



# LEADERSHIP DEVELOPMENT INSTITUTE

*Serving the world by forming Moroccan leaders*



NUMBER. 4

BI-WEEKLY NEWSLETTER

FEBRUARY 2020

## UPCOMING EVENTS

The Quantum  
Leadership:  
paradigm of hope

BY DR. SANAE HANINE

MONDAY 17TH FEBRUARY,

6PM

Leadership and  
Credibility

BY DR. MOHAMED  
MOUBTASSIME

MONDAY 2TH MARCH,

6PM



## Transforming a Leadership Culture In Al-Akhawayn students

BY GABRIELLA MOOCARME

"A culture is a group of people demonstrating similar beliefs, values, attitudes and practices (Warrick, 2015). This is what we strive to inculcate to students at the Leadership Development Institute (LDI) at Al-Akhawayn University. We encourage teammates to create a sense of trust and belonging through methods that are unique to their team. For their one-year program at the LDI, teammates must work together on designing a project from scratch while implementing sustainable practices. At the same time, they learn leadership skills and other soft skills that are continuously honed by practice"

Continue reading through this [link](#)



## VALENTINE'S DAY FUNDRAISING

Dear AUI . Community,

Some of our LDIs will be selling some goodies for this valentine's day to raise money for their projects. Therefore if you have a loved one or you would like to help their cause then you can go through the following links. All the money will be use for our students social projects.

Adghagh corporation

Grains of hope

## Book of the week

*"GIVING VOICE TO VALUES"*

*MARY C. GENTILE*

"How can you effectively stand up for your values when pressured by your boss customers, or shareholders to do the opposite? Drawing on actual business experiences as well as social science research, educator and consultant Mary . C. Gentile gives business leaders, managers and students the tools not just to recognize what is right, but also to ensure that the right things happen.

For purchase click on this [link](#)

"Success isn't about how much money you make, it's about the difference you make in people's lives"

Michelle Obama

"A wonderful guide to help us enter an era of responsibility and of leadership based on values."—Walter Isaacson, CEO of the Aspen Institute

MARY C. GENTILE

## Giving Voice to Values

How to Speak Your Mind When You Know What's Right