



برنامج شباب الإمارات للقادة
EMIRATES YOUTH LEADERSHIP

LEADERSHIP DEVELOPMENT AND COMMUNICATION SKILLS

FOR UAE NATIONALS

STEPUP
INTERNATIONAL



“

**A country's
greatest investment is
building generations of
educated and
knowledgeable citizens.**

”

**The Late His Highness
Sheikh Zayed bin Sultan Al Nahyan**
Founding Father
of the United Arab Emirates

WHAT IS THIS PROGRAM ABOUT?

Emirates Youth Leadership (EYL) is a personal development training program customized for UAE nationals, who are looking forward to taking their leadership skills to the next level. It is a 3 months in-person training program that teaches you how to improve your leadership and communication skills to create positive change.

This program is based on a proven educational method that is focused on each individual's well-being and soft skills. Attending EYL is 100% satisfaction and money back guaranteed.



MISSION & PURPOSE

We are selecting an exclusive group of individuals who are committed to personal growth and transformation to serve and represent the UAE's future vision.

EYL is a practical program that has been developed with input from top experts in the field of leadership, communication, and emotional intelligence which will help you to close the gap between where you are and where you want to be in your personal life and your professional career. During this program, you will get a chance to practice new tools, strategies, and techniques with direct feedback from your coaches and mentors.

This is an opportunity for you to gain remarkable soft skills that can support you to achieve your dreams and goals.



LEADERSHIP MASTERY

Leaders understand peoples' needs profoundly and are capable of solving real problems so they can serve authentically and create a positive lasting impact. At EYL, you will have the opportunity to go through a journey of self-discovery and better understanding of WHO you are, WHY you are here on this earth, and your true PURPOSE in life. As a result, you become a resilient leader and empower the people around you. It is about aligning the core values and beliefs that can lead you to personal satisfaction and victory in a sustainable manner.



COMMUNICATION & PUBLIC SPEAKING MASTERY

Communication and speaking is one of the most important skills for any leader. In this program, you will learn to structure your communications and especially your speaking engagement to deliver your message with impact for positive change. You will be inspired to become an outstanding communicator, and as a result your speaking style will improve rapidly. We will share with you some tools and strategies that you can implement immediately to create the desired results. Today, leaders are often evaluated by their abilities to speak effectively in the presence of others. Becoming a better speaker is both a learned skill and an art. At EYL you will gain both the skills and the craft of communication as well as the art of speaking.



EMOTIONAL MASTERY

Emotional mastery is about self-awareness and the ability to use certain behaviors, attitudes and personality traits that can cause a person to stay happy and perform at their best. During this program you will build emotional muscles that can help you to overcome negative emotions like frustration, sadness, hurt, embarrassment, and even depression. These are the emotions that we call **“Action Signals”**, and during the training sessions you will get a chance to practice and implement tools and techniques to turn the action signals into **“Power Emotions”** like: gratitude, love, passion, happiness, and excitement. This skill will eventually become a daily habit and not only will you understand how to leverage emotional mastery (mindset), but you will also master emotional fitness which is building emotional muscles that can serve you to be at your best, feel your best, so that you can give your best.



RELATIONSHIP MASTERY

The purpose of a relationship is to magnify human emotions. If you are not happy and fulfilled in your relationships, you are not happy and fulfilled in life. At EYL you will learn that the quality of your life is the quality of your relationships. You will have an opportunity to study and educate yourself about the masculine and feminine energy. You will be equipped with several tools and strategies to communicate with others in a more meaningful and empowering way. You will become a master in your relationships.



BUSINESS MASTERY

Building a successful business is about taking the invisible and making it visible. It's a spiritual game and an opportunity for you to grow beyond yourself and contribute to the world. If you want to learn to build a successful business, this program will give you some powerful tools and strategies of business mastery. We will take you through a model that shows you the difference that makes the difference in the quality of a successful business. It is about two things: innovation, and marketing. At EYL you will learn and master both.



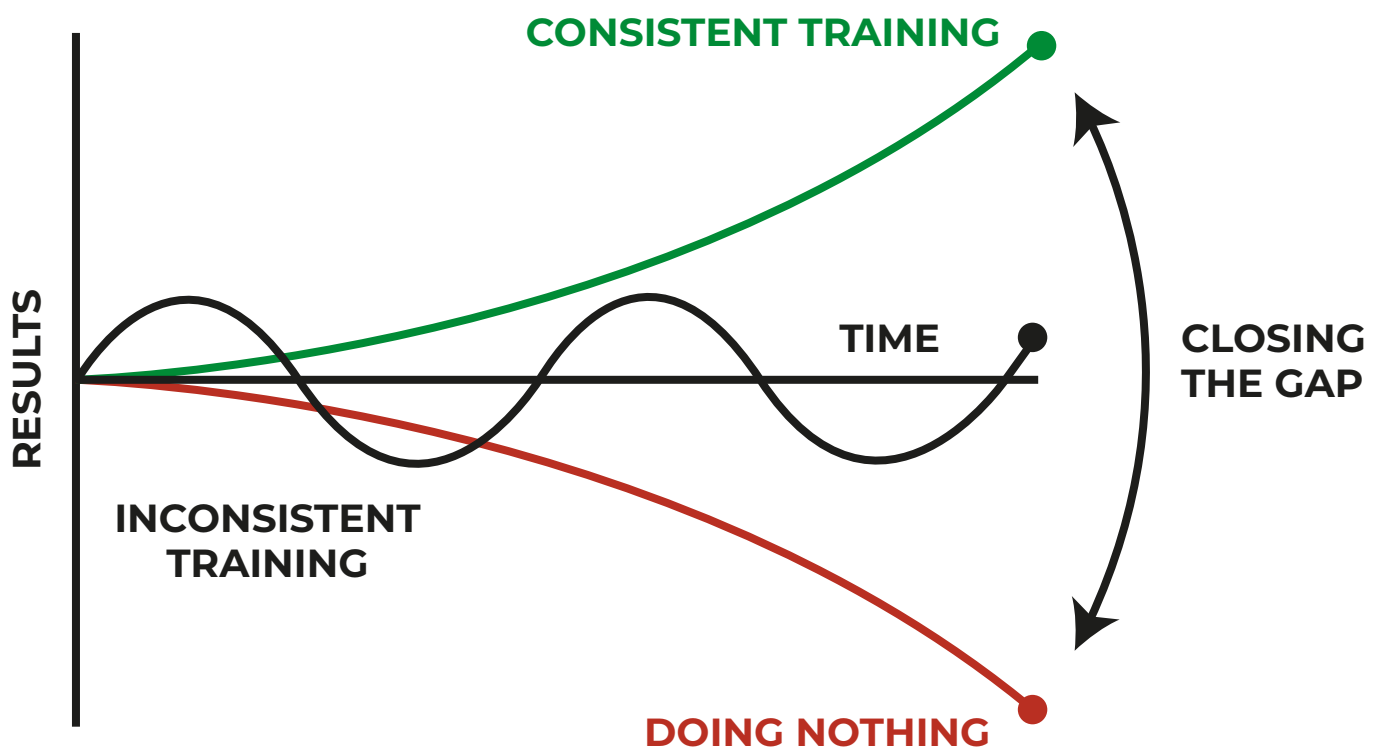
FINANCIAL MASTERY

If you want to become truly wealthy, you have got to study the essence of wealth which is a good portion of our focus at EYL. You will install new beliefs of wealthy and successful people that are adding massive value to society. You will start behaving differently by practicing your new habits of financial abundance. You will learn that the only way to become truly successful and wealthy is to add more value to other people's lives than anyone else is adding in the same market. The more you give, the more you will receive on an ongoing basis.



GROWTH PATH

THE TRAINING EFFECT



CONSISTENT TRAINING

In-person training and virtual Mastermind sessions for consistent growth

INCONSISTENT TRAINING

Motivational programs every now and then depending on what's available

DOING NOTHING

Will lead to disaster and chaos

PROBLEMS & CHALLENGES

- Do you want to be happier in your personal life and professional career?
- Do you lack self-discipline & motivation?
- Do you want to be a better leader and inspire others for positive change?
- Do you want to become a role model and represent UAE in an empowering way?
- Do you want to improve your public speaking skills and deliver your content with a structure?
- Do you want to learn how to influence others effectively?
- Do you want to be financially successful?



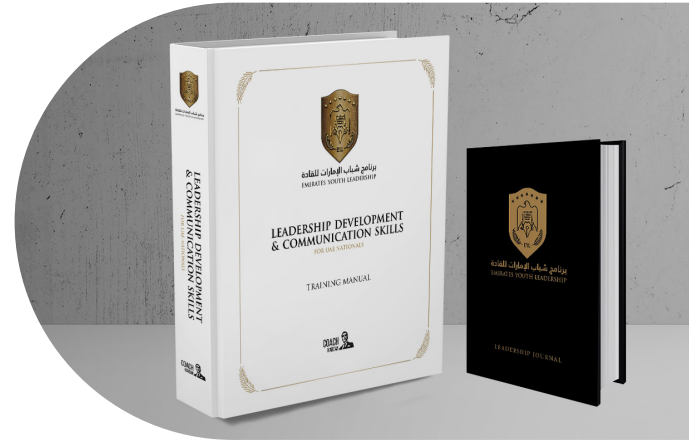
BENEFITS & RESULTS

- You will gain the foundation for personal development and soft skills.
- You will gain leadership skills that will help to serve and represent UAE.
- You will develop quality relationships in your personal and professional life.
- You will reach your goals of happiness and well-being.
- You will step up and raise your standard as a skillful leader.
- You will gain outstanding communication skills.
- You will gain entrepreneurial skills and get ready for true financial success.



PROGRAM DETAILS

- 12 full-day in-person training sessions
- 6 virtual Mastermind sessions
- 96 training hrs in total within 3 months
- Training manual and leadership journal included
- Measurement system for progress and growth
- Certification of achievement is provided
- Direct feedback from coaches and mentors
- 100% satisfaction guaranteed program



TO RECEIVE YOUR "CERTIFICATION OF ACHIEVEMENT" YOU MUST:

- Attend a minimum of 10 full-day in-person training sessions
- Attend minimum of 4 Mastermind sessions
- Pass a presentation test with a score of 80% or above
- Be punctual and respect other participants
- Turn on your webcam and engage during the sessions
- Use the measurement system provided for your personal growth



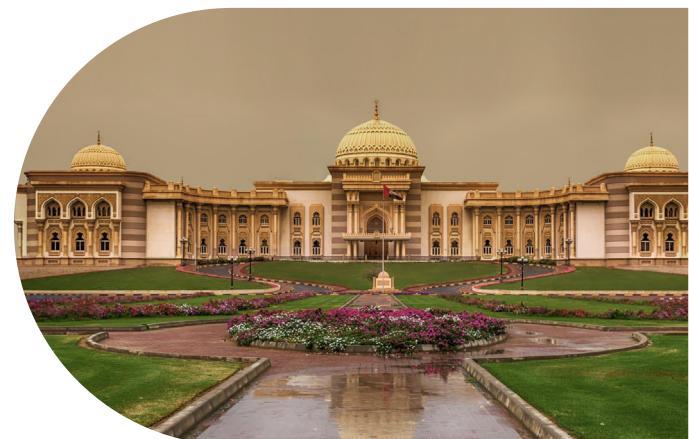
LOCATION

Sharjah Chamber of Commerce

Sharjah

Al Khan area

<https://goo.gl/maps/9h3au8B3jAq55kXM7>



PROGRAM SCHEDULE 2023

May 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

PROGRAM CONTENT

3 Months Exclusive Training Program

May
2023

OPENING CEREMONY/IN-PERSON TRAINING SESSION

Saturday, May 13, 2023 (9 AM - 5 PM)

- Your top 3 goals at the emirates youth leadership program
- Definition of leadership
- How to gain trust in leadership
- Success formula for leaders and influencers (wood-breaking challenge)
- Habit of measuring yourself as a high performer

IN-PERSON TRAINING SESSION

Sunday, May 14, 2023 (9 AM - 5 PM)

- The 3 principles of leadership mastery & creating breakthroughs
- Setting a new standard
- Your commitment to mastery
- Three keys to being a great leader “living mastery”
- Understanding the fundamentals of communication and the psychology behind it

VIRTUAL MASTERMIND SESSION

Wednesday, May 17, 2023 (7 - 9 PM)

- The purpose of communication
- The 3 levels of communication that will lead you to success

IN-PERSON TRAINING SESSION

Saturday, May 27, 2023 (9 AM - 5 PM)

- Understanding people and why they do what they do. Beliefs, rules, and values
- Understanding your own modalities and style of communication
- The three chunks in communication
- Success patterns vs. failure patterns in communication
- Building rapport and the strategies

IN-PERSON TRAINING SESSION

Sunday, May 28, 2023 (9 AM - 5 PM)

- Creating an empowering environment
- The power of an effective question
- Pain-inducing questions
- Pleasure-associating questions
- The power of rapport and agreement frame

VIRTUAL MASTERMIND SESSION

Wednesday, May 31, 2023 (7 - 9 PM)

- Impressive vs. expressive communications
- Major modalities of communication

June
2023

IN-PERSON TRAINING SESSION

Saturday, June 10, 2023 (9 AM - 5 PM)

- The power of the zone the “stress destroyer”
- Understanding neuro-associations and how it affects your destiny
- Neuro-associations learn to shape your destiny
- Driving force, guiding force, and fuel of choice
- The power of presence

IN-PERSON TRAINING SESSION

Sunday, June 11, 2023 (9 AM - 5 PM)

- The power of visualization and mental conditioning
- Language patterns
- Branding yourself as a world-class presenter
- Time management in 1-to-1 communications
- Influence with NLP 1

VIRTUAL MASTERMIND SESSION

Wednesday, June 14, 2023 (7 - 9 PM)

- Cycle of happiness
- Influence with NLP 2

IN-PERSON TRAINING SESSION

Saturday, June 24, 2023 (9 AM - 5 PM)

- State management & emotional control in your communications
- Charisma and energy
- Shocking your audience
- BGM effect
- Empowering closing

IN-PERSON TRAINING SESSION

Sunday, June 25, 2023 (9 AM - 5 PM)

- The purpose of a relationship
- Stages of development in men and women part 1
- Understanding the psychology of men and women part 1
- The 3 classes of a relationship
- Fundamental rules of successful relationships

VIRTUAL MASTERMIND SESSION

Wednesday, June 28, 2023 (7 - 9 PM)

- How to change a “belief”
- Fear of public speaking and how to overcome it

July
2023

IN-PERSON TRAINING SESSION

Saturday, July 8, 2023 (9 AM - 5 PM)

- The power of polarity between the masculine and feminine
- Understanding men & women and their stages of development part 2
- The 5 disciplines of a long-lasting relationship
- Empowering and disempowering habits and rituals in a relationship
- The power of vulnerability

IN-PERSON TRAINING SESSION

Sunday, July 9, 2023 (9 AM - 5 PM)

- Sensory acuity
- Anchoring yourself to success
- Future-pacing
- The ritual of procrastination
- Creating unstoppable self-confidence

VIRTUAL MASTERMIND SESSION

Wednesday, July 12, 2023 (7 - 9 PM)

- What is a business?
- The purpose of a business

VIRTUAL MASTERMIND SESSION

Wednesday, July 19, 2023 (7 - 9 PM)

- Finding your passion
- The 7 pillars of a successful business

IN-PERSON TRAINING SESSION

Saturday, July 22, 2023 (9 AM - 5 PM)

- Your “money blueprint” is coming from your model of the world
- Understanding the psychology of wealth
- Modeling wealthy people’s daily financial habits
- Conditioning yourself for financial success
- Optimism vs. Realism in financial mastery

CLOSING CEREMONY

Sunday, July 23, 2023 (9 AM - 5 PM)

- Your values, beliefs, and rules about money and how they affect you every day
- Owner’s mentality and behavior
- Integration, appreciation, graduation, and celebration.

COACH KARDAN

MASTER TRAINER



COACH KARDAN is a leadership and communication trainer for government and semi-government officials in the UAE and Japan. As the chairman and CEO of Step Up International, in 2019 with the support of the UAE Federal Youth Authority, he served over 5000 young Emiratis by conducting leadership workshops and training programs in several youth hubs around the country, and with the help of the youth, he initiated the “Emirates Youth Leadership 2020 Certification Program.” He is a certified trainer from the Leadership Academy in San Diego, California. COACH KARDAN has trained thousands of young and senior leaders to improve their performance and increase the revenue of their organization to more than 2000% within 3-5 years. He has been an executive coach to Fortune 500 CEOs and their teams. COACH has lectured in several prestigious universities and institutions worldwide and has touched and influenced millions of people with his inspirational stories and lessons. He is the author of two best-selling books in 2008, and 2012 in Japan.

Featured In

GULF NEWS



KNOWLEDGE
SUMMIT

البیان

مؤسسة الإمارات للآداب
Emirates Literature Foundation

NHK WORLD
JAPAN



GUEST MENTORS & SPEAKERS



Dr. Fatima Al Shamsi 
 Master Coach Trainer

Dr. Fatima Al Shamsi is a Master Coach Trainer, and her training is based on solid studies and practice. For 35 years, Dr. Fatima has dedicated herself to helping people find their best possible selves through coaching and administration. Her skills are unparalleled in leadership, project management, and knowledge retention capabilities. She is an expert in her field with various training and coaching diplomas like the Diploma of Training Expert and the Diploma of Professional International Trainer.



Nouf Omar 
 Airline Pilot - Boeing-777, Emirates Airline

Nouf Omar is the first professional speaker in the United Arab Emirates certified by Coach Kardan under Step Up International. She is the youngest Emirati female pilot and one of the first 10 Emirati female pilots in Emirates airlines. She's flown the Boeing 777 to more than 60 destinations all around the world. Nouf started following her dream at the age of 17, when she was committed to serving her country through aviation. She's an example of possibilities for other young Emiratis with big dreams and goals. Nouf is a passionate speaker; her story always inspires people to strive for greater achievements.



Jairek Robbins 
 High-Performance Coach

Jairek Robbins is the president of Success Magazine and the founder of Performance Coach University. He is a No.1 New York bestselling author, performance coach & lifestyle entrepreneur. Jairek was awarded the Congressional Award (Gold Medal) from the United States Congress for his outstanding performance as a coach and the results he has created for clients. He is dedicated to helping professionals to achieve success by living with purpose in life and business.



Dr. Maya Al Hawary 
 Emotional Intelligence Expert

Dr. Maya Al Hawary is the first Ph.D. scholar to research Emotional Intelligence and its effect on leadership. She is a certified trainer on soft skills in the UAE government. She has trained around the country in all the seven emirates and also a motivational speaker and a social media influencer on all social media platforms. She is the Chairwoman of the board of governors and the director of planning for Dubai Carmel School. She is a TedEx speaker of 2019 on tolerance. She won the best speaker award of the year 2021 for Emirates Youth Leadership Program.



Taylor Elizabeth 
 Communication Expert

Taylor Elizabeth holds a Professional Etiquette Diploma, MBA in International Business, MA in International Affairs, and has 13 plus years of International Public Relations experience. She is a Modern Etiquette Expert and Elegance Advisor. She has worked on 5 continents and has developed unique insight and skills in the areas of cross-cultural communications and cultural sensitivity. Throughout her career, she has worked with Heads of State, Fortune 500 Board members, Foreign Dignitaries, advisory councils, and members of the press from around the world.

WE HAVE SERVED THESE ORGANIZATIONS

At Step Up International we offer exclusive and customized solutions tailored specifically for your needs so that you can achieve success in all aspects of your life both inside and outside of work. If you're ready to take charge today and choose commitment over convenience then let us come in and serve you.



SUCCESS STORIES & TESTIMONIALS

“As an airline pilot flying for one of the most prestigious airlines in the world, I already knew how important it is for me to speak with clarity and certainty. This program gave me the boost to become an outstanding communicator so that I can inspire others with my presentation and speaking structure.”

Nouf Omar

Airline Pilot, Boeing 777 - Emirates Airlines

“As the head of Human Capital in a major bank, I highly recommend COACH KARDAN’s training method. Their outstanding teamwork and caring heart that supported me during the training sessions got me to have a better understanding of myself and my values as a leader. I am inspiring my team daily as a result because I am more focused on the vision as well as supporting them to achieve their goals. My dream is to one day all the UAE bankers, and specially the UAE nationals to become more skillful and make our banks and our services the No.1 in the world.”

Fairouza Al Marzouqi

Head of Human Capital - Ajman Bank

“I started my journey of growth and deep understanding of public speaking with COACH KARDAN and that helped me to build my foundation as a speaker and a leader.”

Lamya Alaydarooos

Operations Manager - Expo 2020 Dubai

“This program completely changed my mind. It was eye-opening and inspiring, and I'm already seeing results in my work. It is our responsibility as young Emiratis to develop ourselves and be inspiring leaders.”

Saeed Al Rais

Airline Pilot, Boeing 777 - Emirates Airlines

“Everything I learned and I know about these programs is that they are tailored to meet the needs of individuals and businesses alike, and they have a track record of helping people achieve their goals. Helping others to develop themselves is something I truly believe in and I can feel with this team”

Hakima Moosa

Career Coach and Trainer

“This program gave me the opportunity to become a better leader and I am using the tools I learned daily at my work. COACH KARDAN gave us the tools and the strategies to become more certain in our leadership to inspire people.”

Maitha Alahbabi

National Archives - Abu Dhabi

PRICING

2023 TRAINING PROGRAM

UPFRONT PAYMENT

- ☒ 12 full-day in-person training sessions
- ☒ 6 virtual Mastermind sessions
- ☒ 96 training hrs in total within 3 months
- ☒ Training manual and leadership journal included
- ☒ 100% satisfaction guaranteed
- ☒ Certification of achievement
- ☒ Measurement system for progress and growth

AED 27,000 + VAT

1 full payment

Save AED 2,928 + VAT

MONTHLY PAYMENT

- ☒ 12 full-day in-person training sessions
- ☒ 6 virtual Mastermind sessions
- ☒ 96 training hrs in total within 3 months
- ☒ Training manual and leadership journal included
- ☒ 100% satisfaction guaranteed
- ☒ Certification of achievement
- ☒ Measurement system for progress and growth

AED 9,976 + VAT

3 monthly payments

OTHER ADDED RESOURCES



DIRECT FEEDBACK

You will have direct feedback from expert coaches and mentors.



LEARNING MATERIALS

Training manual and leadership journal included.



CERTIFICATE

A prestigious certification of achievement will be provided.



COMMUNITY

The opportunity to study and practice what you have learned with a group of like-minded peer.



MEASUREMENT SYSTEM

Personalized scorecard for your measurement & growth.



“

To those who would like to
leave their mark on this country
I say, **‘The stage is yours.’**

”

**His Highness
Sheikh Mohammed bin Rashid Al Maktoum**

STRONGER WISER BETTER

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