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## Dulsco brings 'Robin Sharma – Elite Performers Series' to Dubai

Be the greatest person you can be before it is too late because no one knows how long we are going to live. Run towards your fears rather than away from it. Within your business organization show leadership whatever your title is, help build culture and build strong relationships, advised



Robin Sharma is a best-selling author and world-renowned speaker, and was in Dubai to meet his followers for a round of life-coaching sessions in a two-day workshop, called Elite Performers Series that was organized by Dulsco Events.

Two days of the Elite Performers Series workshop saw participants taking part in mind-boggling self-revelation exercises, watching movie clips with messages, and vowing to be visionary leaders. The Process of the Elite Performers Series began with an Introduction to Sharma Leadership International coaching team and an overview of The 8 Rituals of Visionary Leaders.

'During and after the workshop many of the participants told me that it has transformed them. They have realized that they have the power to make choices and recognized that greatness resides in them and I gave them tools to do that. Exercising, goal setting, taking time to think, have conversations, building a team, innovation, taking risk and going into the unknown, finding role models, life long learning, and leaving a legacy are some of the tools.

'These are tremendous tools that I have given organizations I have worked with including Nike, Microsoft, FedEx, General Motors, IBM, Panasonic, Kraft and others. My programs not only develop inspiration but also create real leaders that generate real business results,' said Sharma.

'Every participant at the workshop took away an experience that will be hard to forget. Personally I have enjoyed his books and attended this course two times now. I had approached senior management in the company to start the division Dulsco Events Management and bring Robin Sharma for the first public event. I am happy that the dream of bringing Robin back to Dubai came true so quickly and I am thankful to him for coming again this year to Dubai,' said Bala Kumar, General Manager of HR Solutions of Dulsco.

While he was in Dubai for the Elite Performers Series, Sharma visited a few other places. Dulsco

Events organized trips to Master Foods, Booksplus and Al Noor School for Children with Special Needs.

Sharma held a two-hour leadership seminar for the managers of Master Foods Middle East on September 16, 2006. He met fans and signed copies of his latest book 'The Greatness Guide' at Booksplus store in Lamcy Plaza. Admirers and avid readers of his book, who had come to Booksplus were overwhelmed at meeting their idol.

At Al Noor School for Children with Special Needs Sharma was taken around the school and introduced to the staff and children. He interacted freely with all of them and, children of all ages greeted him with love and affection.

Based in Canada, Sharma is in constant demand as a motivational speaker, seminar leader and executive coach for leadership-committed organizations. Many organizations and individuals, in both their professional and personal lives, have used the lawyer-turned-media-personality's works as a guide. He has shared the stage with luminaries like Bill Clinton, Jack Welch, Stephen Covey, Ken Blanchard, Deepak Chopra and Dr. Phil.

Dulscos Events, which brought Sharma to Dubai is a division of Dulscos, the region's largest manpower outsourcing company and one of the oldest corporate entities in the United Arab Emirates. Dulscos Events was established recently and will be involved with corporate events. To start with, the division will be managing workshops, conferences, seminars and music events.

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