



PR-ignite 2018

A MASTERCLASS IN TRANSFORMATIONAL LEADERSHIP  
HOTEL MAJESTIC, DUBAI, UAE  
16-25 JULY

And  
MOGADOR MARINA, CASABLANCA, MOROCCO  
5-17 NOVEMBER, 2018

## Synopsis

Recent developments in the country have plagued contemporary thinking about governance. Governance has assumed multiple dimensions which are either vague or confusing. As a result we see organizations evolving all kinds of strategies to meet up especially in a political dispensation that there are no sure panaceas. It is now obvious that our old ways must give way to new ways of thinking, new strategies and new responses. We must now be innovative while leadership must be disruptive

We strongly believe that the current business environment calls for innovation creativity and content. There cannot be a better time than this to equip your human capital with skills that have set successful global companies apart from the shaft. We also need to be versed in persuasive of course the present recession provides a great opportunity for our politicians and lawmakers to reinvent themselves.

This programme is therefore designed to give leaders like you the much needed jolt as well as a chance to re-examine everything you already know and need to know to know to be a “leading edge and not a bleeding edge” – Janinie Garner

This programme will incite, stir and stimulate your highly esteemed Management to bring about a revolution, a 360 degree turn around in their thought processes and actions. In a democracy.

If an organization must lead in 2018, PR-Ignite is the wand to bring about :

1. Change their mindsets from mere spectators to builders and catalysts
2. Be exposed to learning situations that will revolutionize their thought processes
3. Bring about a new definition of governance that encourages "organization first before self".

The author of "From Third a World to First, Lee Kuan Yew was provoked by his impoverished nation amongst other things to bring about a world class transformation that is now a global reference.

This can happen in Nigeria. Yes we can do much more

This program will expose participants to new insights on how to be strategic while navigating the present economic, social and political and quagmire.

## **Content**

### **Module One:**

#### **Disruptive Leadership**

Building Capacities for transforming Organizations, Communities and the Polity

Change is dynamic and disruption requires leaders to embrace change, ambiguity and opportunity

Communicating for Change: Lessons From the US 2016 Elections

### **Module Two**

Transformational Leadership. Disciplined People. Disciplined Thoughts. Disciplined Action. This module is designed to assist and entice people to achieve extraordinary things. At the end of this module we would clearly have a new crop of visionary, inspiring, daring, risk-taking and thoughtful leaders

### **Module Three**

Culture Matters

Personal Branding

Lobbying and Other Business Facilitation Skills

Relating to Politicians. How does lobbying Work in Politics

### **Module Four**

**Leading Global and Growing Business/ventures**

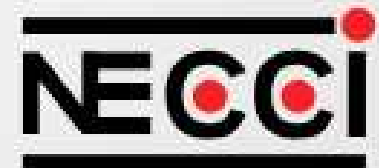
### **Module Four**

Case Studies and Documentaries

Lee Kuan Yew Movie Part 1- Focused on Government as a Large Scale Business

Lee Kuan Yew Movies Part 2- Contemporary issues

Public Relations & Training Consultants



[www.necciconsulting.com](http://www.necciconsulting.com)

## Sightseeing and Tours

NECCI Consultants are the progenitors of edutainment. We have perfected in the art of learning and leisure. All work and no play makes Joke and Jide dull people! Therefore, after a hectic day in class, we would be spending time discovering the beautiful city of Dubai, Abu Dhabi City etc. We would start our edutainment with dinner during the Dhow Cruise. On our way from Dubai we will pass the Jebel Ali port – The largest man-made port in the world and the thriving Jebel Ali Free Zone. Afterwards we will stop at a carpet market where a huge variety of fabulous carpets from all around the world are being sold at very affordable prices.

A buffet lunch will be enjoyed at one of the best restaurants. Our tour continues to the old souk where you can experience the bustle of everyday life and magnificent Abu Dhabi Corniche up to the end of the breakwater that stretches out into the sea, giving you a splendid view of the city skyline. A visit to the beach Resort and much more !

We then visit a local crafts where local handicrafts based on the traditional “tali” handwork are made. Our tour ends with a short round at the Dhow yard where traditional boats are built the same way they have been for hundreds of years. We would ice it with an evening in the Nigerian restaurant for that home cooking.

We would have a safari in the desert and of course small shopping for mementoes. Whether you have been to Dubai or the UAE before, there is always something new and refreshing to see and enjoy.

Exciting isn't it?

# Fee

- Includes feeding and accommodation, course materials, sightseeing and tours
- USD 8,500 per participant

# Faculties

- PLO Lumumba (Kenya)
- Claudine Moore (USA)
- Femi Awoyemi (Nigeria)
- Juliet Binitie (Nigeria)
- Yomi Badejo-Okusanya (Nigeria)
- Nkechi Ali-Balogun (Nigeria)

Profiles available on request

Thank you for the opportunity to work with you  
and add value to your organization



Thank  
You

NECCI