Nezha Alaoui
Founder and President, Mayshad Foundation

Be a Leader: Be Who You Want to Be

Tuesday, September 11, 2018
4:00—7:00pm
PAIS Psychology Building, Room 290
Emory University

At 7 years old, Nezha Alaoui knew exactly who she wanted to be: an independent businesswoman whose work would have a positive global impact. As a teenager, her determination to march to her own rhythm was often at odds with her French private school education. So she learned to trust in her own instincts and channeled her dynamic energy into achieving her dream. By her mid 20s, she had a husband, two daughters, and twelve stores. Her life checked all the right boxes for success, except one: the fulfillment that comes from having a positive impact on the world.

At the age of 27 she made the fearless decision to completely deconstruct her life and rebuild it on her own terms. She created the Mayshad Foundation, a non-profit organization that seeks to improve the lives of those in marginalized communities, and Mayshad Mag, an online advocacy platform that gave voice to her vision and sparked the global #BWYWB Leadership Movement.

In Be a Leader, Nezha Alaoui shares with readers her core philosophy of empowerment and provides practical steps for how to build leadership in today's competitive world.