

FOR IMMEDIATE RELEASE
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Robin Sharma meets with Israeli President Shimon Peres and Kenyan Prime Minister Raila Odinga to discuss Leadership in Times of Crisis

Toronto Canada: Robin Sharma, international best-selling author, leadership expert and CEO advisor met with Israeli President Shimon Peres in Tel Aviv and Kenyan Prime Minister Raila Odinga in Nairobi last week. The meetings were in conjunction with leadership events held across the Middle East and East African regions. Robin's presentations: *Lead Without a Title* and *High Performance Leadership in Turbulent Times* resonated with many executives and leaders from the private sector and government agencies. While abroad, Robin also met with the CEOs and Senior Executives from companies such as KPMG, I&M Bank, Shell Oil, El Al, Safaricom, East Africa Breweries Limited, GE and Abraaj Capital.



At the meetings with both President Peres and PM Odinga, Robin addressed his core *Lead Without A Title* philosophy, and what he believes constitutes true leadership in times of intense change and crisis. Both men agreed with the idea that true competitive advantage, not only for organizations but for nation-states lies in the ability to grow leaders at all levels of society.

During Robin's meeting in Israel, President Peres shared his own unique leadership philosophy and commented, "Deep in your heart, don't ask what you [as a leader] can gain, but ask what they [the population] can gain." Peres added simply that, "to lead is to serve." PM Odinga in Nairobi, shared his heroic stories of overcoming adversity and his commitment to the Kenyan people. PM Odinga underscored Robin's passion for personal leadership and believes that Kenya's ultimate success lies with its people and their ability to empower themselves in the face of adversity.





Robin Sharma is the globally celebrated author of 10 bestselling books on leadership and personal development. His work has been published in over 50 countries and nearly 70 languages. He shot to fame with *The Monk Who Sold His Ferrari* and subsequently *The Greatness Guide Series*, which have topped international bestseller lists and sold millions of copies. Robin is the founder of Sharma Leadership International Inc., a global training firm that helps people in organizations *Lead Without a Title*. Clients include many of the FORTUNE 500 including Microsoft, GE, and IBM. Organizations such as NASA, Yale University and The Harvard Business School are also SLI clients. Robin is a former litigation lawyer who holds two law degrees including a Masters of Law.

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