



**THE 64TH ANNUAL
INTERNATIONAL
CONVENTION**
VIRTUAL CONFERENCE 2021

The Mystique of Leadership: Innovative Strategies to Thrive through Uncertain Times

**Alex Ihama, Global Strategist, Executive Coach & Professional Speaker;
Author, Welcome to Greatness & The Mystique of Leadership; President,
International School of Greatness; the Corporate University, Canada**



STRONGER TOGETHER



CARIBBEAN CONFEDERATION OF CREDIT UNIONS (CCCU)

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**SCHOOL OF
GREATNESS**

**Alex Ihama, Global Strategist, Executive Coach,
Professional Speaker, Bestselling Author, President/CEO,
The Corporate University, Toronto, Canada**
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VIRTUAL CONFERENCE 2021

BUILDING RESILIENCE THROUGH SELF-RELIANCE

Mon, Jun 21 to Thu, June 24, 2021



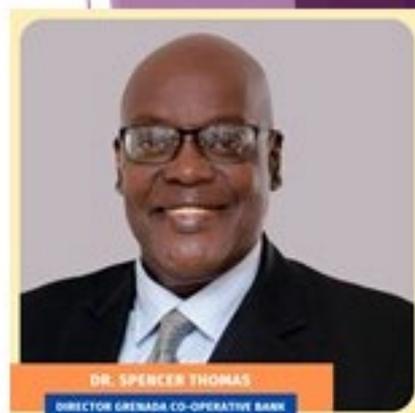
HONOURABLE MIA AMOR MOTTLEY
PRIME MINISTER OF BARBADOS



ALEX IHAMA
CEO, THE SCHOOL OF GREATNESS, CANADA



DR. NSOMRI JAJA
PRESIDENT, OMC INC USA



DR. SPENCER THOMAS
DIRECTOR GRENADA CO-OPERATIVE BANK

ABOUT ALEX IHAMA

Alex Ihama is an executive coach to CEOs, senators, bishops, TV personalities, Olympians, as well as a professional speaker, bestselling author and global strategist who has helped global organizations to save & make millions of dollars.

He is a master coach to over 100 other coaches worldwide & has taken his revolutionary messages on leadership, business, religion, politics and national transformation agenda globally.

With two decades worth of corporate experience working with Fortune 500 companies to execute many projects valued at over a billion US dollars, Alex is an astute businessman and the author of over 100 transformational courses, certification programs and bestselling books like *Welcome to Greatness* and *The Mystique of Leadership*.



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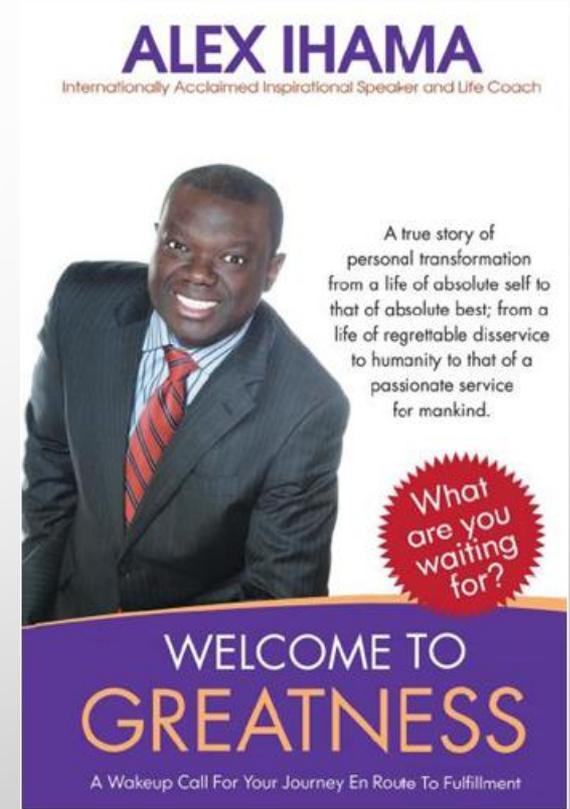
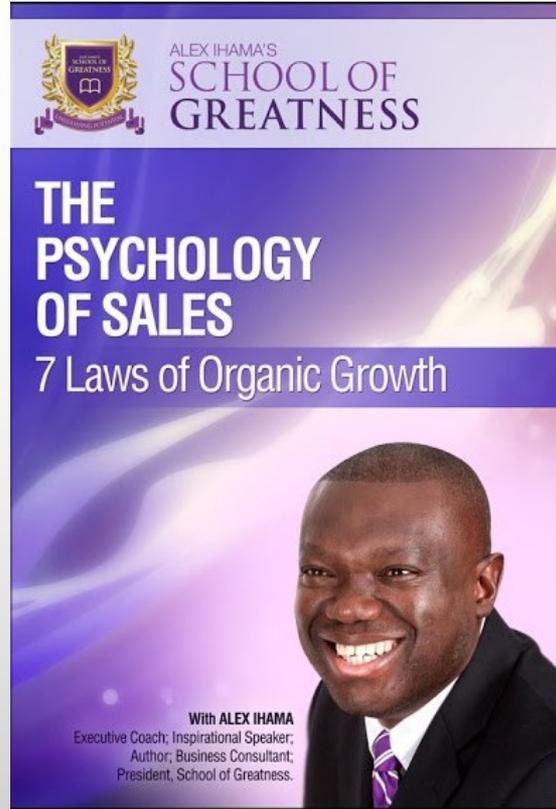
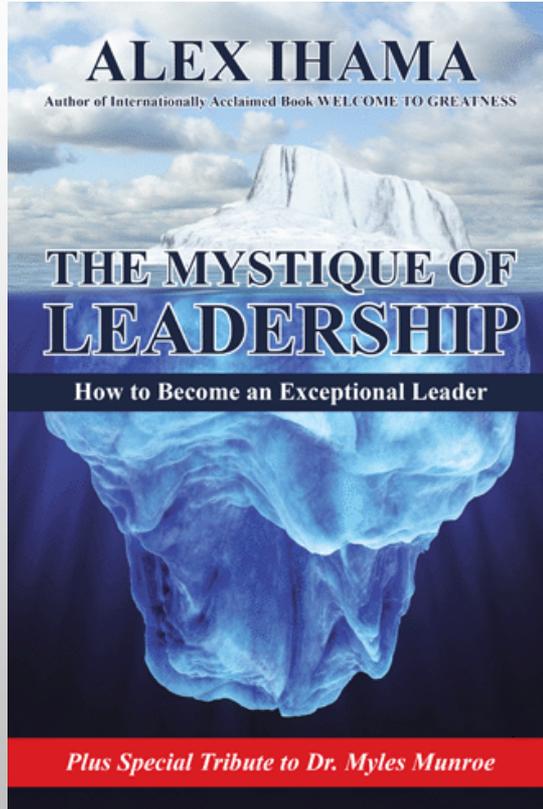


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THE POST-COVID-19 LEADERSHIP ERA

1. With almost two million people dead, many staff will be hurting from experiencing a loss.
2. With trillions of dollars lost to the pandemic, many staff will be impacted by cost-cutting measures.
3. With almost two years year of social distancing, many staff will have emotional & mental health issues.
4. With the drastic societal and corporate changes, many staff will be struggling with change management.
5. With the heightened level of challenges, many staff have valid concerns about themselves and their families.

*As a leader, “I don’t know” is no longer acceptable.
It may even be misconstrued for “I don’t care.”*



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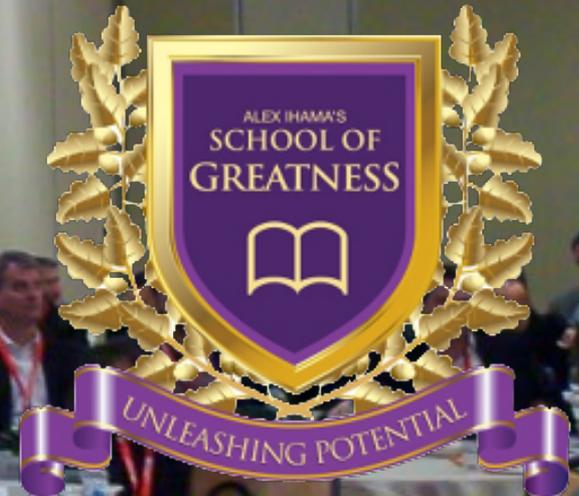
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DEFINITION OF LEADERSHIP

By Alex Ihama, Author, *Mystique of Leadership*

“Leadership is a spirit that can only be ignited by purpose, sustained by passion and guided by principles.”



FIVE KEYS TO TRANSFORMATIONAL LEADERSHIP POST-COVID-19

#1 – ENTIRELY INSPIRATIONAL

“The definitiveness of purpose is the birth of inspiration. Until you know exactly why you are on earth, the masses will not be moved by your existence.” – Alex Ihama, Author, The Mystique of Leadership



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#2 – COMPELLING INTELLIGENCE

“What you know is useless unless it is applicable, valuable and effective. Nothing gives meaning to information more than timeliness and applicability.” – Alex Ihama, Author, The Mystique of Leadership

****Compelling is to evoke interest, attention, or admiration in a powerfully irresistible way.**

**** Intelligence is the ability to acquire and apply knowledge and skills.**



#3 – CONSTANTLY INNOVATIVE

“Think, think and think again. If unable to identify an uncommon way to achieve that objective, you have not thought deeply enough. The depth of your thought is the height of your imagination.” – Alex Ihama, Author, The Mystique of Leadership



FIVE KEYS TO TRANSFORMATIONAL LEADERSHIP POST-COVID-19

#4 – CONSISTENTLY INCLUSIVE

“Inclusion is not an option in leadership, but a critical aspect of it. To lead your purpose & a vision requires the humility of engaging others because of their differences.” – Alex Ihama, Author, The Mystique of Leadership



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FIVE KEYS TO TRANSFORMATIONAL LEADERSHIP POST-COVID-19

#5 – NATURALLY INFLUENTIAL

“To lead is to influence and to influence is to leverage your definitiveness of purpose to consistently generate the depth of passion that compels others to take action.” – Alex Ihama, Author, *The Mystique of Leadership*



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“Considering the significant deaths and socioeconomic impact of the coronavirus, the unprecedented impact on the mental health, financial state and the overall wellbeing of people, any attempt to lead in the same way as before the pandemic can be detrimental.

The leadership psychology that is required for post-COVID-19, therefore, goes beyond dictating, directing and delegating. It requires you to become entirely inspirational, constant innovative with a compelling intelligence.

If you wish to increase your level of influence in 2021, you must learn to foster inclusive leadership.”



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One of the most common leadership challenges that organizations face is the discrepancy between people's capabilities and their positions of authority, between their level of personal development and their level of responsibilities.

In almost two decades of training leaders and consulting with organizations all over the world, this discrepancy, which remains one of the top causes of deficiency in organizational behaviour, creates more challenges than some executives think.

We find it in governments where people are often promoted based on seniority, corporations where work experience is sometimes overrated, institutions where academic qualifications reign supreme, and even in churches where pastors are sometimes too quick to become bishops without having gone through the original levels of leadership.

While there is still some value in these traditional ways of hiring and promoting people to positions of authority, decisions that are solely based on them are short-sighted. Of what use is promoting someone based on seniority and qualification only to find out that they lack passion for the job?

The Five Original Levels of Leadership is a proven framework for personal development, strategic management, team building, leadership effectiveness and corporate culture. Its focus on Personality, Productivity, People, Perspective and Policy.

Everything you need to know about exceptional leadership falls under one of these categories. This LDP is not just a workbook to capture and create a strategic plan to maximize your SWOT, but an eBook of critical contents from The Mystique of Leadership.





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ABOUT THE CORPORATE UNIVERSITY

RATIONALE

It will take a lifetime to fully understand how a corporation should operate in terms of leadership, strategic management, governance and control, sales and marketing, customer service, business & competitive intelligence, process engineering, culture, organizational behaviour, branding, productivity, etc.

OBJECTIVE

After decades of working for and with some Fortune 500 corporations and arms of the government around the world, Alex Ihama founded The Corporate University to drastically reduce the learning curve for employees, executives and entrepreneurs who are running businesses without corporate experience.

PROPOSITION

We offer strategic courses & certification programs developed over twenty years to enhance the culture of organizations by empowering their entrepreneurs, executives & employees for peak performance at work and in life through online programs that they can take at their pace, place and prerogative.



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CORPORATE UNIVERSITY DEPARTMENTS



Develop your confidence, mindset & skillset to achieve massive impact & influence



STRATEGIC MANAGEMENT

Become exceptionally diligent & stringent enough to achieve way more objectives with less



Connect with the hearts & minds of your niche to achieve mutual growth in revenue - exponentially & consistently



SERVICE EXCELLENCE

Demonstrate heightened levels of care & concern to achieve excellence & strengthen client loyalty



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By Alex Ihama, Global Strategist, Executive Coaching, Professional Speaker, Bestselling Author, President/CEO, School of Greatness, Inc., Toronto, Canada

MASTERS CERTIFICATE IN TRANSFORMATIONAL LEADERSHIP

OUR PROMISE

- 1. We offer three months of thorough training, coaching & mentoring**
- 2. Intensive, profound, elaborate, exciting & thought provoking**
- 3. Renew mindset thru inspiration & strategic & spiritual empowerment**
- 4. Value-added perks & privileges to support continual transformation**
- 5. Life-time mentoring through social media, newsletters & WhatsApp**

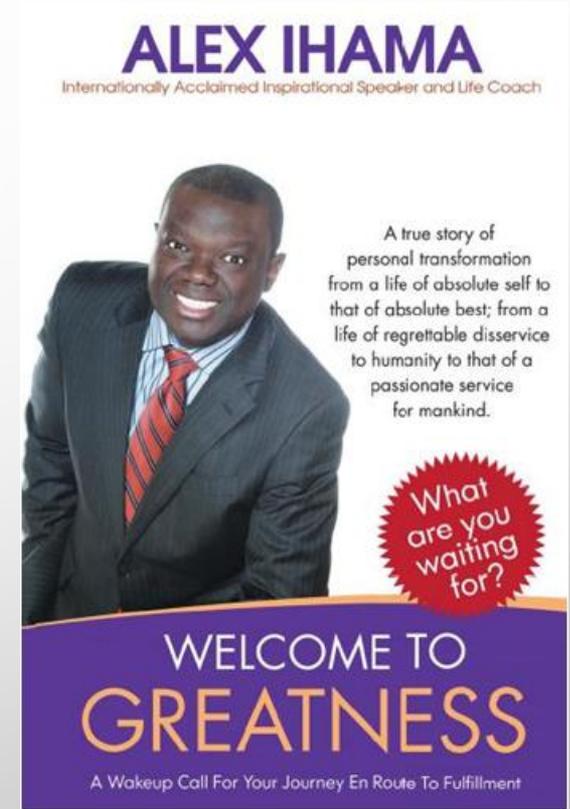
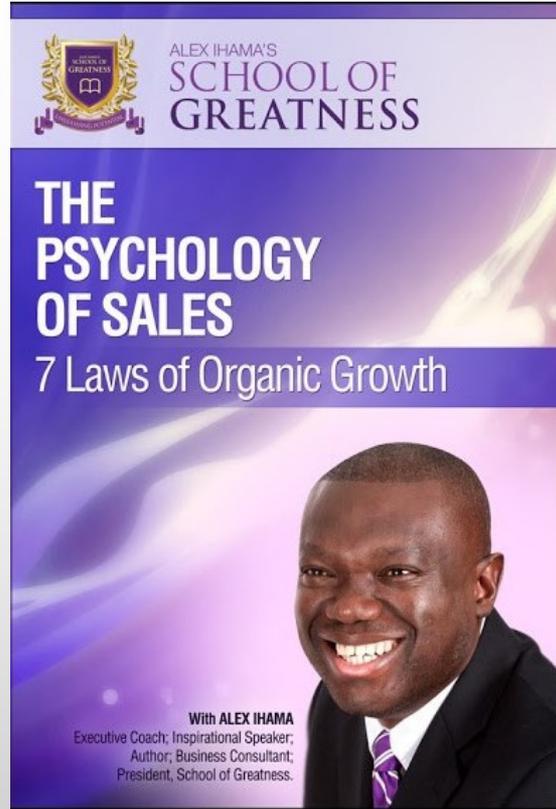
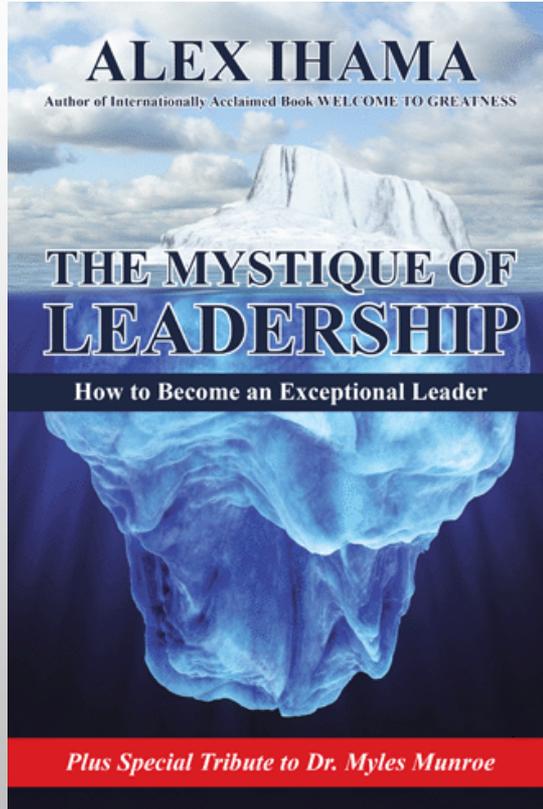


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OUR APPROACH TO TRANSFORMATION

MINDSET

Enable participants to renew, refresh and reset their minds. It is where we use psychological and philosophical techniques to inspire them to embrace the ongoing transformation while identifying the corporate procedures that may have been effective in the old culture but now hindrances in the new, as well as personal habits that may not have been an issue in the past but now obstructive in the present.

SKILLSET

Establish the skillset they require to thrive in the emerging culture. It is where we use the blended training approach of live and online programs to introduce them to the skills they must develop for effectiveness and efficiency in the new culture, while tactfully and diplomatically disengaging them from the old way of doing things.

TOOLSET

Develop and source the toolset that would help them to promptly and adequately execute their new roles and responsibilities. It is where the new way of doing things is documented in the form of processes, procedures and policies while identifying manual and technological methods that would ensure their cooperation, consistency & continuous progress.



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SECTION 1 - INTRODUCTION TO TRANSFORMATIONAL LEADERSHIP

-  Welcome Message for Section 1 (3:08) Start
-  Module 1 - Five Misconceptions of Leadership (6:48) Start
-  Module 2 - Critical Thoughts on Leadership (Part 1) (4:39) Start
-  Module 3 - Critical Thoughts on Leadership (Part 2) (4:49) Start
-  Module 4 - The Process of Becoming a Leader (4:38) Start
-  Module 5 - The Five Purposes of Leadership (8:50) Start
-  Module 6 - Five Original Levels of Leadership (9:25) Start
-  Module 7 - What Leaders Often Forget (7:41) Start



TRANSFORMATIONAL LEADERSHIP ACADEMY

SECTION 2 - THE FUNDAMENTALS OF TRANSFORMATIONAL LEADERSHIP

	 Welcome Message for Section 2 (3:06)	Start
	 Module 1 - Seven Principles of Leadership (10:37)	Start
	 Module 2 - Impact of Spirituality in Leadership (4:15)	Start
	 Module 3 - The Concept of Thought Leadership (9:52)	Start
	 Module 4 - Differences Between Leadership & Authority (22:33)	Start
	 Module 5 - Executive Summary of Leadership Psychology (8:22)	Start



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SECTION 3 - PRINCIPLES OF PERSONAL LEADERSHIP (PART 1)

- | | | |
|-----------------------|--|-------|
| <input type="radio"/> |  Welcome Message for Section 3 (2:10) | Start |
| <input type="radio"/> |  Module 1 - Three Phases of Personal Leadership (5:46) | Start |
| <input type="radio"/> |  Module 2 - Seven Habits for Personal Leadership (7:12) | Start |
| <input type="radio"/> |  Module 3 - Principles of Personal Leadership (11:43) | Start |
| <input type="radio"/> |  Module 4 - The Mind of an Exceptional Leader (10:19) | Start |
| <input type="radio"/> |  Module 5 - The Attitude of Gratitude (5:25) | Start |



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SECTION 4 - PRINCIPLES OF PERSONAL LEADERSHIP (PART 2)

	 Welcome Message for Section 4 (2:46)	
	 Module 1 - The Power of Discipline (3:21)	
	 Module 2 - Categories of Friendship (5:31)	
	 Module 3 - The Law of Success (10:23)	
	 Module 4 - Leadership Principles from Mohammed Ali (5:42)	
	 Module 5 - Life to the Fullest (10:50)	



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SECTION 5 - CORPORATE STRATEGY & STRATEGIC MANAGEMENT (MANAGERIAL LEADERSHIP)

	 Welcome Message for Section 5 (2:45)	
	 Module 1 - Leadership vs. Management (15:53)	
	 Module 2 - Principles of Managerial Leadership (11:13)	
	 Module 3 - Plans vs. the Concept of Strategy (8:35)	
	 Module 4 - Fundamentals of Corporate Strategy (39:00)	
	 Module 5 - Keys to Effective Strategic Planning (13:27)	



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SECTION 6 - LEADING OTHERS WITH IMPACT & INFLUENCE (SUPERVISORY LEADERSHIP)

	 Welcome Message for Section 6 (2:55)	
	 Module 1 - Leadership Strategies in Critical Times (13:28)	
	 Module 2 - Principles of Supervisory Leadership (13:52)	
	 Module 3 - Fundamentals of Team Effectiveness (53:58)	
	 Module 4 - Ten Habits of Transformational Leaders (8:27)	
	 Module 4 - The Transformational Leadership Manifesto (Part 1)	
	 Module 5 - The Transformational Leadership Manifesto (Part 2)	



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SECTION 7 - HOW EXECUTIVES THINK, TALK & ACT (EXECUTIVE LEADERSHIP)

- | | | |
|--|--|-----------------------|
|  |  Welcome Message for Section 7 (4:23) | Start |
|  | Module 1 - Organic Laws of Executive Leadership (Part 1) (7:55) | Start |
|  | Module 2 - Organic Laws of Executive Leadership (Part 2) (8:33) | Start |
|  | Module 3 - Organic Laws of Executive Leadership (Part 3) (11:12) | Start |
|  | Module 4 - Principles of Transformational Executives | Start |
|  | Module 5 - Leadership Interview with Myles Munroe | Start |



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MODE & METHOD OF DELIVERY



EMAIL



VIRTUAL



ONLINE



WHATSAPP



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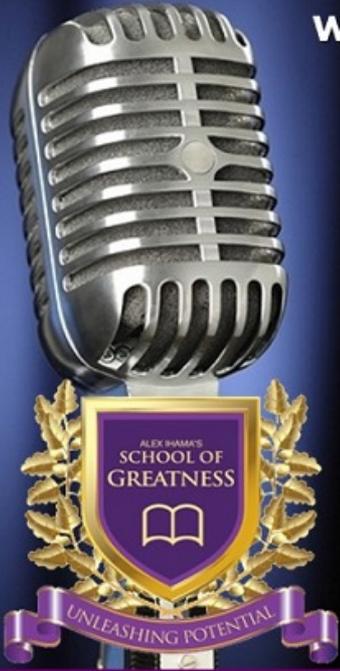
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**WEEKLY MESSAGES FOR
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or email alex@alexihama.com