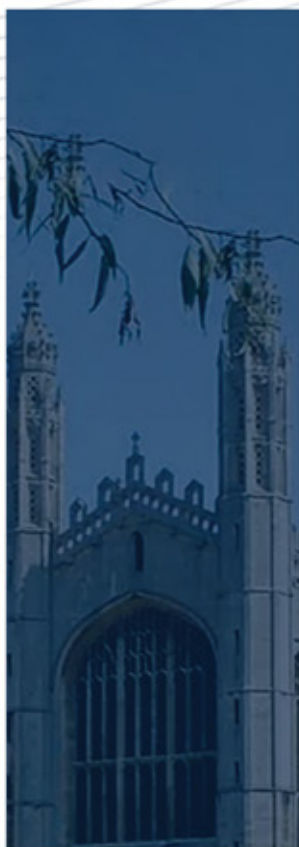




**GLOBAL
BUSINESS
SYMPOSIUM**

YOUTH
DIPLOMATIC
ACADEMY



**GLOBAL
LEADERSHIP &
BUSINESS
CERTIFICATION**

Cambridge

**EVENT REPORT
2025**

26th - 30th August, 2025
📍 Clare College, Cambridge

➤ globalbusinesssymposium.com

Event Summary

The **Global Leadership and Business Certification Cambridge 2025** convened participants from more than 60+ nationalities for three days of intensive learning and dialogue. Set against the historic backdrop of Clare College, Cambridge, the program provided a unique platform for emerging leaders to explore the intersections of business, leadership, and personal growth. Through keynote addresses, expert-led sessions, case-based discussions, and collaborative exercises, participants were guided to critically reflect on their own leadership styles, confront challenges with clarity, and build strategies for effective decision-making. The certification emphasized the importance of self-awareness, resilience, and teamwork, encouraging delegates to embrace honesty, refine their skills, and cultivate the confidence needed to lead in complex environments.



Subjects of DISCUSSION

1. Exploring “hidden blockers” and immunity to change
2. ITC mapping, uncovering behaviors and fears that limit change
3. Setting personal performance goals; overcoming setbacks with a winning mindset
4. Designing SMART experiments and integration
5. Finding resilience and the courage to craft an authentic legacy
6. Strategic thinking and reverse engineering to leverage clarity
7. Tackling leadership dynamics and reframing conflict

Message from the ORGANIZING COMMITTEE

“ As the organizing committee, we can say with certainty that the Global Leadership and Business Certification Cambridge 2025 was both a challenging and immensely rewarding journey. Bringing together participants from over 60+ nationalities, coordinating with world-class trainers, and ensuring a seamless three-day program demanded careful planning and tireless effort. Yet, every challenge was outweighed by the energy of our delegates, their curiosity, insightful questions, and eagerness to engage at every stage. It was the commitment of the delegates that gave us the strength to keep going and reminded us why this work is so important. They are the reason we continue to carry this legacy forward, creating spaces where leadership, collaboration, and excellence thrive ”



Theme of the Certification

“Transformational leadership through personal growth and a culture of continuous clarity”

Objectives of the Certification

1. To equip emerging leaders with practical skills and a comprehensive toolkit for personal growth and effective leadership
2. To offer actionable strategies and solutions for navigating the complexities of today’s global business environment
3. To build a strong international network of future leaders, rooted in cross-cultural collaboration and modern approaches to leadership



Day 2

The formal proceedings opened with an address by **Mr. Usman Amjad**, Managing Director of the Global Business Symposium (GBS). In his remarks, he encouraged participants to recognize their inherent potential, reminding them that **self-confidence is essential to leadership**.

He urged the group to embrace strategic effort and sustainable leadership practices, thereby setting the tone for the days ahead under the broader theme of personal transformation. Adding an unexpected element of motivation,



the organizers announced that each day three delegates demonstrating exceptional drive would be **Awarded \$1,000** vouchers to be redeemed at future **GBS events**, an initiative that was met with enthusiasm.



Following introductory activities and lighthearted ice-breakers designed to dissolve barriers and highlight shared humanity, the stage was handed to the first guest speaker, **Mr. Steven Qi**, who currently serves as a Staff Assistant at the International Monetary Fund (IMF). Mr. Qi shared reflections on leadership through the lens of his own journey, being among the youngest professionals to engage in policy discussions at critical global forums.



Drawing on the **struggles of Gandhi** and the **diplomacy of Kofi Annan**, he emphasized that inclusivity and innovation remain central to shaping the future. He reminded participants that meaningful change rarely begins at the top; rather, it often emerges when young voices insist on being heard in decision-making spaces.

The remainder of the day was devoted to a series of **comprehensive workshops** led by **Mr. Andrew White**, former Program Director at the Saïd Business School, University of Oxford and the founder of Transcend.Space. His sessions centered on the theme “Leading Change through Personal Transformation,” and were structured to take



Mr. White began with what he termed “**the work before the work**”, a framing exercise that invited delegates to consider their individual learning goals and to identify the personal and professional narratives that would shape their engagement throughout the program. This introduction created a reflective foundation, encouraging participants to see leadership not simply as an external act but as an internal discipline.

The first session, “**Understanding Immunity to Change**,” led delegates to confront hidden blockers and competing commitments that often undermine leadership. Through discussion and guided exercises, participants began to recognize how subconscious fears and contradictory priorities can act as silent barriers to progress. This was followed by a short coffee break, which provided space for informal exchanges and networking. The second session, “**Surfacing Hidden Commitments**,” built on this foundation by guiding delegates through the Immunity to Change mapping process.

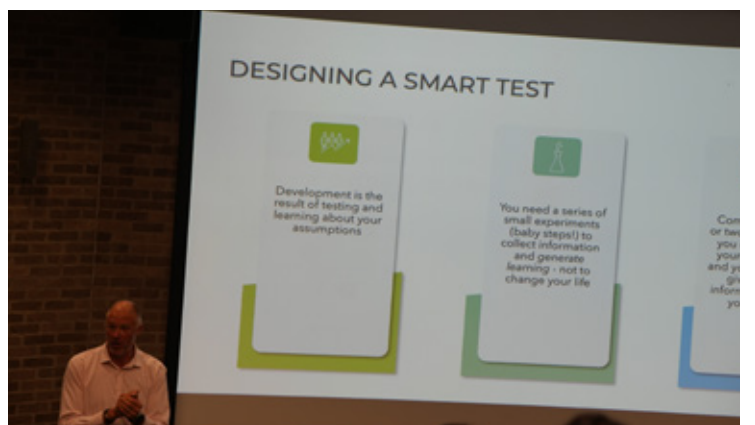


They were invited to articulate behaviors and underlying anxieties that quietly shape their choices. This was not an abstract exercise; many participants shared personal reflections that revealed how unexamined fears, of failure, of judgment, of vulnerability, can quietly dictate decisions.

Following that, lunch time provided a valuable interlude in the day's intense schedule. Delegates gathered in a relaxed setting where they shared meals and exchanged stories about their professional journeys and aspirations. The break allowed conversations to extend beyond structured sessions, enabling participants to connect on a personal level and establish bonds that many expressed would continue well beyond Cambridge. The informal networking over lunch proved as enriching as the formal sessions, as delegates discovered common ground and potential avenues for future collaboration.



In the afternoon, the third session, **“Designing Smart Experiments,”** introduced the concept of practical, small-scale experiments designed to test assumptions and challenge ingrained patterns. Delegates were encouraged to craft experiments that were specific, measurable, achievable, relevant, and time-bound, practical tools that would allow them to confront fears in manageable increments while tracking tangible outcomes. Another coffee break offered a moment of relaxation before the final session of the day.



The concluding session, “**Integration and Next Steps**,” focused on consolidating the day’s insights. Delegates revisited their reflections from the morning and began to outline personal development plans that would guide their continued growth. The exercise was not simply theoretical; each participant left with a clearer framework for aligning their values, goals, and actions. In **Mr. White’s words**, meaningful leadership begins when individuals acknowledge the internal narratives that hold them back and then actively design strategies to move beyond them. Moreover, throughout **Day 2**, delegates had the opportunity for personal reflection by utilizing Mr. White five steps “**Improvement Goal**” worksheet. Mr. White brought day one’s learnings to a close by introducing the concept of “**SMART experiments**”.



At the close of the day, **Mr. White** selected the delegate he felt demonstrated the highest motivation. His choice was a **seventeen-year-old from Uzbekistan** who had, throughout the sessions, shown remarkable courage in confronting his own fears and openly engaging with the group. His example served as a reminder that leadership is not bound by age but by willingness to engage with challenges honestly



The day concluded with **Group photographs**, informal networking, and conversations that carried forward the energy of the sessions. Day two, therefore, was not merely an introduction to the program but a substantive beginning, marked by a balance of intellectual rigor, practical skill-building, and personal reflection. **Delegates departed** with a sense of clarity and challenge, prepared to build upon the foundation laid during this first day of learning



Day 3

The **Third day** began with high energy and enthusiasm as delegates gathered with anticipation for another day of learning. The morning opened with lightheartedness when one of the **delegates from China** delivered a short stand-up improv comedy performance, filling the hall with laughter and setting a warm tone for the day.

Mr. Kamran Zafar, Director of the Global Business Symposium, delivered a keynote address that set an aspirational tone for the day. Speaking on the philosophy of leadership, he drew parallels between **Nelson Mandela and Steve Jobs**, two figures who led from entirely different worlds yet shared a profound commitment to transformation. **Mandela's leadership**, he noted, was rooted in endurance and reconciliation, proving that moral courage can rebuild fractured nations. **Jobs**, on the other hand, demonstrated that relentless innovation and a refusal to conform can

reshape how humanity interacts with ideas and technology. Through these contrasts, **Mr. Kamran** highlighted that leadership in today's world demands both: the moral depth to uphold humanity and the creative audacity to redefine it. **Mr. Kamran** then turned to the present, invoking the humanitarian crisis in Gaza as a sobering reminder that progress without empathy is hollow. He emphasized that the principles of leadership extend beyond boardrooms and conferences; they must speak to justice and the defense of dignity in every corner of the world. **In closing** he urged young professionals to embody the dual spirit of conviction and conscience, to think independently and lead with both courage and compassion. His address left the audience with a call to stand for something greater than success itself.



The day's guest speakers offered equally compelling perspectives. **Mr. Iqrar-ul-Hasan**, one of Pakistan's most respected journalists, spoke powerfully on the subject of accountability in leadership.



He argued that true leadership must be anchored in credibility and integrity, since trust is the foundation that allows vision to become reality. **He urged participants to be self-critical**, reminding them that a leader's strength lies in making decisions and in analyzing their own steps.

This was followed by remarks from **Ms. Farah Yousaf**, a prominent media personality known for her work on social justice.

She emphasized that policy built without diversity often misses the realities of those it intends to serve. Her message urged young leaders to step into decision-making spaces to advocate both for themselves and for those whose voices remain absent.



The main training sessions of Day 3 were conducted by **Mr. Aaron Phipps**, Paralympic gold medalist in wheelchair rugby for Great Britain, and his coach, **Mr. Jon Cooper**, performance consultant at Path to Gold. Their combined presence brought authenticity and inspiration as they narrated their journey to success under extraordinary circumstances.



"The Path to Gold."

Mr. Phipps shared his personal story of resilience and triumph against all odds in "The Path to Gold," recounting the immense challenges of training for Olympic-level competition during the **COVID-19** pandemic without access to a proper high-performance gym, resorting instead to improvised training on a public



Mr. Cooper provided the complementary perspective of a coach who had to adapt strategies, build morale, and innovate continuously to keep his athlete prepared under adverse conditions. Together, they illustrated that extraordinary achievements are the result of discipline, persistence, and collaboration rather than resources alone.

“Shaping Your Path to Gold.”

Building upon this narrative, the second session, “Shaping Your Path to Gold,” guided delegates through setting personal performance goals and developing the resilience to overcome setbacks with a winning mindset. Delegates were invited to reflect on the challenges in their own journeys and to shape a vision that balanced aspiration with perseverance.



The **lunch break** that followed provided an opportunity to pause, share meals, and continue conversations in a relaxed atmosphere. Delegates used this time to strengthen personal connections and explore cultural exchange. The spirit of cross-cultural familiarity was further enhanced when a delegate from Iraq performed a soulful ballad, drawing in the audience who joined in despite not knowing the language, an experience that revealed the power of cultural tunes to connect beyond words.

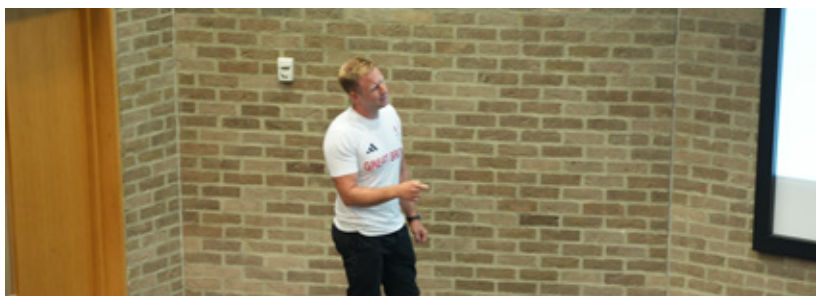
“Building Performance Teams.”

The afternoon resumed with the session “Building Performance Teams,” where Mr. Phipps and Mr. Cooper explored the value of collaboration in high-pressure environments. Using their own journey as an example, they demonstrated how trust, communication, and shared accountability are indispensable in building teams that multiply strength. Delegates were encouraged to consider how these principles applied not only to sports but also to professional and business contexts, where the quality of partnerships often determines success.



“High-Performance Action Plans.”

The final session of the day, “High-Performance Action Plans,” introduced a performance leadership model built around three steps: Assess, Innovate, and Act. Delegates worked through practical exercises to design action plans that translated determination into measurable results. The trainers stressed that the pursuit of excellence requires stretching beyond comfort zones without breaking, balancing ambition with sustainability. The message resonated strongly with participants, who were reminded that building a legacy requires both personal drive and the capacity to uplift others in the process.



Conclusion

Day three concluded with an interactive Q&A session, where delegates engaged deeply with the trainers, probing the nuances of accountability and performance under pressure. The day closed with **Group photographs** and informal conversations, leaving participants inspired to dream boldly and to carry forward the lessons of resilience and teamwork.



Day 4

The **Fourth** day of the **Global Leadership and Business Certification Cambridge 2025** began with a thought-provoking address by **Mr. Jairul Haque**, Vice-Chancellor of the **Canadian University of Bangladesh**.

His words challenged the audience to break free from narrow frameworks of thinking and to envision solutions that are inclusive and adaptive. He urged delegates to consider not just the challenges of today but also the opportunities of tomorrow, and to approach leadership with a perspective that integrates social responsibility with innovation. His opening remarks provided a fitting platform for a day that promised both intellectual engagement and heartfelt celebration.

The **first part** of the program featured training sessions led by **Mr. Alexander Johnson**, Visiting Lecturer of **Leadership Entrepreneurship at the University of Oxford**, whose approach to business and leadership encouraged the delegates to learn about established business.



“Business Management-Core Concepts in Practice.”

His opening session, “Business Management-Core Concepts in Practice,” unpacked classic tools such as **SWOT analysis**, the **Business Model Canvas (BMC)**, and **customer metrics like CAC versus LTV**, while questioning how they play out in the real world. He discussed founder dilemmas, the realities of **go-to-market strategies**, and why frameworks such as **OKRs** often fail when applied without context.

Delegates worked in small groups to debate these concepts, analyzing case examples and drawing from their own perspectives. Mr. Johnson’s insights, grounded in lived experience rather than textbook theory, highlighted the importance of trusting the right people, negotiating effectively, and leveraging credibility in order to build ventures that endure.



“Strategy and Reverse Engineering.”

The **second session**, “Strategy and Reverse Engineering,” took participants deeper into the mindset of top builders. Mr. Johnson emphasized the role of layered credibility, the value of goodwill, and the art of solving under pressure. He urged delegates to choose advisors wisely and to understand optionality, how multiple pathways can be preserved while advancing a clear strategy. The session was highly interactive, with delegates testing scenarios and re-evaluating their instinctive approaches to risk and strategy. The morning’s exploration of business and management left the group with a sharper sense of how to combine structured planning with adaptability.



As the **midday break** arrived, the atmosphere shifted from intense discussion to cultural vibrancy. Delegates arrived at lunch adorned in their national attire, representing their communities and countries with pride. The meal provided an occasion to share cultural stories, traditions, and aspirations. Conversations flowed easily across tables, and the exchange of experiences deepened the sense of belonging to a truly global network.



The celebratory spirit was enhanced when the program transitioned into the graduation ceremony, beginning with a soulful rendition of **Bill Withers' 1972 classic Lean on Me**. Sung collectively, the song filled the room with harmony, embodying the spirit of solidarity that had grown over the course of the certification.

“Leadership, Teams and Honest Dialogue,”

The afternoon sessions were led by **Ms. Tara Johnson, Chief People Officer at HG**, who brought the focus from business strategy to the complexities of human leadership.

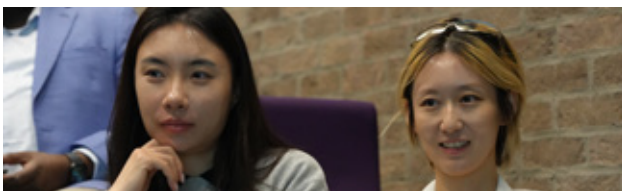
Her first session,

“Leadership, Teams and Honest Dialogue,” explored the need for empathy in leadership, the importance of recognizing early signs of burnout, and the skill of

reframing conflict into progress. Through role-playing exercises and guided reflection, delegates confronted common challenges in management, particularly the difficulty of giving and receiving honest feedback.



Ms. Johnson introduced frameworks such as “Radical Candor” and the “Johari Window” to help participants balance diplomacy with directness, build trust, and strengthen team culture through open dialogue. While at times uncomfortable, the exercises revealed the critical role of honesty in building environments where teams can thrive.



“Strategic Planning Workshop.”

In her second session, “Strategic Planning Workshop,” Ms. Johnson guided delegates through the process of converting insight into impact. Each participant was tasked with clarifying a three-to-five-year vision, mapping assets and constraints, and reverse-engineering goals into practical steps. Peer feedback within small groups created a collaborative learning environment, ensuring that each plan was tested and refined. By the end delegates had not only outlined ambitious goals but also identified clear actions to begin their implementation



The day closed with a heartfelt address from **Mr. Saad Hasan**, Vice President of the UK Pakistan Chamber of Commerce. He reflected on his own journey of resilience and the vision that sustained him, leaving participants with a message of gratitude and perseverance



Following which, **Mr. Usman Amjad** delivered a heartfelt thank you to the delegates and speakers for being part of this global gathering and making it a success through their intellect and participation.



The evening then transformed into a celebration of culture and community. A lively **Serbian dance performed by four delegates** lit up the stage and soon drew the entire room into a circle of movement and laughter.



The Graduation Ceremony

followed, where certificates were awarded amid joyous applause, photographs, and an overwhelming sense of accomplishment. **True to GBS tradition**, the night ended with a spirited dance party, with videos and photographs capturing memories that delegates expressed would last a lifetime.



Day four was not only the conclusion of the certification but also a culmination of the collective spirit built over the three days, an integration of intellectual rigor, cultural pride, and genuine connection. **Delegates left with strengthened skills** and the inspiration to continue shaping paths of leadership in their own communities.



Day 5

The Final Day

of **GL&BC Cambridge 2025** carried with it a sense of accomplishment and reflection. Delegates carefully packed their belongings, exchanged heartfelt farewells, and prepared for their journeys back to their respective countries. While departure marked the conclusion of the certification, it also highlighted the significance of the shared experience. Over the course of the event, participants had engaged in valuable discussions, strengthened their leadership perspectives, and built connections that extended beyond borders.

The farewells signified the continuation of a journey enriched by the knowledge, friendships, and memories made in Cambridge. For many, this week-long experience stood out as both rewarding and unforgettable.



Key Takeaways

1. Overcoming immunity to change by reflecting on fears and developing improvement goals ensures a transformational leadership ethos.
2. Acting with purpose to develop a winning philosophy allows individuals to craft an authentic personal legacy.
3. Exploring strategy through reverse engineering, leveraging credibility, and building optimality with precision leads to sustained growth and clarity in professional journeys.
4. Creating a healthy culture of continuous feedback highlights the importance of emotional intelligence, the subtle art of intentional honesty, and the ability to communicate with tact.

Key Achievements

- Equipped over 80 emerging leaders from more than 60+ countries with practical knowledge in business management, team building, leadership development, and global networking.
- Designed interactive modules and case-based exercises that sharpened problem-solving, negotiation, and critical thinking skills essential for modern business environments.
- Created meaningful opportunities for direct engagement with experienced executives, academics, and industry experts, offering invaluable insights into leadership practices and enterprise growth.
- Facilitated cultural exchange activities that broke barriers, strengthened mutual respect, and enriched participants' ability to collaborate across diverse backgrounds.

- Established a vibrant international community of young professionals committed to pursuing excellence in leadership, ethical business practices, and long-term global cooperation.



Day 1

The **Opening day** of the **Global Leadership and Business Certification Cambridge 2025** was dedicated to the arrival of delegates from across the globe. After long journeys, participants were warmly received by the **Global Business Symposium** team and guided with care to their accommodations. The welcoming arrangements ensured that delegates felt comfortable and at ease from the very beginning of their experience. With ample time to settle in, they engaged in initial conversations, built early connections with fellow participants, and enjoyed moments of rest. Many also took the opportunity to explore the serene surroundings of Cambridge, immersing themselves in the city's rich history and culture before the formal sessions began. This thoughtful start set a welcoming tone for the days of learning and exchange ahead.

