



# LEADERSHIP DEVELOPMENT INSTITUTE

*Serving the world by forming Moroccan leaders*



NUMBER. 10

BI-WEEKLY NEWSLETTER

JUNE 2020

## HOW AN AUIer GOT HIRED THANKS TO THE LDI



You probably know Mohamed Merrouch as your former Student Government Association (SGA) president or your favourite Resident Assistant (RA). Undeniably distinct by his fiery red hair, his popularity on campus is, however, mostly attributed to his active engagement in improving the sense of belonging and community at AUI. Mohamed has constantly demonstrated a caring and helpful character through community engagement, especially by volunteering to tutor kids through the Islamic Art and Culture Club. Kind-hearted and always ready to help, he is the epitome of the servant leader that we seek to develop at the LDI.. [Continue reading here.](#)

## DEVELOPING SOCIAL LEADERS

Quiet and timid by nature, Hiba Benkhraba was challenged in many ways at the LDI. Firstly, there was little synergy within her team to start her project. She quickly realised that she and her teammates would either sink or swim together in this challenge unless something was done. This is when she decided to take the reins of her one-year project. She bravely led her team, HAYS, to work with the Azrou Centre for Community Development, the social pillar of Al-Akhawayn University. [Continue reading here.](#)



# WELCOME TO THE LDI

COHORT 2020/2021



AL AKHAWAYN UNIVERSITY IN IFRANE

## Developing social leaders

To further welcome our LDI cohort 20/21, we held a webinar on the 10th of June, where we officially met everyone! We discussed the program further and answered our students' concerns. We are looking forward to a great start with our new cohort!

## Book of the week

*"POWER OF MEANING: CRAFTING A LIFE THAT MATTERS"*

*EMILY ESFAHANI SMITH*

We have a lot to be happy about. And yet, we're more dissatisfied than ever. In *The Power of Meaning*, Emily Esfahani Smith argues that we've been chasing the wrong thing. It's not happiness that makes life worth living--it's meaning. Drawing on the latest cognitive science research, as well as insights from literature and philosophy and her own prodigious reporting, Smith shows that by developing a "meaning mindset," we can all achieve a deeper satisfaction. To purchase click [here](#).

---

“The first responsibility of a leader is to define reality. The last is to say thank you. In between the two, the leader must become a servant”

---

MAX DE PREE



THE POWER OF  
MEANING

\**Crafting a Life That Matters*

EMILY ESFAHANI SMITH