



Certificate *of Attendance*

The Faculty of Economics and Business of the University of Amsterdam hereby states that

Barry Denis Quayle

has successfully participated in the following masterclass of the Amsterdam Business School:

Leadership Essentials

Study load	16 hours
Dates	5 & 6 November 2024
Lecturers	D. Frankl and G. Delaney

On behalf of the course organisation,

Prof. Dr. E.E.O. Roos Lindgreen
Director Executive Programmes
Amsterdam Business School

APPENDIX

This masterclass has provided the participants with tools and techniques to work effectively in critical performance situations, such as management, team and board-level meetings, new business pitches, and key client contacts. Participants have learned by doing within an immersive business simulation, led by professional actors, in which they explored the motivations, strengths and blind spots surrounding their personal communication style.

The masterclass covered the 3 dimensions:

1. **Authenticity: a unique set of qualities** – The participants have learned how to bring their authentic business self forward and how to use it to make a strong impact upon others, and ultimately forge agreements.
2. **Empathy: connecting to others** – The participants incorporate a ‘listen first’ approach to effective individual and group communication. They also learned how to connect and respond to management and client priorities while maintaining the power of their authentic self.
3. **Collaboration: achieving results** – The participants have discovered their own techniques that help them collaborate under pressure, and seize opportunities during meetings.