



**PERSONA**  
INTERNATIONAL  
ORGANIZATIONAL AND PERSONAL DEVELOPMENT PROGRAM



The Gateway to the First World People-Skills Development Solutions

*“Beauty is a way of Self Expression”*  
Riham El Hawary

**16-17  
JUNE  
2023**

**RIHAM  
EL HAWARY**  
*Guest Of Honor*

*Sponsors*

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[www.personainternational.com](http://www.personainternational.com)



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# WOMEN EMPOWERMENT

through beauty &  
Wellbeing

*#being\_a\_lady is an attitude*



RihamElHawary.official

*Presented by: Ms. Riham El Hawary*

Public Presence Coach

Founder & Director

Persona International & Beauty Queens' Int'l Academy

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# A Story about a young lady

who I met 15 years ago

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## **ASMA ELGEBILY**

International Grand Master  
Speaker  
( DUBAI )

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## Moral of the Story

- Always believe in your dreams
- Sometimes you have to be selfish to afford being generous when you stand on your two feet
  - Giving

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# What does BEAUTY means?

- Confidence
- Empowerment
- Freedom to express yourself

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# The Industry of Beauty

*“Made by Women For Women”*

Is the pure manifestation of what  
Women Empowerment is all about



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# What is Women Empowerment?

equipping and allowing women to make life-determining decisions through different societal problems

1. Boost her self-esteem
2. Shut down the negativity
3. Support women to run businesses
4. Proper education & training
5. Giving job opportunities
6. Openness & Honesty
7. Boost other women

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# Build Your Foundation

## *Physical Fitness*

- Nutrition
- Physical Activities
- Avoid Indulgence

## *Mental Fitness*

- Managing Stress
- Make Connections
- Focus
- Be Positive
- Self Motivation
- Self Confidence
- Find Meaning

“WITHOUT A SOLID  
FOUNDATION,  
YOU’LL HAVE TROUBLE  
CREATING ANYTHING  
OF VALUE”

~ RODNEY R. PAYNE

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# What do you actually deal with, when working with your client?

Natural and adapted behaviors.

**HOW**

**D**

DISC INDEX

Motivation, drive & Values.

**WHY**

**V**

VALUES INDEX

Thinking styles and making decisions.

**WHAT**

**A**

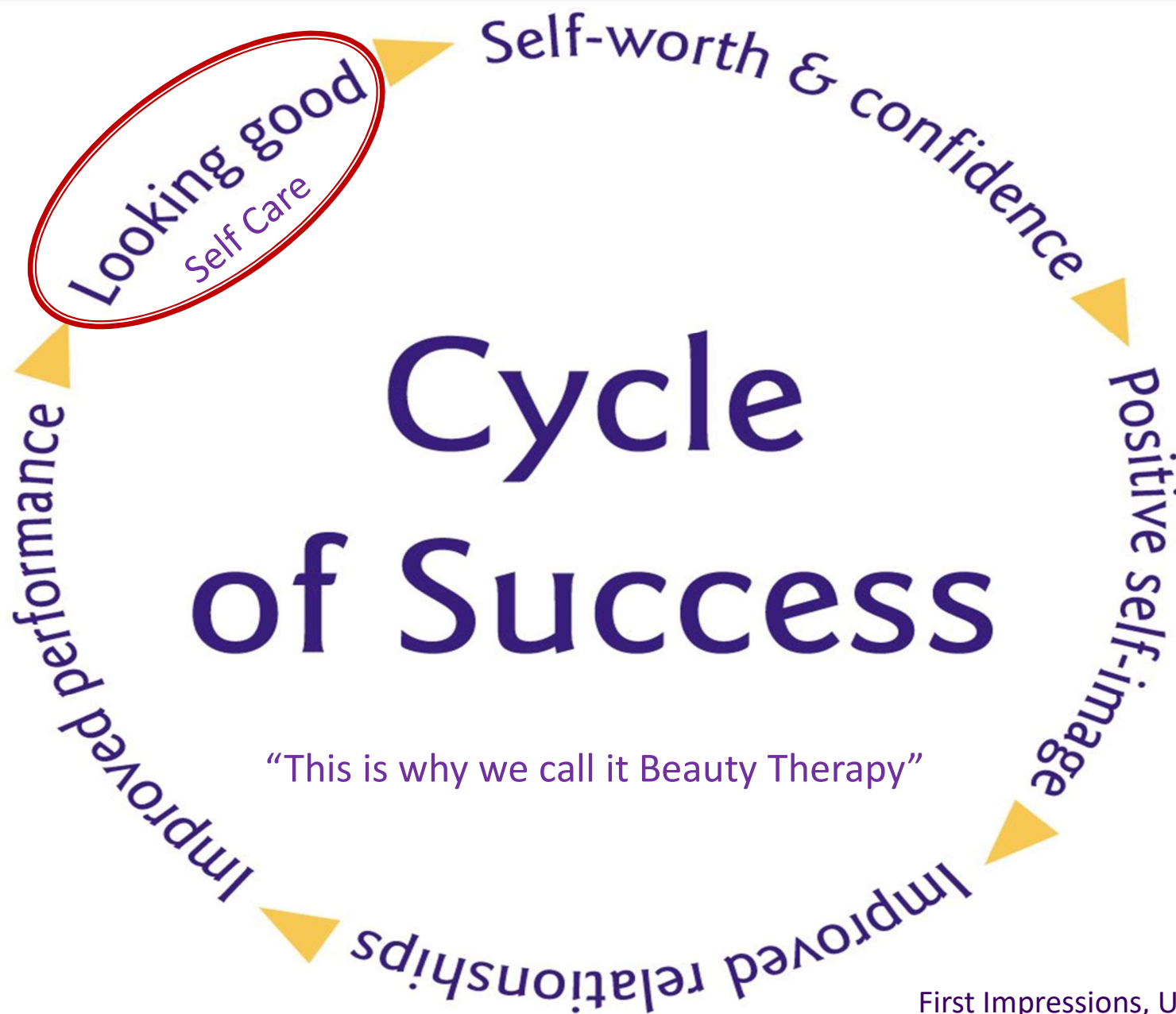
ATTRIBUTE INDEX



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# What do you actually sell to your Clients?

Balance between Physical Appearance and Internal Motivation

# EMPOWERMENT

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# LAO TZU *Words of Wisdom*



WATCH YOUR

*for they become your*

WATCH YOUR

*for they become your*

WATCH YOUR

*for they become your*

WATCH YOUR

*for they become your*

WATCH YOUR

*for they become your*



THOUGHTS

WORDS

ACTIONS

HABITS

CHARACTER

DESTINY



**"Riham El Hawary's mission is to overcome any hurdle between you and your success"**



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**Areas of Expertise:** Executives' Coaching, Business Psychology, Behavior Analysis, Profiling, Media Presence Proficiency, Public Speaking, Image Management, International / Corporate Etiquette & Protocol, Personal Branding, Effective Multi-faceted Communication Skills, Career Management Skills

*"My Mission Is To Overcome Any Hurdle Between You And Your Success."*

Riham El Hawary

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**Empowering People .... Transforming Business**

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