



LEAD WITH LIGHT™

Transforming
Women into
Future Leaders
and Visionaries.

LEAD WITH LIGHT™ is a novel experience that redefines how women discover confidence and authenticity, transforming them into forces that ignite teams, inspire change, and shape the future of leadership.

i-i HUMAN MATTER-S

PROFESSIONAL DEVELOPMENT
FOR VISIONARY ORGANIZATIONS



**You don't need
a louder voice.
You need a
clearer why.**

BACKGROUND

The world is evolving at a pace where technology often leads the conversation. Yet, what defines the future of work is the human intelligence that machines cannot imitate: empathy, intuition, creativity, and connection.

Lead with Light™ is a full-day experiential workshop designed to awaken these capacities in women leaders and professionals. Through hands-on learning, reflection, and dialogue, participants explore what it truly means to lead with awareness, presence, and purpose.

For generations, women have been taught to adapt—to fit in rather than to stand out. This experience invites them to unlearn that conditioning and return to their most authentic expression. It helps participants listen to their intuition, speak with clarity, and use their emotional depth as a source of strength in leadership.

Rooted in years of practice in experiential learning and human-centered leadership, Lead with Light™ blends the personal and the collective. Participants don't

just learn—they experience, co-create, and reflect together. Through guided activities, they develop the confidence to navigate complexity, give and receive feedback with empathy, and foster environments where creativity and collaboration thrive.

This is not a training. It is a learning journey—a space where confidence and compassion meet, where vulnerability becomes a form of wisdom, and where leadership grows from the inside out.

Participants leave with new perspectives, practical tools, and the energy to build workplaces that feel more human, inclusive, and alive.

If your organization seeks to nurture emotionally intelligent leaders and cultivate a culture where people can grow, contribute, and thrive—Lead with Light™ is the beginning of that transformation.

“Our organization runs leadership trainings every year but this was something else.”

Tatiana, Sparkasse Bank BiH

THIS WORKSHOP IS FOR YOUR COMPANY IF YOU WISH TO:

- Reimagine leadership through authentic human connection that rebuilds trust, drives engagement, and bridges generational divides.
- Create a culture of psychological safety where employees feel valued, motivated, and inspired to contribute their best work.
- Develop emotionally intelligent women leaders who shape resilient, high-performing teams grounded in empathy and purpose.
- Transform traditional mindsets to attract and retain next-generation talent seeking meaning, flexibility, and growth.
- Reignite energy and purpose after change, helping teams recover from fatigue, uncertainty, and organizational transition.
- Turn empathy into a measurable leadership advantage that reduces turnover, enhances collaboration, and strengthens loyalty.
- Build environments where innovation and wellbeing coexist and where creativity thrives because people feel seen and supported.
- Embed continuous, experiential learning into your culture to sustain transformation long after the workshop ends.

“This workshop ignited a powerful movement in our offices. Together, we took concrete steps shifting how we operate and relate to one another.”

Amina, Sparkasse Bank BiH



**The world
doesn't need
strong women.
It needs
women who
no longer hide
their strength.**

WHAT TO EXPECT?

Our methodology is grounded in a human-centered, experience-based approach where learning is lived, not taught. Each activity follows the same rhythm: awareness, expression, action, and reflection – a cycle that helps women move beyond insight into practice.

Learning by Doing

Participants engage through simulation, storytelling, and collaborative exercises that invite intuition and imagination to take the lead.

Self-Observation

Through guided reflection and awareness practices, participants learn to identify the signals of intuition, stress, and authenticity. This builds emotional regulation, self-trust, and clarity – the foundation of confident, compassionate leadership.

Feedback and Dialogue

Facilitated peer reflections and empathy-based dialogue help participants practice honest, kind communication. They learn to transform feedback into fuel – strengthening relationships, psychological safety, and mutual respect.

Group Dynamics

The group becomes a microcosm of real organizational life. Through shared discovery and co-creation, participants experience how connection and emotional tone shape culture, motivation, and innovation.

Reflection and Integration

Every module closes with mindful reflection. Participants articulate what shifted, what they discovered, and how to translate it into action.

MODE OF DELIVERY

Interactive Masterclass combining experiential learning, reflective practice, and guided facilitation.

WHO IS IT FOR?

Organizations that recognize the value of human intelligence in the age of technology. Companies that invest in emotional intelligence, creativity, and empathy as core leadership capabilities will find this experience a powerful way to build trust, retention, and engagement across teams. Participants come from diverse sectors but share a common goal – to lead with awareness, connection, and courage:

- Emerging and mid-career female leaders navigating growth, change, or transition.
- Senior professionals seeking to lead with greater meaning, balance, and authenticity.
- Teams and organizations ready to cultivate inclusive, emotionally intelligent cultures.
- HR and L&D departments building the next generation of purpose-driven leadership programs.

NUMBER OF PARTICIPANTS

25–30 to ensure depth of interaction and personalized feedback. Can be scaled upon request.

DURATION

Eight-hour immersive experience. Customization available to align with organizational objectives, team size, and learning outcomes.

“It turned out to be one of the best gifts I’ve given to myself.”

Inga, ESMT Berlin

MEET YOUR GUIDE PROF DR. ZINKA BEJTIC



Founder of Human Matter-s, TEDx Speaker, Professor and Head of Department of Art & Design at the American University of Sharjah

Dr. Zinka Bejtich is an international educator, speaker, and leadership expert dedicated to helping people and organizations rediscover their human potential in the age of AI.

With a Ph.D. in Educational Psychology and thirty years of global teaching and leadership experience, she has worked across academia, government, and industry to design learning experiences that transform how we think, teach, and lead.

As the founder of Human Matter-s, Zinka develops and delivers breakthrough programs that help leaders and teams reconnect with creativity, empathy, and intuition—the human capacities that technology cannot replace.

Her workshops, including **Dreamstorming, Creative Leadership, and Lead with Light**, bring together the science of experiential learning with the art of human connection to inspire lasting change in how people collaborate, communicate, and create transformational impact.

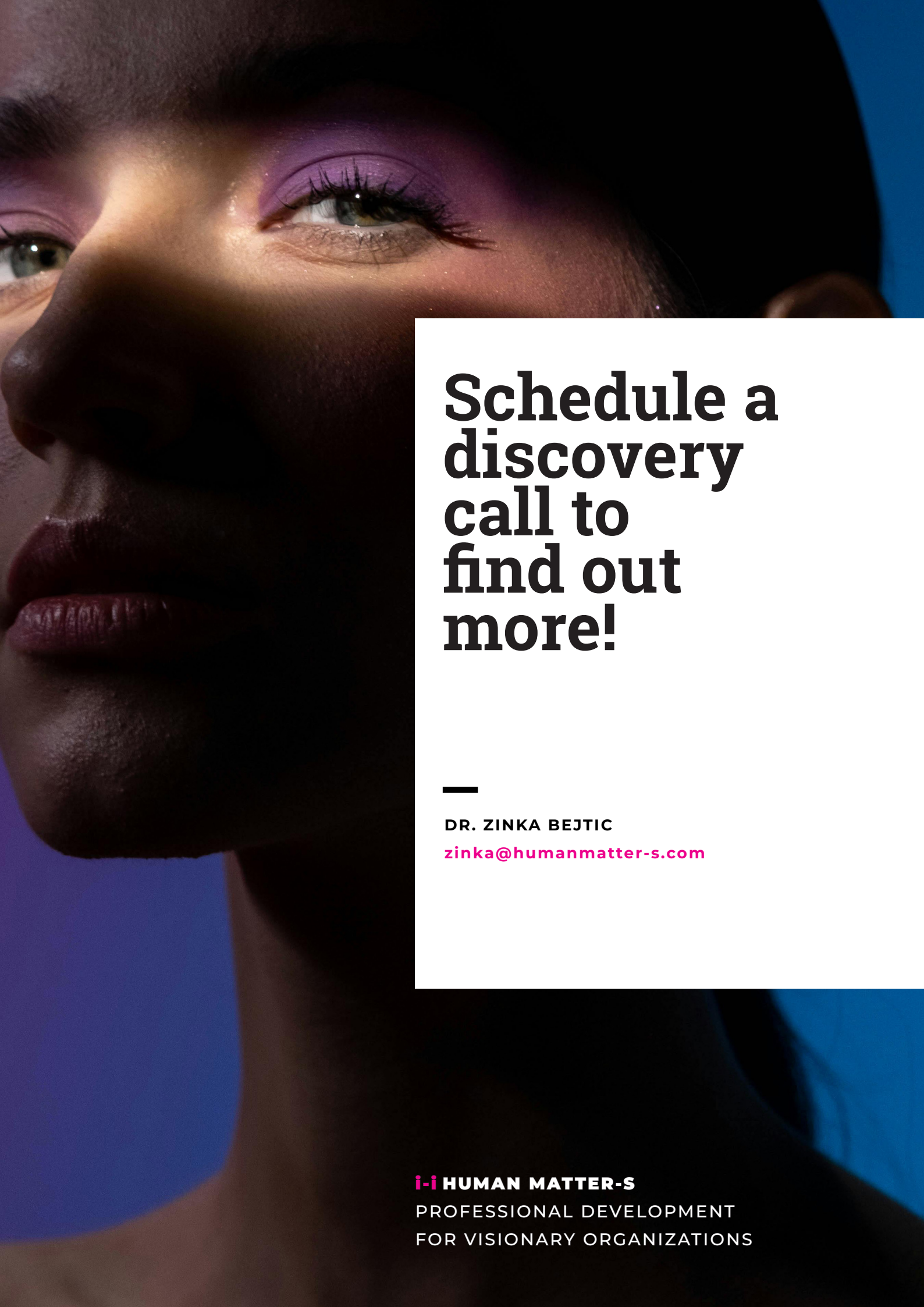
Currently Professor and Head of the Department of Art and Design at the College of Architecture, Art and Design, American University of Sharjah (UAE), she has taught and lectured in Canada, the United States, Germany, Bosnia and Herzegovina, and the United Arab Emirates.

Her approach is both intellectual and deeply human—helping people not just learn, but awaken to their own creative intelligence and courage to lead with authenticity.

zinkabejtich.com



Dr. Zinka Bejtich



**Schedule a
discovery
call to
find out
more!**

DR. ZINKA BEJTIC

zinka@humanmatter-s.com

i-i HUMAN MATTER-S

PROFESSIONAL DEVELOPMENT
FOR VISIONARY ORGANIZATIONS