



DUBAI

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

20 Culture 26 Architects

Register Now -
training@pac.africa

Location
Dubai

Date
April 7-9
2026

Speakers
3 Speakers
1 Team Developer

Participants
Executive
Leaders



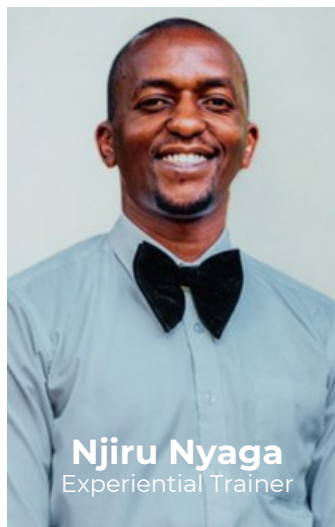
Richard Barrett
Speaker



Joe Muganda
Speaker



Erick Ngala
Speaker/Host



Njiru Nyaga
Experiential Trainer

Overview

This Leadership Immersion Workshop Dubai Sep 2025 equips leaders to build visionary organizations by integrating values, culture, strategy, and leadership development, and delivering actionable insights.

Workshop Format

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

Post-Workshop Support

Executive coaching:

- Individual coaching to support participants in implementing their action plans and leading organisation transformation

Follow-up sessions:

- Conduct one group check-in sessions to monitor progress, address challenges, and provide support

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.

RICHARD Barrett

BIOGRAPHY

Richard Barrett is an **author, presenter, artist,** and a **coach**. He is an internationally recognized thought leader on the evolution of human values in business and society. He is the Managing Director of the Barrett Academy for the Advancement of Human Values®, the Founder of the Barrett Values Centre®, a Fellow of the World Business Academy and Former Values Coordinator at the World Bank.

Over 30 years Richard Barrett's has been a Catalyst for Change by teaching how to move beyond theory. During this time his work has supported more than 5,000 organizations on their transformational journeys. More than 6,000 change agents, consultants and coaches have also been trained by the Barrett Values Centre to use the CTT in over 60 countries. Richard has been a visiting lecturer at the Consulting and Coaching for Change, Leadership Course run by the Saïd Business School. He has also been an Adjunct Professor at: Royal Roads University, Institute for Values-based Leadership, and a visiting lecturer at the One Planet MBA at Exeter University.

Find more of his work at
<https://www.barrettacademy.com/>





JOE MUGANDA

Joe Muganda is a seasoned corporate executive and transformational leader with over three decades of experience across various sectors, including media, energy, fast-moving consumer goods (FMCG), and banking. He currently serves as the Chairman of Nation Media Group (NMG) PLC, East Africa's largest independent media house, having officially assumed the role in June 2025 following the retirement of long-serving Chairman Dr. Wilfred Kiboro. His appointment marks a return to NMG, where he previously served as Group CEO from 2015 to 2018, during which he led significant organizational restructuring and digital transformation initiatives.

His professional journey is marked by a track record of leadership in both regional and multinational corporations. Before rejoining NMG in a board capacity, he served as the Managing Director of Vivo Energy Kenya, the Shell-branded fuel distributor, where he steered the company through an expansion phase and strengthened its market presence. Prior to this, he was the Managing Director of Kenya Breweries Limited, a subsidiary of East African Breweries, where he oversaw operational growth and brand development. His earlier career includes senior executive roles at British American Tobacco (BAT), where he held leadership responsibilities in marketing, corporate affairs, and regional management across Africa, as well as stints at Unilever and Barclays Bank.

He is also deeply engaged in corporate governance. He serves as the Chairman of Stanbic Bank Kenya, a position he took up in January 2024, after joining the bank's board as a non-executive director in 2021. His governance experience extends to other institutions, including a directorship at the Kenya Urban Roads Authority and involvement in various corporate boards across different sectors.

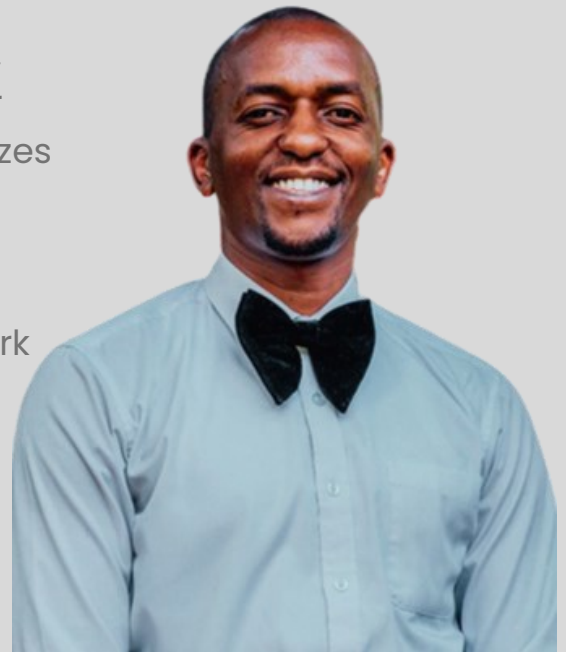
Widely respected for his integrity, strategic foresight, and results-driven leadership, Joe Muganda continues to influence East Africa's corporate landscape by championing innovation, digital transformation, and strong governance in the institutions he leads.



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

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.



NJIRU
NYAGA



CULTURE ARCHITECTS

IMMERSION
WORKSHOP

7th- 9th April 2026

8:30 AM - 4:00 PM

DUBAI

Day 1

AWAKENING THE INNER CEO: PERSONAL MASTERY & CONSCIOUS LEADERSHIP

PROGRAM

08:30 – 09:00

OPENING CIRCLE

Welcome, introductions, and intention setting

09:00 – 10:30

THE NEW PARADIGM OF LEADERSHIP

Understanding the shift from ego-led to soul-inspired leadership using the **7 Levels of Leadership Consciousness**

10:30 – 10:45

BREAK

Take a break and stretch

10:45 – 12:30

LEADING FROM THE INSIDE OUT

Exploring belief systems, personal values, leadership blind spots, and shadow integration tools

2:00 – 4:00

EXPERIENTIAL LEARNING

Theme: Embodied Leadership Practice

- Guided storytelling on purpose journeys
- Pair/group coaching circles
- Reflective journaling & leadership visualization

Day 2

LIBERATING THE CORPORATE SOUL: CULTURE AS A STRATEGIC ASSET

08:30 – 09:00

MORNING CHECK-IN

Reflection and energy setting

09:00 – 10:30

UNDERSTANDING ORGANIZATIONAL CULTURE

Barrett's 7 Levels of Organizational Consciousness: how culture drives strategy

10:30 – 10:45

BREAK

Take a break and stretch

10:45 – 12:30

STRATEGY FOR CULTURAL EVOLUTION

Building your organization's cultural roadmap using Barrett's levels as a scaffold

2:00 – 4:00

EXPERIENTIAL LEARNING

Theme: Culture Simulation & Design Thinking

- Case-based team challenge: redesigning an organizational culture
- Role-playing and storytelling around cultural dilemmas
- Leaders peer consulting on current culture issues

Day 3

INTEGRATION & LEGACY: PURPOSE, IMPACT, AND CULTURE COMMITMENT

08:30 – 09:00

REFLECTIVE PRACTICE

Silent reflection

09:00 – 10:30

PURPOSE TO PRACTICE

Crafting a meaningful organizational purpose that anchors leadership and culture

10:30 – 10:45

BREAK

Take a break and stretch

10:45 – 12:30

THE CEO/ LEADERS AS CULTURE ARCHITECTS

How leadership shapes culture through systems, symbols, and behaviors

2:00 – 4:00

EXPERIENTIAL LEARNING

Theme: Leadership Commitments & Closure

- Case-based team challenge: redesigning an organizational culture
- Role-playing and storytelling around cultural dilemmas
- Leaders peer consulting on current culture issues

GET YOUR TICKET

April
7th
|
9th
2026

Tuesday, 08:00 AM

Culture Architects

CEOs, Executive Leaders,
Board Chairs
Directors

\$ 2,656 + VAT



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