



Meet Yourself™
THE DNA OF LEADERSHIP
Cambridge Retreat

BECOME THE LEADER YOU WERE BORN TO BE

A Science-Based Leadership Program for Sustainable
Human Performance, Aligning Leadership Identity,
Purpose, and Competencies



“AUTHENTIC LEADERSHIP IS
LIVING OUT WHAT MAKES YOU
UNIQUE, THOSE INNATE
DRIVERS THAT ALIGN WITH
YOUR PURPOSE RATHER THAN
MOLDING YOURSELF TO FIT A
GENERIC IDEAL.”

Dr Antoine Eid, *Founder of Meet Yourself™ and The
DNA of Leadership Cambridge Programs*



The Burning Global Problem in Leadership

The cost of not investing in leadership development:

\$400

Billion

Lost annually
due to people being
in the wrong roles

\$18.8

Trillion

Loss in productivity
due to
disengagement

\$3.9

Trillion

Loss due to stress
and voluntary
turnover

20%

Annual global
employee turnover

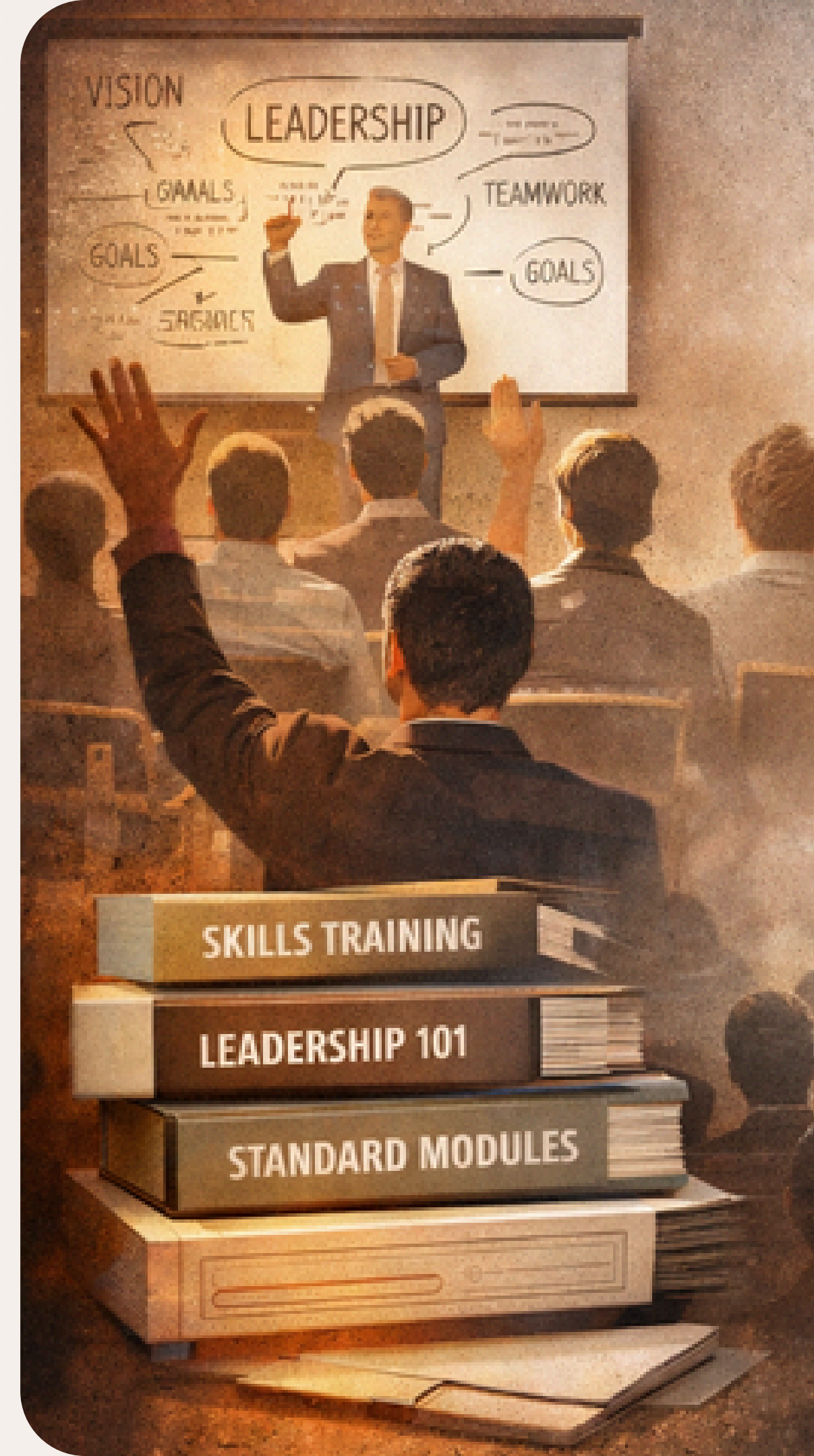
Traditional Leadership Programs Fall Short...

Seminars, skill-building initiatives, standardized programs...

Familiar, comfortable but **ineffective**:

- Those programs focus **on skills** without addressing the inner drivers behind them and their self-awareness.
- They rely on **generic models** that ignore individual wiring
- Learning is often **event-based, not embedded**
- They create activity, **not sustained performance** improvement.

The DNA of Leadership resets leadership development using science-backed, personalized insight to drive real behavior change and mindset shift.



Our Philosophy

Empowering leaders to unlock their authentic **potential** by aligning their DNA-driven **talents**, thinking **motivators**, and acquired **competencies**, so they can live, lead, and perform with **clarity**, **purpose**, and **impact**.



The Meet Yourself™ DNA of Leadership Program

Rooted in **genetics, neuroscience, and behavioral science**, our unique approach blends cutting-edge science with **10+ years of applied expertise** working closely with leaders visiting Cambridge.

1 Decode the Leader → 2 Activate Transformation → 3 Embed Performance

Understand your **leaders' identity**
& create deep **self-awareness**:

- Meet Yourself™ Assessment including **DNA testing**
- 1-1 Individual **preparation sessions**

Turn insights into a **personalized & immersive** experience on a **Retreat**

- 5-day **workshops** blending real-world leadership & team challenges
- **Leadership Blueprint** uncovered
- Leadership **development plan**

Sustain their **transformation & align performance**

- 6-month **reassessment**
- Development **follow-up** sessions
- Complimentary Brainprint™
Assessment for the entire team

The first and only DNA-based leadership program in the world !

Meet Yourself™: The Only Assessment that Starts from Within

The **DNA of Leadership** program help leaders realize their natural born potential, not through generic models, but by examining **who they are at their core**.

Genetic Motivators

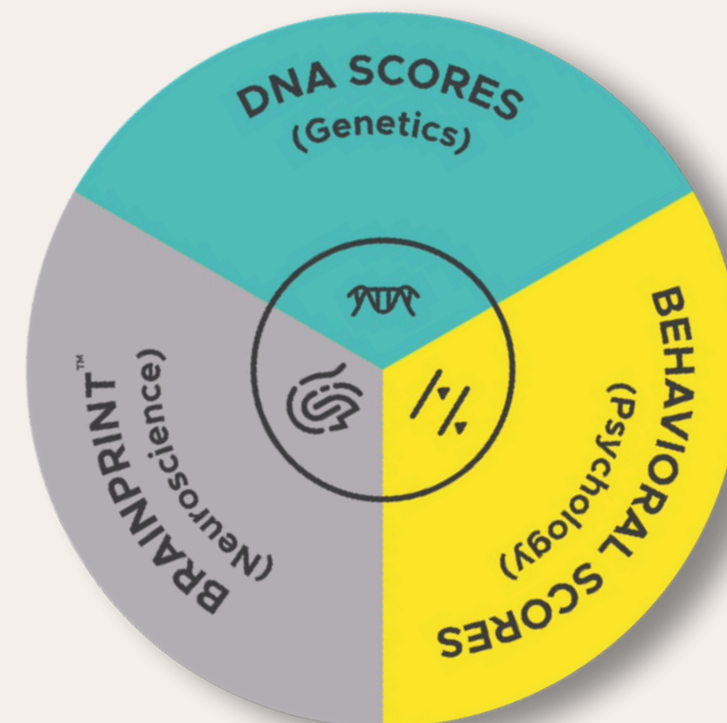
DNA-based insights into your inherent drives

54 genetic traits shaping talents, motivators and purpose

Brainprint™ Thinking Motivators

Neuroscience assessment of cognitive patterns

Their **4 thinking motivators** defining their energy and comfort zone



Behavioral Competencies

Trainable skills and habitual responses

14 acquired competencies shaping how they lead and interact with others

The DNA of Leadership Cambridge Retreat Immersion

Over five immersive days of workshop in Cambridge, your leaders embark on a transformative journey across three interconnected dimensions of leadership:

"Who I Am as a Leader"

"How I Lead"

"How I Multiply My Impact"

DAY
1

Leadership Baseline & Role Fit

Assess participating leaders' current leadership effectiveness against role requirements, identifying critical capability gaps and strengths aligned with organizational expectations.

DAY
2

Brainprint™ in Action

Enable leaders to understand how their Thinking Motivators drive energy, decision-making, and performance, and how these align with required competencies.

DAY
3

Leadership DNA Blueprint

Help leaders uncover how innate traits shape leadership style, increasing self-awareness and supporting more authentic, effective leadership behaviors.

DAY
4

Practicing Real Leadership Shifts

Support leaders in applying their Leadership Identity to real workplace challenges through simulations, peer learning, and structured feedback.

DAY
5

From Insight to Sustainable Action

Guide leaders to translate insights into a personalized, measurable leadership action plan aligned with business priorities and long-term development goals.

2 Formats For Transformational Impact On Your Leaders



7-days Executive Retreat in Cambridge

Sponsor selected executives to join our exclusive Meet Yourself™ DNA of Leadership Retreat in **Cambridge**, where they will experience a transformational journey designed to **align performance, purpose and impact**.

Next Edition: 17-23 May, 2026



The Cambridge Experience at Your Premises

Bring the retreat to your organization with a **5 day development journey**. Tailored to your strategy and culture, this immersive **in-house experience** ignites authenticity, clarity, and growth across a group of leaders.

On-demand

What Makes This Program Different

✓ Science-Based, Not Theoretical

Leaders uncover their **Leadership Blueprint** through:

- DNA-based insights
- Brainprint™ (thinking & energy motivators)
- Behavioral competency analysis

✓ Deeply Personalized

Each participant leaves with:

- A personalized **Leadership Development Plan**
- Clear insight into how they **lead best**
- Tools to align leadership style with **role requirements**

✓ Impact Beyond the Individual

As part of the program, each sponsored leader receives:

- A complimentary Brainprint™ **assessment for the entire team**
- **Practical tools** to immediately improve team alignment and performance

✓ Sustained ROI

- 6-month post-retreat **reassessment**
- **1:1 coaching**
- Measurable leadership development over time:
 - Increased leadership **performance**
 - Improved **team motivation and engagement**
 - Stronger leadership **consistency** across teams
 - Higher **retention** of high-potential talent
 - Reduced **burnout** risk among key leaders

Facilitated by Dr Antoine Eid

Dr. Antoine Eid is a globally recognized leadership scientist and executive advisor with over **20 years** of experience helping organizations **unlock human potential**. Based in Cambridge UK, he blends neuroscience, behavioral genetics, and leadership development to drive sustainable performance.

He is the Founder and CEO of Meet Yourself™ and Leapership Consultants Group, delivering **science-based leadership and talent solutions** that integrate neuroscience, behavior, and DNA insights. His work **empowers** leaders to discover **aligned leadership**, leverage core strengths, and build high-trust, **high-performing teams**.

Holding a PhD in Business and Neuroscience & Behavioral Genetics at the University of Cambridge, Dr. Eid partners with senior leaders to align **people strategy, purpose, and performance** across organisations and cultures.



Our Impact On Our Clients

Over a decade, across industries and markets, our programs have delivered transformative results for both individuals and organizations.

+ 80%

Skill
Improvement

+ 81%

Employee
Engagement

45%

Decrease in
Conflicts

25%

Turnover
Reduction

With an average **ROI of 1,400%**, the Meet Yourself™ DNA of Leadership programs turn leadership development into measurable business performance.

They Trusted Us

29

countries

giving us
global experience

150+

clients

and 1000s of leaders working within
these organisations

12

industries

increasing
our versatility



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