



# **INSPIRE TO LEAD : LEAD TO INSPIRE™**

Leading and  
inspiring in an  
Age of Uncertainty.

**i-i HUMAN MATTER-S**

PROFESSIONAL DEVELOPMENT  
FOR VISIONARY ORGANIZATIONS

A woman with long brown hair, wearing a red blazer over a grey shirt, is speaking and gesturing with her hands. She is in the foreground, slightly to the left. In the background, there are other people, including a man in a white shirt and another woman with long brown hair. The setting appears to be an outdoor or semi-outdoor space with a blurred background.

**The best leaders  
today aren't the  
smartest in the  
room, they're  
the ones who  
know how to  
inspire others.**

We have a meaning crisis.

In 2025, 68% of employees report feeling emotionally disconnected at work. 87% of Gen Z say they value purpose and well-being over salary. And 60% of jobs are being reshaped by AI, replacing what's predictable and repeatable. That means knowledge is no longer your competitive edge. The new edge is creativity and imagination.

But here's the problem: most organizations have unintentionally extinguished it through rigid hierarchies and through leadership models built for an era that no longer exists. What's missing is the human imagination, the spark that sees connections no machine could, and when that spark is gone, what follows is a quiet kind of erosion.

Inspirational Leaders are transformative masterclasses that reawaken creativity so your organization can keep up with changes. They help leaders design future-forward experiences that transform conditions to develop breakthrough ideas and lead

the teams into a state of flow where innovative ideas emerge naturally. Employees feel reignited, more alive, more creative, and more connected to why their work matters. Instead of being held back by fear of failure or perfectionism, they gain the courage to take creative risks and trust their instincts.

Collaboration shifts from guarded competition to genuine co-creation, unlocking ideas that no one person could have come up with alone. Most importantly, they leave with a renewed sense of purpose.

Leaders gain teams that are energized, resourceful, and emotionally invested. Morale improves, turnover drops, and innovation accelerates. This is not a mindset shift. It's a culture shift.

**And it starts with you!**

**Are you the  
creative force  
others wish to  
follow? Are you  
managing people  
or awakening  
their potential?**



**Who is it for?**

CEOs, VPs, team leads, HR heads, directors of innovation, transformation officers, and high-potential managers across industries who want to grow their leadership capacity, inspire their teams, and unlock the creative potential of their people – especially in fast-changing environments shaped by automation, remote work, and cross-generational teams.

**Mode of delivery**

- Interactive Masterclass
- Team-based Workshop

**Number of participants**

Up to 25 (can be scaled upon request)

**Duration**

- 90-minute Talk (60-minute keynote + 30-minute Q&A)
- Half-day or Full-day Workshop (customized content)
- Multi-day Deep Dive (upon request)

**Requirements**

- Open room with flexible setup (tables can be moved)
- Whiteboards or sticky walls for group work
- Projection/screen for media
- Willingness to be surprised

**Session Takeaways**

- A fresh model for leading in uncertain times without burning out
- A set of daily tools to build trust, reduce fear, and invite thinking
- Exercises to improve decision-making through intuition and pattern recognition
- Tactics to improve communication when teams feel stuck, drained, or distracted
- A new relationship to failure, risk, and ‘not knowing’
- Insights on how to lead Gen Z and multicultural teams with creativity, not command
- Practical ways to lead innovation alongside AI, not in competition with it
- A powerful mindset shift: from driving outcomes to unlocking others’ brilliance
- Renewed clarity on what kind of leader you want to be – and how to get there

**DESCRIPTION**

Leadership used to be about control, expertise, and driving performance. But the rules of the game have changed. AI is rewriting job descriptions. Younger teams are demanding meaning, not just paychecks. Burnout is everywhere. And creativity – once treated like a luxury – is now becoming the most essential leadership skill.

And yet, most leaders have never been trained to lead creatively. They know how to make decisions. They know how to optimize. But when it comes to unlocking the ideas of a room, creating safety for unconventional thinking, or guiding a team through uncertainty without losing direction – they’re left guessing. That’s where this workshop comes in.

Creative Leader is a dynamic, hands-on professional development training designed for executives, team leads, and department heads who want to lead differently – not with performative creativity, but with real tools, behaviors, and mindsets that create room for ideas, empower teams, and make space for change.

We work with real challenges. We unpack the day-to-day struggles of leadership – the pressure to perform, the fear of taking risks, the time crunch that kills innovation before it begins. Then we build new mental models that help leaders collaborate with both people and AI tools in meaningful, human ways.

Creative leadership is not some vague concept. It’s a way of thinking and working that can be taught, practiced, and built – like any other leadership skill.

And in the near future, the ability to lead in this way will be the difference between success and failure.

# Meet Your Guide!

**Dr. Zinka Bejtlic** is an international educator, speaker, and leadership trainer specializing in creative communication, motivation, and human-centered innovation.

With a Ph.D. in Educational Psychology and over 20 years of global teaching experience, she has worked with leaders, educators, and teams across disciplines to help them rediscover purpose, unlock creativity, and communicate with clarity and care.

Zinka's work centers on the emotional dimension of leadership and professional growth—how feedback is given and received, how cultures of belonging are built, and how inspiration becomes a daily practice rather than a rare spark. Her research and programs focus on purposeful communication, creative confidence, feedback that motivates, and personal leadership presence.

Her methods help leaders and teams move from transactional habits to transformational impact.

Currently Professor and Head of Department of Art and Design at the College of Architecture, Art and Design at the American University of Sharjah (UAE), Zinka is also the founder of Teach-Studio, a platform dedicated to nurturing vulnerability, empathy, and mentorship in learning and professional environments.

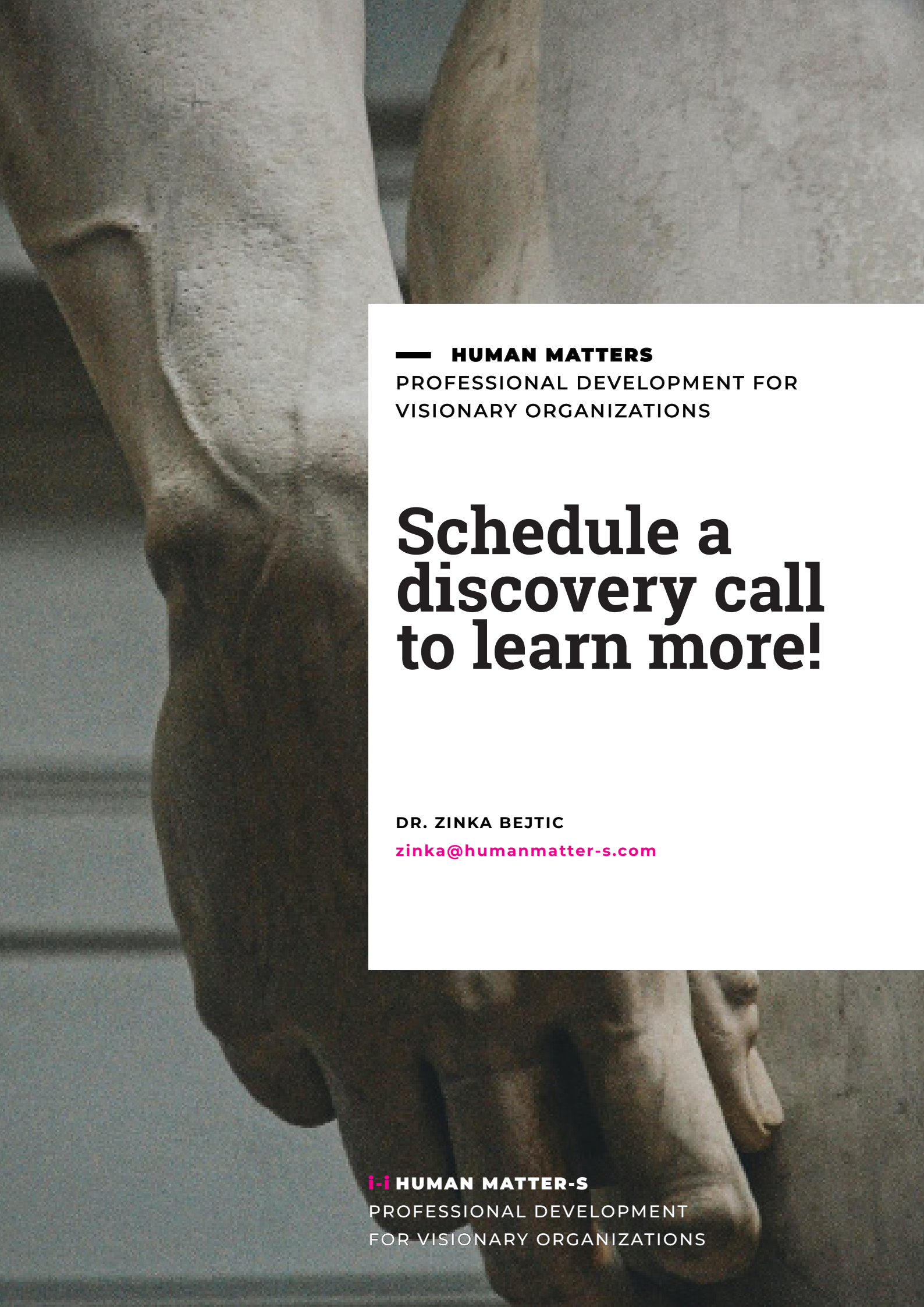
Her published work explores the intersection of motivation, care pedagogy, and creativity in leadership and education. She has delivered keynote talks and workshops globally and is a TEDx speaker. Her talk, "It's time to let our students teach us," explores the power of humility, trust, and shared meaning in leadership today.

Zinka brings warmth, deep insight, and contagious energy to every room—helping leaders not just learn, but transform the way they lead, connect, and create.

[zinkabejtlic.com](http://zinkabejtlic.com)



Dr. Zinka Bejtlic



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**Schedule a  
discovery call  
to learn more!**

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