

SUN MEDIA SHINE

# THE ART OF LEADERSHIP

## WEBINAR & WORKSHOP SERIES

PROJECT REPORT

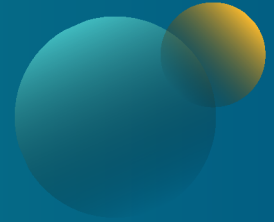
MARCH - DECEMBER 2025



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# EXECUTIVE SUMMARY

*The Art of Leadership* was a bi-monthly international webinar and workshop series held from March to December 2025, aimed at empowering professionals and emerging leaders with self-awareness, clarity, and purpose.

The program featured five webinars, 2 in-depth workshops, and a final celebratory session, offering a blend of coaching, mentoring, and experiential learning.

With a diverse lineup of global guest speakers from various fields, the series fostered reflection, growth, and cross-cultural leadership exchange in a vibrant and inclusive community.

Key partners in this series included *Gabriela Gheorghe*, *Ada Ditrich* Mindset Coach, *Strategos Analytica*, *Mind Getter*, *Trans Concentric*, and *USIDHR*, who contributed to the content delivery and promotion of the series.





DEEEA REBALTESCU

Washington DC, USA



ADA DITRICH

Timisoara, Romania



GABRIELA GHEORGHE

Bucharest, Romania



RALUCA UTA

London, UK

## OUR TEAM

Deeea is the Founder and CEO of Sun Media Shine, a Mindset Coach, and the [Moderator of The Art of Leadership](#) webinar series. She is also the author of Little Storm under the pen name Cora Phenix. A visionary leader, artist, and cultural ambassador, she passionately represents Romanian heritage through music at cultural events in the US, such as Romanian Weekend at The Wharf in Washington, DC.

Ada has been CFO at Eltrex for twenty years and is a certified mindset coach with two years of experience. She is also a [Co-moderator of The Art of Leadership](#) webinar series. Ada leverages resilience, adaptability, and team management to drive next-level growth for companies by empowering professionals to discover and use their true potential.

Gabriela is a certified coach and trainer who sees coaching as the ultimate tool for growth. With 20 years in management, her passion lies in developing leaders, empowering them to grow, engage, and achieve lasting success. She served as [Workshop Facilitator](#) for two sessions and [Co-moderator](#) for the first three webinars in [The Art of Leadership](#) series.

Raluca is the Founder & CEO of Strategos Analytica is a business consultant specializing in strategy and management. She is also a [Co-moderator of The Art of Leadership](#) webinar series. With UK expertise, she also leads projects in Repatriot and holds leadership roles at Voolu and OcMeed.

# Series Overview

Fuerte Perspectives Founder & CEO, Dr. Mandy Zimmermann, is a leadership expert dedicated to fostering authentic, people-centered leadership. With extensive experience in global leadership and cross-cultural team dynamics, she empowers leaders to build trust, fuel innovation, and drive meaningful collaboration.

Darius Curta is a transformational leader in luxury healthcare and regenerative medicine, leading Hortman Clinics in Dubai. With a global perspective and a philosophy of “We Rise by Lifting Others,” he pioneers innovative medical solutions while fostering integrity, purpose, and collaboration in leadership.

## 1. Leadership and Empathy Webinar



DR. MANDY  
ZIMMERMANN

Canary Islands, Spain



DARIUS  
CURTA

Dubai, United Arab  
Emirates

# Series Overview

## 1. Leadership and Empathy Webinar

**Darius Curta** brought a global perspective, sharing lessons from his work across Romania, France, and the UAE. Drawing from his experience at Louis Vuitton, Darius spoke about the power of care, connection, and trust.

He emphasized that true leadership is not about power and authority—it's about people. Real leaders don't just give instructions; they listen with intention. They don't simply make decisions; they genuinely care to understand.

At the heart of this kind of leadership is empathy—the ability to step into someone else's world, recognize their challenges, and uplift them with kindness. Darius's stories reminded us that empathy isn't just a soft skill—it's a foundation for meaningful leadership.

**Dr. Mandy Zimmermann** grounded the conversation with practical tools to grow empathy—from learning to see things through others' eyes (cognitive empathy), to understanding and managing our own emotions (emotional empathy), and showing up with presence and care in everyday interactions. Her tips—such as journaling, using emotional wheels, and simply listening without judgment—offered simple yet powerful ways to lead more intentionally.

- Practice active listening
- Avoid distraction and be present
- Be approachable
- Check your assumptions
- Put yourself in their shoes
- Ask open-ended questions
- Personalize your communication
- Acknowledge their feelings
- Check in and offer support
- Share something personal
- Use 5 Whys technique



[Webinar Recording](#)

## Series Overview

### 1. Leadership and Empathy

## The Heart of Effective Leadership Workshop



With  GABRIELA GHEORGHE

In this workshop, we created the context for participants to explore their personal approach to empathy and to gain clarity about the Leadership Reflection Dilemma: how thin is the line between empathy and authority?

We aimed for this to help them build a confident leadership identity and to see how to use empathy as a strength, not a weakness, and to reinforce their authority while staying approachable.

### Together we explored:

- ✓ Effective communication
- ✓ Engagement
- ✓ Space for creativity and innovation
- ✓ TRUST

# Series Overview

Crina Ancuta is the CEO and Founder of RISE to Leadership, an Executive Coach, and a Leadership Advisor. With 20 years in global pharmaceutical leadership, she empowers leaders to embrace radical responsibility, authenticity, and trust, driving transformative impact in workplaces worldwide.

Gabriel Istoc is a Coach, Mentor, Founder, and CEO with over 20 years of experience in business. Passionate about leadership, innovation, and growth, he supports entrepreneurs through mentoring, coaching, and projects like ScaleOut, Repatriot, and EduHealth.

Founder of TransConcentric, Raluca Bucur specializes in digital consultancy for cultural and diplomatic entities. As Alianta's Communications Director since 2019, she advances Romanian culture and transatlantic partnerships through strategic storytelling, digital innovation, and cultural events.

## 2. Purpose and Integrity Webinar



CRINA ANCUTA  
London, UK



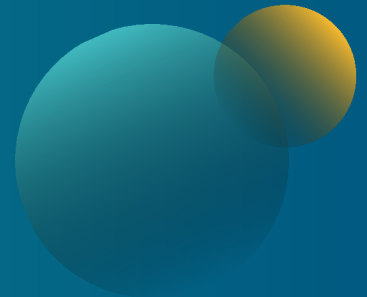
GABRIEL ISTOC  
Bucharest, Romania



RALUCA BUCUR  
Washington DC, USA

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# Series Overview



## 2. Purpose and Integrity Webinar

**Crina Ancuța** emphasized that “who we are is how we lead,” echoing Brené Brown. She defined integrity as doing what you promised, at the time and quality you promised, while serving the greater good of the team and community. For her, trust was built by being in integrity with yourself, your purpose, and the people around you—consistently. She urged leaders to embrace radical responsibility, authenticity, and courage, and to strive daily to show up as better versions of themselves.

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**Gabriel Iștoc** reflected on his lifelong path as a leader—from childhood to his role as entrepreneur, investor, and mentor. He argued that purpose in leadership, like Pope Francis embodied, meant serving people with openness, consistency, and compassion. Integrity, he explained, came from aligning one’s actions with personal purpose and acting authentically, even if it differed from organizational goals. He stressed that true leadership created environments where people thrived—and its highest achievement was building teams able to succeed without the leader, making the leader “disposable” in the best legacy-driven sense.

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**Raluca Bucur** showed how authentic leadership was rooted in purpose—the “why” that guided action—and integrity, the alignment of those actions with core values. Drawing on her work with TransConcentric Digital, Alianta, and Ce Fain!, she illustrated how transparent communication, authentic dialogue, and value-driven branding built trust and reshaped perceptions. For her, leadership was never about authority but about creating sustainable impact through authenticity and consistency. She left the audience reflecting on how to define their own “why” and how to hold to integrity when challenges arose.



[Webinar Recording](#)

# Series Overview

## 1. Purpose and Integrity:

# The Cornerstones of Authentic Leadership Workshop

With  GABRIELA GHEORGHE



- ✓ In this workshop, participants were guided through a deeply reflective exercise designed to reconnect them with the personal journey that shapes how they lead today.

The exercise invited each participant to look back at their life and divide it into five equal age chapters, beginning with childhood and continuing through to the present moment. Framed as the writing of their own book, this process encouraged participants to step into the role of both author and protagonist of their leadership story.

Each life stage was then given a chapter name, capturing its emotional essence and defining theme. Rather than focusing on titles or achievements, the emphasis was placed on meaning, what truly mattered during each period, and how those experiences influenced the person they have become.

The exercise concluded with participants naming the title of their book, a powerful act of synthesis that invited clarity, ownership, and perspective. For many, this final step offered a moment of insight, revealing patterns, resilience, and purpose that often go unnoticed in the pace of daily leadership.

# Series Overview

Waltraud Gläser, a Certified Systemic Change & Organizational Consultant and VUCA Facilitator®, leverages 13+ years of consulting and 15 years in corporate leadership to guide organizations through transformation with a strengths-focused, systemic approach, drawing from her experience as a former branch manager, business developer, and keynote speaker on VUCA.

An international human rights specialist and founder of the US Institute of Diplomacy and Human Rights, Dr. Isabelle Vladoiu has trained over 20,000 people in human rights, trafficking prevention, and global security, collaborating with global organizations to drive impact.

With 18 years in HR across multiple countries and industries, Andreea Francu has developed deep insights into leadership, team dynamics, and cultural diversity. A certified 16PF Practitioner, she specializes in talent management, career counseling, recruitment, and leadership coaching.

## 3. Autonomy and Diversity Webinar



WALTRAUD GLÄSER  
Germany



DR. ISABELLE VLADOIU  
Washington DC, USA



ANDREEA FRANCU  
Paris, France

# Series Overview

## 3. **Autonomy and Diversity Webinar**

**Waltraud Gläser** brought a systemic and organizational development lens, introducing the concept of the VUCA world—volatile, uncertain, complex, and ambiguous. She explained how leaders needed new thinking, not old solutions, to navigate today's environment, echoing Einstein's warning that repeating the same approaches was "insanity." Her positive framework transformed VUCA into vision, understanding, clarity, and agility, urging leaders to foster adaptability and collaboration rather than control. She emphasized that true resilience and balance came from psychological safety, systemic awareness, and seeing leadership not just as management, but as enabling people to thrive in uncertainty.

**Isabelle Vlădoiu** spoke about how autonomy and diversity were central to her work as founder of the United States Institute of Diplomacy and Human Rights. She described her journey from law school and work with the UN to creating a global institute that now trains professionals in 135 countries. For her, empowering people meant shifting them from activists demanding rights to advocates who understood, claimed, and protected them. She showed how inclusive, interactive education built both human rights awareness and personal leadership, proving that anyone could make an impact regardless of background.

**Andreea Francu**, HR executive and coach based in Paris, highlighted the link between diversity and innovation in organizations. Drawing on research and her role championing DEI at Coface, she showed how companies with diverse executive teams achieved stronger growth and profitability. She also addressed unconscious biases—such as affinity, confirmation, and performance bias—that hinder inclusion and block talent. Her key message was that diversity without inclusion falls flat, and leaders must commit to concrete actions like self-awareness, equal voice, transparent processes, and continuous learning to create inclusive workplaces.



**Webinar Recording**

# Series Overview

Dr. Rob McKenna is one of the top 30 I-O Psychologists alive today and the creator of WILD Leaders. With over 30 years of research and practice, he helps organizations build trust-centered leadership and learning cultures, equipping leaders to create environments where people feel safe, engaged, and empowered to grow and perform at their best.

An entrepreneur and business consultant specializing in strategy, management, and business development, Raluca is the founder and CEO of Strategos Analytica. She supports organizations in designing effective strategies and optimizing operations, drawing on extensive experience in the UK.

Ron is the Founder and Managing Director of The Sage Group®, with over 30 years of experience advising start-ups and Fortune 1000 companies. Creator of The Path to Value™, he helps leaders build predictable value and competitive advantage while integrating purpose, values, and meaningful dialogue into leadership.

## 4. Support and Humbleness

Webinar



DR. ROB MCKENNA  
Seattle, USA



RALUCA UTA  
London, UK



RON WORMAN  
Bellevue, USA

# Series Overview

## 4. Support and Humbleness Webinar

**Dr. Rob McKenna** anchored the session in a research-driven view of trust as a measurable leadership asset, not a “soft” feeling. As founder of WILD Leaders and author of *Whole Leaders*, *Wild Trust*, he argued that trust is the bedrock of performance, resilience, and growth, and that it thrives where leaders combine competence with courage and emotional maturity. He introduced the WILD Toolkit and the Wild Trust Index, emphasizing that organizations can quantify trust at personal, team, and organizational levels, then intentionally grow it by shaping the right conditions. His core message: trusted leadership is both caring and grounded, able to tell the truth with clarity and compassion so people feel seen, safe, and empowered to grow.

**Raluca Uta** brought a practical, systems-and-people lens by translating trust into concrete leadership habits and HR processes. She framed trust as something that begins before day one through respectful, transparent recruitment, clear job design, and honest expectations, then grows through strong onboarding, health and safety, clear reporting lines, and fair policies that create belonging. She emphasized ongoing training, cross-learning, and open communication as trust multipliers, especially when leaders treat performance management as development rather than punishment. A key theme was balance: being approachable and empathetic while still setting boundaries, making tough decisions, and holding accountability consistently. She also highlighted cultural intelligence in diverse teams, noting that understanding different communication styles prevents misunderstanding and strengthens inclusion.

**Ron Worman** concluded by weaving the conversation into a strategic framework for business leadership, positioning humility as a powerful advantage, not weakness. As Founder of The Sage Group and creator of The Path to Value™, he described value-building at the intersection of the personal (purpose and “why”), the professional (unique gifting and role fit), and the organizational (strategy, process, and execution). Using the metaphor of a “garden” and a reverse nesting doll, he showed how leaders who stay grounded, curious, and willing to see beneath the surface can identify market “seams of value,” adapt to change, and create cultures where people feel seen and perform. His central takeaway: humility is a strategic tool that turns data into dialogue, builds trust through clarity, and prepares organizations for long-term value and legacy.



[Webinar Recording](#)

## Series Overview

Judith Raymakers is Co-Founder & CEO of Motivators@Work, with over 25 years of leadership experience supporting organizations through change and complexity. She specializes in building trust-based, human-centered teams, helping leaders create alignment, collaboration, and sustainable performance beyond short-term results.

CEO of Intersport Romania and Founder of the Can Do Network. With over 20 years of experience in leadership and entrepreneurship across various organizations—including NGOs, startups, and large corporations Nicolae Mogos has been instrumental in promoting "Employees First" company cultures in Romania. As a seasoned trainer, he specializes in building effective strategies and company cultures.

## 5. Recognition and Evolution Webinar



JUDITH  
RAYMAKERS

Zurich, Switzerland



NICOLAE  
MOGOS

Bucharest, Romania

# Series Overview

## 1. Recognition and Evolution Webinar

**Nicolae Mogos** (CEO of Intersport Romania and founder of The Can Do Network, known for building “Employees First” cultures) brought a deeply personal, human-first lens to recognition and evolution. He framed growth as something no one can do for you; only you can. He emphasized taking ownership of your development, saying yes to opportunities (even when you don't feel ready), and building the discipline of daily reflection: setting intentions, prioritizing ruthlessly, and measuring progress. He also highlighted boundaries as an energy source, not selfishness, because saying yes at work often means saying no at home. At the heart of his message was leadership that supports people as whole humans: investing in balance, building strong networks, and creating cultures where individuals feel trusted, supported, and empowered to grow.

**Judith Raymakers** (Co-Founder & CEO of Motivators@Work, a team and leadership consultancy focused on engagement) offered a team-and-culture perspective, starting with a stark reality: most people don't love Monday mornings because engagement is low and it's declining. She linked this to post-COVID work shifts, hybrid complexity, and global uncertainty, then introduced “Togethershship” as a future-ready leadership skill: intentionally bringing people together, helping them connect as humans, building vulnerability-based trust, and co-creating solutions without hierarchy. Her core belief is that motivation isn't only driven by purpose or pay, but by the everyday experience of belonging, teams where people feel safe to speak up, learn, and contribute. Great leaders multiply impact by giving power away, turning teams into communities that people genuinely want to show up for.



[Webinar Recording](#)

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# Series Overview

## 6. Celebratory Event

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This event was the final, celebratory gathering of **The Art of Leadership** series, bringing together all speakers and key team members to meet one another, reflect on the year, and close the journey with gratitude.

After five public events (and additional workshops), each person reintroduced themselves and shared a short insight from their leadership topic

The gathering concluded as a “family moment,” inviting a few participants to share a single word or takeaway (such as love, curiosity, or gratitude), and closing with holiday wishes and an open invitation to continue collaborating on future projects.



[Webinar Recording](#)

# Series Overview

## 6. Celebratory Event



DEEEA REBALTESCU  
Washington DC, USA



ADA DITRICH  
Timisoara, Romania



GABRIELA GHEORGHE  
Bucharest, Romania



RALUCA UTA  
London, UK

The real **ART** of leadership is coming together. You can't lead in isolation, leadership is co-created with people, through gratitude, learning, and relationship.

Great leadership experiences don't happen by accident; they're held by the unseen work of support, care, follow-through, and saying **YES** to a vision, which can become a multi-year growth journey.

Legacy is **IMMORTALITY**. Leadership creates a butterfly effect over time. What we put into the world now can echo across generations, so the responsibility (and freedom) is to choose wisely.

Leadership is deeply shaped by culture, values, and background. **DIVERSE** perspectives accelerate learning; the mission is to grow more good leaders by building strong teams and sharing wisdom.



[Webinar Recording](#)

# Series Overview

## 6. Celebratory Event



DR. MANDY  
ZIMMERMANN

Canary Islands, Spain

**EMPATHY** is the foundation. Leadership is both a personal trait and a learnable skill, an anchor for decisions, a relational tool, and something you can grow into intentionally.



CRINA ANCUTA

London, UK

**INTEGRITY** is a practice of courage. Real leadership is returning to your essence, speaking up for your values, healing “corporate trauma,” and becoming the leader you were born to be, not the one expected by society.



GABRIEL ISTOC

Bucharest, Romania

**PURPOSE** must serve the greater good. Leadership shouldn't chase control. It should put life and love at the center, balancing planning with what life (or God) places in your path.



Webinar Recording

# Series Overview

## 6. Celebratory Event



RALUCA BUCUR  
Washington DC, USA

Integrity = living your **NORTH STAR**. Identify your principles, stay true to them, and leave room for serendipity. Plans matter, but curiosity and openness can lead you to the best outcomes.



DR. ISABELLE VLADOIU  
Washington DC, USA

In diverse ecosystems, leadership is consistency, and service. **SERVE** humanity as your compass, wherever you are, because diplomacy and human rights leadership aren't titles, they're lived responsibilities.



DR. ROB MCKENNA  
Seattle, USA

**TRUST** is the lifeblood of thriving people and organizations, and it can be built deliberately (within us, between us, around us) through specific actions, not slogans. People come to work asking: Do I matter? Are you telling me the truth? Do I belong?



[Webinar Recording](#)

# Series Overview

## 6. Celebratory Event



RON WORMAN  
Bellevue, USA

We need to reinvent leadership as readiness and agency to move the world forward. When people become **WHOLE**, they can take the next right step beyond titles, ego, or roles.



JUDITH  
RAYMAKERS  
Zurich, Switzerland

The leadership skill of the future is **TOGETHERSHIP**. Intentionally connecting people, building vulnerability-based trust, and co-creating a better future so work becomes a place people actually want to return to on Monday.



NICOLAE  
MOGOS  
Bucharest, Romania

**GROUTH** starts when you step outside the “box” society puts on you. You must become the architect of your own evolution, and the leaders of the future will be empathic, sensitive, and deeply human.



Webinar Recording

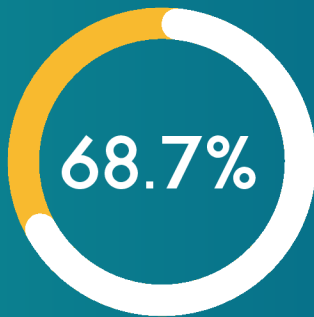
Mindset Bloom Webinar Series

# Registration and Attendance



Total Registered

315



Total Attendance

215



Average Attendance per Event

43



# SOCIAL MEDIA PERFORMANCE OVERVIEW



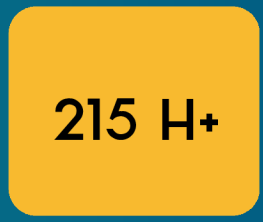
Reach



Interactions  
(reactions, saves,  
comments, shares  
and replies)



Video Views



Video Plays (H)

Gender



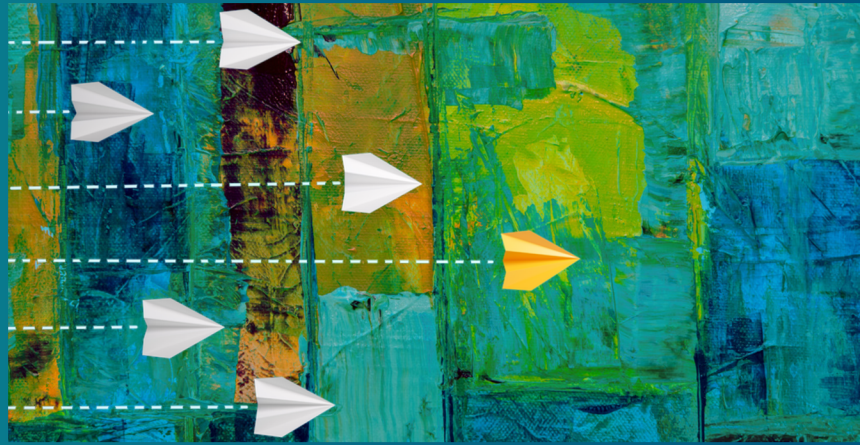
42%



58%



# Conclusion & Closing



*The Art of Leadership* was never intended to be just a webinar series. It was designed as a living, evolving space, one where leaders could pause, reflect, reconnect with themselves, and grow alongside others across cultures, industries, and lived experiences.

Across nine months, five thematic webinars, two deeply reflective workshops, and one closing celebratory gathering, a clear truth emerged: **leadership** is not about control, titles, or authority; it **is about people**. It is about empathy practiced daily, integrity lived consistently, trust built intentionally, and courage shown in moments that matter.

## With **Gratitude**

This journey was never walked alone. It was carried by every voice that spoke with honesty, every hand that supported quietly in the background, every moment of trust, patience, and belief along the way.

We thank those who shared their wisdom and lived experience, those who said yes before knowing how it would unfold, those who held the space, on screen, behind the scenes, and in between.

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### Contact Information :

[www.sun-media-shine.com](http://www.sun-media-shine.com)

[info@sun-media-shine.com](mailto:info@sun-media-shine.com)

[@sunmediashine](#) (social media)

SUN MEDIA SHINE

THANK YOU



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Dare Rise Fly



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