

FACILITATOR:



AFAF IBRAHIM

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Afaf Ibrahim - DBA Candidate
Certified Emotional Intelligence Practitioner | Leadership Coach
CEO, Erudite Training Solutions

Afaf Ibrahim helps leaders handle difficult conversations with clarity, empathy and confidence. Combining her expertise in emotional intelligence, HR consulting and leadership coaching, she supports managers to address sensitive issues, maintain accountability and preserve trust.

Her experience spans banking, telecommunications, manufacturing, retail and government, bringing a practical understanding of the pressures leaders face when relationships, expectations and performance are at stake.

In this workshop, Afaf guides participants to recognise emotional triggers, test assumptions and understand another person's perspective before responding. Through realistic scenarios, participants practise communicating clearly and respectfully during feedback, performance discussions, conflict and change.

Afaf is a DBA candidate researching emotionally intelligent leadership across cultures and the author of *Al-Masdar: The Bridge to Excellence*. Her work has been recognised by **CIO Views** and **World Leaders Magazine**.