

To be successful you will not just need skills and knowledge, you will need an Edge, an ability to distinguish yourself, become mastery of your own value and the knowledge of how to apply it. Yet, few (if any) universities teach this. At UoWD, we are about to change that.

From January 2021 onwards, UoWD will be integrating The Edge into every degree giving students the opportunity to embark on a journey.

THE EDGE THAT WE WILL GIVE YOU WILL RESHAPE YOUR CAREER IN THE NEW WORLD.

The Edge is a 12-month transformational career readiness journey that combines cutting edge tools from the worlds of business, coaching, psychometrics and behavioural science with hands-on mentoring to enable you to find your Edge, master value and get better jobs faster.



How you become different

First of its kind transitional mentorship

The Edge consists of four must have pillars that will form the basis of your future career.

1 HUMANTOLOGY

2 MASTERING YOUR MEANING

3 CUTTING EDGE

4 THE NUTS AND BOLTS

1. Humantology

My Behavioural Science. Who am I and why do I matter?

Employers are now looking at behaviours in the employment process. You need to understand yours and others by using this powerful tool.

THE WHY

Understanding the way you are programmed is one of the most important things you can learn about yourself.

- It can help you decide whether you really want to work on the money markets or be a tech start up boss
- It can help you read the room to gain competitive advantage
- It can help improve the way you work by understanding what drives the other people that you work with or compete against.

THE HOW

Psychometric testing is a tool that can help you develop a foundational understanding of:

- How you behave
- How others behave
- How you can achieve better human interaction
- How you can adapt your behaviour to improve the outcomes of your interactions
- How to create win/win solutions
- How to overcome barriers to progress
- How to accelerate individual and team progress

THE WHAT: SELF ANALYSIS

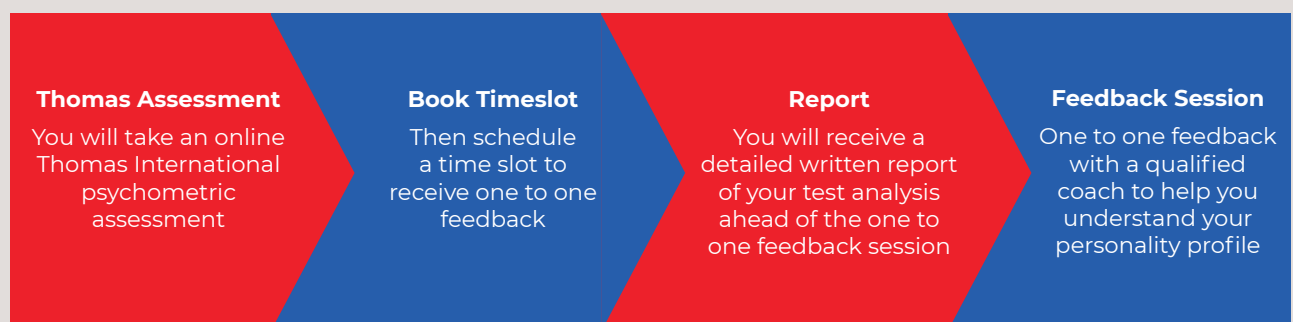
Understanding yourself is the first step on your transformational career readiness programme.

The **Thomas Personal Profile Analysis (PPA)** provides information on fears, motivators, values and behavioural styles using four main profile factors. Each factor is seen as a scale preference of style as perceived by an individual of his or her own behaviour in the workplace.

The test provides an accurate insight into how you behave at work, it will profile your behaviours you use most frequently, behaviours that you display less frequently, your communication style, your value to business, what motivates you, your basic fears and how you behave under pressure. It's like looking in a mirror.

As the first step on your course journey you will complete the Thomas Personal Profile Analysis, then a qualified and experienced coach will work with you to feedback and explain your individual results with a one to one follow up session.

PSYCHOMETRICS PROCESS IS SIMPLE:



2. Mastering your meaning

The transformational journey you're about to embark upon

Welcome to Transformation! Now you have a better understanding of you, it's time to decide what you're going to do with it.

Mastering Your Meaning is a transformational journey that will do just that: enable you to figure out what gives meaning to your life, and master it.

You will gain a new clarity of purpose, a sense of self and real direction. You will learn how to own, rather than cover up, your weaknesses while authentically spotlighting your strengths. You will access a whole new level of leadership and understand how to hold a cast-iron context regardless of what your future employer will throw at you.

You will know how to push the envelope and create the improbable. You will have found your Edge. And you will know how to use it to find the job you want at the salary you deserve!

Mastering Your Meaning is a powerful journey that will engage every aspect of your being: psychological, emotional, physical and even spiritual. The journey is broken into Five Key Stages, each of which begins with a Keynote Session where you are introduced to the concepts you'll need to integrate and work with.

After the Keynote, you will participate in Group Coaching, where you will have the chance to further explore these concepts and see how they apply to your life and how they help you shape your Edge.

Then, you will learn how to actually Embody them and truly stand in your power and leadership, as you bring your Edge to life in your voice and in your presence.

Yes, that's right – through this work, you will not just be immersed in the principles of transformation, but you will actually get to experience it and learn how to grow your presence in a room, how to hear others and how to embody leadership and influence.

The great leaders don't shout the loudest, they exude their authority by how they show up, physically in the space – through their breath and their voice and their body. The Embodiment part of Mastering Your Meaning will teach you how to step into that level of leadership, by tapping into one of the most potent, powerful and direct vehicles for personal growth and development you will ever encounter.

The First Bit

Lead by: Jon Duschinsky

WHAT'S MISSING & YOUR BARRIERS TO SUCCESS

From school to university to the world of work, you're on a path. But where does this path really lead you? What is your "foreseeable future" if you keep doing what you're doing? And crucially, is this your Highest Value Path where you are going to make the most impact, where you are going to have the Edge?

The truth is that most people only discover their Highest Value Path well into their careers. But, in this module, we are going to address and change that so that you can unlock yours now. And at the same time, we are going to figure out why you keep creating barriers to your own success and what you can do about it.

The Coaching Sessions for the first bit will focus on identifying your foreseeable future and the things that are preventing you from finding your Highest Value Path. In addition, we will be removing the barriers you put in your own way.

LEARNING OUTCOMES:

- Clarity and awareness on your foreseeable future
- Distinguishing your Highest Value Path and comparing it to your foreseeable future
- Understanding how your choices impact your Edge
- Identifying the barriers to success that you put in your own way

The Second Bit

Lead by: Jon Duschinsky

LIGHTING THE FIRE & YOUR PERSONAL PURPOSE

Once you are clear on your Highest Value Path, the second bit will help you step into it. The work in this bit focuses on lighting your fire, on connecting you to the thing that truly lights you up. The more lit up you are, the more of an Edge you will have and the more value you are going to create.

You will develop your own personal purpose and learn how to articulate it so you can communicate it powerfully to others – and begin accelerating down your Highest Value Path.

The Coaching Sessions for the second bit will focus on getting clear on what lights you up, what your personal WHY (or purpose) is and what you are in service to.

LEARNING OUTCOMES:

- Understanding what a purpose is and how it will drive your success
- Getting clear on how your purpose is about more than just you, and how that connects to your Highest Value Path
- Developing your personal purpose

The Bit in the Middle

Lead by: Jon Duschinsky

GETTING OUT OF YOUR OWN WAY

This bit builds on your purpose and turns it into a personal vision. You will learn how to develop real clarity on where you want to be in 5 - 10 years and how to commit to that vision. We will also look at the barriers and challenges that will be put in your way when you commit to your vision, and how to keep moving forward regardless of what you get confronted with.

The Coaching Sessions for the bit in the middle will focus on developing clarity on your personal vision for the future and learning how to distinguish between your ego and your purpose when you encounter barriers along the way to realising it.

LEARNING OUTCOMES:

- Clarity on where you want to be in 10+ years' time
- How to create and articulate a personal vision
- How your ego will undermine your success and what to do about it
- Acquiring and practicing skills that will turn barriers into opportunities

The Penultimate Bit

Lead by: Jon Duschinsky

THE PURPOSE PARADOX & THE ART OF STORYTELLING

The "Purpose Paradox" is based around the idea that people respond to WHY and yet almost all communication is about WHAT and HOW.

In this bit you will learn the art of storytelling for enrolment and how to communicate from a place of WHY. Leveraging cutting-edge technologies and neuroscience, you will master the Impact Triangle and learn how to take your purpose and vision into the medium of stories to inspire and engage others. Through this work, you will access new levels of motivational leadership and will experience what it means to lead others at a whole new level.

The Coaching Sessions will focus on the storytelling process, as well as creating spaces for students to step powerfully into a place of inspiration and true leadership.

LEARNING OUTCOMES:

- The science of WHY and its role in inspirational enrolment
- How to unlock the motivational and authentic leader within you
- Connecting your leadership potential to your Highest Value Path
- Developing and honing new skills in engaging and calling others to action

The Last Bit

Lead by: Jon Duschinsky

BRINGING IT ALL TO LIFE

Having an Edge is not just about being able to inspire. It's about being able to set context, drive results and stay focused.

In this last bit, you will build on everything you have learnt and experienced in this transformational program and gain mastery of a series of tools that will ensure you are equipped to be sustainably successful through the first decade and more of your career.

LEARNING OUTCOMES:

- Understanding how the power of context drives outcomes
- Leveraging the unbreakable connection between being and doing
- How to focus all of the learning in these modules into tangible impacts in your life and career



Embodiment Coaching One

Lead by: Ausar Stewart

GROUNDING

Through a multi disciplinary approach involving Voice Coaching, Presence and Performance enhancing Modalities you will be taught to navigate the limitations of your own perception and harness the potency of your psychometric profiles.

Through Embodiment work you will develop the ability to influence others by tapping into an aspect of yourself that is infinitely powerful. Your body and voice are the instruments that will carry you and your message forward into the world. Like elite athletes, great speakers, presenters, leaders and influencers train their bodies and voices.

LEARNING OUTCOMES:

- Overcome fear or resistance of facing their predictable future
- Develop a powerful mind, body and breath connection
- Cultivate an intimate connection to your core creative impulses and primary drives
- Free Your Voice to Speak with Purpose and Conviction

Embodiment Coaching Two

Lead by: Ausar Stewart

EMBODIMENT OF PURPOSE, HOW TO STEP INTO IT BEYOND WORDS

Every time you have a chance to express yourself you have an opportunity to create impact.

What would it be like if you could influence an environment simply by walking into the room? To have the ability to radiate your context and embody your message even without speaking? You've likely witnessed or experienced this phenomena yourself. Learn how to cultivate a mind, body, breath connection that will have your voice resonate with purpose and authenticity.

LEARNING OUTCOMES:

- Whole body listening
- Entering and holding space
- Reading and Feeling into your audience
- Free Your Voice to speak with Purpose and conviction

Embodiment Coaching Three

Lead by: Ausar Stewart

ARCHETYPES (BASED ON THOMAS)

Leadership is more art than science but it is universally recognised the moment a leader walks in the room. Your leader's voice and presence must come from your core values and be intimately connected to your purpose. A leader's internal landscape is integrated and integrous. This type of alignment will ignite the leader within and have you resonate with power and authenticity. This way of being is unmistakable to others and is the source of great influence.

LEARNING OUTCOMES:

- Develop a presence that radiates with purpose
- Leverage your influence in any setting
- Aligning yourself with and for others
- Tap into an aspect of self that is infinitely powerful

Embodiment Coaching Four

Lead by: Ausar Stewart

STORYTELLING

When your thoughts, intention and body come into alignment we create a dynamic, authentic, causative presence. Storytelling is one of the most powerful means for communicating, complexity, nuance and meaning. However without the necessary coaching you may not be fully aware of or in command of the impact you are having. It's what lives in your blind spot that can strike a sour note, derail a conversation, negotiation, or multiple stakeholder deal in the making.

LEARNING OUTCOMES:

- Riding the rhythm of your speech
- Thinking and listening on your feet
- Reading your audience
- Being in the moment

Embodiment Coaching Five

Lead by: Ausar Stewart

THE HEADLINE ACT

A dynamic presentation will keep your audience interested and connected to your message. What would be your impact if you could pitch your ideas using principles that the world's most accomplished performers use to captivate and persuade their audiences? Learn to effectively combine the elements of voice, body, breath and storytelling to create electric performances that will stimulate minds, inspire passion and ignite action.

LEARNING OUTCOMES:

- Taking and holding Space
- Engaging your audience
- Powerful body language and physical cues that get your audience's full attention
- Embody your message
- Exemplify leadership presence

3. Cutting Edge

Navigating the modern workplace

We finally get that big break and land our first job, our dream job, its everything we have wanted and more, all we need to do is learn the ropes of the job itself. Wrong! There's so much more to being a successful employee than being skilled in a particular employment field.

Being prepared and equipped with the knowledge and confidence to navigate the challenges of the modern workplace is crucial for success. We want to provide you with a cutting Edge that enables you to navigate the challenges and avoid the pitfalls.

EQUALITY. WHAT DOES IT MEAN AND WHY SHOULD YOU CARE?

Lead by: Nima Abu Wardeh

In your mind, you envisage 'future you' as a doer with big dreams and ambitious spirit. Then you enter the workplace, and find yourself alongside people who have different backgrounds, experiences, and ways of thinking.

Assumptions are made about you, and decisions follow accordingly. Some will serve your vision of future you. Some can hold you back. This often translates to a financial loss too – one that can magnify over your working life to a significant sum.

So what can you do about it?

Knowing what equality, diversity, inclusion and bias are really all about means you'll have a better handle on navigating your career, and not losing out on opportunity – now and in the future. It will help you move through the landscape of what's next for you, and make you a better leader when the time comes.

LEARNING OUTCOMES:

- Diving into the meaning of equality and why you should care
- Increasing your chances of not losing out.
- Discovering how we make decisions and why
- Bias is life's algorithm. So what can you do about it
- You do it too
- Figuring it out before it happens – the pre-mortem

COACHING: EQUALITY. WHAT DOES IT MEAN AND WHY SHOULD YOU CARE?

Lead by: Nima Abu Wardeh

Imagine being able to bring up issues that affect you at work, and perhaps hold you back. Imagine being comfortable discussing them in a way that elevates the conversation (and you). So that it's professional, not personal. Making it about the corporation benefitting, and you along with it.

Being able to do this can mean the difference between staying in a job, or not. Working well with a team, or not. Being chosen for opportunity, or not.

Being able to do it for yourself, and bringing about the change that needs to happen so you don't lose out means you can sustain your success. Being able to do it for others means you'll be a successful leader.

LEARNING OUTCOMES:

- Self-advocacy as a tool - being your own spokesperson
- Elevating yourself and the conversation – from the personal to the professional
- Negotiating is powerful – learn how to increase the chance of getting what you need and want
- Facts and figures are your new best friends – lean on them and bring them into the conversation
- Positioning yourself to be front of mind and remembered (for the right reasons) – and for what's next



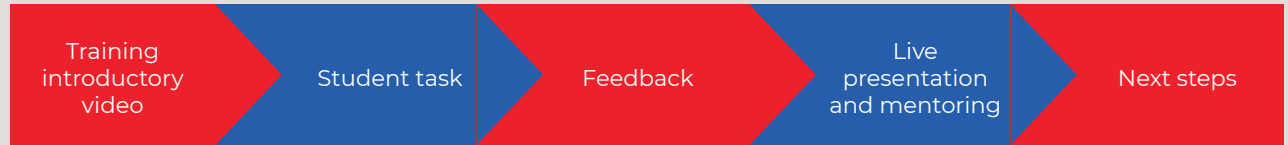
4. The Nuts and Bolts

The stuff you need to know

Communication Masterclasses

Lead by: Ollie Blofeld and James Mullen

EACH MASTERCLASS WILL FOLLOW A 5-STAGE PROCESS OF ENGAGEMENT & LEARNING



COMMUNICATION MASTER CLASS 1: MY PERSONAL BRAND

In a competitive market place you need to stand out from the crowd. What are your strengths and how can you maintain authenticity when communicating compellingly to different audiences? We will equip you with the tools and techniques to succeed.

LEARNING OUTCOMES:

- Knowing yourself
- Understanding your audience
- Building compelling narratives
- Messaging
- Hot Topics
- Delivery

COMMUNICATION MASTER CLASS 3: TO #HASHTAG OR NOT TO #HASHTAG

With billions of interactions across both social and traditional media everyday, how do you get heard? We coach you on messaging, appearance, delivery and the best tools to use for your chosen audiences.

LEARNING OUTCOMES:

- Leadership
- Knowing your audience
- Delegating
- Listening
- Communication channels – email, in-person and video
- Empathy and feedback

COMMUNICATION MASTER CLASS 5: THE ART OF KNOWING WHEN TO REMAIN SILENT

How do you communicate with the boss? From understanding senior management's objectives to working out their preferred style of communication, we will ensure your message hits home with the top teams.

LEARNING OUTCOMES:

- Presentation skills
- Knowing your audience
- Listening
- Choosing the right communication method
- Being clear and concise
- Being memorable

COMMUNICATION MASTER CLASS 2: REVERSING THE ROLES OF DAVID AND GOLIATH IN INTERVIEW SITUATIONS

With top jobs attracting the best talent how do you make your mark with potential employers? From understanding your audience, overcoming nerves and exceeding their expectations we will coach you on the winning formula.

LEARNING OUTCOMES:

- How to prepare – know your audience and know yourself
- Listening skills
- Delivery
- Nonverbal communication
- Confidence and relaxation techniques

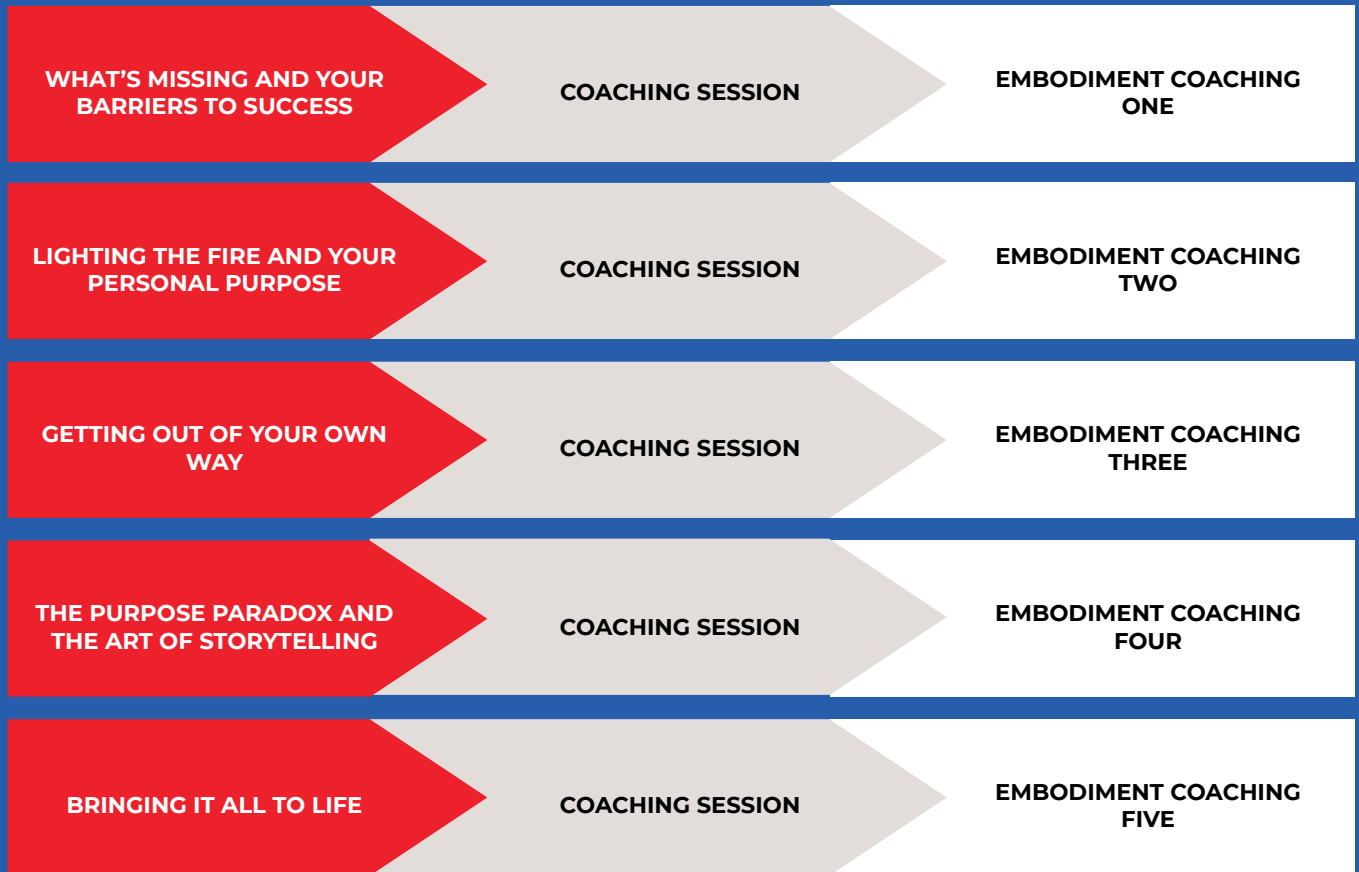
COMMUNICATION MASTER CLASS 4: HOW TO COMMUNICATE WITH TEAMS

Teamwork is a necessity in every workplace but personalities vary and connecting with diverse teams requires special skills. We help you navigate these complexities with empathy and enable you to build a high performance work culture.

LEARNING OUTCOMES:

- Leadership
- Knowing your audience
- Delegating
- Listening
- Communication channels – email, in-person and video
- Empathy and feedback

Delivery Format



The People who will shape your Edge

World class experts



Ausar Stewart

Ausar is a Professor of Voice and Acting at Carnegie Mellon University School of Drama in Pennsylvania. As one of North America's leading voice, speech and communications coaches he has taught at some of Canada's finest institutions including York University, George Brown College, Redeemer University, Randolph College for the Performing Arts, Centennial College, and The Toronto Film School. He has also coached and taught in the Stratford Shakespeare Festival's Birmingham Conservatory for Classical Theatre as well as the Shaw Festivals Theatre's Slight Family Academy.

Ausar holds a BA in Psychology, an MFA in Theatre and Post Graduate Diploma in Voice, Speech and Dialect Coaching. He is also a certified yoga instructor with training in Hatha Yoga in the Sivananda tradition, Advanced Teaching from Toronto's Octopus Garden Yoga & Wellness Centre and Kemeti Yoga, an ancient Egyptian system of yoga as taught in the Yoga Skills School.

Drawing from his wide-ranging training and experience, Ausar integrates core performance principles with yoga, energetics and voice coaching modalities to facilitate transformative learning environments and liberating experiences. As the owner of Free Your Voice, he works with private and corporate clients to help them develop confidence, power and impact so that they can speak, inspire and lead.



Oliver Blofeld

Oliver is an experienced broadcast journalist and trainer with more than 20 years' experience reporting across the Middle East for the BBC, CNBC, Financial Times TV and The Business Channel. He started in journalism as a reporter for Financial Times TV in London in 1995. In 1997 Oliver was posted to the United Arab Emirates as Gulf Correspondent. He returned to Europe in 1999 as senior producer of CNBC Squawkbox. In 2002 Oliver took up the role of Managing Editor of The Business Channel. From 2006 to 2010 Oliver reported for the BBC across the Middle East and North Africa.

Oliver is now Managing Partner of Insight Media a specialist communications consultancy advising companies, governments and NGOs across Europe, the Middle East and Africa to enhance their communications skills through messaging, media training, presentation training and crisis training.



Nima Abu Wardeh

Nima Abu Wardeh was born in the UK and is of English, Irish and Arab heritage.

Nima has worked in television, radio and print in both English and Arabic. She started her career in journalism working for Spectrum International, a radio station for ethnic communities living in London in 1993, where she created and presented a weekly broadcast in Arabic focusing on social issues.

She went on to work for MBC, the first private free-to-air Arabic satellite broadcaster, as a producer and reporter. Nima then joined FT TV as a business producer and reporter working in both English and Arabic. In 1998 she joined the Al Jazeera London office as a business reporter.

In the year 2000, Nima moved to Dubai to work with The Business Channel, the world's first bilingual English Arabic global broadcaster where she created, produced and presented current affairs and business programmes in both languages.

During her time there, she interviewed numerous politicians, business leaders and decision-makers within global and regional organisations - including the International Criminal Court, the World Bank, and the IMF. During her time there, Nima covered key global and regional events such as the World Economic Forum in Davos, as well as its regional meetings held in the Arab world and the Arab Business Council.

Nima was part of the team that launched BBC World's Middle East Business Report. The half-hour weekly programme covered business and finance issues across the region and delves into how issues outside the Middle East, impact it. Filmed on location across the region, the programme explores what it's like to live and work in the Middle East and how political and social issues affect the economic climate and business. Reports and interviews span the whole spectrum of society and industry: prime ministers, royalty, business people, politicians, taxi drivers and the unemployed have all featured on the programme.

In 2004 Nima was a board member of the World Congress of History Producers, an international organisation that brings together media stakeholders with an interest in factual content, and its only representative from the Arab world. In 2008 she was a member of the Arab Thought Foundation's Advisory Committee. In 2009 Nima won the first Oxford Alumni debate to be held in the Arab world. She is a Young Arab Leader and the winner of the New Arab Woman Forum's WOW media award for 2013. The award was decided by public vote.



Jon Duschinsky

Jon is a serial entrepreneur, social innovator, executive coach and trainer, author and speaker that empowers leaders to create the profitable and sustainable change they will be proud to tell their grand-kids about.

He has shared stages with the likes of Gorbachev, Kofi Annan, and Bob Geldof. He has worked with Prime Ministers, Presidents, Fortune 500 CEOs and C-suites, and coached and trained thousands of entrepreneurs and leaders in more than 60 countries. And he walks the talk - creating purpose-driven businesses himself. His latest venture is Oreka Solutions, a multi-million dollar firm revolutionising agriculture through insects.

The first part of his career was spent on the frontline of social change, standing on street corners asking people for donations, getting caught up in revolutions and creating ideas that raised money for hundreds of non-profits. For the last 15 years, he has brought his passion to the world of business, enabling leaders and future leaders to unlock meaning and purpose and transform their own lives and those of the people they create businesses to serve. And as a leader, he stands for the fact that we no longer have to separate making money and making a difference. Because, today, the most powerful competitive advantage is the ability to bridge that divide – to make more money by making a difference.



James Mullan

James is Managing Partner with Insight, a specialist media and presentation training company he co-founded twelve years ago. With Insight he has been a lead trainer for C-level executives across multiple corporate sectors. As well as being a regular broadcaster on regional radio, James is the co-founder and joint editor of mideastposts.com, a news and current affairs analysis site, and a founding committee member of the Emirates Airline Festival of Literature. He continues to be closely involved with the region's leading literature Festival.

Prior to setting up Insight James was Regional Client Service Director for Hill & Knowlton where he led media and communications training programmes for senior executives in multinational and regional companies. He worked for H&K for over ten years.

Insight Media is a specialist communications consultancy with over 20 years' experience working for C-level executives and governments. Our multi-lingual team comprises award-winning journalists and communications professionals who have worked with the BBC, Reuters, Al Jazeera, Al Arabiya, CNBC, Forbes, Financial Times, The Guardian, The Daily Mail and The New York Times. We are here to help you take control of your communications.



John Gage

John has an economics degree from LSE.

Having worked in sales and marketing roles at Esso and Bupa, he joined the temporary help business Manpower where he became interested in how to identify workplace strengths in candidates.

After leaving Manpower, John worked as a consultant to various advertising and marketing communications agencies on how the right behaviours and attributes in staff, together with sound business processes, can boost client retention.

He ran several successful Investors in People programmes and spent a year as HR Director at Ketchum, an Omnicom client of his. During that period, he completed their Investors in People programme as well as their Public Relations Consultants Association continuous professional development certification.

John is familiar with numerous psychometric tests and is qualified to the British Psychological Society's levels A and B. Together with Theresa Guppy, John Gage founded Agency People in January 2000, as a consultancy specialising in working with marketing communications businesses.

He developed Agency People's Success Mapping tools and has used them extensively in both management development and performance management contexts. Agency People believes that improving: employee engagement, creativity and client loyalty drives profit growth and has tools designed to help agencies in those areas. Agency People has worked with over fifty agencies in London, New York and Dubai, including Saatchi & Saatchi; JWT; O&M; Wunderman; Rapp; Gyro; AKQA; 383; Distinctly Digital; Hill & Knowlton; Lexis; Shine; Zenith Optmedia; Havas Media Group and WEVE.

We researched and developed the Diagonal Thinking concept for the IPA. Diagonal Thinking is the ability to oscillate between linear and lateral thinking and was demonstrated to be associated with some of the most creative people in the communications sector.

Agency People worked with JWT to develop HSBC's Advance Values tool (a validated on line values questionnaire)

Current projects tend to focus on agency repositioning, product/service development and senior team development.