



SSE RIGA

LEADERSHIP PROGRAMME

- ✓ 6-day programme
- ✓ 4 modules

Programme benefits

- **Inspire Leadership Growth:** Cultivate self-awareness and personal development to lead with confidence and authenticity.
- **Navigate Change with Clarity:** Develop the skills to anticipate challenges, influence stakeholders, and drive transformation in uncertain environments.
- **Harness Storytelling for Impact:** Learn to craft compelling narratives that inspire trust, foster engagement, and effectively communicate your vision.
- **Build High-Performing Teams:** Acquire actionable strategies to enhance collaboration, motivation, and team resilience in dynamic business contexts.
- **Gain Expert Insights:** Learn from seasoned faculty with deep expertise in leadership, personal growth, and team development, tailored to your leadership journey.

Who is the programme for?

This Leadership Programme is for leaders ready to inspire others and grow personally. Designed for those navigating change or building high-performing teams, it equips participants with tools to lead with self-awareness, adaptability, and impact in today's dynamic business world.

Programme at a glance

- Comprehensive **6-day leadership journey** combining four essential modules.
- Led by **expert faculty Peter Zashev and Žanete Drone**, specializing in leadership, self-development, and team performance.
- Focus on **personal and professional growth** through transformational leadership and self-awareness practices.
- **Practical tools** for navigating change, inspiring teams, and driving organizational success in a dynamic business environment.
- Ideal for current and aspiring leaders looking to enhance their ability to lead with vision, adaptability, and impact.

Content

Day 1: Leading Change – Navigating the Unknown

- Explore macro-trends and future challenges to build resilient organizations.
- Develop strategies to lead transformation and influence effectively during uncertainty.

Day 2: Storytelling for Business Leaders

- Master the art of storytelling to inspire, engage, and build trust.
- Craft and deliver compelling narratives that communicate vision and drive action.

Days 3–4: Transformational Leadership – Leading Through Inner Growth

- Focus on self-awareness and personal growth as a foundation for impactful leadership.
- Learn to foster engagement, purpose, and well-being within teams.

Days 5–6: Building and Leading High-Performing Teams

- Acquire practical tools to enhance collaboration and team effectiveness.
- Create a high-performing team culture that thrives under pressure and delivers results.

Led by Experts Peter Zashev and Žanete Drone, renowned for their expertise in leadership, self-development, and team performance, guide participants through this transformative journey.



Peter Zashev

Peter Zashev is an academic, business trainer and high-energy speaker on leadership, change and team performance, co-author of the HPT Index online assessment tool. Peter has more than 15 years of executive education experience working with the management of big companies across Europe and mainly in the Nordic countries, the Baltic States and Russia. His experience, knowledge and skills draw on:

Academia - holding a MSc degree from the St Petersburg State University in Russia and a PhD from Hanken School of Economics in Finland, currently Peter is a Program Director at Hanken & SSE Executive Education, Finland and an Adjunct Professor at the Stockholm School of Economics in Riga.

Business – Being himself an active entrepreneur and board member, he has considerable consulting experience featuring private customers and projects in business strategy and organization as well as offering expert services to national and international organizations.

Multicultural - Peter is Bulgarian by origin, Finnish by nationality, Estonian by residence, half Swedish by workplace and with extensive Russian experience. He speaks English, Russian, Bulgarian and Finnish.



Žanete Drone

Žanete Drone is a leadership coach and trainer at INSEAD, the world's leading business school in France, where she works with individuals, groups, and organizations from across the globe. She also runs her own leadership development and coaching practice.

Her clients include global organizations in finance, pharmaceuticals, IT, telecommunications, and other industries both internationally and in Latvia.

With 18 years of experience in organizational development, Žanete began her career leading media and government relations for Latvia's largest telecommunications company and managing the Finance Minister's Office. She also founded and led her own advertising and communications agency before transitioning to leadership and personal development.

Žanete holds a Master's in Social Sciences from the University of Latvia and a Master's in Communications from the University of Leicester, UK. She is a certified integral coach (Canada's Integral Coaching School) and an MBTI practitioner. She has studied adult and organizational development methodologies in the US, Sweden, the UK, and Lithuania and is a certified contemplative teacher from the Swiss-Latvian Via Integralis School.

Her personal experience of profound socioeconomic changes in the 1990s sparked a deep interest in the phenomenon of change and the development of individual and collective consciousness, which continues to inspire her work today.

Participation fee

29 000 EUR + VAT

This fee includes the full 6-day programme, course materials, administrative support, and a certificate of completion.

For more information or to express your interest, please email us at elga.praulina@sseriga.edu