



برنامج شباب الإمارات للقادة
EMIRATES YOUTH LEADERSHIP

LEADERSHIP DEVELOPMENT & 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 combination of in-person and virtual training sessions for the period of 6 months 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 the 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.



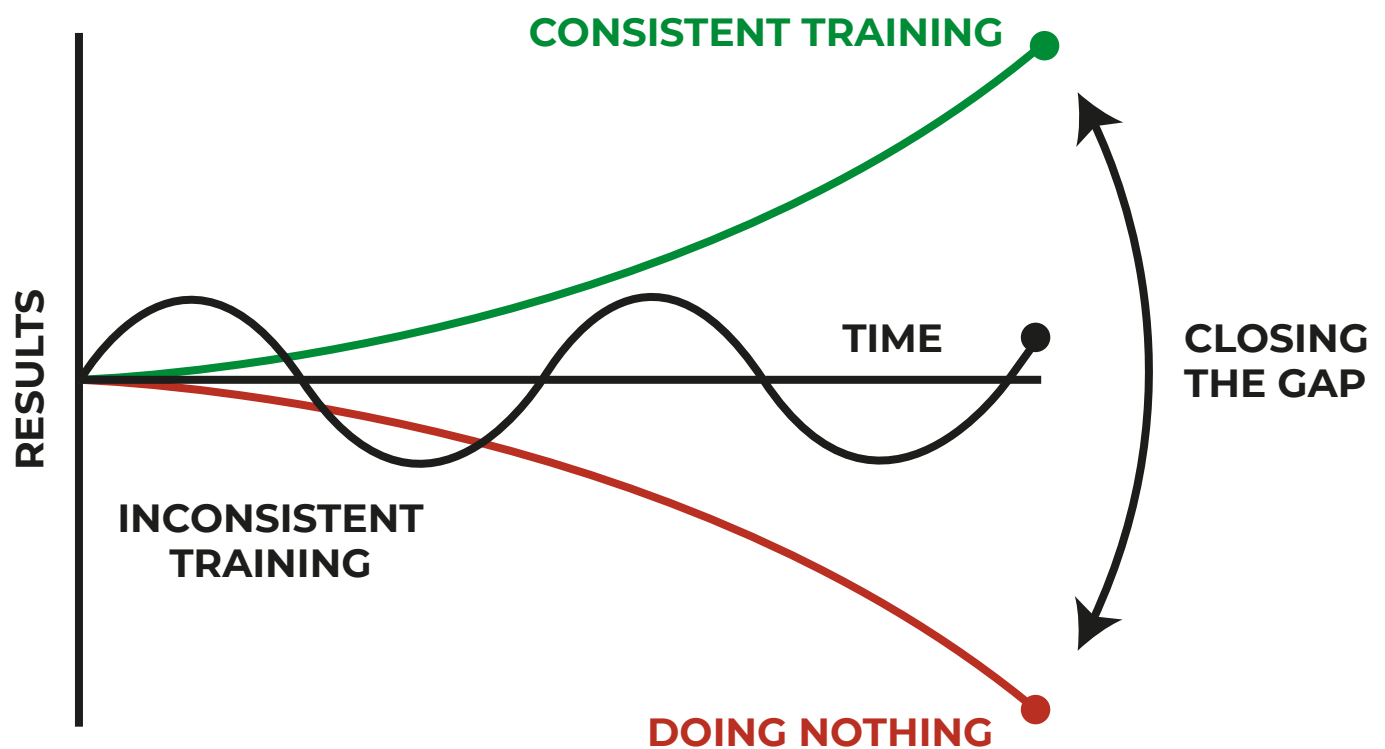
FINANCIAL MASTERY

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

One training session per week 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

- 6 full-day in-person training sessions
- 5 full-day virtual training sessions via Zoom
- 12 virtual mastermind sessions via Zoom
- 108 training hrs in total within 6 months
- Training manual and leadership journal included
- Online learning portal and measurement system
- Certification of achievement is provided
- Direct feedback from coaches and mentors
- 100% satisfaction guaranteed program



TO RECEIVE YOUR "CERTIFICATION OF ACHIEVEMENT" YOU MUST:

- Attend 4 full-day in-person training sessions
- Attend 3 full-day virtual training sessions
- Attend 8x2 hours virtual 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



PROGRAM SCHEDULE 2022 - 2023

QUARTER 4 - 2022

NOVEMBER

2022

| 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 | | | | |
| | | | | | | |

DECEMBER

2022

| 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 | |
| | | | | | | |

QUARTER 1 - 2023

JANUARY

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 | | | | | |

FEBRUARY

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 | | | | | |
| | | | | | | |

MARCH

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 | | |
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APRIL

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 |
| | | | | | | |

Full Day In-Person Training
9 AM - 5 PM

Full Day Virtual Training
9 AM - 5 PM

Mastermind Virtual Session
7 PM - 9 PM
9 PM - 11 PM (Ramadan Exception)

TRAINING PROGRAM CONTENT AND SYNTAX

6 Months Customized Training Program

QUARTER 4 - 2022

**November
2022**

OPENING CEREMONY IN-PERSON TRAINING

Saturday, November 19, 2022

9 AM - 5 PM

Leadership Mastery:

- Success formula for leaders and influencers (wood breaking challenge)
- The 3 principles to leadership mastery & creating breakthroughs.

IN-PERSON TRAINING

Sunday, November 20, 2022

9 AM - 5 PM

Communication Mastery:

- Understanding the fundamentals of communication and the psychology behind it.

VIRTUAL TRAINING

Saturday, November 26, 2022

9 AM - 5 PM

- Implementation and Leadership Coaching

**December
2022**

MASTERMIND VIRTUAL SESSION

Wednesday, December 7, 2022

7 PM - 9 PM

- The 3 levels of communication that will lead you to success Part I.

MASTERMIND VIRTUAL SESSION

Wednesday, December 14, 2022

7 PM - 9 PM

- The 3 levels of communication that will lead you to success Part II.

VIRTUAL TRAINING

Saturday, December 24, 2022

9 AM - 5 PM

Communication Mastery:

- Understanding people and why they do what they do. Beliefs, rules, and values.

MASTERMIND VIRTUAL SESSION

Wednesday, December 28, 2022

7 PM - 9 PM

- The power of pain-inducing questions and pleasure-associating questions.

QUARTER 1 - 2023

January 2023

MASTERMIND VIRTUAL SESSION

Wednesday, January 4, 2023

7 PM - 9 PM

- The power of rapport and agreement frame.

MASTERMIND VIRTUAL SESSION

Wednesday, January 11, 2023

7 PM - 9 PM

- The power of polarity between the masculine and feminine.

IN-PERSON TRAINING

Saturday, January 21, 2023

9 AM - 5 PM

Relationship Mastery:

- Understanding men & women and their stages of development.

IN-PERSON TRAINING

Sunday, January 22, 2023

9 AM - 5 PM

Emotional Mastery:

- State management & emotional control in your communications.

VIRTUAL TRAINING

Saturday, January 28, 2023

9 AM - 5 PM

Emotional Mastery:

- Driving force, guiding force, and fuel of choice.

February 2023

MASTERMIND VIRTUAL SESSION

Wednesday, February 1, 2023

7 PM - 9 PM

- The power of vulnerability and commitment to put your partner's needs first.

VIRTUAL TRAINING

Saturday, February 11, 2023

9 AM - 5 PM

Relationship Mastery:

- The 5 disciplines of a long-lasting relationship.

MASTERMIND VIRTUAL SESSION

Wednesday, February 15, 2023

7 PM - 9 PM

- The genius model part I

MASTERMIND VIRTUAL SESSION

Wednesday, February 22, 2023

7 PM - 9 PM

- The genius model part II

**March
2023**

MASTERMIND VIRTUAL SESSION

Wednesday, March 1, 2023

7 PM - 9 PM

- KPA (Key performance activities) vs. KPI (Key performance indicators) Part I

MASTERMIND VIRTUAL SESSION

Wednesday, March 8, 2023

7 PM - 9 PM

- KPA (Key performance activities) vs. KPI (Key performance indicators) Part II

VIRTUAL TRAINING

Saturday, March 18, 2023

9 AM - 5 PM

Business Mastery:

- The 7 pillars of a successful business.

MASTERMIND VIRTUAL SESSION

Wednesday, March 29, 2023

9 PM - 11 PM (Ramadan Exception)

- Poor vs. Rich and the identity of abundance.

**April
2023**

MASTERMIND VIRTUAL SESSION

Wednesday, April 12, 2023

9 PM - 11 PM (Ramadan Exception)

- Modeling rich people and their daily habits towards financial success.

IN-PERSON TRAINING

Friday, April 28, 2023

9 AM - 5 PM

Financial Mastery:

Understanding the psychology of wealth and how to condition yourself for financial success.

IN-PERSON TRAINING

Saturday, April 29, 2023

9 AM - 5 PM

Optimism vs. Realism in financial success.

CLOSING CEREMONY

Sunday, April 30, 2023

- Your values, beliefs, and rules about money and how they affect you every day.
- 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



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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.



Safia Alshehi 
 Communication & Personal Branding Expert

Director of the Department of Marketing and Social Communication at the Emirates Institute for Banking and Financial Studies (EIBFS), presenter and producer of programs on Emirati channels since 2003. She holds a master's degree in mass communication arts from the University of Sharjah in 2019. A certified trainer in the field of marketing and communication and the writer of a weekly article in the Emirati newspaper Al Khaleej.



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

2022-2023 TRAINING PROGRAM

UPFRONT PAYMENT

6 full-day in-person training sessions

5 full-day virtual training sessions
via Zoom

12 hours virtual mastermind sessions
via Zoom

Training manual and
leadership journal included

100% satisfaction guaranteed program

Certification of achievement is provided

Online learning portal
and measurement system

Receive 3 X 1-to-1 coaching sessions

AED 27,000 + VAT

1 full payment

Save AED 2,928 + VAT

MONTHLY PAYMENT

6 full-day in-person training sessions

5 full-day virtual training sessions
via Zoom

12 hours virtual mastermind sessions
via Zoom

Training manual and
leadership journal included

100% satisfaction guaranteed program

Certification of achievement is provided

Online learning portal
and measurement system

-

AED 29,928 + VAT

6 monthly payments of

AED 4,988 + VAT

OTHER ADDED RESOURCES



DIRECT FEEDBACK

You will have direct feedback from expert coaches and mentors.



LEARNING MATERIALS

Training manual and leadership journal included.



RECORDED SESSIONS

Access to the recorded mastermind sessions during the program.



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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