

Dr. Tommy Weir

“expert in emerging markets leadership”



LONDON
SPEAKER
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Globally recognized as an authority on leading in Fast-Growth and Emerging Markets, **Dr. Tommy Weir** is an author, renowned speaker, CEO Coach, and advisor on senior executive leadership. He has rare insights through working with over 3,000 CEOs and business leaders from around the world, ranging from Fortune 500 companies to newly established corporations in Asia and the Middle East.

Dr. Tommy is credited with the breakthrough discovery of Leading and Succeeding in the Emerging Markets, a business approach that assists leaders in making sense of complexity, diversity, ambiguity and youthfulness in first generation corporate societies. This work has now found its way into the core practices of leaders and senior teams across the globe.

His books include: *10 Tips for Leading in the Middle East*, *The CEO Shift* as well as *The Cheeseburger Theory and other leadership observations*.

With a rich history of leadership development advising governments and corporations on strategic and future-oriented leadership, he has spearheaded the creation of innovative and award-winning leadership programs. His unique experience of working with over 80 nationalities is a welcome breath of fresh air in today's diverse and multicultural work environment.

Holding a doctorate in strategic leadership from Regent University, Dr. Weir is the Founder of the Emerging Markets Leadership Center (EMLC) and Professor at Hult International Business School. He is the leadership columnist for The National along with his writings being featured in other prominent publications.

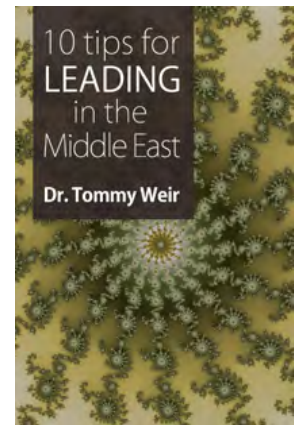
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10 Tips for Leading in the Middle East

Whether one is 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?”



The Cheeseburger Theory and other leadership observations



**THE
CHEESEBURGER
THEORY**
and other leadership observations

Dr. Tommy Weir

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.

The CEO Shift

Global realities require that CEOs today change their perspectives. In fact, the very nature of business as we knew it, no longer is, with the preeminence of the Emerging Markets. What does this mean for business leaders? To win in the Emerging Markets, it means that CEOs must make a sizable shift – actually five shifts!

The question is “will your business succeed in the changing world?” Simply stated, reality mandates that every CEO needs to incorporate these five critical shifts to succeed – Market Shift, Growth Shift, Speed Shift, Talent Shift, and Leader Shift.

Every CEO must make The CEO Shift!



Additionally Dr. Tommy contributed to the book *Going Global*, which features his chapter, Developing Leadership in Global Organizations.