

The Westford Communiqué

VOLUME: 56, July 2023

Bounty of Bathay - A Stimulated Learning Experience with Westford for Business!



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BOUNTY OF BATHAY

DISCOVER THE TREASURE IN YOU

On Saturday, 22nd July 2023, Westford University College's, consulting, and training division-Westford for Business, successfully conducted a transformative and unique immersive learning program, known as "Bounty of Bathay."

"Bounty of Bathay" stands as an empowering Immersive Learning Program, aimed at equipping leaders to adeptly navigate disruptive business environments. Specifically curated for mid and senior-level executives, this program imparts essential skills and knowledge to effectively guide and lead organizations through turbulent and ever-changing business landscapes.



The venue for the program was Voco Hotel, situated on Sheikh Zayed Road in Dubai. The program's schedule spanned from 9:00 am to 5:00 pm. The event drew considerable attention, witnessing an impressive turnout of 40 participants, all of whom were senior managers and learning and development (L&D) professionals hailing from prominent companies across the UAE.

At 10:00 am, the program commenced with a warm welcome and introduction delivered by Prof. Zawahir Siddique, the Dean & Head of Blended Learning at Westford University College. In his opening remarks, he underscored the critical importance of adaptive leadership in the dynamic and constantly evolving business environment of today.



The program was led by Dr. Renaldo De Jager and Mr. Alan Lukose, seasoned consultants and trainers with expertise in leadership and organizational management. Throughout the event, they delivered a high-paced and engaging experience, encouraging participants to break free from conventional thinking and foster innovative approaches to problem-solving. The program remained dynamic and thrilling, pushing attendees to explore new horizons and cultivate creative solutions.

After a refreshing lunch break, the participants took part in networking and fruitful exchanges of ideas. Subsequently, the program delved into a profound analysis and reflection on the day's activities, fostering valuable insights and essential takeaways. The active involvement and contributions of the participants played a pivotal role in enriching the learning environment and enhancing the overall experience of the program.

One of the most thrilling moments of the event was the announcement of prizes to recognize outstanding achievements during the immersive learning activities. Participants received well-deserved accolades for their exceptional problem-solving skills and strategic thinking demonstrated throughout the program. Their remarkable contributions added to the excitement and overall success of the event.

As the clock struck 5:00 pm, the day ended, and certificates of participation were distributed, acknowledging the attendees' dedication and commitment throughout the program. Participants warmly expressed their gratitude for the program's distinctive nature, praising the hands-on approach that enabled them to grasp the concepts of strategy, leadership, innovation, and quality practically and experientially. The program's unique format resonated with the participants, leaving a lasting impression and a sense of fulfilment.

Without exception, the participants expressed their unanimous appreciation for the learning methodology employed in "Bounty of Bathay." They found it to be truly eye-opening, providing them with a practical and insightful understanding of what it takes to be an effective leader in disruptive business environments. Westford University College, through its dedicated Westford for Business division, continues its unwavering commitment to empowering leaders with the necessary tools and knowledge to steer their organizations towards success amid the ever-changing corporate landscape.



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I've come across a remarkably engaging method of learning known as activity-based learning, courtesy of the Bounty of Bathay. This approach has proven instrumental in enhancing our abilities, whether in the realms of management or finance. It's a highly effective means of learning that not only equips us with new skills but also refines our existing ones. I find it to be an invaluable experience, and I urge everyone to seize this opportunity at least once.

Hala El Ghabban

Director of Nursing - Emirates Hospital Group



MBA DECODED

Research Boot Camp

On July 15th, 2023, at the Al Zahia Campus, Westford University College conducted a research bootcamp specifically for Abertay University MBA students. The primary objective of this boot camp was to empower the students and help them unlock their research capabilities. The event comprised of four informative sessions that focused on different facets of research and its practical implementation in the business domain.

During the inaugural session, called "Empowering Innovators: Unleashing Research Potential in your Company," led by Dr. Renaldo De Jager, the significance of research in the advancement & prosperity of businesses was the central focus. The presentation highlighted the valuable contributions of research in offering valuable insights, enabling informed decision-making, & ultimately driving growth. The session underscored the importance of adopting a research-oriented approach to encourage innovation and maintain a competitive edge in today's challenging business environment. Furthermore, various research methodologies were explored, with an emphasis on their efficient application to achieve success in business endeavours.

In the following session, titled "Identifying Research Gap as Applied in Industry," presented by our DBA student, Ms. Marianna Missakian, the focus was on the process of recognizing research gaps within specific industries. The session emphasized the importance of conducting comprehensive research to pinpoint areas where existing knowledge or solutions are lacking. Participants were enlightened on the techniques to identify these gaps and how to leverage them as potential avenues for further investigation. To reinforce the concepts, the session incorporated real-life case studies and examples, illustrating how the identification of research gaps can pave the way for groundbreaking innovations and a competitive edge in the business world.



The third session of the Boot Camp centered on the vital theme of Leadership and Team Building, recognizing its significance in achieving organizational success. Titled "Leadership & Team Building Activity," the session was led by Zawahir Siddique and Alan Lukose. The session was designed to be engaging and enjoyable, aiming to elevate participants' leadership abilities and promote teamwork. Through a series of interactive activities and group exercises, participants gained insights into effective leadership strategies and the crucial role of fostering cohesive and robust teams. By actively participating in these activities, attendees learned practical approaches to leadership and team dynamics, which can be applied in real-world business scenarios. The session facilitated a valuable learning experience, emphasizing the importance of strong leadership and teamwork for the growth and prosperity of any organization.



The concluding session of the Boot Camp, titled "Case Study-based research design," was presented by Dr Bindu Nair. This session offered participants a hands-on and applicable comprehension of designing and executing research using case studies. Case studies hold significant importance as a research method in the fields of business and management, enabling a comprehensive analysis of specific phenomena or issues. During the session, attendees were introduced to various types of case studies, data collection methods, and analysis techniques. They were familiarized with the practical aspects of conducting case study research, gaining valuable insights into its implementation. Additionally, the session highlighted the ethical considerations and challenges inherent in case study research, underscoring the need for responsible and conscientious research practices. Mr. Binu Shaji, an accomplished MBA graduate from Abertay University, was also invited to share his research journey with the participants.

The Research Boot Camp proved to be an immensely enriching and advantageous experience for all the participants involved. Through its four comprehensive sessions, the Boot Camp covered a diverse array of topics, spanning from the significance of research in the corporate landscape to hands-on research methodologies and crucial leadership competencies. The attendees emerged with a profound insight into how research can be a powerful driver of innovation and play a pivotal role in fostering the prosperity of their respective companies. Overall, the Boot Camp left a lasting impression, equipping the participants with valuable knowledge and skills to excel in their professional pursuits.



Paschal Tembon

Account Executive
Territory Manager,
FedEx Express,
Cameroon

The bootcamp was
designed in a way that
made the whole

learning process enjoyable and easy to grasp.
Thanks Westford



Anna Katrina Agtang

Billing Specialist, FTI
Consulting
Philippines

I learnt so much about
making sound decisions
with strategies, and it has
been a good experience. I

am happy that I got to be a part of this program
and look forward to many more in the future!

**Ogheneruemu Kingsley Dafe**

Material Resource Planner, MTN Nigeria,
Nigeria

I understood the varying mix of management and how to implement management strategies in our core businesses. Overall, it has been an eventful journey and I enjoyed it a lot. I hope that as we progress on forward with this journey it would open my eyes to more global concepts of supply chain so I can apply them to my daily work activities.



3X3 STREET SOCCER & ESPORTS COMPETITION

The Westford Sports Club organized a unique and exciting event on July 13th & 14th, 2023, where they combined Football and cutting-edge technology in the second edition of the 3x3 Street Soccer Tournament and the inaugural Esports competition. The event witnessed intense rivalry between the four houses—Alpha, Beta, Gamma, and Delta—as they competed fiercely in both physical and virtual arenas. The Esports competition showcased thrilling battles in FIFA and Call of Duty, with our students showcasing their skills and passion for gaming.

The 3x3 Street Soccer Tournament was a spectacular display of skill, teamwork, and sportsmanship. Teams representing the Alpha, Beta, Gamma, and Delta houses competed on the football field at the Al Zahia campus, showcasing their immense talent and unwavering passion for the beautiful game. It was a thrilling event that brought out the best in all the participants, creating an unforgettable experience for everyone involved.



Alpha House emerged as a dominant force in the tournament, showcasing their strength and skill from the very beginning. With impeccable strategic plays and flawless coordination among team members, Alpha's chemistry was unmatched and posed a formidable challenge for their opponents. As the tournament unfolded, Alpha continued their winning streak, defeating every team they faced with ease. Their remarkable performance led them to a well-deserved victory in the final, solidifying their position as champions of the 3v3 Street Soccer Tournament.

The Westford Sports Club organizers introduced an exciting addition to the event by incorporating Esports, a rapidly growing form of competitive gaming, alongside the 3v3 street soccer tournament. Esports has been gaining immense popularity globally, captivating millions of players and spectators alike. In this inaugural Esports competition, two popular games, FIFA and Call of Duty, were selected for their wide appeal and competitive intensity, promising an engaging and thrilling experience for both participants and the audience.



In addition to the 3x3 tournament and Esports competition, the Westford Dance Club and Westford Music Club delivered outstanding performances that captivated and entertained the audience throughout the event. Their exceptional displays left the audience thoroughly delighted and engaged.

The Westford 3x3 Street Soccer Tournament and Esports competition were significant and memorable events, seamlessly bringing together Football and the exciting world of competitive gaming. This celebration not only honoured sportsmanship but also opened doors for future advancements and partnerships between traditional and digital sports. It was a remarkable occasion that demonstrated the potential for unity and innovation in the realm of sports.



Lyel Fernandes

BA (Hons) Sports Business, LJMU

I am thrilled to have organized the first-ever Esports Competition at Westford University College, as Esports is an industry that continues to flourish. This event provided a fantastic opportunity for students to demonstrate their skills and tactics while indulging in their favourite games in a competitive setting. The experience of organizing this event was immensely enriching, as I gained valuable insights into the workings of the latest technology and technical aspects related to Esports. This newfound knowledge has further enhanced my understanding of the field, and I look forward to implementing it in future endeavours.

The day before the Esports competition, Westford University College hosted its second 3v3 street soccer event, showcasing the incredible skills and talents of our players to the street soccer community. Once again, it proved the capacity of our players to excel in this form of sport. Events like these have the power to unite people and foster a love for sports, leisure, and recreational activities. Being part of the sports batch and involved in organizing such events always brings me joy and satisfaction.



Mahdi Toi Mohammed

BSc (Hons) Business with International Business Management, LJMU

I had the pleasure of participating once again in the 3x3 football competition at the Al Zahia campus, not just as an organizer but also as a player. It was a fantastic experience, and I, along with my teammates Zidan, Tabish, and Abdulrahman, showcased our skills and made it to the final. Interestingly, the final was an Alpha vs Alpha face-off, demonstrating the dominance of Alpha House in football once again. I was thrilled and honoured to receive the best player award from Coach Srijith, and I am truly grateful for the recognition. This success has only fueled my passion for more such opportunities.

In addition to the success of the 3x3 tournament, we also witnessed our first Esports competition, featuring FIFA 23 and Call of Duty Black Ops 3. I had a great time competing in FIFA 23 with my teammate Denzil, and we managed to come out on top. Being part of these events was truly amazing, and I am eagerly looking forward to more such experiences in the future.



Shanice Rodrigues

BA (Hons) Sports Business, LJMU

The inaugural Esports tournament at Westford University College was an overwhelming success, leaving a lasting mark in the institution's history. The enthralling games of Call of Duty and FIFA captivated both participants and spectators, making it an exciting event. Despite the challenge of organizing a tournament with two games, our exceptional team, including Lyel and Mahdi, rose to the occasion and efficiently managed the event, attracting around 30 enthusiastic student registrations.

Working alongside my teammates, Lyel and Mahdi, was an immensely fulfilling experience. Managing the complexities of the tournament was invigorating, and it reinforced the value of exploring new opportunities and pushing our boundaries. I am deeply grateful to Westford University for providing me with this incredible opportunity to be part of such a memorable endeavour.

ELEVATE X: WESTFORD'S ENTREPRENEURSHIP COMPETITION

The atmosphere at Westford University was filled with excitement as the campus prepared for the first-ever event of its kind - 'Elevate X,' organized by the Entrepreneurship Club. This competition was a fantastic opportunity for young entrepreneurs to showcase their innovative ideas and put their skills to the test. With renowned judges, an exciting format, and challenging tasks, Elevate X promised to be an unforgettable experience for all participants.

Ten teams were in the running, each eager to prove their worth in front of esteemed judges: Sabine Karunanithy, Co-Founder and Director of Transform HCM; Siddiq Farid, Founder and CEO of Smart Crowd; and Yahya, the Youth Programs Manager at Sheraa, empowering young entrepreneurs. The competition was bound to be fierce, and everyone was eagerly awaiting the thrilling showcase of talent and creativity.



Round One: Unveiling the Mystery

The atmosphere in the auditorium was tense as the aspiring entrepreneurs gathered for the inaugural event of 'Elevate X.' The first round, worth 40 points, challenged them to sell a mystery product in just 2 minutes, leaving little time for preparation. The mystery products ranged from virtual reality headsets to personalized jewellery and exercise bands, adding to the thrill of the competition.

To make things even more exciting, the judges had the option to invest 2,000 Westford Dollars in any product they found appealing. But the real surprise was the undisclosed jackpot, waiting to reward the team with the most innovative and appealing product.

As the teams presented their products, their creativity and persuasive skills were put to the ultimate test. Team Maverick stole the show in the first round, impressively scoring 26 points and securing the coveted jackpot. They left a strong and lasting impression on both the judges and the audience, setting the bar high for the rest of the competition.



Round Two: The Live Ad Showdown

The excitement reached its peak in the second round, as teams were challenged to create and present a live advertisement for the mystery product they had sold in the previous round. With 40 points at stake, this round was an excellent opportunity for teams to make a significant impact on the leaderboard.

Despite the tight time constraint of 15 minutes for preparation, all the teams delivered impressive performances. Team Maverick, holding onto their lead, presented a captivating live ad that wowed the judges and the audience. However, Team Golmaal wasn't far behind, putting up a strong performance and securing the second position, keeping the competition intense and everyone on their toes.

The Final Challenge: Real-Time Problem Solving

In the final round, the teams faced the ultimate test of their problem-solving abilities. Each team leader randomly selected a chit with a real-time problem written on it. They had a challenging 1 hour and 30 minutes to come up with a comprehensive solution to their respective issues. The problems were diverse and complex, ranging from tackling hunger in Africa to addressing pollution in the Ganges River and finding solutions for homelessness in downtown Los Angeles, among others.

This round was crucial, carrying a substantial weight of 180 points, which meant it could completely change the leaderboard. The competitors dove into intensive research, brainstorming, and discussions, striving to find the most impactful and innovative ideas to make a real difference. It was a truly intense and thrilling round, with each team putting their best foot forward to leave a lasting impact on the judges and secure their spot at the top. The final round showcased the true essence of 'Elevate X,' fostering creativity, resilience, and the drive to make the world a better place through entrepreneurship.



Celebrating the Winners

After an exhilarating and challenging competition, the highly anticipated moment of truth finally arrived – the announcement of the winners. Team Maverick's unwavering dedication and consistent performance throughout the event proved to be a winning formula, as we proudly emerged victorious with an outstanding score of 295 points. The excitement and joy were palpable as the winners stepped onto the stage to claim our well-deserved prizes, beaming with pride and a sense of accomplishment.

Team Wolves secured a commendable second position with an impressive score of 256 points, closely followed by Team Pinnacle, who showcased their exceptional talent and skills with a score of 253 points. The atmosphere was electric, and the thunderous applause from the audience echoed the immense effort and passion demonstrated by all the participants.

As we celebrated our triumph, we couldn't help but feel grateful for the unforgettable experience and the opportunity to showcase our entrepreneurial spirit. Elevate X had been a rollercoaster of emotions, pushing us to our limits and bringing out the best in each of us. It was a testament to the power of innovation, teamwork, and perseverance, reminding us that with determination and creativity, we can achieve anything we set our minds to.

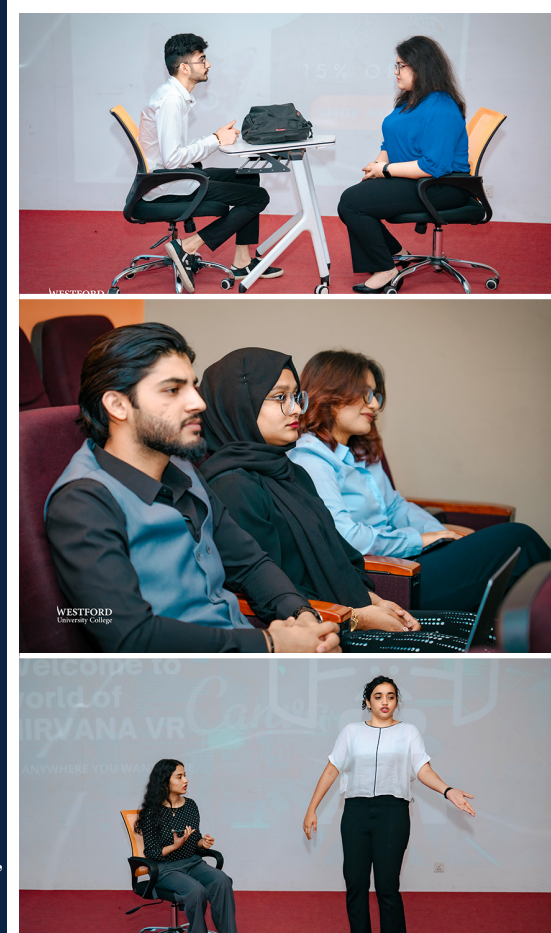
Being announced as the victorious team was an incredible experience, and I couldn't have achieved this triumph without the unwavering support and exceptional contributions of my remarkable teammates, Sahil Dewani and Reyha Rao. Their belief in me and their exceptional teamwork were the keys to our success. I am immensely grateful to them for their dedication and hard work. Together, we showed that passion, innovation, and collaboration can lead to extraordinary achievements.

Beyond the excitement of the competition and the joy of winning, Elevate X provided us with invaluable lessons that will stay with us for a lifetime. The judges' feedback and advice were particularly treasured, offering us valuable insights into the intricacies of entrepreneurship and guiding us on our path to future success.

The competition exceeded all expectations, with its unique format, distinguished judges, and challenging tasks. Each team brought their own distinct perspective and skill set, making the experience incredibly enriching for all participants. As the first 'Elevate X' competition came to a close, it marked the beginning of a cherished tradition at Westford University. This event will continue to inspire and empower young minds, encouraging them to innovate, collaborate, and make a positive impact on the world through entrepreneurship. The memories and lessons from Elevate X will undoubtedly shape our entrepreneurial journey for years to come.



Ayaat Shaikh
BSc (Hons) Business
with Digital Marketing,
LJMU



EXPECTATIONS VS REALITY

A Vibrant & Interactive Gavels Meeting



**'Quite often, our expectations do not match our reality and it turns out to be something much more astounding, perhaps.
'Face the reality as it is, not as it was or as you wish it to be.'
~Jack Welch**

When I was appointed as the TMOD (Toast-master of The Day) for the meeting, the topic that immediately struck me was 'Expectations Vs. Reality.' I felt it was something everyone could relate to, as life often throws unexpected things our way. So, with excitement, I chose this topic for the meeting.



As the meeting kicked off, the SAA and the president warmly welcomed all the members of both the Dubai Gavels and the Westford Gavels. It set a friendly and inviting tone for the gathering, creating a sense of camaraderie among us all. I introduced my topic using some surprising examples of what you would expect and what you would see in reality of some of the most famous tourist attractions in the world.

The guests and my fellow club members found my take on 'Expectations Vs. Reality' quite amusing and humorous, especially when I talked about online shopping and social media. It was fantastic to see how this topic broke the ice and made the audience more comfortable and engaged with me during the meeting.

GAVELS MEETING



Hosting the meeting was a tremendous learning experience for me. It helped me grow in confidence and become more at ease with speaking on stage, breaking free from my shell. I owe a heartfelt gratitude to my mentors and the Club president for giving me this wonderful opportunity and their unwavering support throughout the process. It's moments like these that make being part of this club so fulfilling and enriching.

The meeting turned out to be incredibly interactive and fun, with all of us actively engaging and sharing our ideas. The table topics segment was a real hit, as some really intriguing questions encouraged us to open up and delve deeper into the topic. It was such a lively and spirited gathering, just as we always expect from the Dubai Gavels Club and Westford Gavels Club meetings. The atmosphere was vibrant, and we wrapped up the meeting on a happy note, just like we usually do. These clubs truly know how to create a dynamic and enjoyable experience for everyone involved!

Serene Monci
The Elite English
School - Dubai



EXPLORING CONSPIRACY THEORIES AT OUR 75TH TOASTMASTERS MEETING

Intrigue filled the air as members of our esteemed Bachelor's Club gathered for a milestone event - the 75th meeting. The theme for the day was "Conspiracy Theories," a subject that has fascinated and perplexed minds for generations. Taking the reins as the Toastmaster of the Day was the enigmatic Hiba Hijas, who skillfully led us on a thrilling expedition through the labyrinth of conspiracy theories.

As the meeting commenced, there was an undeniable aura of curiosity and excitement among the attendees. Conspiracy theories, with their mysterious allure, have always captivated the human imagination, giving rise to endless debates and speculations. Hiba Hijas set the tone for the day with an intriguing introduction, where she highlighted the allure of conspiracy theories and the psychological reasons that make them so compelling.

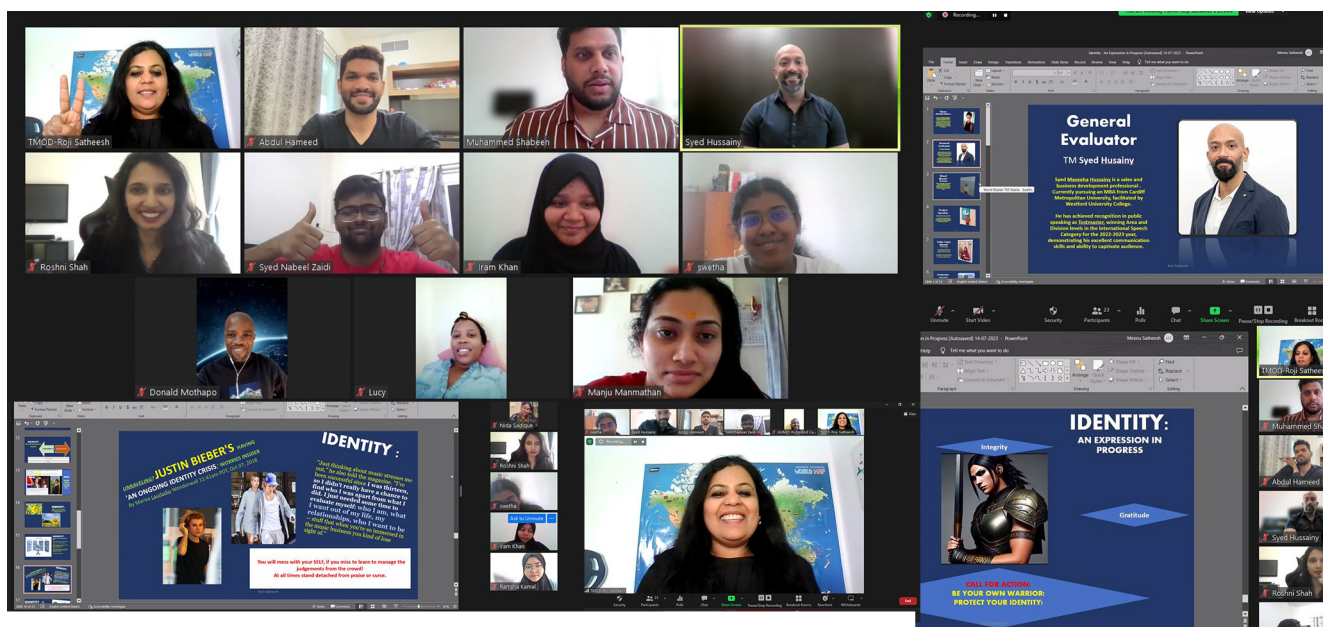


Throughout the meeting, various members took the stage to present their research & perspectives on different conspiracy theories. Each speaker brought to light a specific enigma that has captured the public's attention, ranging from historical events to modern-day mysteries. The presentations were well-researched and meticulously crafted, reflecting the dedication and passion of our Bachelor's Club members.

As the 75th Bachelor's meeting drew to a close, the discussions left a lasting impression on all attendees. The event was a testament to the club's commitment to intellectual exploration and the celebration of diverse perspectives. It showcased how engaging in respectful discussions about conspiracy theories can foster an environment of intellectual growth and understanding.



EMBRACING IDENTITY: AN EXPRESSION IN PROGRESS AT LEADERS TOASTMASTERS CLUB



In the world of public speaking, where individuals gather to improve their communication and leadership skills, the Leaders Toastmasters Club stood true to its name once again on the 18th of July. With a virtual gathering filled with enthusiasm, the club members embarked on an exploration of the intriguing theme - "Identity: An Expression in Progress." Led by the Toastmaster of the Day, Roji, the meeting delved into the complexities of self-discovery and the continuous evolution of our identities.

As the digital screens lit up with familiar faces, the atmosphere brimmed with excitement and curiosity. Roji set the stage, gracefully embracing her role as the facilitator of this intellectual journey. The theme itself struck a chord with the attendees, as they all recognized the significance of understanding one's identity in the ever-changing landscape of life.

The session commenced with Roji's thought-provoking introduction, where she skillfully weaved personal anecdotes with profound quotes from influential personalities. She emphasized that our identities are not stagnant but rather an ongoing process of growth and self-awareness. As we traverse through life, we encounter various experiences, beliefs, and cultures that shape our identities, making them an expression in constant flux.

Throughout the meeting, various members took center stage to share their unique perspectives on the theme. Each speaker brought forth a piece of their identity puzzle, allowing the audience to witness the beauty of human diversity and shared struggles. The power of vulnerability shone through, as individuals openly discussed their challenges in understanding their identities and the journey they had undertaken to find their true selves.

As the meeting drew to a close, the sense of camaraderie and inspiration in the virtual room was visible. The exploration of "Identity: An Expression in Progress" left an indelible mark on everyone present, reminding us all that our identities are a canvas that we continually paint with the brushstrokes of experiences, knowledge, and growth.



WE CONNECT
WITH BUSINESS LEADERS

The Power in You!

Ghenwa Habbal
Regional Talent Management Lead/ Manager (MENA)
Ford Motors Middle East, Author, and Leadership Coach

WeConnect is an initiative by Westford University College, aimed at bringing together inspiring business leaders to share their real-life experiences and insights on current business trends and performance in modern companies. This unique opportunity allows us to bridge the gap between industry and academia and explore new horizons.

Our main goal is to connect with CEOs and C-Suite Business Leaders, learning from their achievements and experiences. The discussions revolve around a diverse range of topics, including fostering learning, providing inspiration, and promoting effective leadership. We focus on engaging in meaningful and thought-provoking conversations that drive us towards growth and innovation.

On July 12, 2023, we were fortunate to host Ghenwa Habbal, an esteemed individual with a remarkable track record. She was honoured with the prestigious 'UAE Coaching Leaders Award 2023' as the "Most Influential Coaching Leader." Ghenwa is a certified brain-based coach and a co-author of the book "Shaken Stirred but Deterred." With nearly two decades of experience in human resources, talent management, and coaching, she currently holds the role of Regional Talent Management Lead at Ford Middle East & Africa.



Ghenwa's expertise extends across various industries and continents, making her a seasoned global HR professional. Her mission revolves around developing and implementing strategies that attract, nurture, and retain top talent within organizations while fostering an inclusive, engaged, and resilient corporate culture. Her presence and insights were undoubtedly a valuable addition to our event.

During her insightful discussion, Ghenwa Habbal emphasized the common tendency to seek inspiration from external sources while pursuing personal and professional success. However, she stressed the importance of recognizing the untapped power that resides within each of us. Ghenwa believes that everyone possesses tremendous potential, waiting to be unleashed and directed effectively. Through her coaching, she empowers individuals with the skills they need to realize their full capabilities. As a co-author of an inspiring book, Ghenwa's own story serves as a beacon of courage, encouraging us to always find our voice and be heard. She reminds us that true inspiration arises when individuals step up and take the lead in various situations. Her message resonates deeply, motivating us to embrace our inner strength and drive for a fulfilling journey towards success.

With her expertise, Ms. Ghenwa empowers others to unlock their inherent strengths and talents, cultivating a deep sense of self-belief and confidence that propels them towards remarkable growth and accomplishments. She inspires her audience to embark on a transformative path of self-discovery, unearthing their hidden potential and propelling themselves towards greatness. Through her guidance, individuals find the courage to embrace their true capabilities, paving the way for a journey of personal and professional success.



Wafa Adil

BSc (Hons) Business with
Digital Marketing - LJMU



The We Connect session is a unique platform that allows students to interact with notable speakers, learning about their backgrounds, journeys, and the wisdom they have gathered over the years. These sessions allow us, as young business leaders, to extend our ideas and have a lasting influence on our personal and professional life. One such exceptional We Connect session included the renowned business coach and trainer, Ms. Soha Chahine.

Ms. Soha is the visionary behind Forward Training and Consulting FZE, an organization dedicated to empowering individuals and businesses with essential skills like resilience, emotional intelligence, and leadership. Her impressive credentials include a master's degree in human resource management and a host of certifications, ranging from diversity and inclusion to NLP, team coaching, and psychometric assessments. Her mission is to create a workforce that is resilient and well-equipped to tackle future challenges. With a vision of a world where people confront the future with unwavering confidence, Ms. Soha strives to make a meaningful impact on individuals and organizations, preparing them for success in an ever-changing world.

As the host of the We Connect session featuring Ms. Soha, I had the wonderful opportunity to have a personal conversation with her before the event. This initial interaction proved to be a calming experience, putting my nerves and apprehensions at ease. Meeting her in person, I was struck by the aura of confidence and wisdom that she exuded, which was truly inspiring.

During our conversation, Ms. Soha shared remarkable stories of her journey, highlighting the numerous obstacles she had to overcome as a woman to achieve the remarkable success she enjoys today. Her words of wisdom left a profound impact on me, resonating deeply and leaving me with a positive outlook on life. Getting to know Ms. Soha personally was a privilege, and her presence truly enriched the We Connect session, making it a memorable and enlightening experience for everyone involved.

The We Connect session turned out to be an extraordinary and enriching experience. As co-hosts, we had the privilege to engage Ms. Soha with thought-provoking questions. We explored her motivations for focusing on emotional intelligence and resilience coaching, as well as how she incorporates diversity and inclusion into her training programs. Ms. Soha's responses were truly profound and filled with depth, leaving a lasting impact not only on us but also on the young leaders who were part of the session. Her insights and wisdom inspired us all, fostering a sense of empowerment and enlightenment as we gained valuable knowledge from her expertise.



Kavisha Sathsarane Perera
BSc (Hons) Business with
Finance, LJMU



Ms. Soha's journey from overcoming obstacles to becoming a renowned corporate coach highlights the strength of perseverance and determination. The wisdom she imparted during the session left a lasting impact on all attendees. As a young business leader, hosting this event has been an invaluable opportunity, and the lessons learned from Ms. Soha's remarkable journey are truly unforgettable.

THE IDOL ★★★★★



Jatin Israni
BSc (Hons) Business with
Digital Marketing - LJMU

I recently discovered this incredible TV show called "The Idol," and I must say, I'm already totally engrossed in it, and it's only been two episodes! Being a big fan of The Weeknd, the show naturally caught my attention, and I have to admit, it exceeded all my expectations. It's an absolute gem, and I can't wait to see what unfolds in the upcoming episodes!

Right from the first episode, "The Idol" had me completely hooked with its captivating storyline. We are introduced to Jocelyn, portrayed brilliantly by Lily-Rose Depp, an aspiring pop idol ready to make her triumphant comeback to the music scene. However, the plot takes an unexpected twist when a leaked photo sends her team into a frenzy, creating a wave of pressure and uncertainty. As if that wasn't enough, a journalist's arrival to do a profile on Jocelyn adds even more intensity to the situation.

What sets "The Idol" apart for me is its authentic and sincere depiction of the music industry. The way the characters are portrayed feels so genuine, and their journey of struggles and triumphs resonates deeply with the audience. The performances of the actors are truly outstanding, and the chemistry between them is palpable, adding an extra layer of realism to the show.

Lily-Rose Depp's portrayal of Jocelyn is nothing short of flawless. She captures the character's vulnerability and determination with such authenticity, making Jocelyn a relatable and compelling protagonist. And let's not forget Abel Tesfaye, who brings a mysterious and captivating aura to the enigmatic Tedros. His on-screen presence is truly mesmerizing and adds an intriguing element to the storyline.

"The Idol" goes beyond the glitz and glamour of pop stardom; it's a series that delves deep into the intricacies of personal relationships, the pressures that come with fame, and the quest for self-discovery. It offers a refreshing and authentic perspective on the music industry, shedding light on both its alluring aspects and its darker sides.

If you're a fan of emotionally charged dramas with a genuine touch, "The Idol" is an absolute must-watch. The show promises to take viewers on an intriguing journey as we follow Jocelyn's path and unravel the mysteries surrounding the enigmatic Tedros and his cult. The storytelling is simple yet captivating, and the talented cast brings the characters to life with incredible depth, leaving you unable to resist getting caught up in its captivating narrative. Trust me, it's a show that you won't want to miss!



MY EDUCATIONAL JOURNEY

at Westford has been Truly Rewarding

Why did you choose to study at Westford University College?

I decided to pursue my studies at Westford University because of my keen interest in exploring the realms of both business and psychology. At Westford, I found an ideal program that perfectly matched my academic and career aspirations, offering a nurturing and encouraging learning atmosphere along with top-notch education. The university's commitment to providing a rich and supportive environment assured me that I could thrive and achieve my goals while exploring the subjects I am passionate about.

What classroom activities do you enjoy the most?

Inviting guest speakers, industry professionals, or renowned experts into the curriculum can bring a sense of enthusiasm and practical relevance to the learning experience. These presentations and interactive discussions are among my favorite activities in the classroom as they offer students the opportunity to gain insights from diverse perspectives on a wide range of subjects. It enhances the educational journey by connecting theory with real-world experiences and enriching the overall learning process.



Senuri Riyesha

BSc (Hons) in Business
Psychology with HRM - LJMU

How is Westford different from other universities?

Westford offers a variety of adaptable learning choices, including online courses and part-time programs, to cater to the diverse needs of students. This flexibility allows individuals with varying schedules and commitments to pursue their education conveniently. Moreover, the university's global accreditation and recognition from esteemed educational authorities significantly contribute to its reputation and standing among other academic institutions.

How would you describe the college atmosphere?

Westford draws students from diverse backgrounds, cultures, and religious beliefs, fostering a vibrant and multicultural environment. This diversity enriches the campus atmosphere and offers unique perspectives to the student community. Inside and outside the classroom, Westford offers a plethora of learning opportunities, providing a well-rounded education. The university's faculty, staff, and fellow students form a supportive network that encourages students to excel academically and emotionally, ensuring they have the necessary support to succeed in their educational journey.

How has your learning experience so far?

At Westford, my learning experience has been greatly enriched by the presence of dedicated and knowledgeable professors who are truly passionate about teaching. They are always accessible to students, making themselves available to offer guidance and support whenever needed. Additionally, Westford has offered me valuable volunteering opportunities, such as the Special Olympics screening and Autism Transformation Carnival in 2023. These experiences have not only contributed to my personal development but have also allowed me to apply my learning in real-world settings, making my educational journey at Westford truly rewarding and fulfilling.

PHOTOGRAPHY IS A MEANINGFUL EXPRESSION OF MY EMOTIONS

Photography is the art of capturing fleeting reality, where all senses and skills converge to create a profound moment frozen in time. It was over a decade ago, on my birthday in 2005, when I received a Nokia N73 and unknowingly began my journey with this craft. Initially, taking photos felt like a playful game, but as I spent time alone, I found solace in revisiting those images. I discovered that viewing these photographs brought me immense joy and dispelled feelings of loneliness.

Gradually, I came to comprehend the profound essence of photography: it has the power to seize a unique moment that can never be replicated. Each image holds a part of the past forever, preserving memories and emotions in a tangible form, making it a great source of intellectual and emotional satisfaction.

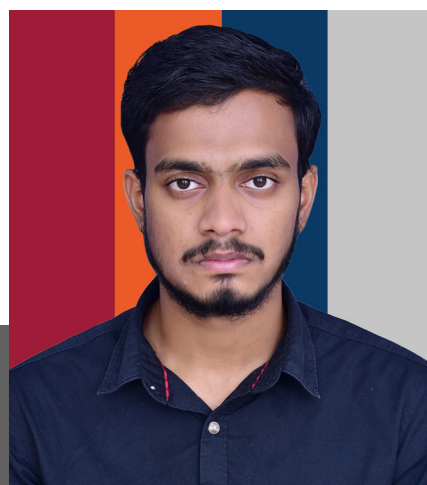
A captivating photo has this incredible power to wash away the stress of our everyday lives. Seriously, it's like all the colours of the rainbow got squeezed into it, making it so vibrant and enchanting. When I stumble upon a picture with my dear friends, it's like stepping into a time machine of nostalgia, taking me back to those unforgettable moments we shared. The laughter, the fun, and the carefree happiness just come rushing back! It's almost like these photos are little magic portals to the past, where I can relive the most cherished memories. And you know what's even more amazing? They fuel my desire to stay connected with my friends, to check in on their lives, and to strengthen the bonds we have. It's like a gentle reminder of the importance of these precious relationships.

So, I believe that these photos are not just pieces of paper or digital pixels. They are pure happiness captured, little pieces of joy that we can treasure forever. And every time we look at them, we get to experience that magic all over again. It's a beautiful way to hold onto the essence of friendship and the blissful moments we've shared.

From my early days with a Nokia N73 to now rocking the awesome Samsung S22 Ultra, I've fallen head over heels in love with photography! It's incredible how technology has advanced, letting us capture even the moon through a simple mobile camera. Patience and a keen eye are the secrets to great photography. I'm always on the lookout for that perfect moment, and sometimes it takes hours, days, or even months of waiting. But when that magical instant comes, all it takes is a click to make it last forever, ready to be enjoyed by generations to come.

Hisham Rahad

BSc (Hons) Business with
International Business
Management, LJMU



WESTFORD MBA IS THE MOST VERSATILE PROGRAM IN THE REGION

“I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear.” – Nelson Mandela

I was introduced to Westford University College by a colleague of mine. After conducting thorough research on the internet, I discovered that Westford University College is the perfect institution to join for my academic pursuit.

I opted for Westford University College due to its extensive range of top-notch degree & certificate programs that hold international accreditation. The affordability of education and the availability of flexible payment options were also appealing factors. Moreover, the fully online learning format, led by highly qualified and experienced professors, allowed me to access education from anywhere in the world. As a working professional, a wife, and a mother, this setup was incredibly advantageous, as it enabled me to pursue my studies comfortably from the convenience of my home.

Upon successfully completing the Post Graduate Diploma in Human Resource Management, I felt confident and certain that I was prepared to embark on the MBA program.

One of my proudest moments and most significant accomplishments occurred on March 19, 2023, when I was awarded the MBA in Human Resources and Organizational Psychology. My journey at Westford gave me the courage to believe in myself and my capabilities. I would certainly recommend the Westford MBA programme to those who are looking to further their careers with a practical programme that is both enriching and rewarding.

Thank you, Westford family!



NEW WESTFORDIAN ON THE BLOCK



Diksha Rana
Admissions Officers

Mantra @ Work : Work Smart, Stay Humble, and Be Kind.

Quote you live by : Your Time Is Limited, Don't Waste It
Living Someone Else's Life.

Creative Vent : To Explore New Places & Interact
With New People.

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