



LEADERSHIP DEVELOPMENT INSTITUTE

Serving the world by forming Moroccan leaders



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BI-WEEKLY NEWSLETTER

MARCH 2020

The Resilient

*"Take the lead, do not wait for men
to act when something needs to be
changed"*

Selma Karim

*Business Administration Major, Management
and Marketing 2016*

LDI cohort 2013- 2014



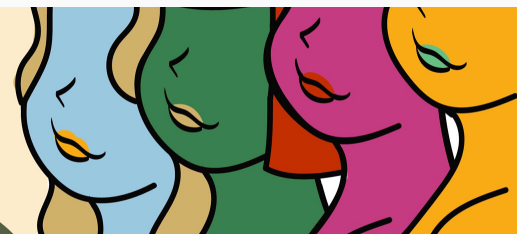
DESIGNING A LEADERSHIP ECOSYSTEM WHERE SOCIAL INNOVATIONS THRIVE

BY SALMA KARIM

Selma Karim joined the Leadership Development Institute (LDI) in the fall of 2013. Since then, she discovered a passion for helping others thus becoming extremely active in her community. She later became a student ambassador coordinator and further joined AIESEC where she took several leadership positions in 4 years to finally serve as the president of AIESEC in Ifrane. After her graduation, Selma was ready to kick off her professional career. As a budding entrepreneur, she embraced the outside world with great hopes and was bursting with ideas for her future. Indeed, she was inspired to travel the world. Yet, her path took a different turn.

Continue reading [here](#)

25 Years of Women at AUI
Innovation, Leadership, Impact





"ACT WHERE YOU LIVE" INITIATIVE

Dear Servant Leaders,

This is a call for you. Put your efforts on serving a good cause during this hard times. There are many people who are threatened with loss of income. We invite you to look a way in which you can help those who need you and live near you and communicate this idea to your friends, family and neighbors in your social media. Develop actions and initiative to help Moroccan community without putting yourself at risk. There are many other ways to help without going out.

Book of the week

"START WITH WHY"

SIMON SINEK

"Sinek starts with a fundamental question: Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over?. Start with Why shows that the leaders who've had the greatest influence in the world all think, act, and communicate the same way - and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle. For purchase click on this [link](#)

"It is pointless trying to know where the way leads. Think only about your first step. The rest will come"

Shams Tabrizi

