



TOMMY WEIR

CEO Coach, Author and Speaker

CEOs around the world turn to Dr. Tommy Weir for trusted leadership advice on how to become the best they can be and how their organizations can achieve rapid growth. Since founding the Emerging Markets Leadership Center (EMLC), Dr. Weir has helped over 3,000 executives from more than 80 nationalities achieve peak performance.

In other words, Dr. Tommy is a leadership maximizer—helping good leaders become great!

Dr. Weir is equipped with an arsenal of rare insights coming from decades of experience and success stories ranging from Fortune 500 companies and governments, to family businesses and newly established corporations in Africa, Asia, and the MENA region. He is known for constantly adding value by inspiring executives to greater performance.

A thinker, speaker, and writer to the core, he holds a doctorate in strategic leadership from Regent University, and is a professor at Hult International Business School. In addition to writing a number of books, Dr. Tommy is also the leadership columnist for several prominent publications.

His vast knowledge has placed him in high demand as a **CEO Coach, author, speaker, and advisor.**

Contact him today
tsw@tommyweir.com
and follow him on
twitter [@tommyweir](https://twitter.com/tommyweir)



TOMMY WEIR

tommyweir.com

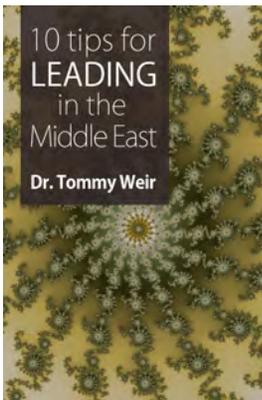


Leadership Dubai Style: the habits to achieve remarkable success

Every now and then a story comes along that absolutely captures your attention. Dubai is one of those for me, but not just me—millions around the world yearn to come to Dubai. This global supercity, which just five decades ago was a cholera-plagued backwater, might just be the picture of a dream becoming reality. But how, exactly, did this incredible transformation take place?

Leadership! But not your run-of-the-mill government leadership, nor typical corporate leadership, nor leadership taught in classrooms. This is Dubai-style leadership.

To learn how to lead Dubai style, we need to walk the desert paths of the past to the superhighways of the future. *Leadership Dubai Style* retraces the city's journey and draws out the leadership habits that emerged over time. For decades Dubai brought in—imported—leading minds from every field to learn from them. Now it's time for Dubai to teach us—to teach us how to lead!



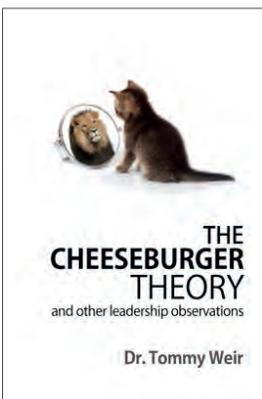
10 tips for Leading in the Middle East

voted the #2 best book of 2014 by the Wall Street Journal's Readers Poll

Whether you're embarking on a senior leadership position or merely curious and a seeker of leadership knowledge, you will find *10 Tips for Leading in the Middle East* to be a fascinating guide written by someone who knows firsthand the potential inside the boardroom within the corporate world of the Middle East. Each tip is explored in-depth offering unique and practical insights.

This must-read book immediately separates itself from theoretical texts while keeping the focus on the applicable nature of leading in the Middle East. Its simplicity highlights what you can expect, which is in essence a "Coffee Conversation" where the reader has asked, "Would you tell me from your experience and research what does it take to be a good leader here?"

*also available in Arabic



The Cheeseburger Theory and other leadership observations

The master of leadership observations that make you say, "That's so true", *The Cheeseburger Theory* brings real life leadership insights out of everyday experiences.

These observations stop and make us wonder: Is it really about money and extras? Is email a tool of productivity? How much do these leaders really want what they are asking for? Why would employees lie in public about their boss? If so much attention is given to employee performance, then why is it missing the gusto? What does it mean to lead people who came here from numerous countries in search of better opportunities? What can I do to succeed as a leader? If I didn't go into the office every day, then who would I be? If each of you is on the same team, then shouldn't you be focused on helping each other succeed? How often do leaders use internal language to speak with external customers? What is the fascination with being unique?

As a leadership junkie, Dr. Tommy shows us real life leadership within everyone and everything. He gives us a completely new perspective and a glimpse into someone else's leadership.

Additionally Dr. Tommy is the author of *The CEO Shift* and contributed to the book *Going Global*, which features his chapter, Developing Leadership in Global Organizations.