



A Strategic Alliance Between

AGBA (USA), Istanbul Gelisim University (Turkey) and Cupiditas Leadership Academy (USA)

Presents

Leadership Development Program

The COVETed Leader®

Let Every Action of yours Define you

"Leadership is about the passion to make a positive impact in the world, it's about living your values and standing up for what you believe, it's about seeing good in people and making them feel bigger & better than who they think are; about having clarity of purpose and not being distracted by discomfort; about having the discipline to bring your best self each day and for every task; and about establishing deep connections with self and others to make yours and the lives of those around you extraordinarily fulfilling."

(Fazl Siddiqui)

About the Program

The COVETed Leader® – Leadership Program is for mid-level executives aspiring to get to the next level of leadership excellence.

The program will help them optimize their innate leadership potential, enhance leadership presence and exercise leader demeanor and achieve outstanding results for themselves and their organizations.

The program prepares them for leadership that gets guaranteed results and helps them increase their level of effectiveness and circle of influence both professionally and personally.

By embracing the **5 pillars of transformative leadership** and the underlying tenets and behavioral traits leaders will find:

- A burning desire and **Courage** to lead
- The **Optimism** and motivation to succeed
- The **Vision** to define and take responsibility for your dreams
- The **Excellence** to become a sought-after world-class performer
- The authenticity and integrity to build self and others and inspire **Trust**
- And more...

Methodology



Online Assessment

The program starts with the participants taking an online DISC assessment and getting a comprehensive profile through our partners NOVA profil followed by 360° assessment by self and at least six other feedback providers to assess the current level of leader development.

Workshop

The three-days workshop is an extremely interactive and intensive program that helps participants address various leadership challenges through use of case studies and simulations aimed at helping participants becoming COVETed Leaders.

Coaching

Each participant will receive exclusive one-on-one coaching session during the course of three-days to deep-dive into their profile and 360 reports, address specific areas of leadership development and build a Personal Development Plan focusing on improving leadership presence and leader demeanor.

Workbook

One key distinguishing feature of the program is the development and instilling new habits that form new neural pathways for making the pillars integral path of the leadership DNA of the participants. Each participant will receive a copyrighted workbook that helps the participant in their a personalized leadership development journey.



"Courage is the ability to select between two rights and act on it with conviction, or to differentiate between two wrongs and...say it so"

Courage
Clear, Compelling, Challenging & Contextual Goal

Leading Teams and **Managing Conflict**

"Ownership over blame"

Take complete responsibility for one's actions. Be willing to course-correct when you make a mistake or failing to do something that was required and embrace vulnerability. Do not blame others or external factors, and look for excuses. Reach out and engage adversaries for the greater good. Passionately live by your core values.

"The belief that if something has to happen it will happen, if it doesn't ... then something better will happen"



Optimism
Mutuality and Support

Managing Change at individual & organizational level

'Gratitude over complain'

Creating a sense of positivity by seeing good in everything and everyone. Keep an optimistic outlook by looking at the brighter side and have an attitude of gratitude by looking at every situation as a learning experience. Lean in and make connections to access resources and information. Be appreciative of progress made rather than complaining about things that are beyond control.

"The ability to foresee the unseen. The ability to spot the iceberg before your titanic hits it"



Vision
Sense of Control & Completion

Decision Making and avoiding cognitive biases

'Clarity over confusion & confrontation'

Establish clarity of purpose and understanding to always be prepared to achieve desired outcome. Break down goals into easily defined targets and communicate them with intention, confidence and clarity to rally everyone around so that the vision becomes inspiring, a collective belief and a contagion.

"The ability to know and do what you are good at and be the best at what you do"



Excellence
Scorecard and Measurement Process

Performance Measurement and Control - Scorecards

'Progress over perfection'

Making your best possible contribution consistently through incremental improvements. Strive for consistent progress instead of always aiming for perfection. Demonstrate grit and willingness to work hard work to ensure consistent performance. Always look for better ways of creating incredible value at work, delivering progressive results and making predictable contribution.

"The ability to make others see the love behind the anger; the sorrow behind the smile; and the reason behind the silence"



Trust
Supportive Eco-system

Networking and building a supportive eco-system

'Curiosity over judgment'

Remain fully present and exercise curiosity instead of being judgmental. Be mindful and appreciate others' struggles and challenges. Pay attention to others' attention. Stay calm and centered, honor commitments and manifest integrity and authenticity to build a strong and reliable eco-system.



(Fazl Siddique)



(April Scott)



(Prof. Dr. Zafar U. Ahmed)

About Us

We work with current and prospective leaders to optimize their innate leadership potential, enhance leadership presence and exercise leader demeanor. We prepare you for leadership that gets results and helps you increase your level of effectiveness and circle of influence both professionally and personally

Mission

Our mission is to help mid-level executives reach your highest levels of leadership excellence

Vision

To strive and attain a global presence for **Cupiditas Leadership Academy**, serving people online, in businesses, and in communities based on **The COVETed Leader®** model by delivering training and consulting services in multiple countries in the next 3 years.

Purpose

To fill the world with passionate leaders

Our Services

Coaching

Coaching has proven to have 'markedly positive' impact on performance; climate (culture) and the bottom-line

- Executive Coaching
- Team Coaching and Alignment
- Manager Coaching

Consultation

Professional facilitation to help you direct your time; energy and resources to address challenges that make a difference to your business and professional work

- Performance Management & Productivity Improvement
- Strategy Development & Execution
- Talent Management & Leadership Development
- Pay for Performance Compensation Practices

Training

We provide meaningful and quality training that sticks and the return that can be effectively measured

- **The COVETed Leader® Model** - For anyone aspiring to get to the next level of leadership excellence
- NOVA Profile – Understand your personality type
- Accelerated Innovation – Think better, Faster, Smarter & Different
- Ikigai – Finding your 'reason to be'
- Productivity – Get control of your time & Bring your whole self to work

Your Leadership Coaches

Fazl Siddiqui is an American national of Indian Origin --- founder of US based Cupiditas Leadership Academy. Fazl is a certified executive coach, consultant, trainer, and innovation facilitator known for developing executives and leaders across the world. He has three Masters' degrees in Human Capital Development, Strategic Planning and Business Development and various certifications from reputed institutions such as Harvard, Palledium (Kaplan-Norton) Balanced Scorecard and many more. He has well over 30 years' experience in leadership development, talent management, organization development, executive team alignment and integrating business strategy with strategic human capital initiatives. He has held senior positions in a variety of industries including manufacturing, retail, oil & gas, and the financial sectors across US; India and the Middle East.

April Scott is a professionally trained executive coach who has worked for several years at US Fortune 500 companies. She has a Masters' Degree from Berkeley and has held several senior Human Capital Management positions in various companies in the US. She has recently moved to Belgrade and works as an executive coach to help successful executives get better.

Director of Leadership Development Program

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