



MAIN WORKSHOP  
**BRANDME**

Learn and Practice Best Tools in  
Developing Young Talented Leaders

Presenter

**LUNA HAGEALI**

ORGANISER

**ORIGIN**<sup>®</sup>  
GROUP

**22-23 MAY 2017**

ART ROTANA, AMWAJ ISLANDS  
Kingdom of Bahrain



## WHY THIS WORKSHOP?

Many organizations now a days and I the near future will not be able to grow further without high level caliber, young and motivated leaders. These organizations will have no choice rather than start Branding and developing the talented people they have or those who will be on board in next few years.

Therefore, this workshop will help many supervisors and / or line managers on how to brand their team leaders.

Participants who will attend this workshop will be learning and practicing new tools, techniques on how to develop the competencies of young leaders. It is also to develop their characteristics and multi skills in order to manage any forcible challenges in their future work.

### Who Should attend?

- Senior Managers, Line Managers and Supervisors from private or public Sectors.
- Those individuals who wish to learn new ways to develop young talented staff.

## Workshop Deliverables:

- Self assess and identify “the Brand that you are” in the workplace.
- State 3 ways to positively impact client and team trust.
- Learn best practices for shifting business image and communication paradigms.
- Demonstrate leveraging your BRAND to work more organically with both clients and coworkers.
- Create at least 5 “Actionable Initiatives” to implement your new goals for personal and professional success!

## Workshop Outline:

- Opening and Session Introduction
- Self Assessment / Service Culture
- ME Branding (Personal & Business Image)
- Social Styles / Personal Styles
- Business Manners / Etiquette
- Connecting with People & Building relationships
- EISI Emotional and Social Intelligence
- “Actionable Initiatives” Planning
- Best Tools to Brand Your Team
- Your plan for your branch

# LUNA HAGEALI



## Learning and Organizational Development Expert

### Luna's Global experience:

High experienced facilitator with a career experience spanning 25 years globally; USA, GCC, Lebanon, Europe & Asia in delivering core skills training and providing performance consultancy in various industries: Including Educational, Academic Services, Banking, Fashion-Retail, Food & Beverage, Oil and Gas, Marketing and Media in Europe and MENA region.

In her role as facilitator she assesses, researches, designs, evaluates and formulates plans for organizations as well as individuals.

### Luna's main areas of expertise:

Leadership and Effective Managerial Skills, Team Building Skills for Managers, Conflict Management / Resolution Skills, Performance Management, Coaching and Personal Development Planning, Retail Sales / Service Development for Managers and Front liners, Building a Healthy Work Culture, for Frontline Employees using emotional intelligence and NLP.

### higher education:

Luna has a Bachelor in Business Management and holds a CTP-Certificate in Professional Training practice from the CIPD/UK (Received Level of Distinction for Assessing Learners Needs and Facilitation Skills) and holds Professional Certificates in OJT from PHI Management INC. She recognises the added value of creating strong links between building core skills and delivering bottom line value. She is a Canadian by birth and raised in California, USA.

### الخبرة العالمية :

تمتلك لونا خبرة عالمية في الحياة المهنية التي امتدت 25 عاماً على الصعيد العالمي شملت الولايات المتحدة الأمريكية، دول مجلس التعاون الخليجي، لبنان وأوروبا وآسيا في التدريب على برامج القيادة الإدارية والمهارات الأساسية وتقديم استشارات الأداء في مختلف الصناعات: التعليمية والأكاديمية، والخدمات المصرفية والمالية، وقطاع الفنادق والتغذية، النفط والغاز، التسويق والدعاية والإعلام في أوروبا و منطقة الشرق الأوسط. أضف إلى ذلك تعمل لونا في التقييم والبحث وصياغة الخطط الإستراتيجية للشركات والحكومات والأفراد.

### أهم المهارات لديها :

القيادة والمهارات الإدارية الفعالة ، مهارات بناء الفريق للإداريين ،علاقة العمل واثبات الشخصية /إدارة مهارات التواصل والاختلاف، تنمية إدارة المبيعات والخدمات للإداريين وموظفي الخطوط الامامية / مهارات طرق العرض المتخصصة في مجال الاعمال بالإضافة لفض خدمة العملاء باستخدام أدوات الذكاء العاطفي والبرمجة اللغوية العصبية.

### المؤهلات العلمية:

تحمل شهادة البكالوريوس في إدارة الاعمال ولديها شهادة احترافية تخصصية في التدريب العملي من معهد CIPD في بريطانيا حاصلة على مستوى عالي في مهارة تقييم احتياجات المتدربين وحاصلة على شهادة مهنية في معايير التطبيق العملي للمتدربين وشهادات تخصصية في الذكاء العاطفي وبرامج البرمجة اللغوية العصبية. ولدت لونا في كندا ونشأت بولاية كاليفورنيا - الولايات المتحدة الأمريكية.

# PROGRAMME | DAY 1

08:00 – 08:30 *Registration & Networking over tea & coffee*

08:30 – 10:00 **Session One**

## **OPENING AND SESSION INTRODUCTION**

- Welcome and Facilitator background
- Introducing the course
- Getting to know the participants-warm up activity
- Social Contracting

10:00 – 10:15 *Tea & Coffee Break / Networking*

10:15 – 12:00 **Session Two**

## **SERVICE CULTURE**

- Industry challenges and the Service ladder
- Serving vs. Client needs and expectations
- Introducing the ME branding foundations

12:00 – 12:30 *Prayer Time / Tea & Coffee Break*

12:30 – 13:45 **Session Three**

## **(INDIVIDUAL) ME BRANDING (PERSONAL & BUSINESS IMAGE)**

- Current personal and business image
- The Power of first impressions for Females vs. Males
- Personal image and Business style dressing guidelines
- Wardrobe choices-Shapes, colors, size
- Recycling and corporate materials wastage

13:45 – 15:00 **Session Four**

## **SOCIAL STYLES**

- Social Styles Self-Assessment
- Communication style Inventory: passive, aggressive, passive aggressive assertive
- Transactional Analysis

15:00 **Day One Closing / Lunch**

# PROGRAMME | DAY 2

08:00 – 08:30 *Registration & Networking over tea & coffee*

08:30 – 10:00 **Session One**

## **BUSINESS MANNERS / ETIQUETTE**

- History of etiquette
- Social graces and business demeanor
- Personal standards and self-discipline
- Body language

10:00 – 10:15 *Tea & Coffee Break / Networking*

10:15 – 12:00 **Session Two**

## **CONNECTING WITH PEOPLE & BUILDING RELATIONSHIPS**

- Demonstrating good rapport
- Empathy with everyone

12:00 – 12:30 *Prayer Time / Tea & Coffee Break*

12:30 – 13:45 **Session Three**

## **EISI EMOTIONAL AND SOCIAL INTELLIGENCE**

- Corporate verbal and nonverbal communication speech
- The components of an impactful message

13:45 – 14:45 **Session Four**

## **“ACTIONABLE INITIATIVES” PLANNING**

- Group Exercise

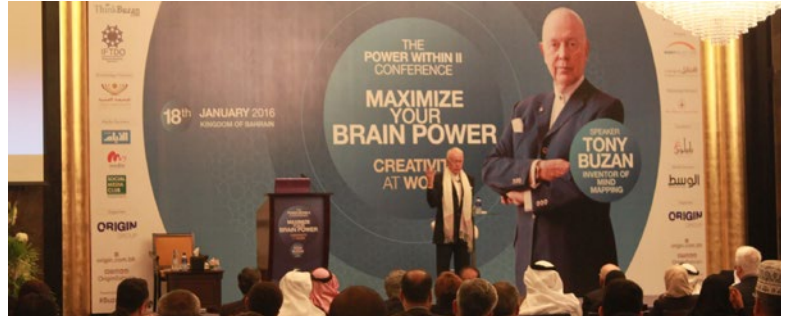
14:45 – 15:00 **Discussion**

## **YOUR PLAN FOR YOUR BRANCH**

- Group Discussion

15:00 **Program Evaluation / Closing**

# PAST EVENTS



## VENUE

**ART Rotana**  
Amwaj Islands - Bahrain

ART Rotana, Amwaj Islands, Bahrain  
T: +973 16 000 111  
www.rotana.com  
*\*For room rate, please contact the organizer*



### Fees in Bahraini Dinar

BHD. 380 per delegate

Corporate rates available

### الرسوم بالدينار البحريني

٣٨٠ د.ب للمشارك الواحد

سعر خاص للمجموعات

### The workshop fee will include:

- Attending all the sessions.
- Full workshop materials.
- Lunch, tea and coffee.
- A certificate of completion.

**Cancellation/Substitutions** No cancellation will be permitted once a registration form is received. However, substitution is allowed.

MEMBER OF



PARTNER

**الاصائل للمؤتمرات**  
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## HOW TO REGISTER

- +973 17 552 878
- +973 3779 33 88
- +973 17 552 890
- registration@origin.com.bh

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# Registration FORM

MAIN WORKSHOP

# BRANDME

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**22-23  
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**ART ROTANA  
AMWAJ ISLANDS**  
Kingdom of Bahrain

### Payment Method:

Please make payments in  
favour of :

Account Name:

**Origin Consulting Co. W.L.L**

Bank: **BBK**

IBAN Number:

**BH 21 BBKU 0010 0000 278 570**

Please complete the registration form in CAPITAL LETTERS and send it back by **fax (+973) 17-552 890** or contact **tel. (+973) 17-552 878** for further details.

**Organization name**

**Contact person**

**Job Title**

**Mailing address**

**E-mail**

**Telephone**

**Fax**

**Mobile**

**Authorized Signature**

**Date**

S/N	DELEGATE NAME	JOB TITLE
1		
2		
3		
4		
5		
6		

\* For additional registration, use a copy of this form.

### Participation Fees

**BD. 380** per Delegate

\*Corporate rate are available

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