



**LEAD WITH IMPACT**  
ISTANBUL - TURKEY  
23 TO 27 MAY 2025

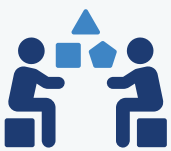
## Accelerating the Careers of High-Potential Leaders



# Think, Speak and Act like a Leader

### *Why this program?*

"Lead with IMPACT" is a Transformative Leadership Workshop, an immersive and interactive program designed for leaders who want to elevate their leadership capabilities, drive innovation, and lead change effectively. This workshop blends Situational Leadership, Design Thinking, AI for Leaders, The Five Levels of Leadership, and Leading Change into a powerful learning experience that equips participants with practical tools to adapt, innovate, and lead with confidence in today's fast-changing world.



WORKSHOP



GOALS



MENTORING



STRATEGY



SKILL BUILDING



TEAMWORK

# Program Content

## Day one: Situational Leadership

- Understanding Individual Thinking with MBT
- What is Situational Leadership?
- The four development of employees (D1-D4)
- Identifying competency and commitment in team members
- The Four Leadership Styles
- Directing (S1), Coaching (S2), Supporting (S3), Delegating (S4)
- Applying Situational Leadership in the Workplace
- How to flex leadership styles based on the situation

## Day two: Design Thinking in Leadership

- What is Design Thinking?
- Why Design Thinking is essential for modern leadership
- The five stages of Design Thinking (Empathize, Define, Ideate, Prototype, Test)
- Breaking traditional thinking patterns
- Techniques for idea generation (brainstorming, mind mapping, SCAMPER)
- Leadership mindset shift: Encouraging a culture of innovation
- Gathering feedback and iterating for improvement
- How to integrate Design Thinking into daily leadership practices

## Day three: AI for Leaders

- AI in Business & Leadership: Overview of AI applications in leadership (decision-making, automation, insights)
- Key AI Technologies: Machine learning, NLP, automation, and their practical uses
- AI for Decision-Making & Productivity
- Hands-On Exercise: Using ChatGPT or Copilot for strategic planning, report summarization, and communication
- Live Demonstration: AI-driven decision-support tools (e.g., Notion AI, Otter.ai, or Perplexity AI for knowledge retrieval)
- AI for Workflow Automation & Task Management
- AI for Leadership & Team Collaboration
- Experimenting with Microsoft Copilot or Google Bard for collaborative work
- AI in HR & Employee Engagement: Tools like Recrutee AI for hiring or Lattice AI for performance feedback
- Live Demo: AI chatbots (e.g., Zapier AI, Chatbot automation) for internal team assistance
- Implementing AI in Your Workplace

## Day four: Rethinking Leadership

- Recognizing 21st century leadership skills
- Creating a powerful vision that drives you
- John Maxwell's 5 levels of Leadership
- Giving effective feedback to improve performance
- Empowerment: A leadership skill
- Motivating your team to achieve desired results
- Become an inspirational role model

## Day five: Leading Change

- Understand that change is the only constant in life
- The stages of change
- Getting out of the zone of comfort
- Who moved my cheese (Story about change)
- Keep learning to keep leading
- Influence, Passion and Legacy
- Reach the desired Work-Life Balance
- Reflection, Review and Action Planning
- Graduation



TEAM  
BUILDING



BRAINSTORM



COACHING



INTERACTIVE



GROUP



PROBLEM  
SOLVING

# What You'll Gain

- **Adaptability & Influence** – Learn how to adjust your leadership style based on your team's needs using Situational Leadership.
- **Innovative Thinking** – Apply **Design Thinking** to solve complex problems creatively and drive innovation.
- **AI-Driven Leadership** – Leverage **Artificial Intelligence** to enhance decision-making and optimize team performance.
- **Leadership Growth Path** – Master **John Maxwell's Five Levels of Leadership** to expand your influence and build a high-performing team.
- **Change Leadership** – Develop strategies to lead **transformational change**, overcome resistance, and inspire teams.
- **Global Networking** – Connect with leaders from diverse industries and countries, exchange insights, and build lasting professional relationships.

*During the Program, we will have a 2-hour networking event where all participants can make a short presentation about their business and service and connect with others to explore opportunities.*

## IS “Lead with IMPACT” RIGHT FOR YOU?

- Executives and senior managers seeking to reflect on, and further develop, their own leadership style
- Professionals looking to integrate AI and innovation into their leadership approach
- Professionals that wish to create and sustain an organizational environment that enables effective leadership and high performance.
- Emerging leaders seeking to enhance their leadership impact

## MCA Faculty:

*«Lead with IMPACT» is developed and facilitated by a multidisciplinary team of University faculty members who are skilled educators and hands on professionals and groundbreaking researchers. Through board memberships, consulting, and field based research, they address the complex challenges facing business leaders across the globe.*

## Hassan J. Chaker *Lead Facilitator & Master Coach*

Hassan Chaker is founder and Managing Director M.C.A. People Solutions, an international recruitment, training and development consulting firm operating in the Middle East, Europe and Africa.

Hassan works with many organizations throughout the Middle East providing business people with the knowledge, skills and leadership strategies they need to succeed and make the most of themselves in today's fast-changing world. He is an experienced facilitator, trainer and business consultant who has created a unique package of integrated solutions to enable individuals, managers and teams to meet everyday challenges. Hassan is an expert in personal and team performance. His programs enhance creativity, motivation and excellence in individuals and teams, enabling people to develop an enthusiastic and optimistic attitude, clear goals consistent with personal values, practical skills and knowledge, and the ability to maintain peak performance under pressure.

Hassan is a PT instructor (EMBA Program and Undergraduate Program) at the Lebanese American University in Beirut, Lebanon.

An associate facilitator with ESADE University executive program in Barcelona, Spain. An associate trainer at FIA University, Paris, France.

An independent certified coach, speaker and trainer with the John Maxwell team.

He is also a faculty member at IHRME, Institute of Human Resource Management Education in Arizona, USA. During his 29 years career in people development, Hassan has delivered more than 2,000 workshops for more than 70,000 participants from around 73 nationalities.



## Maya El-Tal *Lead Facilitator & Master Coach*

Maya El Tal is a leadership consultant, an accredited master coach, university lecturer and a corporate trainer. Maya had studied Leadership Coaching at Harvard University, USA. She holds a Master's degree in Business Administration (MBA), from the Lebanese American University as well as a Master's degree (MSc) in Neuroscience and Neuropsychology from Bordeaux University in France. She conducts and develops workshops in coaching and mentoring, emotional intelligence, Negotiation skills and various leadership skills. Maya is an associate faculty at Cranfield University UK, where she delivers leadership and Strategy programs.



## Dr. Ayman Khalil *Artificial Intelligence Expert*

Dr. Ayman Khalil holds a PhD in Computer Engineering, a Master's in Networking and Communications. He specializes in digital transformation, emerging technologies, and artificial intelligence (AI) and is renowned for his extensive research and publications in these fields. With around 20 years of experience in both academia and industry, Dr. Khalil has expertise in Information Technology Management, Database Management, Computer Architecture, AI, and Machine Learning, among other areas. He is currently a senior consultant at ACT Leaders, where he advises organizations on AI adoption and leadership in digital transformation. Dr. Khalil has managed several projects on AI-driven decision-making, Green IoT, Smart Cities, and Future Generation Communication Systems. His work focuses on helping leaders integrate AI into strategic planning and organizational decision-making, ensuring that AI is used not only for automation but also for enhancing leadership effectiveness and innovation.



## Nora Shbib *Yoga Master*

As a Yoga Instructor, Nora found her passion and purpose through the transformative power of yoga. It was a lifeline that helped her heal both psychologically and physically, igniting a profound journey of self-discovery. Now, sharing this gift with others brings her immense joy, as she witnesses echoes of her own journey in each person she guides towards wellness and inner peace.



# Program Details:

**Date:** May 23 to 2025 , 27 Time : 9:00 am to 4:00 pm

**Venue:** Melas 5\* - Mecidiyeköy, Istanbul ,Turkey



COLLABORATION



TRAINING



CHALLENGE



PRODUCTIVITY



PRESENTATION

# Program Investment: \$6,500

## *The above fees are inclusive of:*

- 5 Stars Hotel Accommodation Breakfast, Lunch and 2 Coffee breaks
- Turkish night dinner on a cruise
- Graduation Dinner
- Welcome Reception
- All material and handouts to participants Certificates of completion
- Participants' post-workshop action plan

## *The above fees are exclusive of:*

- VAT
- Travel Expenses (Ticket/Visa/Airport Taxi)

**Reserve your place now as places are limited**

**009613769700**

**[www.mca-ps.com](http://www.mca-ps.com)**

**[hassan.chaker@mca-ps.com](mailto:hassan.chaker@mca-ps.com)**

## LEAD PARTICIPANT SPOTLIGHT STORIES

*The* JOHN MAXWELL **Team**

AN INDEPENDENT CERTIFIED COACH, TEACHER AND SPEAKER  
WITH THE JOHN MAXWELL TEAM



Mona Bawarshi CEO and CMN of Gezairi and an active philanthropist committed to seeing Lebanon and the Arab world prosper. Through her impeccable professional record-she has been listed among the Most Influential Arab Women by Forbes.

"As a CEO, I've attended numerous leadership workshops throughout my career, but none have had the profound impact that the 'Lead with Impact' workshop had on me. The facilitators were exceptional, creating an engaging and interactive learning environment that encouraged open dialogue and collaboration. I left the workshop feeling energized, equipped with new skills and perspectives that have already begun to positively shape our company's trajectory. I highly recommend this workshop to any CEO or executive looking to drive meaningful change and lead with purpose."



Hiba Traboulsi Country Sales Manager- FMCG/Pharma

"As a Country Sales Manager, attending the 'Lead with Impact' workshop has been truly transformative for me and my team. The insights gained from this workshop have not only enhanced my leadership skills but have also empowered me to drive meaningful change within our organization. The practical strategies and tools provided have enabled me to inspire and motivate my team to exceed their targets while fostering a culture of collaboration and innovation. I highly recommend this workshop to any leader looking to elevate their impact and achieve sustainable success in today's dynamic business landscape."

**"It's a complete mind shaping experience"**

**Samer Kahil, Power Holding CFO**