

JULY 23-24, 2025

9 AM to 5 PM

NIBAF SBP BSC Lahore

Last date of Registration:

JULY 18, 2025

FEE:
PKR
54,000
(Plus Tax)

EMPOWER YOUR LEADERSHIP

Neural Echo strategies for success

You are not just leading actions, you're encoding culture, emotion, and identity into every moment.

SPECIAL GUEST APPEARANCE



Mr. Zafar Masud

President & CEO – The Bank of Punjab
Chairman – OGDC
Chairman – Pakistan Banks Association



Prof. Dr. Muhammad Omer Chaudhry

Vice Chancellor,
Government College University, Lahore.

CONCEPT OVERVIEW

Neural Echo Leadership is a new model of leadership that treats the leader not as a commander, but as a living signal emitter influencing the organization like a brain influences the body, like tribes transmit identity, and like scents linger in the air after presence is gone.

CONTENTS

This training program includes some unique concepts of Leadership:

- ◆ Meta-Leadership,
- ◆ Train the Leader's Brain,
- ◆ Holographic Leadership,
- ◆ Tribal Leadership
- ◆ Bioluminescent Leadership
- ◆ Leadership as Scent
- ◆ Situational Leadership

WHAT MAKES IT UNIQUE

- ◆ It's not about what leaders do, it's about what they radiate.
- ◆ It trains leaders to act as a living nervous system within their teams, shaping emotions, values, and culture through subconscious cues.
- ◆ It integrates neuroscience, anthropology, sensory intelligence, and symbolic behavior into a single leadership framework.

PARTICIPANT TAKEAWAY

Each leader leaves with:

- ◆ Their Neural Echo Blueprint
(custom diagnostic + behavior map)
- ◆ A new mental model for sensory, emotional, and cultural leadership
- ◆ Tools to lead from the inside out—beyond visible performance

PROGRAM FACILITATOR



Mr. Azam Jamil

Former Minister of State & Special Assistant to the Prime Minister of Pakistan for Tourism Coordination,
Former Chairman Pakistan Tourism Development Corporation.
Hospitality | Corporate Training | Personal Development

Mr. Azam, is an internationally recognized, Corporate Trainer, Life-Coach, and Motivational Speaker. He has more than 44 years of experience in Leadership, Hospitality, Tourism, Management, Marketing, Operations, Peoples Management and Training & Development. He is one of the Country's leading corporate trainer, providing intervention in all forms of leadership and management skills. He has held numerous positions during his career, which include Chief Operating Officer of the Hashoo Education Division, Corporate Director for Sales & Marketing as well as Corporate Director Training and Development Serena Hotels South & Central Asia, and Senior Consultant for TEVTA Punjab.

**CONTACT
DETAILS:**

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