



Professional Certificate in Value-Driven Leadership

Empowering Leaders for Transformative Impact

Accra, Ghana – May 2026

Our multi-award-winning executive leadership programmes, prepare you to successfully navigate an everchanging business environment in these times of economic uncertainty, to help you lead more effectively and truly become a leader of significance.

About inemmo

Inemmo is an international leadership development and executive coaching consultancy working with organisations and senior leaders across Africa, the United Kingdom, Europe, United States and beyond. We design and deliver leadership experiences grounded in real leadership practice, behavioural insight, and the realities leaders face in complex and uncertain environments. Our work supports leaders to exercise sound judgement, act with integrity, and create lasting organisational impact.

Programme Objectives

- **Strengthen leadership capability** grounded in values, accountability, and sound judgement
- **Enhance communication and influence** across diverse teams and stakeholder groups
- **Support confident, ethical decision-making** in complex, high-pressure, and ambiguous contexts
- **Deepen self-awareness and leadership impact** to enable sustained performance and alignment

What you will gain

Designed by and for leaders, the highly interactive three-day **Professional Certificate in Value-Driven Leadership** strengthens judgement, self-awareness, and values-led decision-making in complex and uncertain environments.

- 01** Gain perspective from experienced leadership practitioners, drawing on real-world insight, regional and global experience, and best practice.
- 02** Engage in a challenging and reflective leadership experience through dialogue, debate, and shared perspectives with peers.
- 03** Leave with greater clarity, practical insight, and a stronger foundation for leading effectively within their organisational context.

Programme investment

USD 1,375* per participant

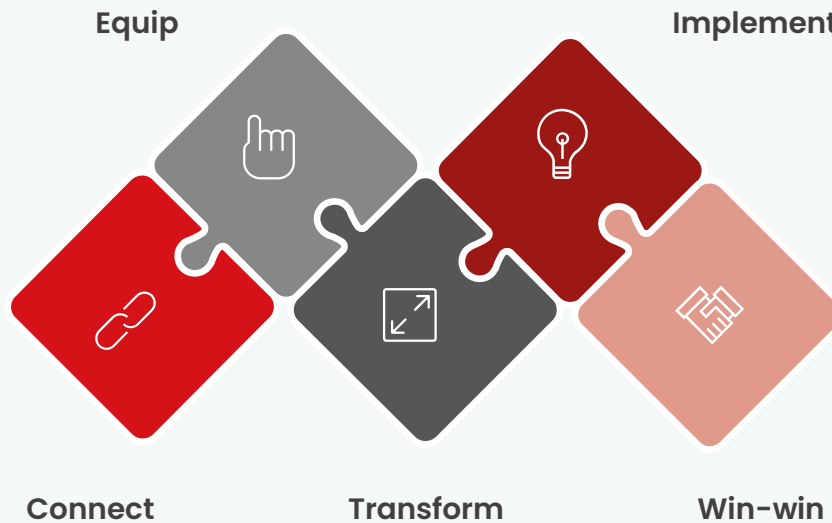
This fee covers the full three-day Professional Certificate in Value-Driven Leadership and a one-hour, one-to-one post-programme executive coaching session delivered online to support the application of learning.

*All fees are net of withholding tax and any other local taxes (if any) and local bank charges. [Inemmo's Training and Executive Coaching T's and C's](#)



Impact – Benefits to You and Your Organisation

Each programme is tailored to reflect the organisation's context, values, and leadership priorities.



01 — Connect

Strengthen communication and engagement across leadership teams, building shared understanding of purpose, priorities, and strategic direction.

02 — Equip

Enhance leaders' ability to apply insight, judgement, and analysis to complex business and organisational challenges.

03 — Transform

Develop a confident leadership presence and values-led approach that strengthens credibility, influence, and effectiveness.

04 — Implement

Translate insight into action through clear priorities and practical leadership actions aligned to organisational goals.

05 — Win-win

Support a culture of integrity, inclusion, and innovation that drives sustainable performance and long-term organisational value.

★ — Post-programme Executive Coaching

Following the three-day programme, each participant engages in a one-to-one online executive coaching session. This session supports the embedding of learning, enables focused reflection on leadership development, and provides space to explore any specific challenges the participant is currently facing.

DAY 1

Cultivating Self-Awareness for Effective Leadership – Lumina Learning Psychometrics

“What is necessary to change a person is to change his awareness of himself.”

- Identifying and Assessing Your Personal Behavioural Preferences
- The Importance of Adaptability
- Speed-reading Personalities – How we perceive others
- Embracing Change

Emotional Intelligence in Leadership Excellence

“Leadership's First Commandment: Know Thyself.”

- Exploring emotional intelligence and understanding how others perceive you
- Understand how to build greater rapport, the psychological mechanics behind rapport
- Understand the true value of diversity and how to co-create results
- Understanding the importance of emotional intelligence in leadership effectiveness

Navigating the Evolving Business Landscape

“In the ever-changing landscape of business, success belongs to those who adapt swiftly, innovate relentlessly, and navigate uncertainty with unwavering determination.”

- Understanding the current business landscape
- Innovation in uncertain times
- Future business trends

Leadership Essential: Embracing Uncertainty

“Success often lies on the other side of uncertainty.”

- Group discussion and shared insights, on challenges, strategic agility, leading through change and uncertainty, and industry shifts

DAY 2

Lumina Spark Portrait: Personal Insights

"What lies behind us and what lies before us are tiny matters compared to what lies within us." – Ralph Waldo Emerson

What to Expect:

- Dive into your personal Lumina Spark Portrait
- Share key insights and learn more about your colleagues' working styles

Effective Organisational Culture

"The only thing of real importance that leaders do is create and manage culture."

- Exploring how organisation type, vision, values, and culture impact the leadership role
- Factors that shape an organisation's culture
- Aligning leadership culture with business strategy
- Establishing and cultivating a culture of responsibility and accountability among your employees

Effective problem-solving and decision-making

"Think outside your comfort zones!"

- Decision-making styles
- Applying creative and analytical tools to problems
- Tools and techniques to enable effective decision making
- Applying future trends to leadership strategies and scenario planning
- The impact of risk, uncertainty and linked decisions in the decision-making process

Building Personal Resilience

"People understand that no matter how good their technique is, there is always room for improvement."

- Understanding Stress and Adversity
- Identifying sources of stress in leadership roles
- Developing proactive strategies to mitigate stress
- Developing a Resilience Mindset

DAY 3

Key Principles of Cultivating Outperformance

"Greatness happens when vision, talent, and innovation come together effortlessly."

- The STAR Model for Cultivating a Culture of Outperformance - **S**trategic Vision | **T**alent Development | **A**ccountability Framework | **R**ecognition and Rewards
- Explore challenging scenarios and case studies designed to test and apply the STAR Model components. Each case study will provide context, challenges, and potential strategies to address the issues while creating and maintaining a culture of outperformance.

Strategic Leadership Challenge: Navigating Market Disruption

"Through disruption, strategic leaders chart new courses, turning challenges into opportunities."

- In this project simulation, senior leaders will engage in a dynamic, real-world scenario where they must apply their strategic leadership skills to navigate a market disruption. The simulation aims to integrate various aspects of leadership, including strategic planning, crisis management, innovation, and collaboration.

Commitment and Action Planning

"Focus on the step right in front of you, not the whole staircase."

- Setting personal leadership goals based on the session
- Action planning for immediate implementation

Wrap-up and Presentation Ceremony

"Every Champion Was Once A Contender That Refused To Give Up."

- Summary of key takeaways
- Presentation ceremony





Joy Maitland MBE

Joy is an accomplished Business Psychologist, Executive Coach, and author of *From Alpha to Zen: Leadership for a Brave New World*. With a strong commitment to continuous learning, she is guided by her personal motto, “**Be the Difference. Make the Difference,**” and is known for inspiring positive change in both organisations and wider society.

Her professional background spans senior corporate management, governance, and organisational transformation. Joy holds fellowships with the **Institute of Directors**, **Institute of Leadership**, and the **Chartered Management Institute**, and is a member of the Association of Corporate Governance Practitioners.

In June 2024, Joy was honoured by **King Charles III** and appointed a **Member of the Order of the British Empire (MBE)** for her services to business and to charity. In the same year, she was also made an **Honorary Life Member of the Association for Business Psychology**, recognising her contribution to the business psychology profession.

Throughout her career, Joy has worked with global organisations including Vodafone, 3M, RBS, and Sony. In 2005, she founded the multi-award-winning consultancy Inemmo, following her role as Group Director of Operations (UK) at Taylor Nelson Sofres, a FTSE 250 organisation. She currently serves as Non-Executive Director and Chair at Plane Saver Credit Union, and as Chair of Code Your Future.

As an author and executive coach, Joy works with leaders across sectors and geographies, helping them adopt thoughtful, modern approaches to leadership and to lead with confidence, integrity, and impact.



Atiya Sheikh FRSA CBP MIoD

Atiya is a highly regarded Leadership Development Consultant and Director of the multi-award-winning Inemmo. As a Business Psychologist, she empowers managers with innovative, tailored solutions that drive transformational change within their organisations. Her strategic support enhances both management and leadership capabilities, ensuring alignment with overarching organisational goals.

She has a background in Accountancy and Market Research, where she leveraged insights from the Professional and Financial Services sectors to deliver actionable studies for industry giants such as The London Stock Exchange, EY, Barclays, and Morgan Stanley. Currently, she also serves as a Non-Executive Director at LHP and is the Lumina Learning Partner for East & West Africa.

Atiya's professional affiliations include prestigious organisations such as the Association of Business Psychology, Chartered Management Institute (CMI), and the Institute of Directors (IoD). She is a CTA Certified Executive Coach (ICF), a TNA Brain Coach specialising in Applied Neuroscience, and a Certified Facilitator of the Sedona Method. Additionally, she leads Lumina Practitioner qualification programmes, equipping others to harness the power of Lumina Learning Psychometrics.

With an impressive track record of delivering transformative solutions, Atiya stands at the forefront of Leadership Development Consulting. Her dynamic, holistic approach inspires individuals and organisations alike to unlock their full leadership potential, driving impactful change and fostering a culture of continuous improvement.

inemmo
Leadership potential unleashed



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