

Dr. *Loubna*



Dr. Loubna is committed to inspiring the hearts and minds of people so everyone can experience dignity and respect in their lives.

Loubna is a globally celebrated speaker, Executive Coach and leadership scholar. Her passion for leadership development has positioned her training programs at the Top ten list by Training Magazine and the Association for Talent Development.

As a civil war survivor, Loubna realizes that change is inevitable. And whether you create the consequences of change or inherit them, there's a stark difference between leaders willing to address their shifting cultures vs. those living in denial that differences do not exist.

Prior to her years of sleepless nights doing research on change and leadership behavior, Loubna led the learning and development function in both the profit and non-profit world for over 20 years.

"People do not resent change. They resent the lack of regard for their experiences during change."

- Dr. Loubna Noureddin

Loubna has interviewed hundreds of leaders about their relationship with change. Assumptions we make about others lead to missed opportunities, resentment and chaos during change. Collaboration means everyone has a contribution to make.

Loubna's work attests that thorough investigation reveals systematic, yet simple solutions to major challenges. And that by truly respecting the talents within and around you, potential will show its face.

Loubna is a sought-after Keynote Speaker. She is the cofounder and CEO of Mind Market, a resource and coaching centre for organizations and startups prioritizing cultures of brilliance over systems of unnecessary change and chaos.

Loubna's dream is to support 100 orphans from West Africa through college and career transitions.