

17th
DEC
2019



1-DAY SEMINAR



ترجمة فورية



9:00 AM TO 4:00 PM



JUMEIRAH BEACH
MESSILAH BALLROOM



CHARLES
MARCUS



LEADING *By* ENGAGEMENT AND MOTIVATION

ORGANIZED BY

cube
Training & Consultancy Center
مركز كيوب للتدريب والاستشارات

MARKETING PARTNERS



▲ OVERVIEW

Organizations in the 21st century are challenged to thrive in an ever-changing environment. The pace of technological change is unprecedented. Competition for customers and for employees is constantly increasing. This calls for leaders to keep their eye on the horizon and ensure they are engaging their employees and keeping them focused and aligned on where you are heading and what is most important to success. This program has participants explore some of the latest breakthroughs in leadership.

In this program Charles Marcus addresses the dynamics at play in the participants organizations and start building their personal leadership signature to drive engagement, performance and results at a higher level. They will answer the questions of what it takes to inspire and build followership, how to build high performance in their teams, and how to set themselves apart as a leader for their people and the organization. This program uses case studies and discussion to draw out what is most important as a leader and how one builds, leads, motivates and retains a winning and productive team.

▲ PROGRAM OUTLINE

▲ THE SERVICE PROFIT CHAIN

- The Anatomy of Engagement
- Defining the engaged employee
- How to measure engagement

▲ DEFINING LEADERSHIP

- Characteristics of great leaders
- Understanding Servant Leadership

▲ THE ROLE OF LEADERS

- Setting Direction
 - Vision and the strategic framework
- Leading for Results
- Engaging People
 - Understanding the individual-how personality impacts motivation
 - Building an engaged team
- Building the Brand
- Bringing it all together
 - Building your leadership brand

▲ LEARNING OUTCOMES

- Understand the 4 levels of employee engagement and why engaged employees are critical to the organization
- Explore the qualities of great leaders
- Understand the trends that are influencing the role of the leader in today's world
- Know the role of the leader in shaping and building a high performing team
- Share and discuss some of the key challenges they are facing in their workplace and develop action plans for leading through these
- Land on and begin to shape their personal leadership brand
- Leave with an action plan to take themselves and their teams to the next level

WHO SHOULD ATTEND?

- This course should be attended by anybody in a leadership or management role who is looking to challenge their thinking and develop their capacity to engage their employees and lead into the future.



CHARLES MARCUS

Best-selling author of the internationally acclaimed book *Success is Not a Spectator Sport*.

An inspiration to millions of people worldwide sharing his rags to riches story of overcoming incredible adversity and winning against the odds.

Has achieved outstanding success in the business and entrepreneurship world.

Has been ranked as one of the 'Top 60 Motivational Speakers in the World' by hunger2succeed website.

Acclaimed leadership expert, customer service specialist and much sought after high content motivational & business speaker working for some of the leading and most prestigious organizations and companies globally.

Has incredible ratings across the board with his cutting edge insights on human potential, business and peak performance principles, innovative ideas and strategies which generate impact and real results.

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Training & Consultancy Center

مركز كيوب للتدريب والاستشارات

www.cubegroup-kw.com

In 2004, Cube group was established to be a supportive arm to the growing economy in Kuwait in the domain of event management and training service and one of the services is cube training and consultancy center, our aim is to be in a leading position locally and regionally in the industry of training business that can cater the best professional service in research, conducting market studies and sector readings that meets all the needs of our client. The center facilitates a professional team of specialist who enjoy remarkable record of achievements.



JONATHAN HOLLOWAY

THE ART OF INFLUENCE, PERSUASION AND NEGOTIATION FOR LEADERS

📍 Seminar 📅 30th Oct 2019
📍 Jumeirah Messilah Beach



CHARLES MARCUS

LEADING BY ENGAGEMENT AND MOTIVATION

📍 Seminar 📅 17th Dec 2019
📍 Jumeirah Messilah Beach



LAZAR DZAMIC

CREATIVITY IN SETTING GOALS & STRATEGIC PLANNING

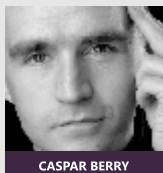
📍 Seminar 📅 4th Feb 2020
📍 Jumeirah Messilah Beach



BEN RYAN

CREATING A PEAK-PERFORMANCE CULTURE

📍 Seminar 📅 25th Mar 2020
📍 Jumeirah Messilah Beach



CASPAR BERRY

ADVANCED DECISION MAKING & PROBLEM SOLVING & RISK-TAKING

📍 Seminar 📅 15th Apr 2020
📍 Jumeirah Messilah Beach

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LEADING By ENGAGEMENT AND MOTIVATION

PER ONE SEMINAR ATTENDANCE FEES

Group Discount	0%	10%	20%
Registrants	1 - 4	5 - 9	10 - 19
Fees Per Registrant	350 K.D	315 K.D	280 K.D

Contact us for a special rate **20+**

- Fees includes training material + certificate of attendance signed by Jonathan Holloway
- Replacements and representatives are allowed, however the fees paid are not refundable

WE ACCEPT   You can pay online and book your seat via K-NET and VISA through www.dawrat.com

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