

NAIM Leila

Spécialité : Communication et Développement
Personnel

Email :

Certified trainer and coach. Leila NAIM has been in the training and coaching sector since 1996.

Graduate in communication (DESS in 2000), in occupational psychology (DESA in 1998), in coaching (coach certified RCC by the World Association Business Coach (WABC), in Neurolinguistic Programming (CQPNL Training, Coaching Montreal, Canada in 2008) and PhD student in behavioral sociology, Leila NAIM is currently professor - researcher at ESCA School of Management, responsible for the Human Resources Management program and the Business Management program.

Her doctoral thesis focuses on the study of the impact of communication and behavior of the leader on performance in the family business in MOROCCO.

She has also been managing the ESCA Ecole de Management's student support center for the last 5 years, where she accompanies students to find their intrinsic strengths, to uncover the essentials and to establish tangible steps in the realization of a vision or vision. 'an objective.

She was also selected best coach in Morocco in 2010 by an American association.

Leila NAIM is also a blogger and writer. She has, to her credit, two books that deal with communication and career management.

Previously, from 1996 to 2000, she was responsible, among other things, for the management of the communication unit at the Ministry of National Education and for 3 years was the communication advisor in the office of the Minister of National Education.

For more than 10 years, she pursued a successful career as a consultant in human resources, human relations and co-development in the world of

business in several multinationals, including the group 3M and Total-Morocco.

She has also developed and implemented services and programs to improve the well-being at work, support and communication in several companies in MOROCCO.

His work in the field of HR coaching and personal and professional coaching is repeatedly praised by the media, its clients and peers. Leila NAIM participates in a lot off panels and radio and television programs. She has been a columnist for Radio 2M since 2016 and a columnist for LE MATIN since 2013.

Speaker, Leila NAIM conducts conferences and seminars several times a year in MOROCCO and Africa on different themes such as "Wake up the Entrepreneur who is in You" and "Wake Up!". She is also involved in several Ted-ex of great renown in Morocco.

Parcours académique

Expériences

Expériences professionnelles et enseignement

Publications

Autres