



**Meet Yourself™**  
**THE DNA OF LEADERSHIP**  
*Cambridge Retreat*

# BECOME THE LEADER YOUR 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

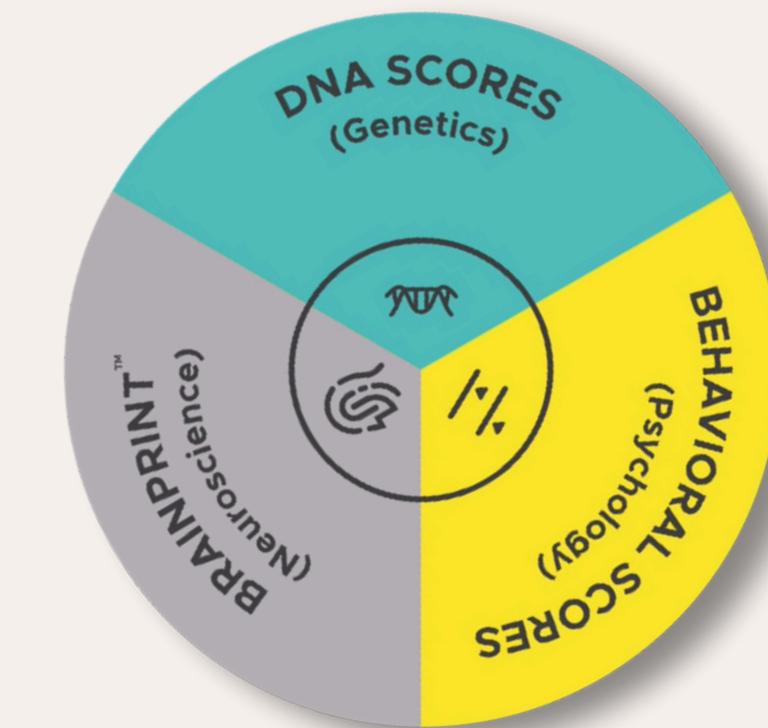
DNA-based insights into your inherent drives

**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”



### Leadership Baseline & Role Fit

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

## “How I Lead”



### Brainprint™ in Action

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

## “How I Multiply My Impact”



### Leadership DNA Blueprint

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



### Practicing Real Leadership Shifts

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



### 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



Honeywell



## Contact Information



+44 74 00 75 07 66



cambridge@thednaofleadership.com



www.thednaofleadership.com



@THEDNAOFLEADERSHIP





Meet Yourself™  
**THE DNA OF LEADERSHIP**  
*Cambridge Retreat*

**BECOME THE LEADER  
YOUR WERE BORN TO BE**

