in detail

November 9

Micro-Leadership skills -2 hours

Financial Management in Times of Crisis and Beyond

Dr. George Jabbour,
Vice Dean for Executive Education
and Professor of Finance at
The George Washington University, USA

This webinar will tackle the basics of financial management in addition to ways to survive and thrive during a crisis and beyond.

Learning Outcomes:

- Participants will be able to explore the Basics of Financial Management;
- Participants will be able to explore Reactions to a Crisis;
- Participants will be able to explore How to Survive a Crisis;
- Participants will be able to explore Financial Management Tips & Recipe for Success.



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The sessions in detail

November 15

Micro-Leadership skills -2 hours

Leadership-Mindset Webinar: Team Decision-Making when Time is Scarce

Dr. Daylian Cain,
Yale University, USA

Award-winning Yale faculty member studies why smart people do dumb things.

Learning Outcomes:

- Participants will be able to explore the behavioral-economic theory behind making better decisions through RED-TEAMING.
- Participants will be able to examine practical leadership tips on how to apply RED-TEAMING.
- Participants will be able to support healthy disagreement in their teams without wasting time and without lacking confidence.



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The sessions in detail

November 16

Personal skills -2 hours

How You Can Be a Successful Business Leader in Times of Crisis: Defining Expectations & Using Emotion to Inspire

Dr. James Bailey,
The George Washington University, USA

The purpose of this webinar is to show how leadership is mainly an emotional relationship. The fact that leadership is about emotion is supported by two decades of brain research. People choose their leaders because of how those leaders make them feel. Humans respond to the environment emotionally first. This is especially so in crisis. During crisis, the emotional state leaders bring about makes the difference between succeeding and floundering.

Learning Outcomes:

- Participants will be able to identify how to manage their own and others' emotions through the concept of emotional intelligence.



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The sessions in detail

November 17

Personal skills -2 hours

Promoting Employee and Leader Well-Being in Today's New World

Deb Lewis, Colonel, US Army (Ret.),
West Point's 1st Class w/Women;
Harvard MBA;
Founder of Mentally Tough Women, USA

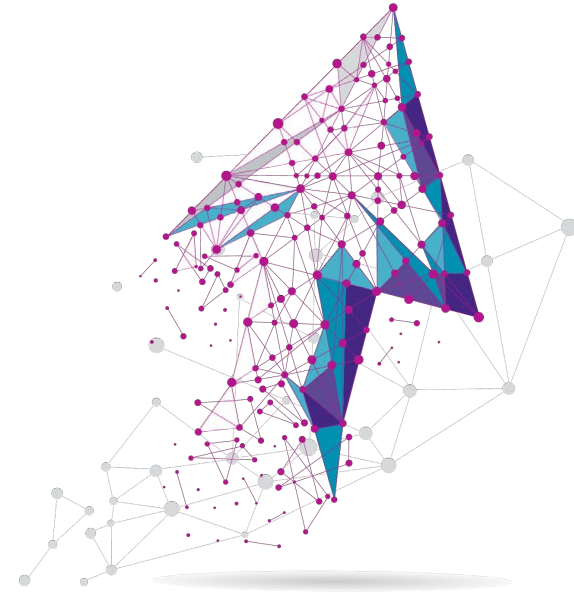
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Practical leadership strategies, insights, tips/hacks and tools to survive and thrive in Today's New world.

During this interactive webinar, participants will learn how to apply the ABS Model to develop strong core norms that strengthen employee and team well-being. Participants will develop related strategies and practical skills leaders use to enhance productivity, creativity, and harmony in the workplace.

Learning Outcomes:

- Participants will be able to identify challenges and opportunities impacting the hot topic of employee and leader well-being.
- Participants will be able to demonstrate ways to support employee and leader well-being after examining practical leadership strategies and tips.





Re-imaginig Leadership

Speaker biographies



The sessions in detail

November 17

Personal skills -2 hours

Promoting Employee and Leader Well- Being in Today's New World

Deb Lewis, Colonel, US Army (Ret.),
West Point's 1st Class w/Women;
Harvard MBA;
Founder of Mentally Tough Women, USA

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Nadia Salem



Nada is the Founder of the American Foundation for Educational Excellence (AFEE) whose mission is to help corporations, organizations and educational institutions globally to pursue excellence, raise the bar and attain excellence by improving leadership skills, managerial competencies and educational programs, namely through face-to-face and online training; they also assess needs, evaluate programs, build new programs, facilitate accreditation, and provide guidance throughout the process.

Moreover, AFEE is currently working on implementing a project about youth leadership in the Arab world through its affiliate, the International Society for Educational Excellence (ISEE), an honor society dedicated mainly to high school and university students in the Middle East. Its main objective is to fight corruption and poverty in the region; hence, it aims to help create, in Lebanon first, and in the rest of the Middle East second, a world where ethics rule, where leadership serves, and where poverty is reduced!

Nada is also the Founder, President, and CEO of the International Foundation for Women's Empowerment (IFWE) which seeks to empower all women and help them thrive on the personal and professional levels, regardless of nationality, religion and political affiliation. IFWE is currently working on Women's Personal and Professional Empowerment, whereby IFWE has teamed up with experts from Harvard University, the Nobel family, the John C. Maxwell Team for Leadership, and others to give complimentary webinars to women (and men) worldwide. IFWE has also partnered with major universities, schools and women's organizations in Lebanon and Jordan.

In 2019 Nada was selected in as a WOMAN LEADER by the University of Maryland's Kahlil Gibran Chair for Values and Peace; her name was added as a Woman Leader in the sectors of Academia, Education and Social Development in Lebanon, in the online HUB that Gibran Chair's Women as Partners in Progress Project (WPP) is building to support women leaders as they

advance women's progress. "The 97 women leaders featured in the first iteration of this HUB push limits and forge paths for all women in the region so that women, societies, and future generations, can reach new heights."

In March 2011, Nada became the Executive Director of Project Roots, until the Christian Lebanese Foundation in the World (CLFW— currently known as the 'Maronite Foundation, USA') was founded in October 2013 (and rallied Project Roots under its wings); Nada then became CLFW's first Director and remained so until March 2019. CLFW's main objective was to help preserve diversity and democracy in Lebanon by registering there all Americans of Lebanese descent and encouraging them to reconnect with their roots. In 2012, Nada co-founded the Maronite Academy whose main goals are to improve the image of Lebanon in the new generation's minds in order to incite pride in their Lebanese roots and encourage them to register in Lebanon.

From 2006 to 2014, Nada was, first, the administrative director of the Master of Science in Finance Program at the George Washington University School of Business, then she became their Assessment of Learning Coordinator for AACSB Accreditation.

Nada taught English, EFL, ESL, ESP, and English Communication for more than 20 years both in school and college settings. She co-created and co-taught at the George Washington University Graduate School of Education an online Methods Course for Teachers of Arabic as a Foreign Language. Nada is the Co-Editor in Chief of "Teaching World Languages: A Practical Guide- Arabic Edition" (The National Capital Language Resource Center, Washington, DC).

Nada holds a bachelor's degree in languages (Arabic, French, English), a teaching diploma, and two master's degrees. Nada just earned an Executive Certificate in Public Leadership from Harvard Kennedy School of Government. She is also a member of the Association for Talent Development.

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Sharon Birkman



Sharon Birkman began her role as Birkman International's President and CEO in 2002, becoming Chairman & CEO in 2019. As the daughter of company founder and influential industrial-organizational psychologist, Dr. Roger W. Birkman, Sharon cultivated her deep expertise in human perception and organizational behavior through her lifelong interest in The Birkman Method. Before succeeding Dr. Birkman as CEO, Sharon served in several roles including Vice President of Corporate Relations, Training, and Career Coaching.

Sharon's leadership has been instrumental in ushering into a new era of product development, technology, and training initiatives during a time of unprecedented growth. In this period, Sharon and the business have been recognized with a multitude of awards. These include EY's Entrepreneur of the Year in 2016, the Women President's Organization's Mary Lehman MacLachlan Award for Economic Empowerment in 2017, Houston's Best and Brightest Places to Work For from 2014-2019, National Best and Brightest Places to Work For (2014-2019), the Houston Business Journal's Women Who Mean Business Award in 2017 and 2018, and as a Houston Power 50 Woman Leader in 2018.

In addition to her responsibilities at Birkman, Sharon volunteers her services as a Board Member of Houston Public Media (NPR and PBS), Goodwill Industries of Houston, and as a lay-leader for Chapelwood United Methodist Church. She also served as a long-time Board member for ESCAPE Family Resource Center.

Sharon has an M.A. from the University of Texas and is a graduate of the Harvard Business School's OPM (Owner/President Management) program. She co-authored the book "The Birkman Method: Your Personality at Work" (2013) and authored the book "Creatures of Contact" (2020) by ForbesBooks.

In her personal life, Sharon confesses to collecting "too many" books and loves to recharge with long walks, classical music, NPR and theater. She is the mother of three grown daughters and along with husband, Richard, treasures time with their grandchildren Morgan, Declan, and Emerson.

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Dr. Paul Ingram



Dr. Paul Ingram is the Kravis Professor of Business at Columbia Business School, and Faculty Director of the Advanced Management Program, Columbia's flagship residential program for senior executives from around the globe. His PhD is from Cornell University, and he was on the faculty of Carnegie Mellon University before coming to Columbia.

His publications have received numerous distinctions, including Gould Prize, and best paper awards in the areas of Organization and Management Theory, and Collective Behavior and Social Movements.

He has served as President of the College of Organization Science of the Institute for Operations Research and Management Science (INFORMS). He is currently an Associate Editor for Academy of Management Discoveries.

At Columbia Business School, Paul has received the Dean's Award for Teaching Excellence, won the Commitment to Excellence Award, voted by graduating EMBA students five times, and thrice been chosen by graduating EMBA students to deliver the keynote speech at their commencement ceremony.

See Paul in action:

<https://www.youtube.com/watch?v=kZ6SD0YCP6w>

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Ralph Bounassif



Ralph Bounassif is a seasoned strategy and transformation advisor with extensive experience with world leading management consulting firms McKinsey & Company and Booz & Company. An engineer and a graduate of management from HEC-Paris, Ralph has been serving companies, investment funds, family conglomerates, and governments for the last 15 years across Europe, the GCC, and Africa on strategy, growth and business transformation. Ralph currently leads a private consulting practice in Paris and manages several entrepreneurial ventures.

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See Ralph in action:

<https://www.youtube.com/watch?v=0z75Zo58QDM>



Johanna Zeilstra



Johanna is an established business strategist and an accomplished leader for both start-ups and global corporations. Over the past two decades, she has worked at PricewaterhouseCoopers and JPMorgan Chase, and with over a dozen client corporations, including Delta Airlines, Sony Pictures Entertainment, Philips, Lucent, Disney, Bank of America, and Occidental Petroleum. Her career has led her to work in Canada, China, Indonesia, France, and The Netherlands. She acts as a coach to senior executives on boards and top teams and has a passion for supporting and advancing women leaders.

Johanna currently runs Gender Fair, a platform that uses data analytics to determine an organization's progress towards diversity and inclusion. Companies that are certified Gender Fair have best-in-class fairness practices. Some of those rated organizations are: MasterCard, Microsoft, Kellogg's, American Express, Bank of America, Citi Bank, Facebook, Google, IBM, JP Morgan, Walt Disney, Johnson & Johnson, Procter & Gamble, etc.

Prior to Gender Fair, Johanna co-founded GiveBack, an innovative platform that makes it easy for companies to build authentic and impactful cause marketing, workplace giving and other social responsibility initiatives. GiveBack was launched on the Oprah Winfrey Show during her final season in 2011.

Johanna is originally from the Netherlands and educated in Canada where she earned an undergraduate degree in Sociology and a Master's degree in Business Administration. She resides in Westchester, NY, where she runs the Women Entrepreneurs Network and serves on several boards, including the CEO Forum.

See Joanna in action:

<https://www.youtube.com/watch?v=AtgkyVWvYg4>

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Joan Toth



Joan Toth is a purpose-and-performance-driven leader with extensive experience in diversity, equality and inclusion (DEI) work and leadership roles in both for-profit and nonprofit organizations. Joan approaches DEI as a business imperative and value driver. She has led research and data -driven solutions to drive change and improvement in all facets of diversity, including gender, race/ethnicity, generational/millennial, LGBTQ, and diversity of thought. She spearheaded the “It’s Time” movement for gender equality in the retail and consumer goods and services industry.

She is currently leading DEI assessments and strategic planning with a focus on companies that are new to the DEI journey. She is able to create DEI strategies that are scalable, actionable and achievable. Joan also is a noted speaker and trainer on topics like Inclusive Leadership, Unconscious Bias, Coaching Senior Leaders for DEI Success, and many others.

Joan is an active advisory board member for Gender Fair, the first metrics- based certification program that measures companies on their fairness practices in leadership roles, employee benefits, advertising images, and philanthropy.

Joan is often tapped as a coach, mentor, and advisor to individuals and companies alike. She has provided strategic guidance in revenue development, governance, programming, membership and other facets of nonprofit leadership.

She was the founding president and CEO of the Network of Executive Women (NEW), the premier women’s leadership community in the retail and consumer goods and services, from 2002 - 2016. NEW’s mission is “To advance women, grow business and transform our industry’s workplace through the power of our community.” Under Joan’s leadership, NEW grew from a start up to more than 10,000 members, 100+ corporate partners, and 21 regional groups across the US and Canada.

See Joan in action:

<https://www.youtube.com/watch?v=AtgkyVWvYg4>

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Dr. Jay Rao



Dr. Jay Rao teaches extensively in the Babson Executive Education programs. His executive teaching and consulting is in the areas of innovation, implementation of innovation initiatives within firms, corporate entrepreneurship and customer experience innovation. Dr. Rao also teaches 2 elective courses in the Babson MBA programs (1) Leading Innovation: Gorillas, Chimps & Monkeys and (2) #CX #UX #DX Innovation.

His research has appeared in The Sloan Management Review, Journal of Innovative Management, The European Business Review, The European Financial Review, Cornell Hotel and Restaurant Administration Quarterly and others. He is the author of the book The Discipline and Culture of Innovation. He has written several business cases on a range of topics: Innovation Strategy, Innovation Culture, Leading Innovation, Customer Service, and Strategy Execution.

Through Babson Executive Education he has taught for BBVA, Assa Abloy Americas, Novartis, Fresenius Medical Care, Pernod Ricard USA, Covidien, BAE Systems, U.S. Navy, SABIC, Citizens Bank, Merck, Masco

Corp., Scottish Enterprise, Innovation Norway, North Atlantic Capital, EMC, GlaxoSmithKline, and others.

He has also taught executives and/or consulted for Reed Elsevier, PWC (Spain), Bayer Material Science (Germany), Iberdrola (Spain), Massachusetts General Hospital (Boston), PRIME Business School (Colombia), Banco Occidente (Colombia), Chilectra (Chile), Agricola Garces (Chile), Grupo Security (Chile), Entel (Chile), Coagra (Chile), Inter-American Development Bank, Benchmark Assisted Living (Boston), EMDSerono, FORUM (Colombia), FitLinxx, Penteo (Spain), BFA Conseil (France), Novartis, Lojack, Fidelity Investments, Merrill Lynch, Boston Scientific Corporation and others.

He was a member of the Innovation Advisory Board at Ocean Spray (USA) from 2010 to 2015. He currently sits on the Innovation Advisory Board of Bancolombia (Colombia), and on the Flavor Advisory Board of Firmenich (Switzerland). He also has a family-business background and sits on the board of Hymamshu (Bangalore, India).

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Rand Ghayad



Rand Ghayad, Ph.D., is an expert on a broad range of economic issues, including unemployment and job creation, debt management, political economy, investment reform, as well as economic challenges facing low income and fragile states. He brings more than 12 years of experience as an economist, holding positions in federal government, consulting, international organizations, and academia. Rand has been a faculty member at Harvard University since 2015. He also spent four years with The Brattle Group where he advised the U.S. government and multinational corporations on economic and financial matters, including anti-money laundering statutes and financial crimes. Between 2012 and 2013, Rand was part of an ongoing effort at the White House to develop best practices for hiring and recruiting the long-term unemployed. In 2014, Rand advised the Prime Minister and Employment Policy Council of France on strategies to reduce the incidence of long-term unemployment. He also advised various governments on job-driven training programs, including most recently the UK, U.S., Qatar, and Kuwait. Rand began his career at the Brookings Institution working on unemployment and labor market reforms. He also served in various positions at the Federal Reserve Bank, International Labor Organization, MIT, and UNDP.

Rand Ghayad is the author of “The Jobless Trap”, a manuscript that has been widely cited in leading academic journals and media outlets, including the Financial Times, Foreign Affairs, New York Times, Wall Street Journal, and The Washington Post. His work was also used and cited in congressional testimonies and conferences by Nobel Laureates, including Peter Diamond and Paul Krugman. Rand’s work uncovered new facts which offered a new explanation for why the unemployment rate did not go back to its normal level since the end of the Great Recession. Based on this research, President Obama issued several executive actions to give the long-term unemployed a fair shot. The findings from his work were also the backbone to several anti-discrimination laws enacted at the State level to protect job seekers against unemployment discrimination.

Rand holds a Ph.D. in Economics, three Master’s degrees in Finance, Public Policy, and Economics, and an undergraduate degree from Beirut. He held research and teaching positions at Harvard University, Massachusetts Institute of Technology (MIT), Boston University, and Northeastern University.

See Rand in action:

<https://www.youtube.com/watch?v=NCPnvNpWWts>

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Dr. George Jabbour



Dr. George Jabbour is Professor of Finance, Associate Dean for Executive Education/Programs, and Director of the Masters in Finance Program at The George Washington University School of Business.

He has been a consultant and conducting professional training for the World Bank Group in Washington DC (USA), Vienna (Austria) and Islamabad (Pakistan), the International Monetary Fund (USA), The International Training Banking Center in Budapest (Hungary), the Center of Excellence in Management in Kuwait, and for Kipco Asset Management Group (KAMCO) in Kuwait.

He was a Visiting Professor at Franklin College in Lugano (Switzerland), Dongseo University (South Korea), Renmin University of Beijing (China), and Sorbonne University in Paris (France). He has many publications in professional refereed journals. Four of his co-authored papers won the best paper award. He co-authored “The Option Trader Handbook” for trade adjustments.

His research papers were presented in the US and around the world. He is a member of several leading professional finance

organizations. He has been a member of the Educational Committee of International Association of Financial Engineers and served as Chair of the Research Committee at Professional Risk Managers International Association. He is a member of the editorial advisory board of five journals. He has received many Teaching Excellence Awards.

In addition to his academic career, Dr. Jabbour is very active in equity and derivatives trading. He was Senior Financial Analyst at Federal Home Loan Mortgage Corporation and a consultant to several American corporations and international organizations. He served as Managing Director of Global Asset Management Inc., and President of Global Finance Associates, Inc. in USA. He participated in the Forum for Democracy and Development in Doha (Qatar), in the Education without Borders and the Festival of Thinkers in Abu Dhabi and Dubai (United Arab Emirates), and in the International Exhibition & Conference on Higher Education in Riyadh (Saudi Arabia).

He holds a Ph.D. in Finance, an MBA in Finance, a BBA in Marketing, and a BS in Mathematics.

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Daylian M. Cain



Daylian M. Cain, Ph.D., is an award-winning Yale faculty member who studies why smart people do dumb things. He is a Senior Lecturer of Negotiations, Leadership, & Ethics at the Yale School of Management. Hailing from Nova Scotia, Canada, Cain has a Ph.D. in Management from Carnegie Mellon. Prior to joining Yale, Cain was the Russell Sage Fellow of Behavioral Economics at Harvard University.

Cain is often one of the highest-rated professors in Yale's executive education. For multiple years, he had the highest yearly-average rating and lowest variance in ratings. Cain is lead faculty on a new sales and leadership training program for Volvo America, lead instructor for the "Yale Negotiation Strategies" online program, and co-instructs Yale's "Leading Effective Decision-Making" program, which earned the highest-ever rating of an inaugural program on Yale's platform.

Fun Fact: Dr. Cain has appeared as a special guest on National Geographic's TV show Brain Games (Season 2, "You Decide").

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See Daylian in action:

https://www.youtube.com/watch?v=OZm1H_9w1Uo

Dr. James R. Bailey



Dr. James R. Bailey is Professor and the Stacy and Jonathan Hochberg Fellow of Leadership Development at the George Washington University School of Business; he is also a Fellow in the Centre for Management Development, London Business School. He has been the recipient of many teaching distinctions, including three GWSB Outstanding Educator Awards. In 2006 he was named one of the world's top ten executive educators by the International Council for Executive Leadership Development. He has published over 50 academic papers and case studies, and is the author of five books, including the award-winning, best-selling *Organizational and Managerial Wisdom* and the forthcoming *Lessons on Leadership*. He has designed and delivered hundreds of executive programs for firms like Nestle, UBS, Conoco-Phillips, and Goldman Sachs, as well as several major law firms and US Congressmen. Dr. Bailey is a frequent keynote speaker who has appeared on broadcast programs for the BBC, NPR, and Fox News Channel, and whose work has been cited in such outlets as the Wall Street Journal, Fortune, Forbes, and Business 2.0. He is a frequent contributor to The Hill, Washington Post, Washington Business Journal, and Harvard Business Review. He is the past Editor-in-Chief of the Academy of Management Learning and Education. Professor Bailey has served as a dean, department chair, and program director during his 20 year academic career. He recently founded and is Principal of Lessons on Leadership.

See James in action:

<https://www.youtube.com/watch?v=TynDib4vhas>

**Re-Imagining
Leadership**
UNLEASHING
THE POWER
WITHIN



Colonel Deb Lewis



Colonel Deb Lewis is a West Point graduate from its first class with women. A retired Army Colonel and Harvard MBA, Deb commanded three US Army Corps of Engineer Districts, including a \$2.1B reconstruction program in combat. She survived the 9/11 Pentagon attack while serving on the Joint Staff antiterrorism team. Colonel Deb's experiences leading while under fire inspired her unique 'Mentally Tough Women' (MTW) program to help women handle more stress - not de-stress - and put it to work for them. MTW arms women (and enlightened men!) with the proven strategies, insights, and tools they need in good times and times of crisis. After a 34-year military career, Colonel Deb and husband Doug Adams embarked on the Duty, Honor, America Tour October 7, 2010. She drove their RV 26K miles as Doug bicycled 18,067 miles through all 50 states in one year in support of the U.S. military, veterans, and families. They continue to work with non-profits, businesses, and leaders to lift up communities. "The better you get at handling stress, the easier it becomes to do insanely hard things and really love doing it."

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See Deb in action:

https://www.youtube.com/watch?v=sikK-4B_72k





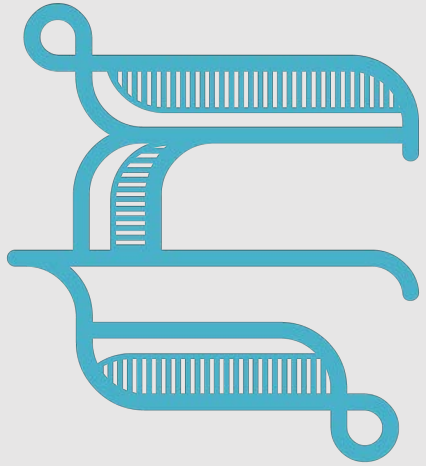
Full program costs **\$3,000** per participant (Early Bird, by October 18, 2021),

\$3,500 per participant (Discounted Registration, by October 25, 2021), and

\$4,000 per participant (Regular Registration, from October 26, 2021).

Executive Certificates in Leadership will be presented by AFEE, IFWE & 3ELM and will reflect the number of webinars attended along with webinar details.





3elmeducation.com

A little bit about us



Who we are:

We are an independent, education support service

We assist, guide and mentor students, from all socio-economic backgrounds, who have the right aptitude, to make informed choices that will ultimately connect them to future employment.

We have decades of experience in education as well as strong relationships with top universities around the world and this provides us with an in-depth understanding of the admission requirements and selection criteria.



3elm focuses on being:

FUTURE- FOCUSED

We continuously track global labour market needs so that we can advise on the areas of study and qualifications that will be most in demand in the future.

COACHING- LED

We work with students to help them reach the potential they already have.

We collaborate with businesses to develop tomorrow's workforce in today's students

RESULTS- DRIVEN

Whether it's getting into the University of your choice or finding the future talent for your business, we deliver on our promises.

Your future is now

Ultimately, our business is about creating

H O P E

Hope manifesto

Hope. It is such a small word, and so often it is such a small thing. Hope is measured through thoughts, words and actions. Hope is not the loud bragging of success or fortune, but the whisper of potential that drives us forward against seemingly impossible odds.

Hope is what stops us from surrendering to the darkness.
Hope encourages us to run when we are too tired to stand.
Hope gives form to our dreams and ambitions.

We live and work in hope.

WHAT DO YOU
HOPE FOR?



3elm



Thank you