



EVENT REPORT

Leadership and Management
Certification USA 2025

24th to 28th MARCH, 2025

 JOSEPH B MARTIN CONFERENCE CENTRE
HARVARD MEDICAL SCHOOL, BOSTON UNITED STATES



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EVENT SUMMARY

The Leadership and Business Management Certification USA 2025 gathered global delegates for three impactful days of leadership development, strategic learning, and personal growth. From thought-provoking keynote sessions to practical workshops, the event focused on enhancing clarity, adaptability, and influence in modern leadership. With guidance from seasoned experts, participants explored self-leadership, team dynamics, decision-making and leading through uncertainty.

Interactive group activities encouraged reflection, dialogue and real-time application of leadership concepts. Each session was designed to challenge comfort zones and inspire purposeful action. By the end of the certification, participants left not only with enhanced leadership strategies but with renewed confidence to navigate complexity, inspire teams, and make meaningful contributions in their fields.



MESSAGE FROM THE ORGANIZING COMMITTEE:

"Hosting the Leadership and Business Management Certification USA 2025 was about creating a space where ideas could thrive and people could truly connect. What made it truly stand out was the energy and spirit our delegates brought with them. Their openness, passion, and drive to grow transformed the entire experience into something unforgettable. Across these three days, we witnessed powerful conversations, thoughtful reflections, and bonds being built that we know will last far beyond this event.

The diverse voices in the room made every session richer, every activity more engaging, and every moment more meaningful. For us as organizers, the greatest reward was watching each participant step into their potential and walk away with new clarity and confidence. To every delegate who joined us, thank you for trusting this journey, for showing up fully, and for making this program what it became.

We hope you carry these lessons and memories with you, wherever your leadership journey takes you next. This isn't the end, it's just the start of something bigger".





TOPICS OF DISCUSSION:

- Understanding the laws of self-leadership
- Figuring out Leadership Vision
- Leadership in the current business climate
- Building high-performing teams
- Ensuring high-performing leadership culture

THEME OF THE CERTIFICATION:

"Equipping Young Leaders with the tools of leadership and strategy to excel in the modern world"



AIMS OF THE CERTIFICATION:

- Provide participants with actionable leadership skills and strategic thinking tools to confidently tackle complex challenges, motivate teams, and lead meaningful change across professional and personal landscapes.
- Facilitate solution-focused conversations around modern leadership communication and branding, equipping youth to express ideas effectively and craft innovative strategies for real-world impact.
- Create a diverse, inclusive space where young professionals from around the world can build valuable networks and expand their worldview through cross-cultural collaboration.

EVENT DAY 1

The first day of the Leadership and Business Management Certification USA began with the arrival and registration of participants. As delegates checked in, they received welcome kits and were guided to their hotel accommodations. The morning opened with tea and coffee, offering participants a moment to settle in and meet fellow participants.



A unique cultural exchange ice-breaking activity followed, where delegates introduced their cultural backgrounds and national values through short video clips. This engaging session created a warm, inclusive environment and laid the foundation for the collaborative days ahead.





The official welcome address was delivered by Mr. Muhammad Ahmad, Executive Director of the Global Business Symposium. In his opening remarks, Mr. Ahmad stressed the significance of leadership development and the vital role global platforms play in shaping the next generation of leaders. He invited participants to reflect on their leadership journeys and consider the mindset and skills necessary to succeed in an ever-evolving business environment.

Following the welcome, the first keynote session of the day was delivered by the speaker of the day, Mr. Trevon Gross Jr. titled “The 7 Laws of Self-Leadership.” Gross emphasized that effective leadership begins with the ability to lead oneself. He walked participants through the core principles of self-leadership, including the importance of mastering one’s thoughts, actions, and behaviors before attempting to guide others. He discussed the value of setting clear and actionable goals, maintaining a vision that goes beyond personal gain, and embracing failure as a path to resilience. Moreover, Gross highlighted that real leaders solve problems at their roots and that maintaining momentum is essential for progress. A key message from his session was that self-leadership is the bedrock of influence, leaders must have a clear sense of direction and the discipline to follow through.





Participants were then grouped for the remainder of the program, setting the stage for deeper engagement and interactive learning. The next workshop, titled "Leaders Have Vision: Life Vision," prompted participants to reflect on the bigger picture of leadership. Through thought-provoking questions like "What does your business look like at full strength?" and "Who are you helping through your work?" participants explored the impact of a compelling leadership vision and what truly excites them about it.

In the following session, "Building the Vision," participants worked in groups to shape and refine their leadership visions. They discussed what needed to be achieved to bring their vision to life and identified goals aligned with their broader purpose. The session encouraged delegates to consider the people they aim to serve and how their vision connects with their personal values. A major focus was the connection between personal and professional goals; participants reflected on how misalignment between these can lead to burnout.





The day progressed into the session "Grow for the Vision," where participants analyzed which of the 7 Laws required the most attention in their own leadership journey. This reflection allowed delegates to identify where their growth was most needed and to craft strategies for improvement. Whether it was building resilience, sharpening vision, or enhancing execution, each participant walked away with a clearer understanding of their personal leadership blueprint.

After a well-deserved lunch break, the afternoon resumed with an informative session by Ms. Michelle Machado, an ICF and Hogan certified coach. Her session, "Team Effectiveness in a Changing Business World," focused on adapting leadership styles to meet the demands of an increasingly team-based business environment. Ms. Machado emphasized the need to understand market shifts, economic changes, and post-pandemic realities. She highlighted the advantages of cross-cultural teams, encouraging leaders to embrace diversity and leverage cultural perspectives for better decision-making.

Through a series of interactive team-building exercises, delegates explored the anatomy of successful teams. They discussed core team pillars, examined different models of team effectiveness, and participated in a creative activity involving the design of symbolic hats. This exercise not only added an element of fun but also reinforced lessons in communication, collaboration, and trust. The discussion also touched on the value of shared accountability and the dynamics of high-performing teams in today's global business environment.

As a memorable end to the first day, all participants gathered for a group photo, capturing the spirit of unity and enthusiasm that defined the start of their leadership journey.



EVENT DAY 2

The second day of the Leadership and Business Management Certification USA began with the arrival and registration of participants, accompanied by a welcoming coffee and tea session. This provided an initial space for informal networking and connection among participants.



The day officially commenced with an inspiring keynote speech by Mr. Usman Amjad, Managing Director of the Global Business Symposium. He encouraged participants to strive to become the best versions of themselves and to inspire others, regardless of the challenges they encounter. Emphasizing optimism and resilience, he reminded everyone that excuses delay progress and that perseverance is essential in the pursuit of dreams. Mr. Amjad's message underscored the importance of cultivating visionary leaders equipped with modern strategies for both personal and organizational growth.





Following the keynote, Ms. Carmen Ohling, speaker of Day 2, delivered a passionate introductory speech. She set the tone for the day by highlighting themes of vulnerability, intentionality, and energy. Her session introduced the concept of self-leadership as the cornerstone of effective team performance. Moreover, Carmen emphasized that taking care of oneself is not a luxury, but a crucial leadership strategy. Participants engaged in an Energy Audit Activity to evaluate their physical, emotional, mental, and spiritual well-being, identifying areas where their energy was thriving or being depleted. Carmen's words, "The best leaders don't run on empty; they lead by example with vitality, boundaries, and intentionality," resonated deeply with the audience.

The subsequent session focused on "Building High-Performing Teams." It explored the connection between individual performance and team success. Participants revisited the Energy Audit and then participated in a Building Rituals Activity, where they examined how daily habits influence leadership. The idea that "the way you start your day determines how you live your day" was central. Delegates reflected on their current rituals and collaboratively designed new ones that encourage clarity, mindfulness, and alignment.

The first group activity of the day, titled "Who is in the room," was an interactive exercise led by Carmen. Participants stood or sat in response to different prompts, discovering shared traits and forming new connections. This light-hearted session energized the room and prepared everyone for deeper reflection. It was followed by the "Energizers and Drainers" exercise, where participants listed what gives them energy and what drains it, then shared and discussed their reflections. They concluded by answering the introspective question: "How do I want to feel?" This was accompanied by an "Emotions and Feelings Exercise," in which participants selected and discussed five emotions from a provided list, enhancing emotional awareness and empathy.





Next, the session on "High Performing Vision" guided participants to explore values-driven leadership. Through a structured Values Activity, each individual selected 12 personal values and narrowed them down to six, sharing and discussing them in groups. This deepened their understanding of what truly matters in their leadership journeys. Moreover, the Dreaming Activity invited participants to complete the sentence: "One year from now, wouldn't it be cool if..." By sharing their aspirations, they inspired one another and set the stage for visionary thinking. Furthermore, Carmen also introduced a brain-dump planning method with three guiding questions; Does this need to be done? Does it need to be done this week? Does it need to be done by me?, which proved highly practical for participants navigating early leadership roles.

During the lunch break, participants relaxed and further explored the themes of values and vision while enjoying food and informal discussions. This break served as a meaningful time for reflection and connection.





In the afternoon, the focus shifted to "High Performing Culture." Carmen introduced the idea that organizational culture is shaped not by policies but by the conversations we allow, the behaviors we reward, and the stories we tell. Participants learned about "Above the Line" leadership, emphasizing accountability, curiosity, and emotional intelligence.

In the Listening Activity, participants paired up to practice asking meaningful questions and offering feedback. The Communication Activity helped them understand the "Above/Below the Line" framework, and they discussed their tendencies and takeaways with the group. These activities highlighted the importance of trust, ownership, and open communication in building strong team cultures.



After a brief tea and interview break, the final workshop of the day, "High Performing Execution", delved into the discipline and systems that support effective leadership. Carmen emphasized that systems, not motivation alone, determine success. Quoting James Clear, she reminded participants, "You do not rise to the level of your goals. You fall to the level of your systems." The session focused on identifying the 20% of tasks that yield 80% of the results and encouraged participants to delegate and eliminate distractions.



In the first group activity, participants identified their own "20% tasks" and shared insights with their peers. In the second, they crafted personal leadership stories using the 5Ps: Purpose, Place, Peak, Pledge, and Pitch. Carmen highlighted that discipline brings freedom and that creating reliable systems eliminates emotional resistance and allows leaders to focus on what truly matters. Delegates mapped out their daily execution processes and learned how to create sustainable habits to turn ideas into action.

Throughout the day, interactive elements played a major role in enhancing learning and engagement. Activities such as personal storytelling, vision board creation, partner coaching, and team brainstorming encouraged deep reflection and built meaningful connections.

The closing ceremony offered a moment for delegates to share their impressions, insights, and personal growth experiences from the day. It was a space for both gratitude and inspiration, with reflections that captured the collective spirit of the event. The day ended with a group photo including organizers, speakers, and participants, symbolizing the unity and collaborative energy that defined Day 2 of the Certification.

EVENT DAY 3

The final day of the Leadership and Business Management Certification USA 2025 opened with a warm welcome and an empowering address by Mr. Kamran Zafar, Director of Global Business Symposium. In his keynote, Mr. Zafar spoke about the rapidly changing dynamics of leadership in today's world, emphasizing the importance of adaptability and strategic thinking. He shared personal insights and practical perspectives on how leaders must not only respond to change but also guide others through it with clarity and intention. His words set a powerful tone for the day, inspiring participants to reflect on their roles as leaders in uncertain times.



Following the opening, Ms. Judy King took the stage and delivered a compelling talk that traced the journey of leadership across time; from traditional models to contemporary expectations. She highlighted how leadership today calls for emotional intelligence, clear communication, and a commitment to values. Interwoven with her talk were interactive activities and group discussions that encouraged delegates to explore their own leadership styles. They examined how their actions impact teams and what qualities make a leader genuinely respected and effective. This segment challenged participants to think critically about their influence and how they can grow as individuals and professionals.

The session titled "The Tenets of Leadership" further expanded on these ideas. Participants engaged in conversations around what it truly means to be a leader, the various approaches one can take, and the wide-reaching effects leadership can have on individuals, organizations, and communities. Examples from both corporate and social sectors helped illustrate the scope and responsibility leadership entails, especially when it comes to driving positive change.



As the day progressed, the focus shifted to "The Evolution of Leadership", a deep dive into how leadership has transformed over generations. The session reflected on the shift from authoritative styles to more collaborative and inclusive approaches. In today's context, where agility and empathy are critical, understanding this evolution helps current and future leaders adapt more effectively to new challenges.

Before the lunch break, delegates participated in a practical group activity using the Cynefin Framework, a decision-making model that helps categorize problems into five domains: Obvious, Complicated, Complex, Chaotic, and Disorder. Each participant mapped current challenges they face in their professional lives into these categories, gaining a clearer understanding of how to approach them strategically. The activity encouraged analytical thinking and helped participants differentiate between situations that require set processes versus those needing innovative experimentation or rapid response.





After lunch, energy levels remained high as participants jumped into another group activity on "Mapping the Characteristics of Strong Leaders." Through team collaboration, delegates identified key qualities such as integrity, vision, resilience, and the ability to listen, all drawn from their own workplace experiences. These conversations transitioned into a group discussion focused on maintaining influence as a leader, particularly how trust, consistency, and credibility shape long-term impact.

Moving on, a notable part of the afternoon was a reflective exercise where individuals assessed which areas of their work fall into complicated or complex domains and how different leadership styles are suited to each. This led into the final major session of the program, exploring Polarity Thinking. Here, participants discussed ongoing tensions leaders often face, like centralization versus decentralization or stability versus change, and how these are not problems to be solved, but balances to be managed. The session brought forward the importance of recognizing trade-offs and using awareness to avoid leaning too far in either direction.





As the day neared its conclusion, delegates gathered for a thought-provoking session on "Factors Impacting Leadership," where they explored how culture, business environments, and external pressures shape leadership behavior. Moreover, participants worked on creating personal strategies, goals, and action plans to apply their learning beyond the event.

The day wrapped up on a high note with a closing ceremony full of emotion, creativity, and celebration. Ms. Sophia Angelica delivered a heartfelt musical performance that touched on themes of diversity, unity, and the empowerment of women. Her voice resonated with the spirit of the summit, reminding everyone of the importance of inclusivity and purpose in leadership.

The final moments of the day were marked by the Awarding Ceremony, where both speakers and delegates were honored for their dedication and contributions. Certificates were distributed, and the room filled with applause and smiles. A group photo captured the essence of the journey, not just the end of a program, but the beginning of a new chapter for each participant as they return home with stronger perspectives, new connections, and the motivation to lead with meaning.

AWARDING CEREMONY





DELEGATE INTERVIEWS

FUN ACTIVITIES



KEY TAKEAWAYS:

- Empowering youth with leadership skills sparks innovative and inclusive responses to modern world challenges, preparing them to lead with purpose.
- Experiential learning builds resilience and confidence, enabling young individuals to apply leadership in real-life scenarios and community settings.
- Communication, empathy, and storytelling are vital tools for today's leaders to inspire, connect, and drive meaningful change.
- Leadership thrives through cross-cultural understanding and collaboration, where diverse perspectives shape more effective and lasting solutions.





ACHIEVEMENTS:

- Empowered youth from over 140+ countries through expert-led sessions, helping them build leadership, communication, and strategic thinking skills to address global challenges.
- Conducted experiential learning activities that strengthened teamwork, decision-making, and emotional intelligence among participants.
- Ensured a multicultural environment where young leaders engaged in cross-cultural dialogue, enhancing their global awareness and collaborative spirit.
- Curated interactive discussions with industry leaders, bridging theory with real-world leadership insights and professional growth opportunities.
- Built a strong international community of changemakers committed to long-term impact, innovation, and inclusive leadership in their respective fields.

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