

LEADING FOR GROWTH

How to Unleash Organizational
and Personal Potential



A MASTERCLASS BY
MICHAEL **K**OUPLY

**The world's most
intensive executive
leadership program
of its kind.**

A unique 4-day program that empowers executives with leadership capabilities to intelligently drive complex organizational transformation



Leading for Growth – How to Unleash Organizational and Personal Potential

Thousands of executives across the world have attended this unparalleled experience.

The **Leading for Growth** program is a unique **4-day** executive learning "simulation" that redefines leadership in a whole new context. The program explores the Five Pillars of the Kouly Model® of Leadership, that grew out of research at Harvard University, and the barriers that prevent people from fulfilling their professional and personal potential.

By applying Purpose Driven Leadership concepts and using organizational psychology and sociology, the "Simulation" provides leaders with the tools that will help them design smart leadership interventions to create the maximum impact that will drive people and organizations towards growth.



For more information about Michael Kouly or to get in touch, visit us at: www.michaelkouly.com

Inspired by Harvard and Princeton University Scholars, this program has been globally acknowledged as *“a life changing and transformational experience”*.

“You will never see the world the same way again!”



How much is your time worth?

Greatest learning Value in Less Time

This ultra condensed 4-day simulation for executives is equivalent to a standard 2-week leadership workshop covering more than 60 hours of engaging and interactive learning.

You will gain a deeper understanding of:

- > **Yourself** (behavioral patterns, areas where you are stuck, your blind spots, your reaction to stress and conflict, your reaction to authority, and your core assets and how to build on them)
- > **Others** (their motivations, the way others perceive and relate to you, and how to build more functional relationships around you personally and professionally)
- > **Organizational systems** and how they work. Creating alliances and dealing with corporate politics
- > The psychology of **authority**, and acquire tools to better deal with authority and employees

You will learn:

- > To develop strategic thinking skills
- > To obtain a solid and pragmatic framework to examine decision-making process
- > The complexities of leadership work and change
- > How to stay "Alive" while exercising leadership – To survive and grow
- > To lead with political awareness (building alliances, partnerships, coalitions and curbing competition)
- > About relationships (keys to building thriving and fulfilling relationships and possible downfalls)

You will understand :

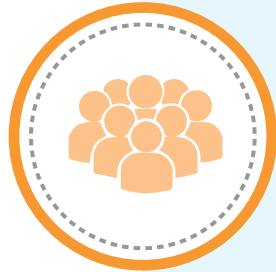
- > Your personal & organizational Purpose
- > The pillars of growing/adapting in a multi-cultural context
- > How can you make a difference – Lead an organization without being an authority
- > How to survive and thrive during chaos, crisis and conflict
- > Do Vision, Mission & Strategy really work? How do they relate to Leadership
- > How to mobilize the Self, People & Organizations
- > The difference between Authority vs Leadership vs Management

The Kouly Model[®] for Leadership

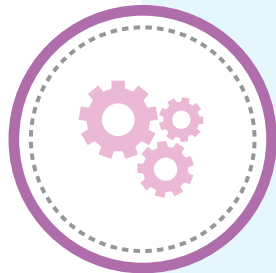
**KNOW
YOURSELF**



**KNOW
OTHERS**



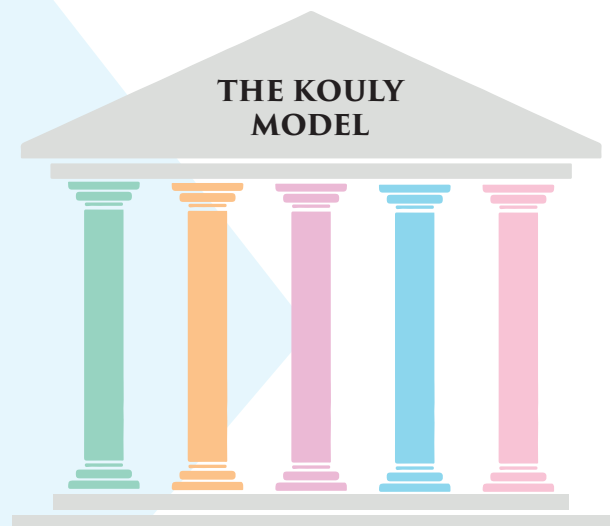
**KNOW
SYSTEMS/
ENTITIES**



**KNOW
AUTHORITY**



**KNOW
LEADERSHIP
TECHNIQUES**



This Masterclass is Designed to Truly Identify:

- What makes you unique
- What are your core assets, vulnerabilities, artificial limitations and blind spots
- How you make decisions – what are your patterns of thinking, feeling and behaving
- How can you optimize your performance in your business and career
- What are the fears that are blocking your growth and where do they come from
- How healthy are your professional, personal, family and social relationships - How are you facing the challenges in your relationships with your self, family, friends, society, staff, colleagues, authority and clients
- How much joy, internal peace and happiness are there in your life
- What is the ultimate purpose and meaning of your life What is your life about
- Why do most people live far below their true potential and sabotage their possibilities
- What is keeping you from discovering your purpose and from living your full potential

“Nothing you’ve ever done can prepare you for this. It is the best gift you can ever grant yourself.”

Delivery Style

This Masterclass is delivered through a variety of methods including:

Group discussions - 20%

Role plays and simulating real life situations and response assessment – 35%

One-on-one coaching – 10%

Written exercises in which you will apply key concepts – 10%

Question and answer sessions – 15%

Theory and its practical application – 10%

Commitment

Unparalleled and life changing experience -
The impact is guaranteed

Personalized follow-ups extend after the leadership "Simulation" to keep the learning fresh in participant's minds

Certificate

Participants will receive an official certificate and join an executive alumni network

“This experience was really like no other; a true life altering experience that took me on an emotional roller-coaster. Looking back at my life before this Simulation, I feel like a blind man who just gained the precious gift of sight. ”



100% satisfaction rating worldwide across all executives who have attended the program

"Michael Kouly is one of those exceptional people; Michael's integrity, humanity and complete conviction that we as individuals can make the world a better place, set him apart.

Michael's first class academic credentials combined with his own leadership skills make him a masterful teacher."

Joyce Hayes
(Harvard University)
Mission Operations
NASA



"I found ME in me. After attending numerous trainings and courses, I thought I knew exactly what leadership really meant. Until, I attended the Simulation, which turned my professional and personal life upside down. Get ready for the deep dive into yourself to know your patterns and your strengths, and therefore become a better leader."

Mari Chirinashvili
Regional Manager -
Central Europe and CIS
Regions
Flydubai Airlines



"I have attended leadership courses in my academic and professional career, but nothing compared to this Simulation. During the 4-days, every session was more amazing, intense and deeper than the previous. The simulation triggered my mind, shivered my body and touched my soul. It took me to a new level and dimension in my professional and personal thinking."

Bassem Sabra
Regional Brand Manager
Pepsico



"The Leadership simulation is a real eye opener on yourself, others and the system. It is a tough, intense but truly rewarding life time experience."

Ludo Toulemonde
General Manager
Nestle



"The simulation on Leadership by Michael Kouly is as advertised, life changing and an awakening to the psychology of leadership."

Youssef Salloum
HR Director
Goodyear



"The impact that Michael Kouly had in Omantel is nothing short of magic."

Sheikh Talal Said
Marhoon Al Mamari
CEO
OMANTEL



We're Proud of our Alumni and the Growing Organizations They Lead

*AFFILIATIONS FOR IDENTIFICATION ONLY



What's
your
why?

*“In this new century,
nothing will matter more
than the education of future
leaders and the development
of new ideas.”*

Larry Summers
Harvard President

