



Ahmad-Shah Duranai's Bio

Ahmad-Shah Duranai is an Author, Speaker, Architect, Project Manager; Leadership, Communications and High Performance Educator, Community Activist and Live and Lead by Design Coach

[As Architect and Project Manager](#) he has over 30 years experience with large Canadian and International Consulting firms (Khatib & Alami, TEAM International, The Austin Company, HOK, NORR), leading design teams on numerous mega projects in Canada, USA and the Middle East such as **Nortel's Carling Campus in Ottawa, Dubai Marina, Toronto General Hospital, Atlantis The Palm in Dubai, The Waterloo Region Consolidated Courthouse** to name a few.

[As the Leadership & Communications Educator, Live and Lead-by-Design Coach, Speaker and Master Trainer of Verbal Aikido](#), he is the Owner and Head Coach of **DuraNet Enterprises Inc.** and has designed several programs on **Leadership & Personal Development, Communication Skills, Engagement, Relationships, High Performance, Wellness and Passionate life.** He has made presentations on a variety of topics at RBC, Rogers, ICF, The Buildings Show, OAA, Toronto Reference Library, several universities; and has trained staff of the United Nations, financial institutions and non-profits.

[As a Community Activist](#) serving on non-profit boards, he is the recipient of the 2013 **Lieutenant Governor of Ontario Award and Medal for his activism in Humanities and Social Justice** (<https://www.youtube.com/watch?v=GpkJcD5B4Sk>) and **2020 Ambassador for Peace Award** from United Peace Federation. He has moderated and participated in several international conferences on Peace. He has been interviewed numerous times by the media and has appeared on many TV and radio talk shows.

[Here is a list of some of his customizable Programs:](#)

- **Success 101™** (Leadership development <https://www.duranet.ca/success-101-series.html>)
- **Success unlimited™** (Leadership <https://www.duranet.ca/success-unlimited.html>)
- **Leadership DARE™** (Leadership <https://www.duranet.ca/corporate-services.html>)
- **Verbal Aikido – Advanced Communication Skills** (<https://www.duranet.ca/verbal-aikido.html>)
- **The Art of Leadership in Project Management**
- **Bridging The Communication Gap in Multi-Generational Workplace**
- **Employee Engagement: A Leadership Imperative**
- **3 Ways to make Difficult Conversations Easy in the B. Room and Workplace**
- **Turn Your Design Practice into a Thriving Business in 3 Simple Steps.**
- **The Passion Test: The Effortless Path to Discovering Your Life Purpose** (<https://www.duranet.ca/the-passion-test.html>)



- **Every Mess Causes Stress: 6 Ways to Avoid it without Running to the Drugstore** (<https://www.duranet.ca/conquer-the-stress-pandemic.html>)
- **One on One Holistic Live-and-Lead-by-Design Coaching in Life, Career and Relationships**

As Author, Ahmad has multiple published works:

1. **THE LEADERSHIP ZONE: Lessons from the Front Lines** is a holistic manual and roadmap on issues of leadership in organizations and beyond.

"The Leadership Zone is indeed a roadmap for life on purpose and a holistic manual on leadership. I can easily visualize a copy of it on the shelves of leaders, executives, managers, business owners and entrepreneurs everywhere."

Gerry Robert, Bestselling Author of *The Millionaire Mindset*

"Congratulations on the great book. I just finished reading it from beginning to end. Really amazing book. I loved the exercises as they are eye opening." Facebook Message from Dr. Mojda Kazemi, Toronto

The leadership zone is a simplified and easy to read book for anyone who wants to strengthen their leadership skills. Open it to any page and you'll learn a quick tip!" Basima Roshan, CPA, MBA - Management Consultant

Co-Author of the International Bestseller:

2. **PEEKING BEHIND THE SCENES: A Deliberate Path to Success.**

Author of:

3. **An Outside-the-Box Look at Afghanistan: New Ideas for Lasting Peace and Stability**

Co- Author of the book:

4. **VERTICAL VILLAGES: The Magic of Mixed-Use Developments**

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DuraNet Presentation Topics:

Here are selected modules from **DuraNet's** Success 101™, Success Unlimited™, The Leadership DARE™ and other programs that can be presented as stand-alone presentations in a 90-minute or 3-hour versions. They can also be used as content driven full day workshop on one particular topic. **(A 60-Minute synopsis of the topics can also be prepared upon request.)**

1. 3 Ways to Make Difficult Conversations Easy in the Boardroom

“Communications is almost everything, and almost everything communicates.” says James MacNeil of EQ Communications Inc. Nothing happens in society until someone communicates. The results of all Person to Person communications are governed by 7 Laws, 6 Ego States and 5 levels of Intention. Hence awareness and knowledge of these fundamentals are essential for effective communication. All Difficult Conversations stem from misalignment of the above fundamentals and all key people in any organization should know about them. **“The quality of our life depends on the quality of our relationships and the quality of our relationships depends on the quality of our communication skills.”** Align the 3 fundamentals and you can manage any conversation.

2. Every Mess Causes Stress: 6 Ways to Avoid it without Running to the Drugstore

According to Dr. Deepak Chopra, 95 % of our diseases are the result of stress and the other 5 % is the result of the stress of our ancestors. The COVID 19 Pandemic and the resulting Lockdowns, Isolation and Social Distancing have radically changed the way we live. The fact that the people were not ready for such radical changes has sent shock waves in families, communities, societies as individuals. It has created fear, anxiety and hysteria everywhere. Change is always painful and results in a lot of Stress. Every Mess Causes Stress deals with everyday stress proactively and provides over 30 different tools: simple diagnostic tools, time management, physical, Mental, social and spiritual tools to help with High Performance in the Workplace and beyond.

3. The Passion Test: The Effortless Path to Discovering your Purpose in Life

The Passion Test is a simple, powerful set of tools for discovering your passions and aligning your life with what matters most to you. The Passion Test shows you step by step how to identify your top five passions, and then provides the guidance to align your life with those passions.

4. The Art of Leadership in Project Management: How to Keep Costs Down and Clients Happy?

This presentation is a new look at the various functions of Project Management and shows which ones are the cause of most failures, cost overruns and client dissatisfaction. It explains the toolkit that deals with such situations proactively to keep the costs down and clients happy.



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5. Bridging the Communications Gap in Multi-Generational Workplace- How to Engage them All?

This presentation will benefit people at all levels of organizations to deal with the rapid changes in the intergenerational mix. It explores the dynamics and characteristics of employee mix and the interactions between them. It covers and provides the tools to effectively deal with the dynamics of communications, team building, team goals, leadership styles and change management.

6. What Are the Major Barriers to Our Careers in the Workplace and How to Overcome them?

This presentation focuses on the many barriers that most of us face in the workplace to advance our careers. It covers barriers such as Professional, Industry, Gender, Cultural (Age, Race, Class, Faith), IQ/EQ, Leadership Style, Geographic / Environmental, Branding and systemic DEI barriers.

7. Perspectives on Leadership and Management in Organization - Are you a Leader or a Manager? What difference does it make?

Part One covers a completely new look at the issues of leadership and management and what some leaders and CEO's say about them?!. What new approaches have sprung up and how the leadership styles of executives create opportunities or barriers for organizations?

Part Two covers which kind of systemic barriers exist for aspiring leaders when they decide to go up the corporate ladder. How their personal style could be a barrier or a launching pad for their rapid climb.

8. Building Trust and Influence in the Workplace and Beyond

This presentation deals with the various aspects of The Triangle of Trust, the 4 Cores of Credibility and the behaviours of high trust people. It also deals with the basic human needs and the various principles of rapport building to expand the zone of Influence ethically.

9. The Nine Environments of You

This topic deals with the 9 Environments that surround us 24 / 7 and describes how they affect our performance in the workplace and in life in general.

The 90 minute version only describes the 9 environments but in the 3 hour version there is an assessment and scoring exercise as well.

10. A Holistic Approach to Personal Wealth

This presentation focuses on the 4 quadrants of wealth - Core Assets, Experiential Assets, Good Will Assets, and Material Assets. It explores a holistic & balanced path to a happy healthy and wealthy life style.

11. A Holistic Approach to Personal Health and Wellness

This presentation focuses on the 4 essentials of a robust health and wellness: Eat Well, Move Well, Rest Well and Think Well. It explores a holistic path to a happy and healthy life style (90 minutes).



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12. Goal Setting - Beyond the SMART Goals

This presentation explains the role of Intention, Commitment and Clarity in goal setting and the 13 requirements for clear and achievable goals. It also explains the 6 pathways of the C.R.E.A.T.E. Goal Setting format.

13. Goal Achieving

This presentation explains the role of Commitment, Attention and No Tension in goal achieving. It covers the 12-step approach that is on cutting edge tools and neuroscience behind goal achieving and how the C.R.E.A.T.E. format helps in this regards.

14. Turn Your Design Practice into a Thriving Business in 3 Simple Steps

This presentation is the Synopsis of a full day workshop with the same title. It describes the principles of marketing any business with special focus on small and midsize design firms in urban settings. The workshop deals with the issues of Visibility, Credibility, and Differentiation as well as an in-depth SWOT analysis and the essential elements of a Business Plan.

15. The Verbal Aikido Experience:

Verbal Aikido is a life-transforming, one-of-a-kind advanced communications skills philosophy and experientially-delivered educational program that uniquely links communication science and emotional intelligence with the powerful non-adversarial philosophy of the Japanese martial art, Aikido.

Verbal Aikido is created by James MacNeil and I have the license to offer it to corporations as a Communication Skills Program for better performance, customer service, Change Management and Employee Engagement. It is a full 2-day experiential workshop. But can be broken down to address specific communication challenges.

We can also create Customized presentations on the above topics as well as on a variety of other topics at short notice when the need arises.