

SATURDAY, JUNE 8TH 2013

TIME	ACTIVITY
8h30 – 9h00	Check-in
9h00 – 10h00	Opening Remarks and Keynote Address
10h10 – 11h10	Conference Sessions – Block I
11h20 – 11h50	Walking Tour or Facilitated-Networking
12h00 – 13h00	Conference Sessions – Block II
13h00 – 14h00	Lunch
14h10 – 15h10	Conference Sessions – Block III
15h20 – 16h20	Keynote Address and Closing
16h30	Refreshments and Certificates
16h40 - 17h00	Walking Tour or Facilitated-Networking

Plan your schedule before attending the conference because seating will be limited.

BLOCK I	TIME	SESSION	SPEAKER	TITLE	ABSTRACT
	10h10 – 11h10	Panel Presentation	Rossitsa Borkowski	Histoires des affaires commerciales: construire le sens et transmettre la signification	La motivation derrière cette présentation est de démontrer que les histoires au sein des organisations (recueillir et raconter des histoires) peuvent fournir un outil heuristique lorsqu'il s'agit de relever les défis clés en leadership, en particulier d'élaborer des plans stratégiques et de les communiquer aux disciples.
			Kevin Smith	Winning Champions: Obtenir du support	Il est malheureusement courant de développer un beau plan stratégique - et de le trouver par la suite classé vue que personne n'a pris les mesures nécessaires pour défendre les différentes actions importantes mises au point par un comité de haut niveau. Pour réaliser la totalité des objectifs, il faut assurer une alliance d'engagement fort en accordant du soutien et de l'importance aux actions.
		Workshop	Requia Rhajbal	Effective and Efficient Meetings	Individuals must understand that meetings are very essential to the success of the organization. Although they are an integral part of office routine and some may find them plain and boring, in the long run meetings go beyond achieving goals; they foster and strengthen good working relationships. Participants will improve skills related to professional meetings.
		Workshop	Christopher Longhurst	"What's Virtue Got to Do with It?" Achieving Corporate Eudaimonia	For virtue theorists <i>eudaimonia</i> is the state attained by those who live according to humanity's proper moral nature. This paper looks at "persons" as the primary assets that leaders have to achieve excellent results and real long-term success. It proposes that the means to do so is an emphasis on and practice of "moral virtue."
		Workshop	Hugo Arruda	Culture and Creativity: Managing Knowledge for Successful Planning	The area of Knowledge Management seeks to propose solutions and alternatives for problems hindering the flow of information and organizational visioning, as well as the definition of procedures, and the sharing and development of personnel experiences. The session aims to discuss different concepts associated to "knowledge" from a perspective rooted in the cultural studies field, as well as present tools and strategies used to manage organizational knowledge (tacit and explicit).
		Lecture	Amina Mokannef	Information System (IS) Leadership Planning	IS Leadership roles are not only limited to informational role, decisional role and interpersonal role, but as well to chief architect, alteration leader, product inventor, technology provocateur, coach and chief operating strategist. Moreover, the effective congruence between the IS and the planning is a critical competitive issue.
		Lecture	Rajae Saidi	The Role of Extracurricular Activities in Developing Leadership Skills and Building Competitive Advantage: Al Akhawayn University Case	Research has documented that by participating in extracurricular activities, students learn life skills that benefit both their academic and professional careers. Analysis reveals a significant finding about the hypothesis that there is a significant impact of extracurricular activities in developing student leadership skills and building competitive advantage in their career after graduation.

BLOCK II	TIME	SESSION	SPEAKER	TITLE	ABSTRACT
	12h00 – 13h00	Lecture	Lamiaa Bargach	Le Système Bancaire Islamique au Maroc: une option financière que les leaders marocains doivent prendre en considération	Le système bancaire islamique est un système financier fondé sur les principes de la loi islamique, la charia et guidé par l'économie islamique, qui ; de base ; refuse de percevoir des intérêts (Riba), de conclure des transactions douteuses et de spéculer. L'efficacité de la mise en œuvre du système bancaire islamique au Maroc et ses avantages seront traitées lors de la session.
		Lecture	Mohamed El Amri	Améliorer la performance de leadership grâce à l'intelligence sociale	La communauté des affaires est de plus en plus convaincue que les dirigeants qui prennent en considération les rapports humains ont réussi à transformer leurs organisations. Sous le thème «gestion des ressources humaines», la session débat «améliorer la performance du leadership grâce à l'intelligence sociale».
		Lecture	David A. Wyrick	Program Assessment: Customer Focus for Uniting your Staff	This workshop will give attendees a background in using a structured framework to involve their staff to assess their program's work, develop a shared vision and understanding of needs of the customer, establish program objectives, process outcomes, and key factors to assess so that success can be measured and opportunities to improve can be identified and prioritized.
		Lecture	Abderrahman Hassi	Credibility: sine qua non condition for effective Leadership	What determines the credibility of leaders? The present communication discusses sources of credibility among leaders in both public and private sector organizations in Morocco. A qualitative approach was carried out to analyze 50 in-depth-interviews. The results showed that all respondents stressed the importance of credibility.
		Lecture	Brian Seilstad, Maryem Zagour, Mohamed Hadili, Nadine Raiss	Student Perspectives on Student Leadership	Al Akhawayn University supports leadership development, and one program, the Language Center's Service-Learning program provides a forum for students to develop their academic skills through community service. Through this program students have been learning about leadership in a hands-on environment and reflecting on their development as leaders of their peers. This presentation will showcase the results of research into this topic, led and implemented by the student-leaders.
		Panel Presentation	Hiam El Hilali	How Positive Thinking Leads to Great Results	In the framework of strategic planning for realizing extraordinary results exists a vital concept known by the internationally renowned author Rhonda Byrne as "The Secret" which is based on how positive thinking can attract the results we want to achieve. Coupling the latter discussion, the presentation will use statistical data and scientific research to show how positive thinking leads to great results.
			Salem Benzidi	Joyful Employees	One of the most aching problems in Business organizations is how to get employees joyful and engaged. The session focuses on a general approach that handles the dichotomy of the supervisors' intentions and the subordinates' perceptions. The provided approach is based on the assumption that effective interpersonal communication between the supervisors and the supervised is key to resolve their interpersonal conflicts and unite them towards the achievement of both a kind of mutual satisfaction and the organization's short and long term objectives.

BLOCK III	TIME	SESSION	SPEAKER	TITLE	ABSTRACT
	14h10 – 15h10	Workshop	Imru'u Al Qays Talha Jebriel, Sami Gaidi	Groupe de réflexion en tant que modèle pour la planification participative	La présentation sera sous forme d'un groupe de réflexion autour du thème de l'éducation. Les contributions du public aideront à construire un modèle qui explique le rôle des groupes de réflexion et comment ils pourront présenter une bonne solution pour promouvoir les politiques publiques.
		Workshop	Erin Harte	Storytelling for Leadership Success	Through guided writing and brainstorming exercises, participants will learn how to craft and develop precise narratives that help attract interest and inspire people to take action. Stories still matter. This workshop seeks to help participants define story delivery techniques allowing leaders to transform stories into success.
		Workshop	Raina Rutti	Will you take the Leadership Challenge?	Leadership is not about personality; it's about behavior - an observable set of skills and abilities. When leaders are at their personal best there are five core practices common to all: they Model the Way, Inspire a Shared Vision, Challenge the Process, Enable Others to Act, and last but certainly not least, they Encourage the Heart.
		Lecture	Bouhida Amal Rkia	Strategy as Practice	Strategy is an important activity in every organisation that was considered, for a long time, to be exclusively reserved for the top management. However, looking at the evolution of the strategy research with the emergence of "strategy as practice" perspective, strategy is now considered as a social practice that involves different actors and evolves through time.
		Lecture	Gulnara Z. Karimova	A Dialogical Leadership Model: Application of a Dialogical Communication Model to Leadership Dynamics	This project aims at bringing a dialogical communication model to the center stage of leadership and management theory by using Bakhtinian philosophy of dialogical relationships. A dialogical communication model can contribute to a critical approach to relational leadership theory and lead to the construction of an alternative DLM.

MORNING KEYNOTE SPEAKER'S BIOGRAPHY

Diplômé du 3ème cycle de l'Ecole Supérieure de Commerce de Lyon, MBA HEC Paris, ayant suivi une formation complémentaire en Marketing international à l'Université Harvard et dans le leadership et la Direction des Entreprises à l'Université Stanford et à l'Insead, **Larbi Belarbi** a débuté sa carrière aux Editions «Hachette» en tant que Chef du Centre Pédagogique Maghrébin où il s'est occupé de l'édition des livres scolaires et universitaires destinés au Pays du Maghreb. Il a par la suite intégré le groupe Textile «Icoma» en tant que Directeur Commercial, Responsable du Développement du Groupe sur le Marché Commun Européen. On lui confie la Direction Générale de la Filiale Marocaine du Groupe ITT (International Téléphone and Télégraph), Direction de l'Afrique et du Moyen Orient. Il dirige par la suite l'une des premières grandes surfaces marocaines. En 1981, Larbi Belarbi part au Canada où il intègre, d'abord, le groupe «Mallette Benoît» Montréal comme Consultant dans le développement des produits américains dans le domaine de la stratégie et de la finance et destinés aux Dirigeants des Sociétés Canadiennes, puis le Groupe Mittal (ISPAT) spécialisé dans la sidérurgie et la haute technologie, en tant que Directeur Marketing et Administration Sidbec en Amérique du Nord. En 1996, Larbi Belarbi se voit confier la Direction de la Chaîne de Télévision Marocaine (2M) avec pour mission le redressement financier, la restructuration de la Compagnie et la redynamisation de la stratégie éditoriale et commerciale de la Chaîne. En Août 2001, il est nommé par S.M le Roi Président Directeur Général de la SOMACA. En juillet 2008, Larbi Belarbi a été nommé Conseiller du Président de la Région EUROMED Afrique du Groupe Renault. Larbi Belarbi est membre du conseil économique, social et environnemental, président du Comité Académique de l'Université Al Akhawayn Ifrane, Vice Président de l'Association Marocaine de l'Intelligence Economique, il est administrateur de plusieurs sociétés publiques et privées.

AFTERNOON KEYNOTE SPEAKER'S BIOGRAPHY

After graduating with an engineering degree, **Mr. Darron Anderson** worked for a major oil company for 8 years. At the age of 29 he became an entrepreneur in the oil and gas service space. Within two years he had started and sold his first oilfield service company. This transaction brought him to the city of Houston where he has owned or held executive level positions with oil field service companies since 2001. His most recent challenge came in 2010 when he stepped into a CEO role and led a company out of bankruptcy to today's current successful status of nearly half a billion dollars in total revenue, 2000 employees, and operations across the United States. He was a nominee of Ernst and Young's 2012 Gulf Coast Region Entrepreneur of the Year and his company has added nearly 900 jobs over the past 2-1/2 years. Darron Anderson's greatest personal accomplishment is helping people achieve their professional dreams while constantly reminding them of the important things in life. Other interesting facts regarding Darron Anderson are as follows. He continues to sit on the Board of the American Heart Association in Houston. He is also a volunteer for Yellowstone Academy where he serves as a donor and Shepherd for students education. Lastly he loves sports and coaches softball for middle school girls. Mr. Anderson is conscious that leaders have to give back to communities, and leaders have to have a good balance between work and play. He also feels strongly that leaders must be able to relate to his or her followers and vice versa.

Seating Space is limited. Have alternative sessions in mind.

			SESSIONS OF YOUR CHOICE
BLOCK I	10h10 – 11h10	First Choice	
		Second Choice	
BLOCK II	12h00 – 13h00	First Choice	
		Second Choice	
BLOCK III	14h10 – 15h10	First Choice	
		Second Choice	

11h20 – 11h50 Walking Tour or Facilitated-Networking Session

16h40 – 17h00 Walking Tour or Facilitated-Networking Session