



***embers of the world* turns ‘The Leader in the Mirror’ concept on business leaders of today**

Sharjah, September 8, 2012: *embers of the world* has formally launched its corporate division as part of the OpenThinking Day by engaging participants in a business theatre exercise developed to get them thinking about how old corporate business models are the most inherent threat to future leadership practices. The one-day leader event for entrepreneurs and CEOs was hosted at the Sharjah Chamber of Commerce & Industry.

Through a presentation entitled: *The Leader in the Mirror*, C-suite executives were invited to experience what employees may be feeling towards their company if leaders failed to reflect on their leadership style. “Only through reflection are leaders able to connect with their business and with those that support the success of that business, from employees to partners. It’s only through collaboration with these important elements that the business will evolve and innovate, allowing it to be a positive economic contributor and force for good in the communities in which it operates,” stated Debbie Nicol, Creator of *embers of the world*.

As a noted entrepreneur, facilitator, speaker, author and corporate responsibility advocate, Nicol created the corporate division of *embers of the world* to encourage C-Suite executives to connect with themselves, employees and the organisational core to better understand the priorities of the changing business landscape.

“The corporate world is increasingly rewarding new behaviours and outcomes, pushing aside entitlement mindset and disconnection, and through adopting the embers mindset, corporate leaders will be better equipped to responsibly create and lead the future. By taking part in occasions like OpenThinking Day *embers of the world* seeks to improve leadership potential, and by encouraging forward thinking executives that leads to positive top-down change, allowing businesses to better cope with challenges as they arise,” Nicol continued.

Iyad Mourtada, Managing Director and organiser of the OpenThinking Day, said of event: "Working with Debbie is both exciting and interesting, in the way in which we chose to deliver the content of the presentation. Our chosen method of delivery ensured attendees were able to join in the process of understanding leadership in a creative way; thus underlining that *embers of the world* is not just an approach for leadership, but a core driver for any change in any organisation."

As a product of business en motion FZ LLC, *embers of the world* highlights both self and corporate leadership, encouraging leaders to seize and create opportunity for change that serves. With a strong portfolio of corporate examples and unique approach for senior teams to build change, ongoing engagement with *embers* assists today's leader to master the 21st century leadership skillset of reflection, connection, collaboration, innovation thereby allowing a new future to emerge and become.

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Notes to the Editor:

embers of the world is a leadership change concept, process, model and toolkit that facilitates realignment of approaches for today's changing world. With rapid and unrelenting change underway along with the call for greater accountability, those applying the *embers* philosophy as their modus operandi are better equipped to reflect, connect, collaborate, innovate and become leaders of both life and organisations that are strong from the core, whilst serving all equally.

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