



DUBAI

“When the soul of the organization is liberated, people thrive and performance follows.” – Prof Richard Barrett



RICHARD BARRET

AWAKENING THE INNER CEO: PERSONAL MASTERY & CONSCIOUS LEADERSHIP

- The New Paradigm of leadership- Understanding the shift from ego-led to soul-inspired leadership using the 7 Levels of Leadership Consciousness.
- Leading from the inside out.
- Embodied leadership practices.

LIBERATING THE CORPORATE SOUL: CULTURE AS A STRATEGIC ASSET

- Understanding organizational culture- Barrett's 7 Levels of Organizational Consciousness: how culture drives strategy.
- Strategy for culture evolution- Building your organization's cultural roadmap using Barrett's levels as a scaffold.

INTEGRATION & LEGACY: PURPOSE, IMPACT, AND CULTURE COMMITMENT.

- Purpose to practice- Crafting a meaningful organizational purpose that anchors leadership and culture.
- Leaders as Culture Architects.

OVERVIEW

- This Leadership Immersion Workshop aims to equip leaders with insights on how to build visionary organizations by integrating Values, Culture, and Strategy.

WORKSHOP FORMAT

- Interactive sessions, executive roundtables, case studies, strategic simulations, action planning, and Q&A sessions



Joe Muganda
Speaker



Erick Ngala
Speaker/Host



Njiru Nyaga
Experiential Trainer

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WHAT TO EXPECT

In an era of complexity and transformation, successful leadership requires more than strategy, it demands consciousness, clarity, and cultural alignment. This immersive experience is for CEOs who want to lead with purpose, unlock their full leadership potential, and shape organizations that thrive from the inside out.

It won't be talks just about transformation, but an Immersion on proven tools and profound frameworks to make it happen. Attending this workshop is an unparalleled opportunity to:

1. **Master the Seven Levels of Leadership Framework:** Gain deep, practical understanding of this powerful model to diagnose your own consciousness, your team's dynamics, and your organization's cultural health.
2. **Learn the Language of Values:** Discover how to identify, measure, and consciously shape the values that truly drive behavior, engagement, and results, both personally and organizationally.
3. **Become an Evolutionary Leader:** Develop the consciousness and skills needed to lead in complex times, foster psychological safety, build trust, and inspire collective purpose beyond the bottom line.
4. **Drive Tangible Change:** Move beyond theory to actionable strategies for initiating and sustaining meaningful cultural transformation within your sphere of influence.
5. **Connect with a Global Movement:** Join a community of forward-thinking leaders and practitioners committed to building more conscious, responsible, and successful organizations.
6. **UNLOCK Performance & Fulfillment:** Align values to boost resilience, well-being, and stakeholder success.

HOST/SPEAKER

ERICK NGALA

Erick has over 20 years of working and consulting experience in the private, public sector, and Non-Governmental sectors. He is a lead consultant in Corporate Governance, Organizational Design & Development, Culture and Change Management, Human Resource advisory, strategic planning, and capacity building.



[Erick Ngala](#)



RICHARD BARRET

Barrett is a renowned author, presenter, and coach with 30 years dedicated to the evolution of human values. Building on a leadership foundation at the World Bank. Specializes in applying practical transformational techniques to guide over 5,000 organizations and 6,000 global change agents through cultural evolution. His mission is to catalyze change by teaching leaders how to move beyond theory and align human values.



[Richard Barret](#)

SPEAKER



[Priority Activator Consulting](#)





SPEAKER

JOE MUGANDA

Muganda is a seasoned corporate executive and transformational leader with over thirty years dedicated to media, energy, FMCG, and banking. Building on a leadership foundation at Nation Media Group and Vivo Energy. Specializes in applying strategic digital transformation and governance techniques to foster growth and market presence within diverse regional and multinational organizations. His mission is to influence the corporate landscape by championing innovation and results-driven leadership across East Africa.



[Joe Muganda](#)

NJIRU NYAGA

Nyaga is a seasoned experiential learning coach, trainer, and consultant with over 10 years dedicated to developing employees, leaders, and brands. Building on an 8-year foundation at Bluesky Adventures. Specializes in applying strategic experiential learning techniques to foster unity, trust, and open communication within diverse groups, ultimately cultivating healthy, cohesive work environments. His mission is to bridge personalities and build stronger teams.



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VENUE.



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