

## Intercultural Leadership Skills

**14/11/17. Pearson Business School, 190 High Holborn, London, WC1V 7BH**

The fourth event in our Soft Skills series looks at how you can improve your leadership and strategic management skills, and make a greater impact on your career, your organization and on global markets.

In today's globalised, digitally operating and connected world, the more complex teams you have and the more diverse market you serve, the more you need to understand what motivates, drives and satisfies your employees, worldwide customers, suppliers, partners and stakeholders. Research has proven that people with high levels of intercultural leadership skills performed better in their job, drive motivation and performance.

In this session, Marina Ibrahim will share practical tips, techniques and exercises to help you to develop intercultural leadership through self-awareness, competencies and skills to empower you to make a greater impact in your organization.

### Agenda

18:00 Registration

18:30 Intercultural Leadership Skills: Marina Ibrahim

20:00 Buffet and networking

21:00 Finish

### Speaker

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**Marina Ibrahim.** Marina is a strategic marketing practitioner with over 20 years' experience in Marketing, Communication and Leadership with an international business background. She has delivered international marketing campaigns across EMEA, raised brand awareness and supported aspiring digital entrepreneurs in their branding and business development.

Throughout her career, Marina ran successful marketing and strategic communication programmes for global companies such as Astra Zeneca, BMW, BP, Caterpillar, Commerzbank, Deutsche Bahn, EMI, GE, Heineken, Kellogg's, Nike, PepsiCo, TUI, as well as start-ups and medium-sized companies.

Marina, a CIM Course Director, holds a Marketing Degree, a Master's Degree in Creative & Media Enterprise, an NLP Practitioner and a Personal Performance Coaching Diploma.