

المعرفة
Knowledge



Education Summit



Navigating Tomorrow

The Path to
Lifelong Success

 Friday, November 15th, 2024

 09:00 AM - 03:00 PM

 Dubai, Arjaan by Rotana

Plenary Keynote Session

Impact of Education and Role of Educators in Shaping the Future Generation





Dr. Sweta Adatia

Neurologist and Cognitive Science Brain Coach
Gargash Hospital





#BEING FUTURE READY NOW

Shaping the Future Of Education

Dr Sweta Adatia , Neurologist





Dr. Sweta Adatia

971501382897 (Whatsapp)

MBBS, MD (MED), DNB (Neurology), FACP (USA), MBA (Cambridge, UK)

www.drswetaadatia.com

Specialist Neurologist and HOD Gargash Hospital UAE

Whole Brain Master Practitioner with the latest book on Amazon which is the best seller in the future counselling category - Future Ready Now. 13 Gold medals in Medicine.

Worked in Canada, South Africa, Africa, ME and India

Over 40 scientific publications and 2 books. Also many chapters in books for neurology/stroke

TEDx Speaker: Impact of story is popular on web.

Popular Instagram Series Limitless Brain Lab & Awesome Brain @drsweta.adatia

BA Music, Table-tennis state champion (India), an avid traveler (Over 30 countries to date) & Spiritual seeker (Past life hypnotherapist trained under Dr. Brian Weiss)

She has conducted over 200 workshops in various Colleges and Universities on brain mapping techniques using her own proprietary award-winning tool that has helped hundreds of students choose the best career.

She is a keynote speaker on various topics concerning Neurosciences.





Love or arranged
career?



My own story

Finding SWETA

Dr Karl
Kruszelnicki

PSYCHOMETRIC SCIENCE

WHO AM I ?

WHAT AM I CAPABLE OF?

WHAT BEST CAN I GIVE TO THE WORLD?

72 personal discovery tests

Taking a nonpaid break for self discovery



50
Shades of
Grey
Matter

- **Big Five Personality Traits Personality Test**
- **NEO PIR (Neo Personality Inventory, Revised) Personality Test**
- **16 PF® Sixteen Personality Factor™**
- **PAI® Personality Assessment Inventory™**
- **MBTI (Myers Briggs Type Indicator) Personality Test**
- **Rorschach Test Personality Test**
- **PAPI® (PA Preference Inventory) Personality**
- **RIASEC Holland Codes Personality Test**
- **DISC assessment Personality Test**
- **Minnesota Multiphasic Personality Inventory (MMPI) Personality Test**
- **WAIS® Wechsler Test Wechsler Adult Intelligence Scale Intelligence**
- **Strong Interest Inventory**
- **Career fitter test**



Prepared for: Sweta Adatia

- Personality Title: [Entrepreneur](#)
- Assessment Code: [66 - 20 - 80 - 46](#)

Outline for Sweta

- [Summary of Sweta](#)
- [Personality Chart](#)
- [Career Choices for Sweta](#)
- [Occupational Factors](#)
- [Primary Characteristics](#)
- [Sweta at Work](#)
- [Potential Weaknesses](#)
- [Personality Details](#)
- [Business Points](#)
- [Communication Method](#)
- [Ideal Business Environment](#)
- [Team Building Approach](#)
- [Management Practice](#)
- [Famous People Like Sweta](#)

Sweta Adatia you are an Entrepreneur

Congratulations for taking the time to discover your C-FAR, Sweta ! Your C-FAR has been designed to specifically fit the "right" career with your personality.

A quick description of you as an Entrepreneur shows that:

- Your QUEST is - [Competency](#)
- Your STYLE is to be a - [Visionary](#)
- Your STRENGTH is - [Strategic Intelligence or System Design](#)

Strong Interest Inventory® Profile and Interpretive Report

Interpretive Report developed by [Judith Grutter](#) and [Allen L. Hammer](#)

Report prepared for
SWETA ADATIA
Date taken
August 21, 2013

SDS
SELF-DIRECTED
SEARCH®

Generated by www.self-directed-search.com

Robert C. Reardon, PhD
Melissa A. Messer, MHS
PAR Staff

Client Interpretive Report

Prepared for
Dr Sweta Adatia



MYLIMITLESSBRAIN



- **Forbes Coaches Council** has included NBI Assessment as one of the 11 Assessments that every Executive should take. [Read more](#)
- **Preferred assessment tool of Columbia University, NYC** for their coaching and Organization development program.
- **Companies that have leveraged the power of NBI:** Levi Strauss, Deloitte, Shell, Standard Bank, Dassault Systemes, Publicis Sapient, Hero Motocorp.
- Suitable for **Executive coaches, HR leaders, L&D leaders, OD consultants/Trainers, Recruiters, Sports Coaches, Professors, and Teachers**

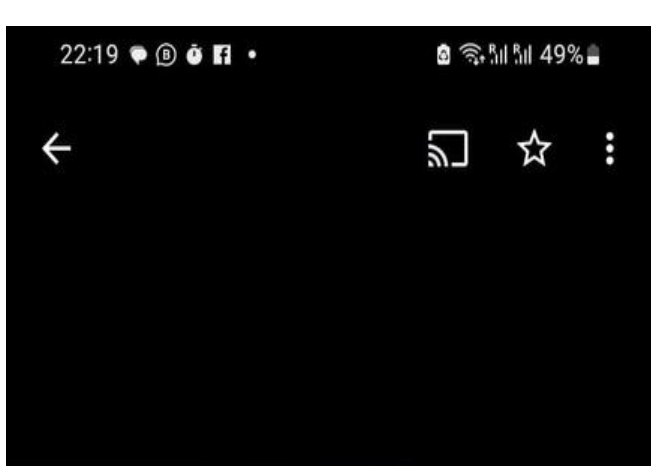
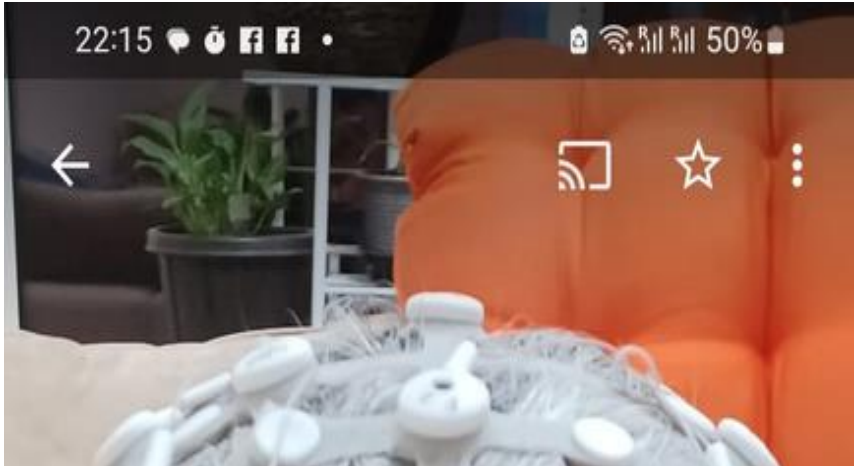
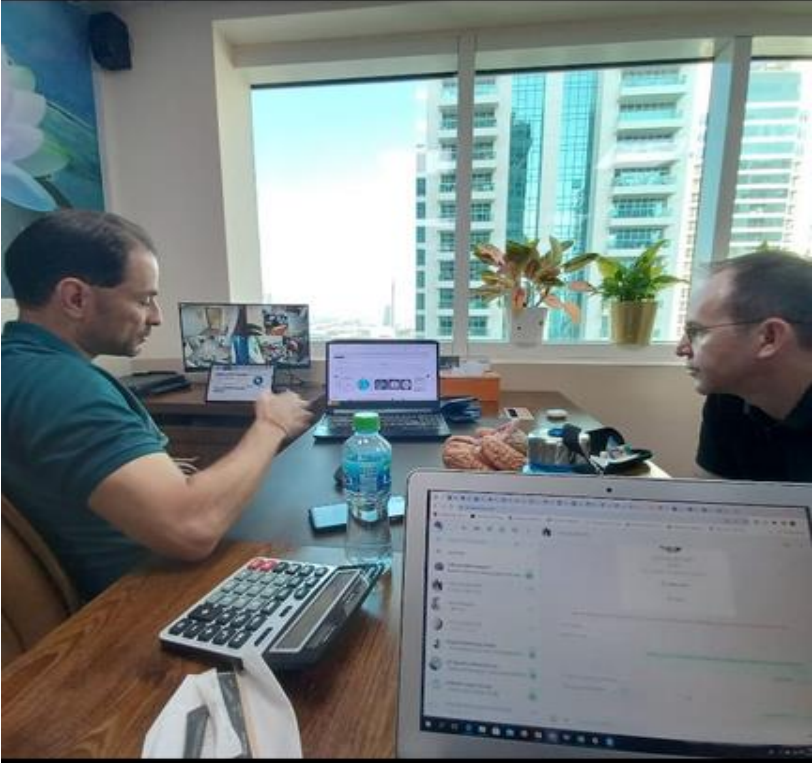
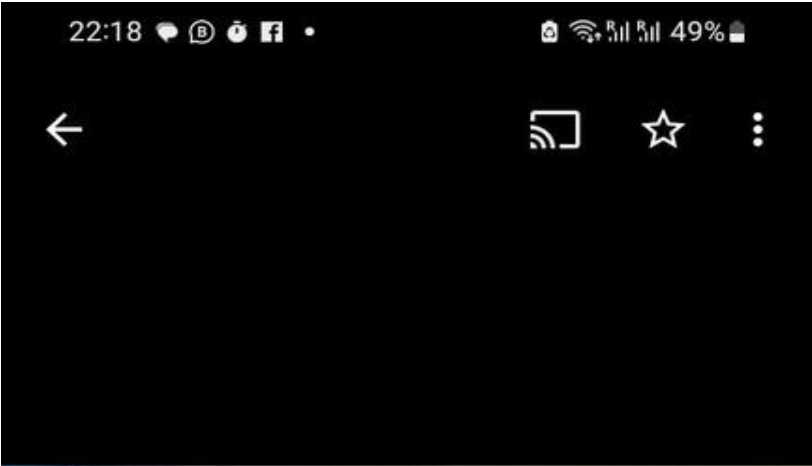




BRAIN MAP BASED TALENT MAPPING?







UNLOCK THE LIMITLESS YOU

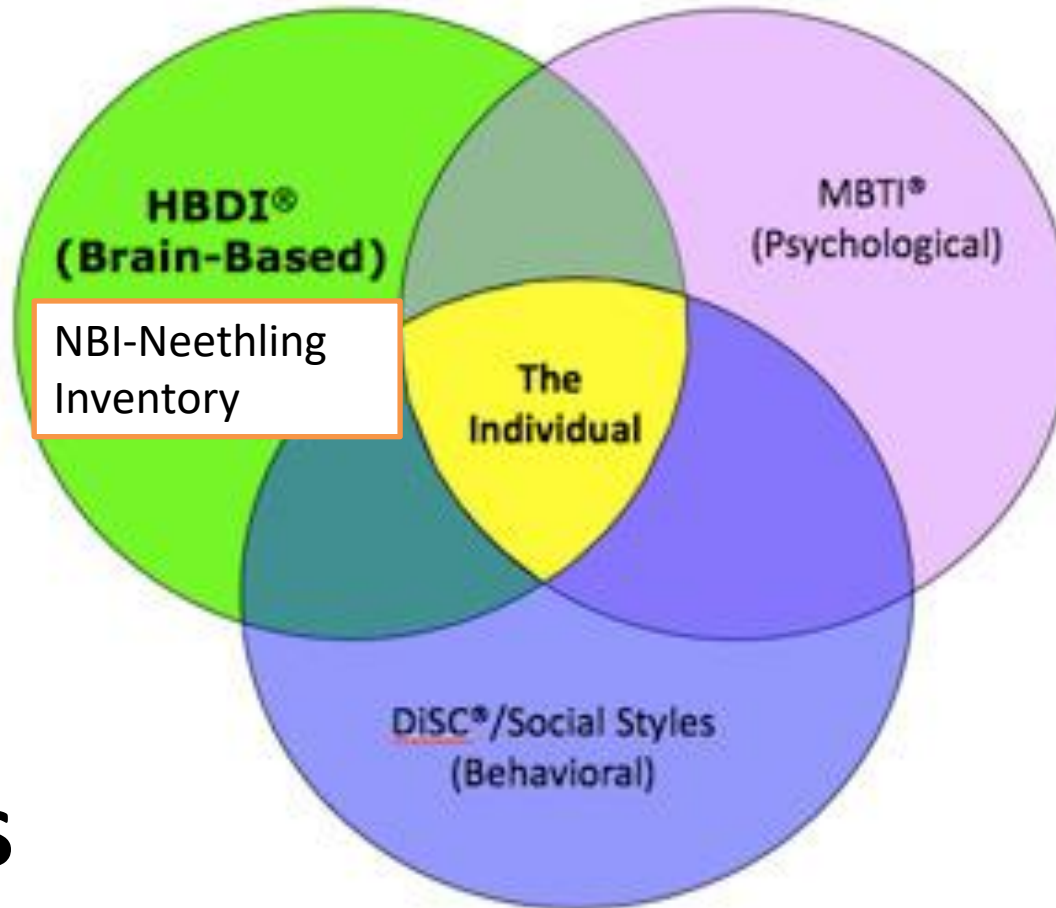
Unleashing full brain potential
through neuroscientific tools

Empowering growth through neuroscience-driven insights



**SELF-
ASSESSMENT
PRACTICAL**

**SPOTTING THE
CLUES**



**APPLICATIONS
ARE QUICK**

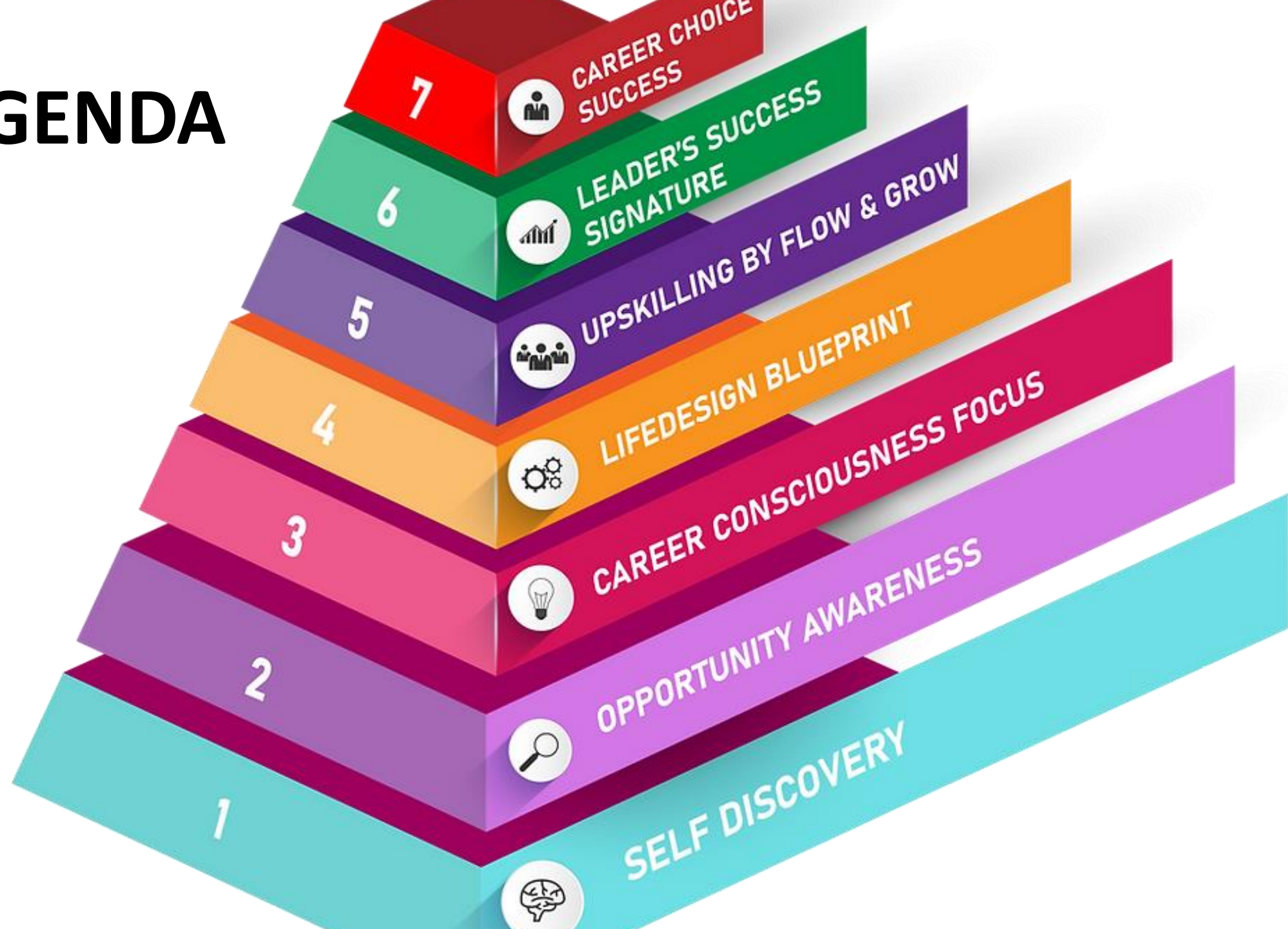
NEURODEVELOPMENTAL

MYLIMITLESSBRAIN



MYLIMITLESSBRAIN

AGENDA





MYLIMITLESSBRAIN

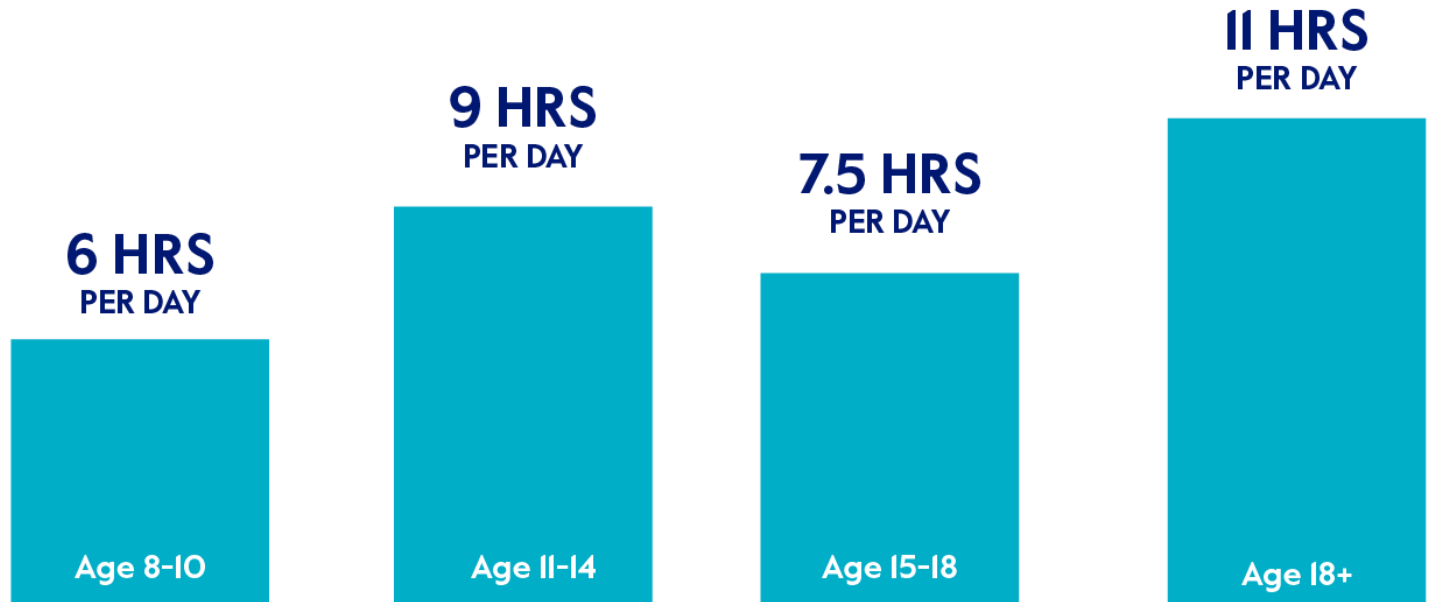




Screen Time: By the Numbers

Top screen time activities:
TV/Streaming, Social Media, Gaming

Source: Centers for Disease Control



MYLIMITLESSBRAIN

CHAPEL
OF THE METAVERSE

CHAPEL
OF THE METAVERSE







Race against the machines?

Tax Preparers have a
98.7%
chance of being automated.

Accountants and Auditors have a
93.5%
chance of being automated.

Source: Frey & Osborne,
"The Future of Employment," Oxford University



Bill Sheridan, CAE



MYLIMITLESSBRAIN

47%

of *all* jobs gone within 25 years

*'No government is prepared' for
that level of job loss*



Source: The Economist



Will computers replace teachers in the future?



UNIVERSITY OF CAMBRIDGE



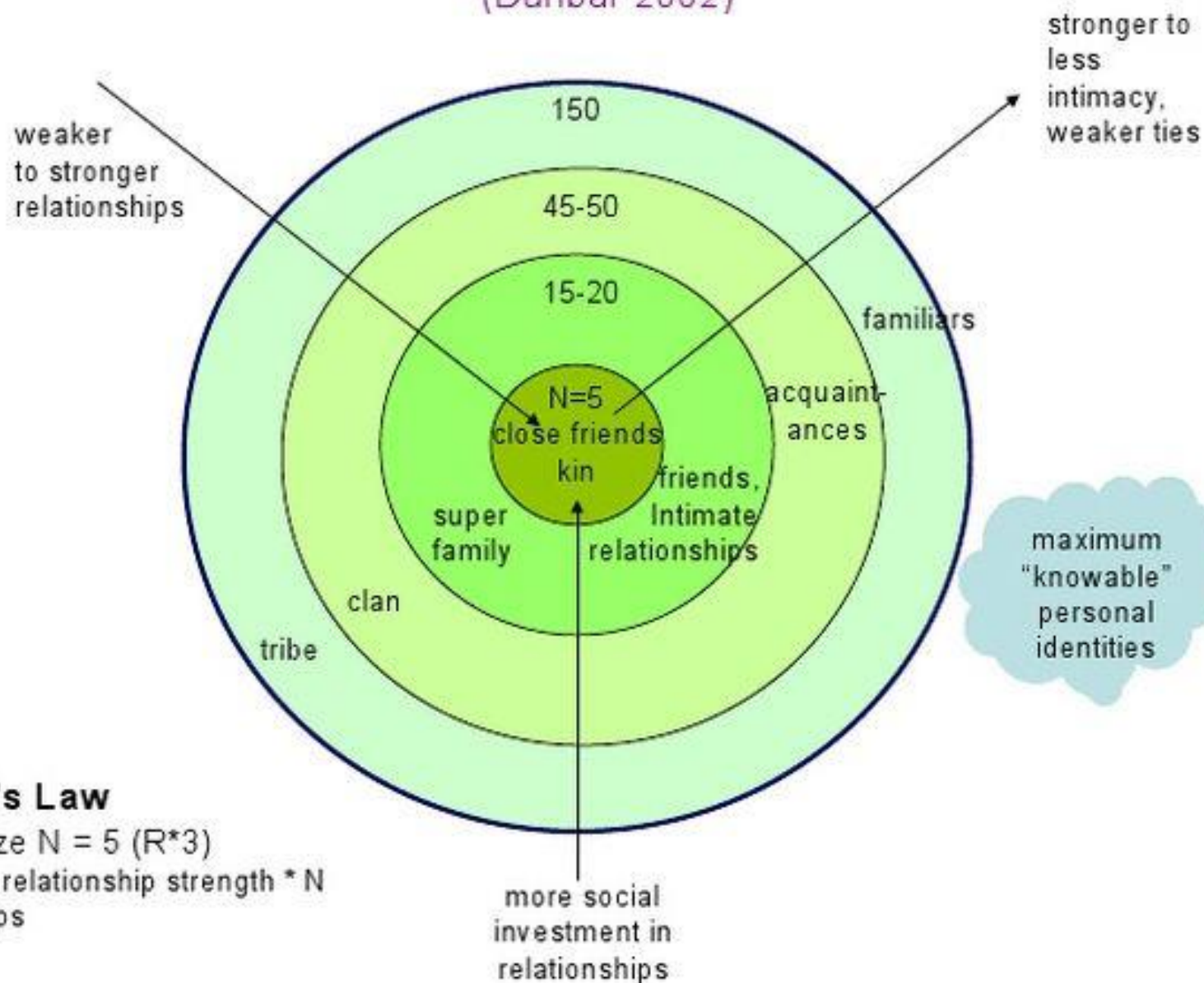




Use it or Lose it.

Motivation: Social Brain Theory

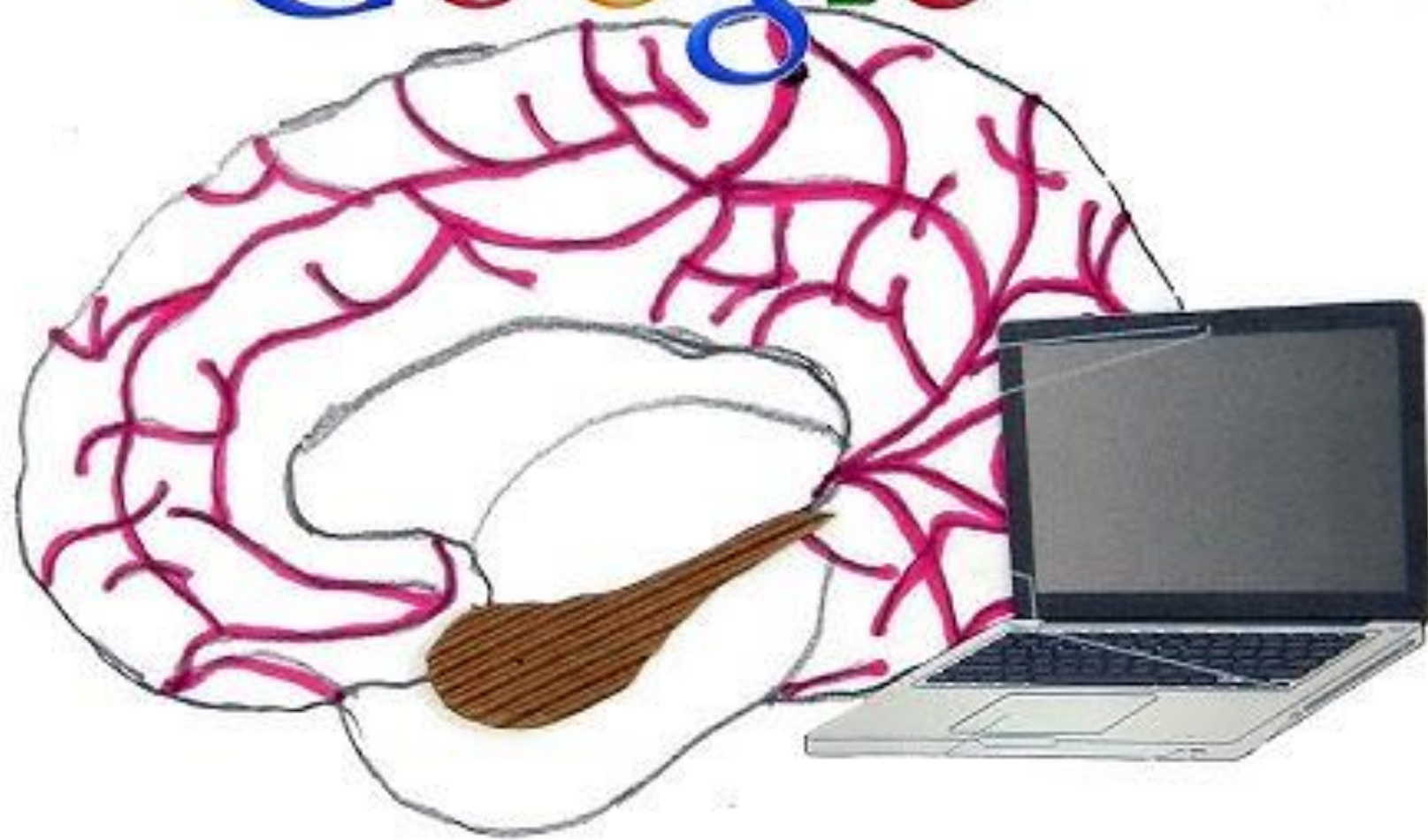
(Dunbar 2002)



Dunbar's Law

Group Size $N = 5(R+1)$
 where R = relationship strength * N
 relationships

The Google Effect



Future Certainty Counseling









5 steps to becoming future-ready

1. Aware of trends
2. Care to learn
3. Dare to apply
4. Experience * Experiment
5. Inside Out- Understanding the Brain Principles

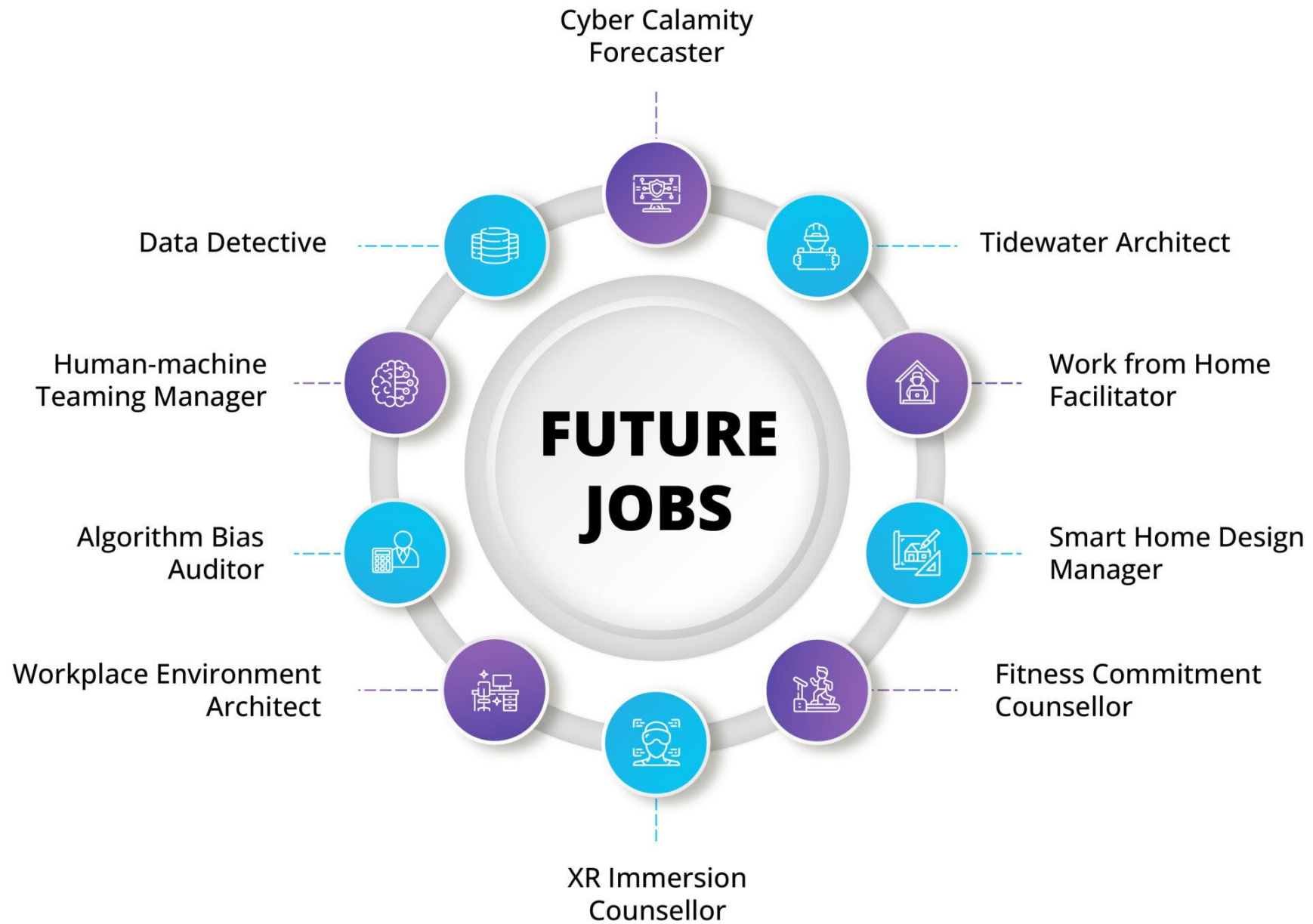


Hard trends = future facts



Four hard trends:

1. Government regulation
2. Technology
3. Demographics
4. Globalization





Top 30 Global Selling Books for Career Awareness & Help

Future Ready Now Paperback – 30 November 2022

by Sweta Adatia (Author)

★★★★★ 6 ratings

#1 Best Seller in School Counseling

See all formats and editions

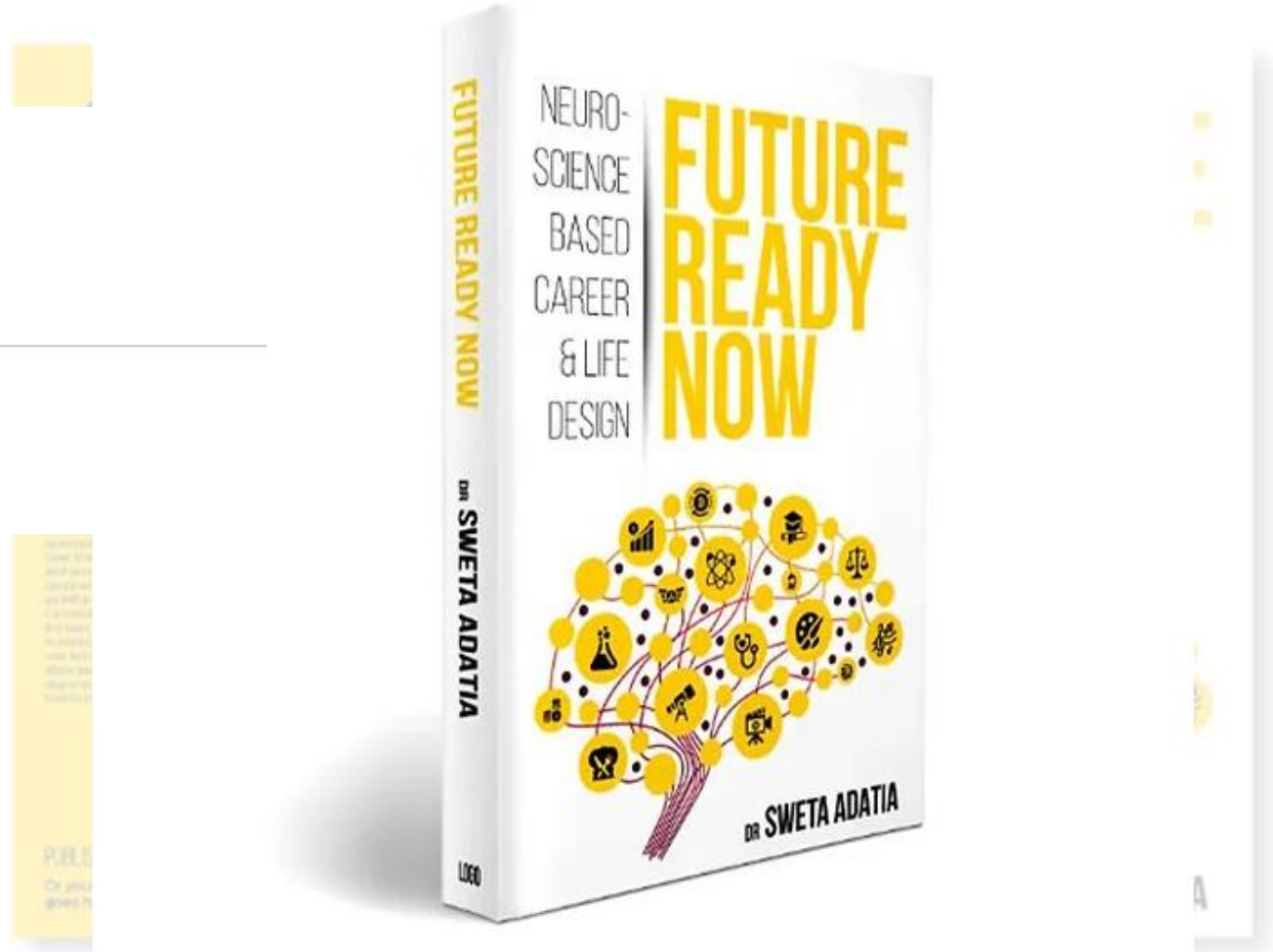
Paperback

AED 109.17

5 New from AED 84.71

Neuro-science-based
CAREER AND LIFE
DESIGN

Buy on Amazon



Oceans of opportunity

A man in a dark suit and tie is surfing on a large, powerful blue wave. He is leaning forward, balancing on the surfboard. The water is a deep blue, and the wave is breaking into white foam. The background is a vast expanse of the ocean under a clear sky.

“You can’t stop the waves, but you can learn how to surf.”

– *Jon Kabat-Zinn*





**I am a brain, Watson. The rest
of me is a mere appendix.**

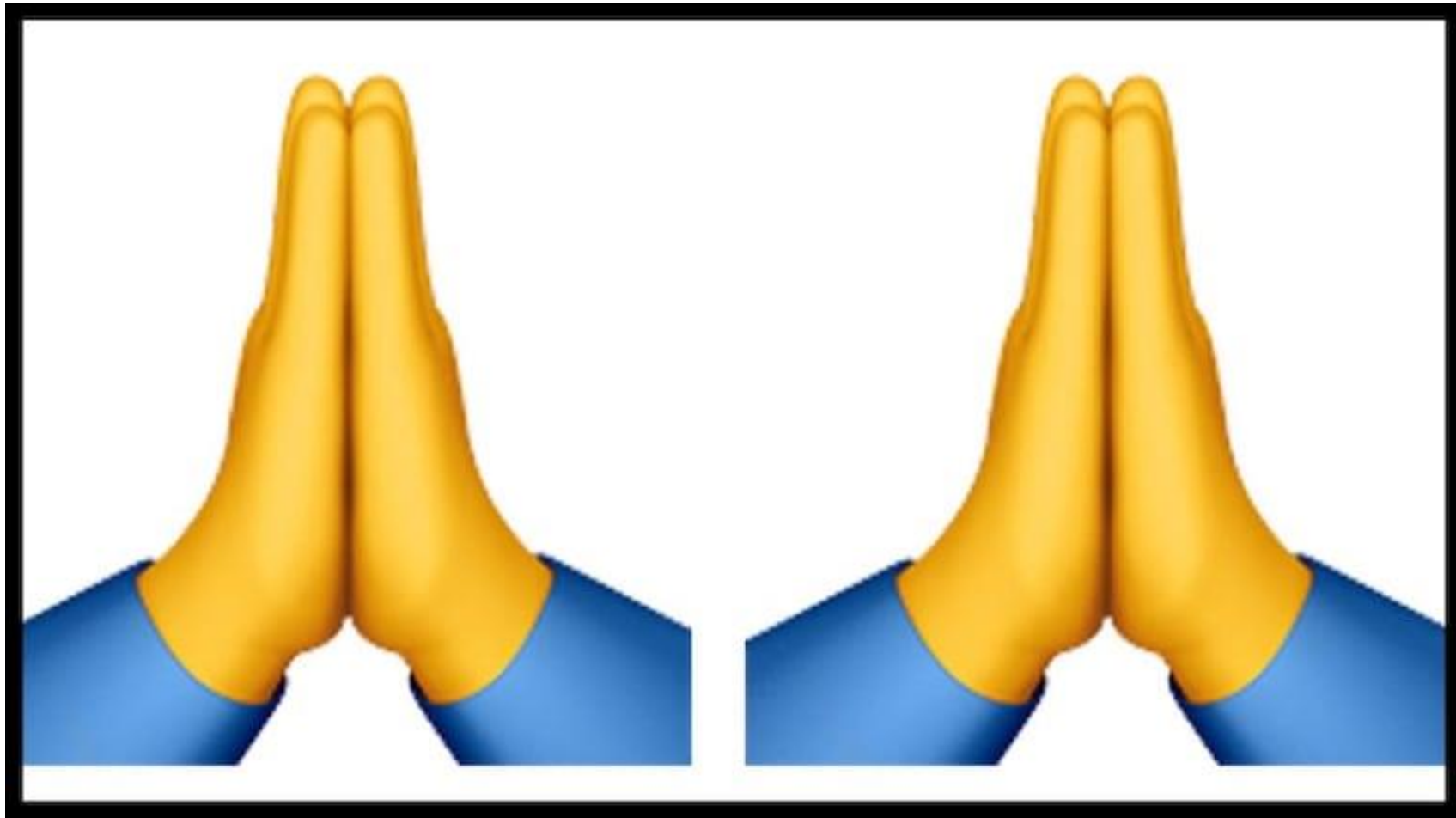
Arthur Conan Doyle



A vibrant, multi-colored explosion of dust or powder against a black background. The colors include green, blue, yellow, orange, red, and pink, all radiating from a central point. The text "Thinking is powerful" is overlaid in white, centered horizontally and slightly below the vertical center.

Thinking is powerful

Exercise 1 :



ICE CREAM IS GOOD

JGF GPFAM JS CQQD



System #1

EFFORTLESS walk

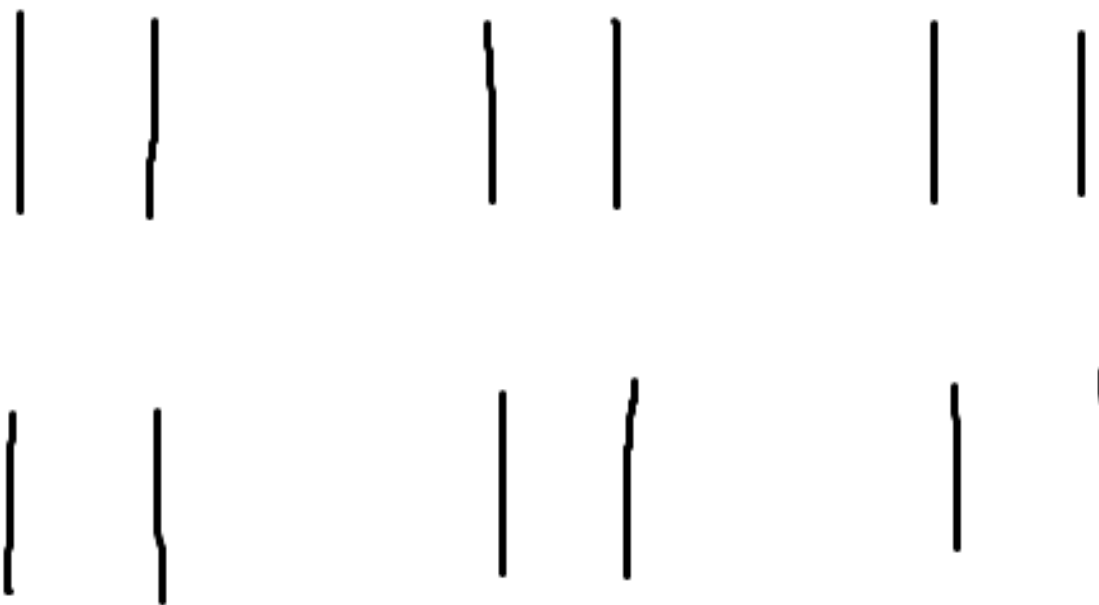
Intuition / Impulse /
Skilled response / Easy /

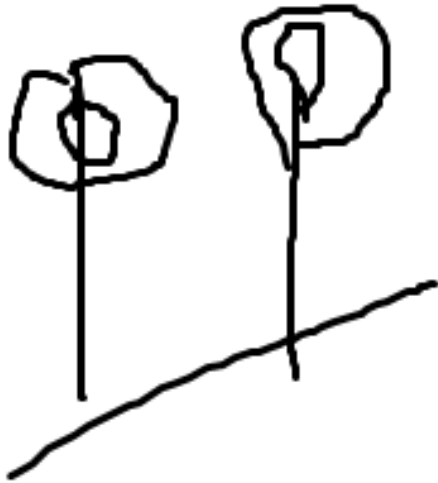
System #2

EFFORTFUL run

Reason / Intention /
Doubt / Concentration

Exercise 2:





Two lonely flowers



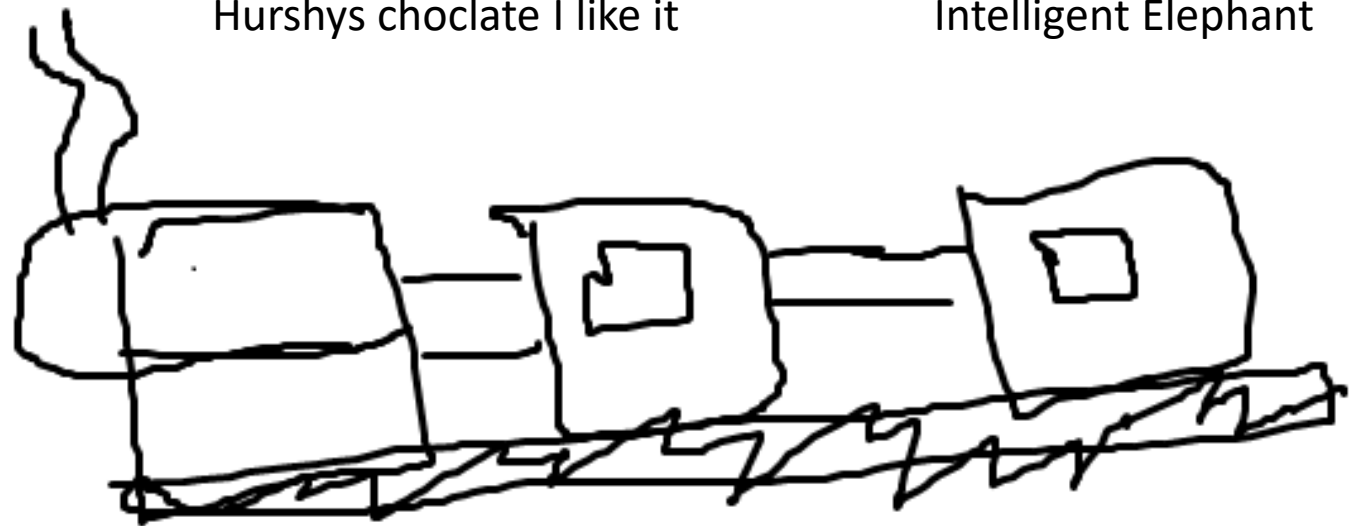
Hurshys choclote I like it



Intelligent Elephant



Two faced man



A train which goes no where

MAP THE THINKING



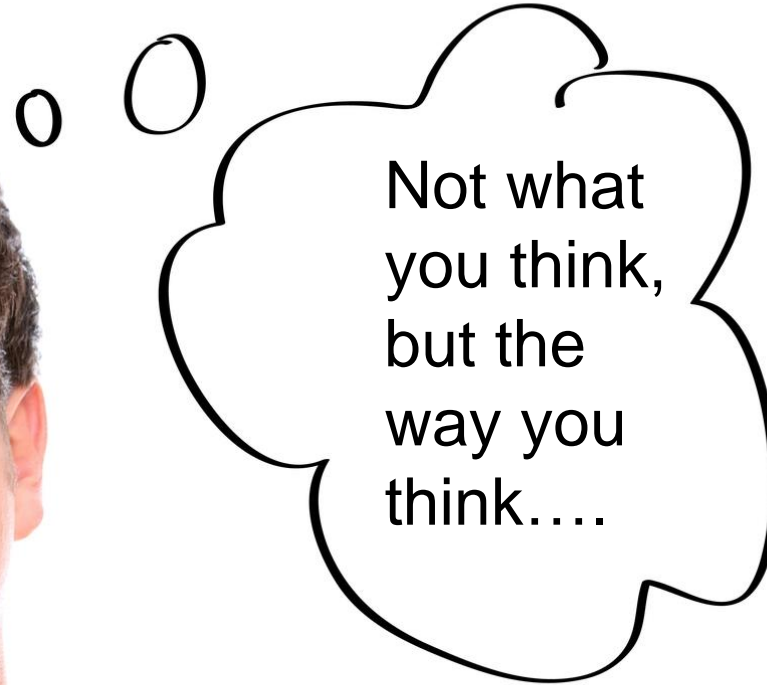
THINKING

BEHAVIOR

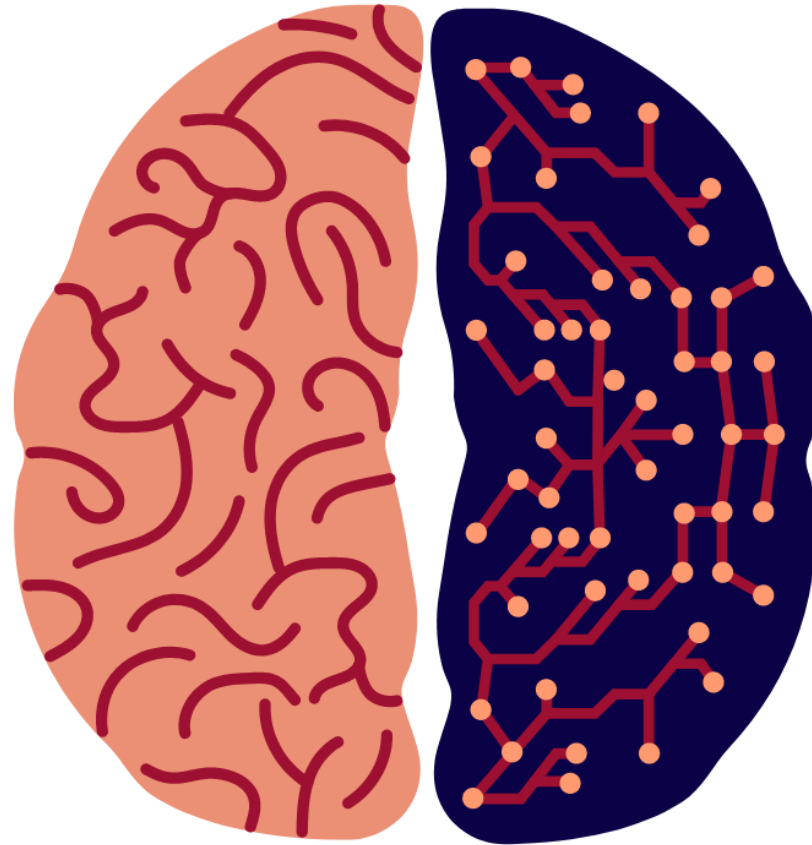
PERSONALITY

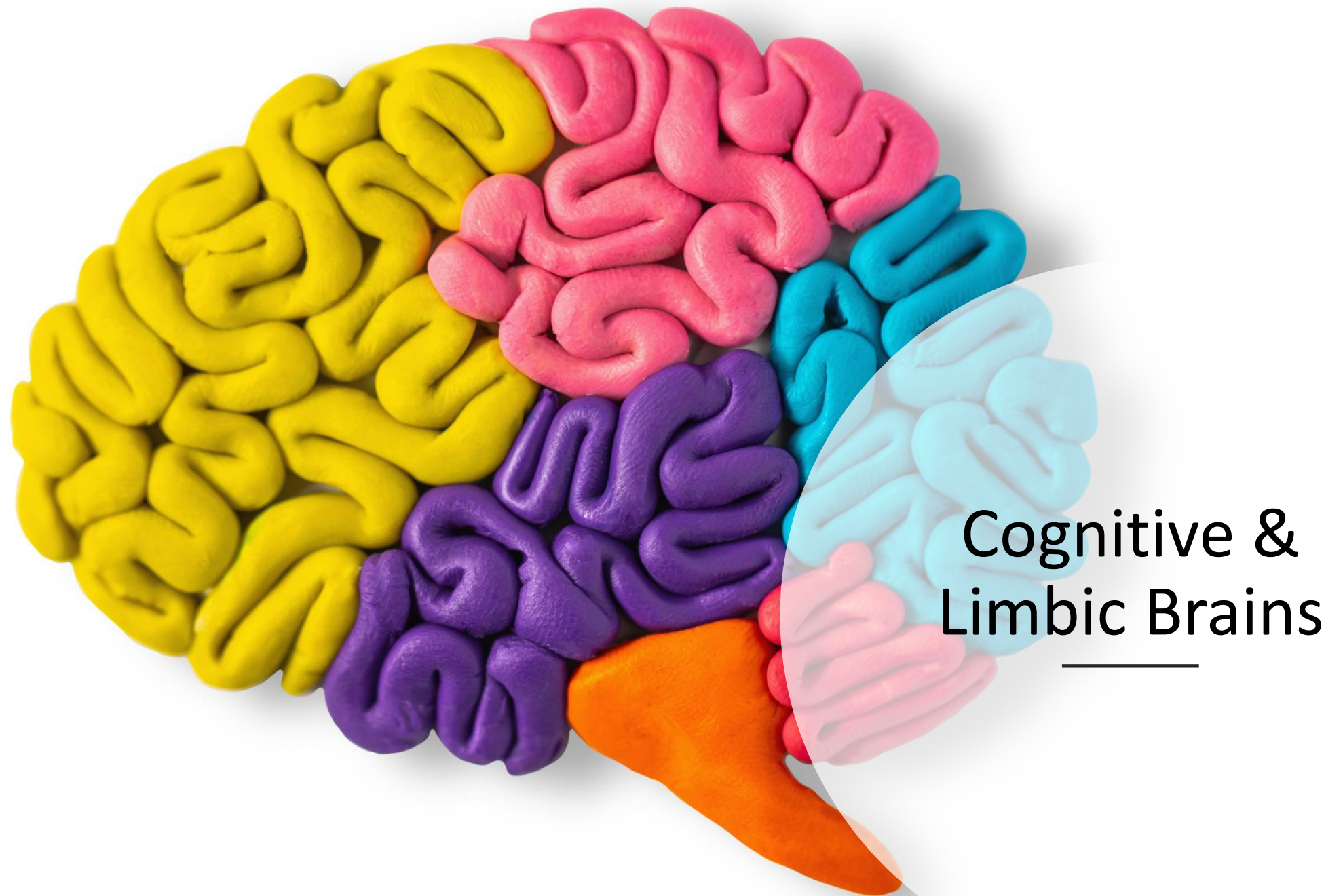
Thinking is the root of
all decision making

Why Thinking?



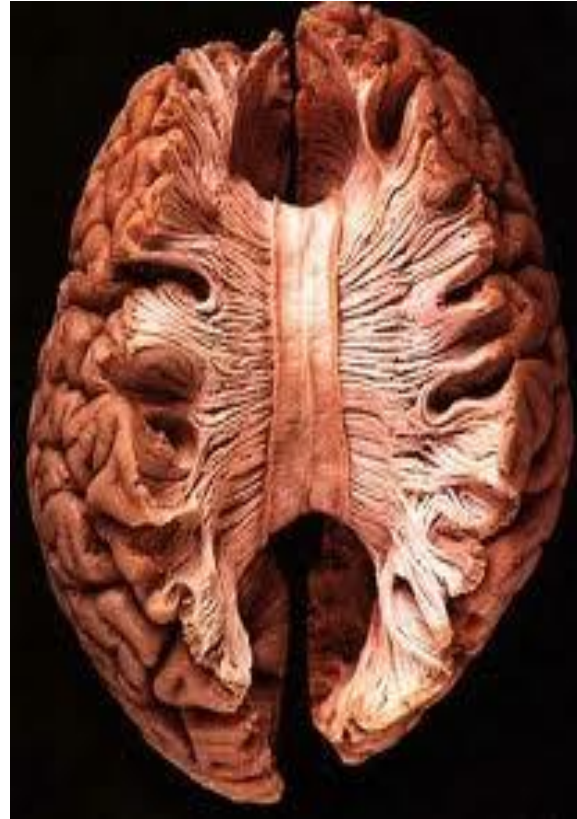
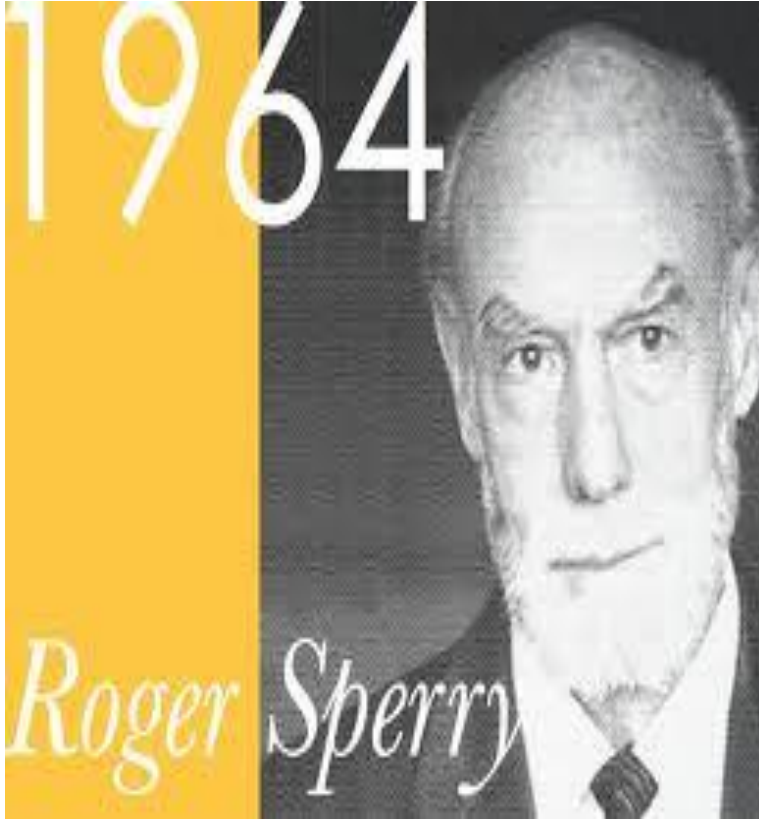
A man's brain is double
2/4/8 BRAINDESIGN





Cognitive & Limbic Brains

How was the whole brain thinking born?



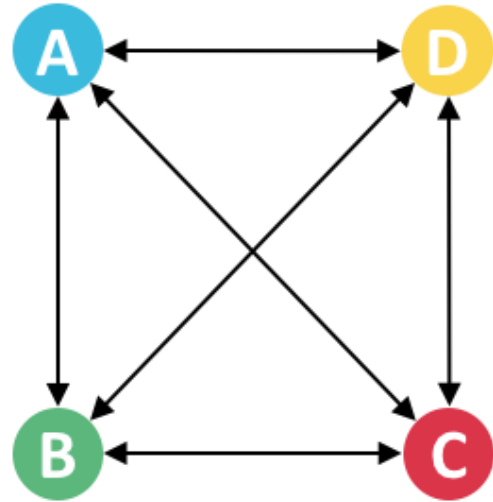
The Organizing Principle

THE PREMISE



The Brain

THE ORGANIZING PRINCIPLE



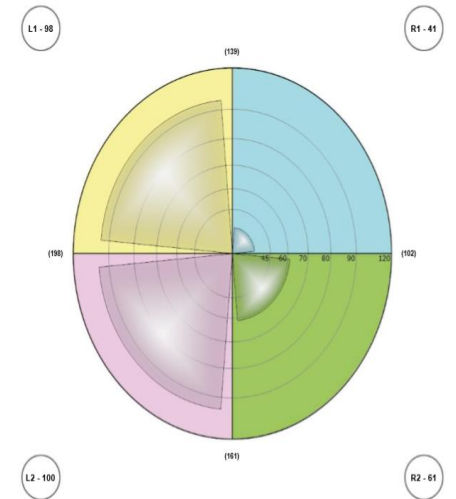
The Organizing Model

THE METAPHOR

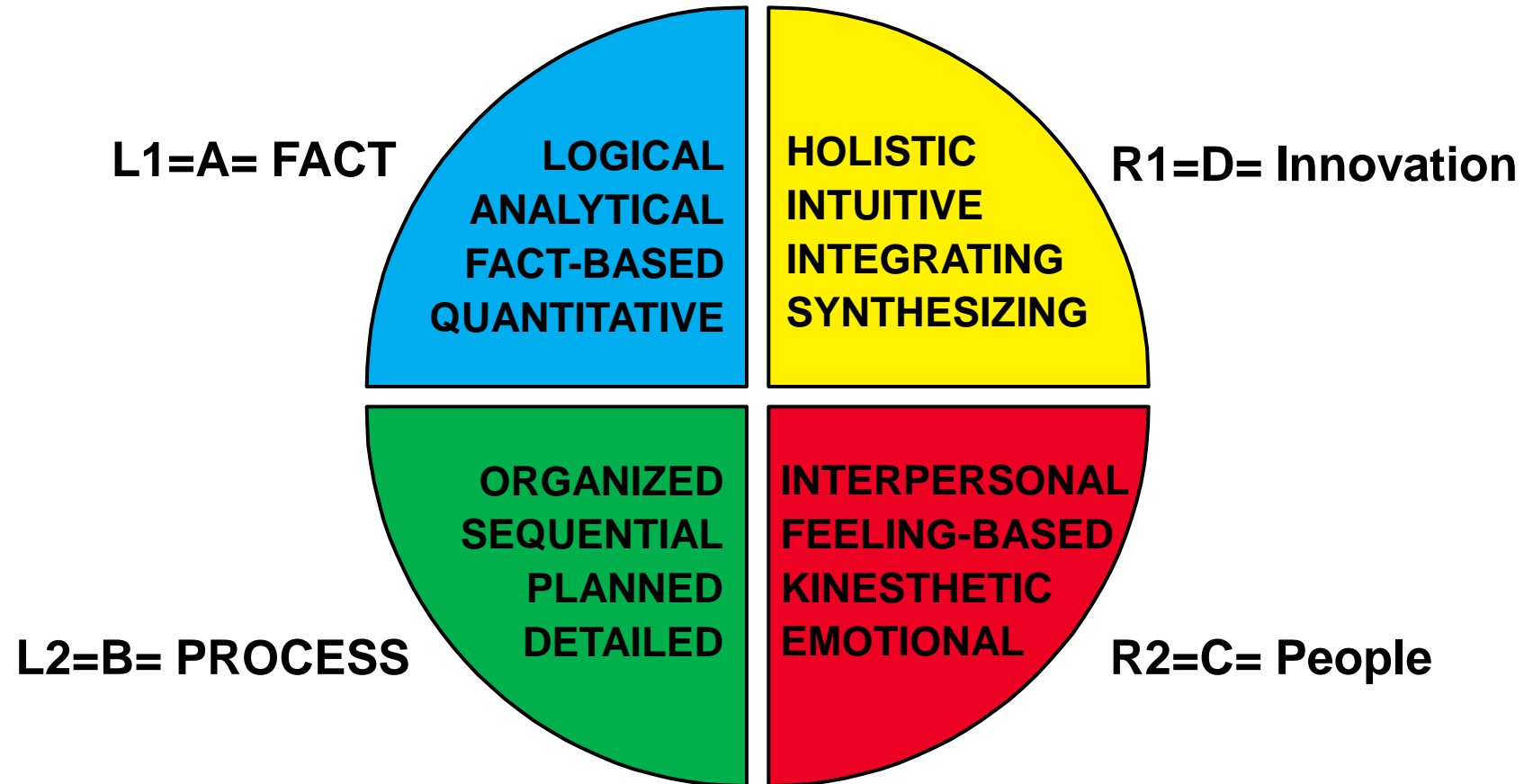


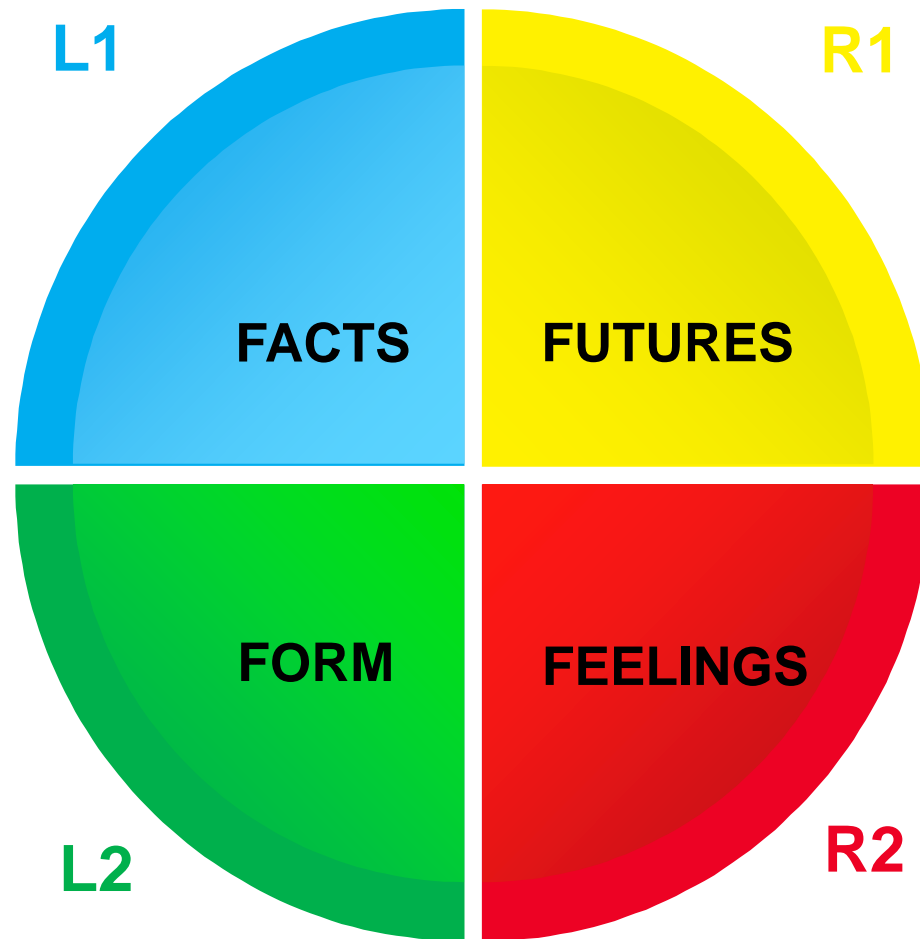
The Whole Brain® Model

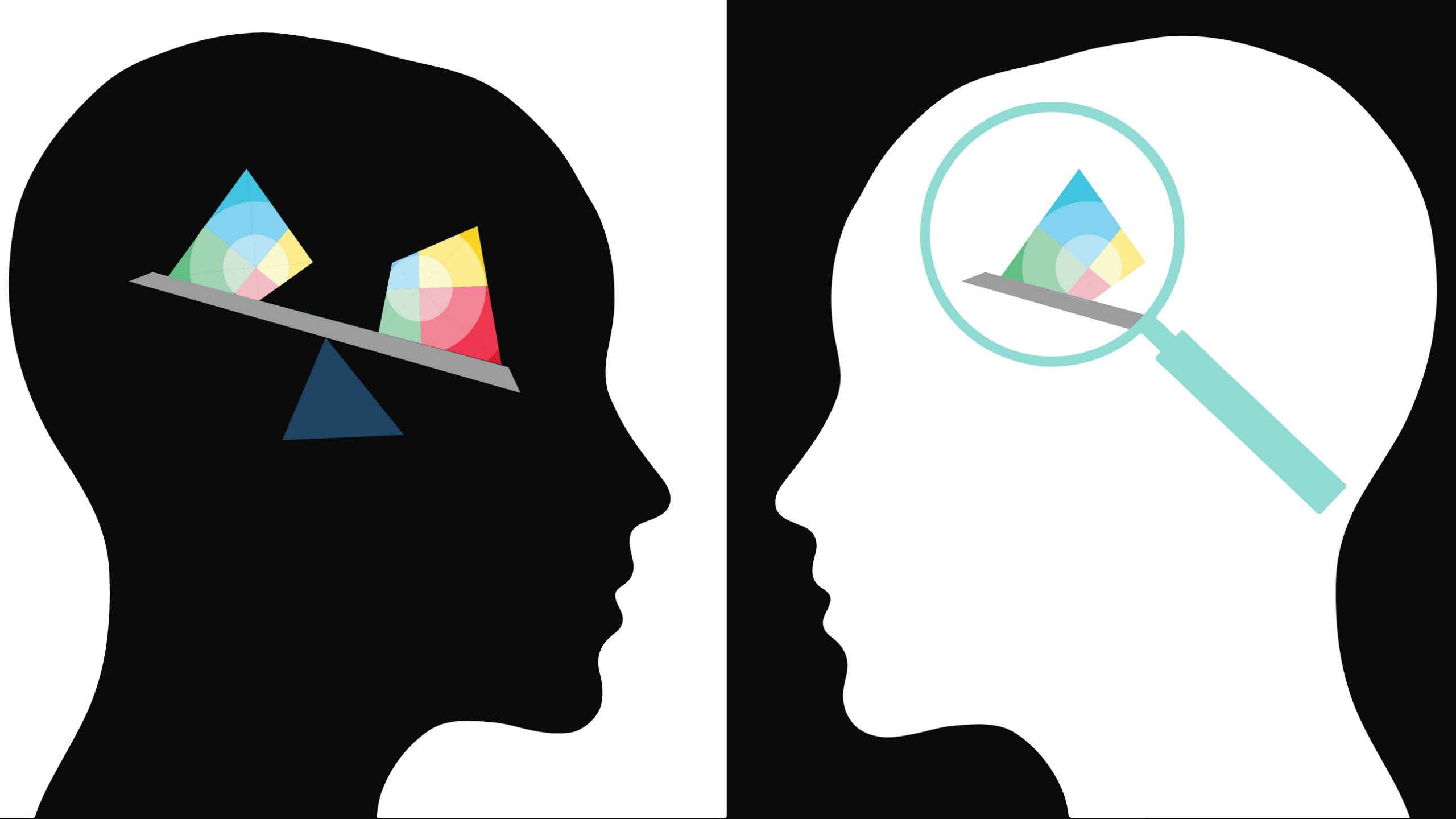
THE APPLICATION

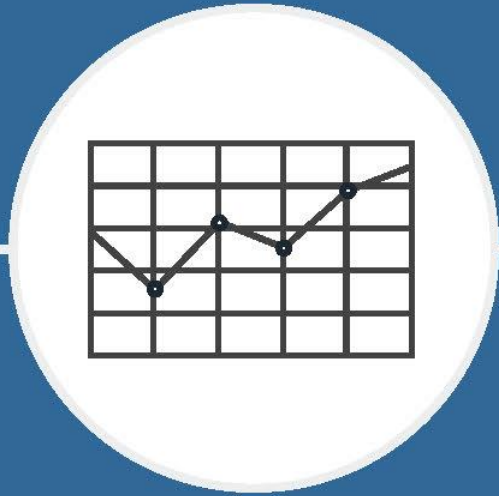


Whole Brain[®] Model









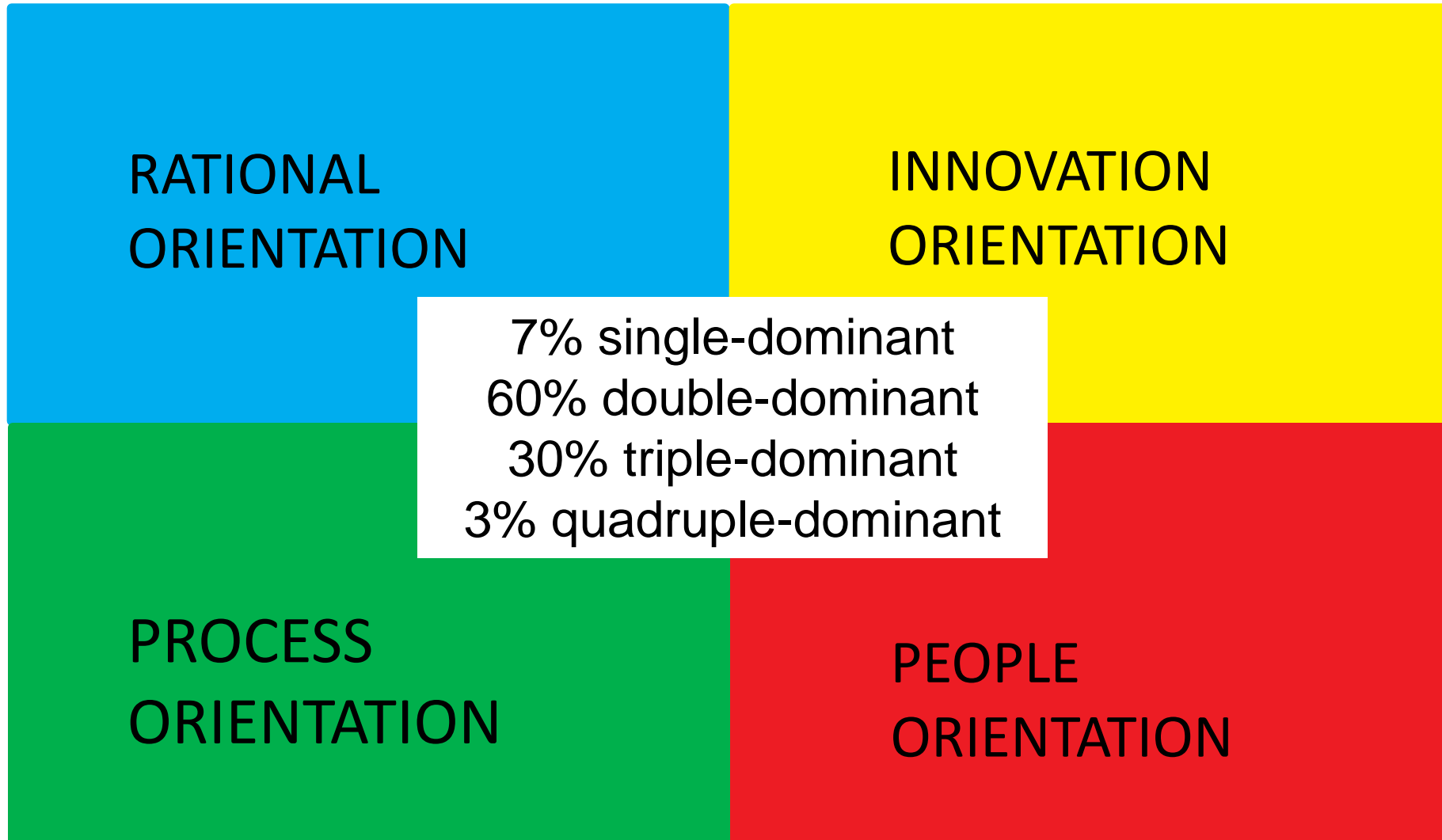
Everyone processes information

DIFFERENTLY



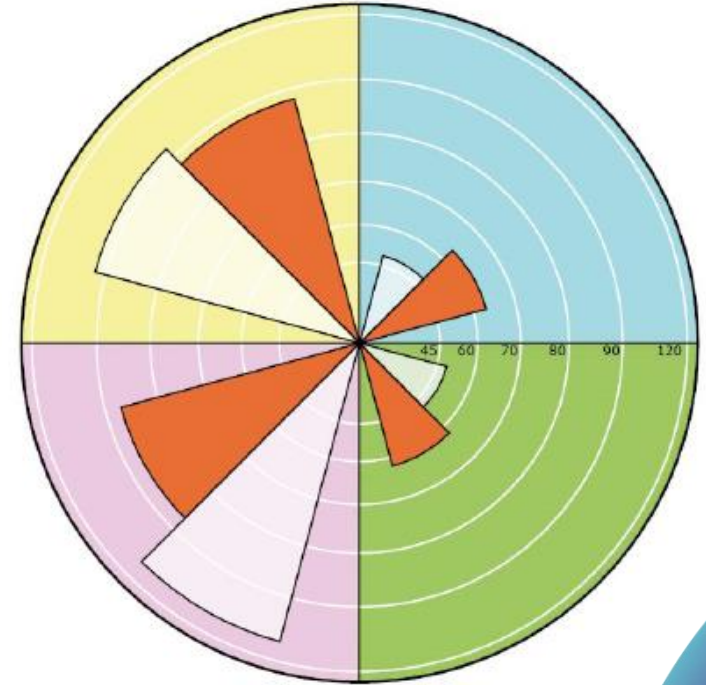
THINKING PREFERENCES

The Big 4 Thinking Domains- 2/4/8 Design





KOMAL UPADHYAY
Accountant (Financial)





Our brains decide our preferences

01

Shopping
Relationship styles
Parenting

02

Communication
Business styles
Entertainment

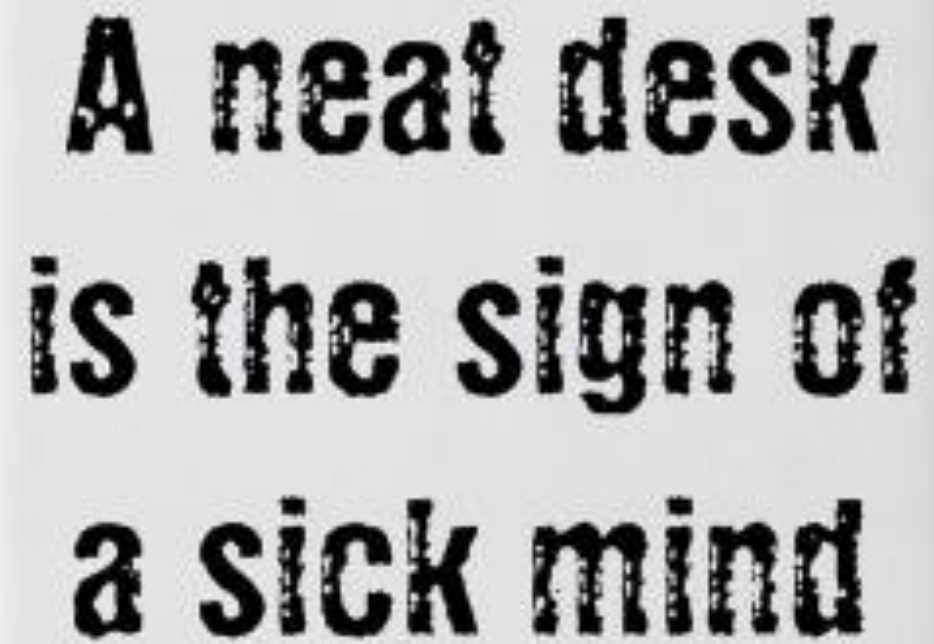




Source:Google image



MYLIMITLESSBRAIN



**A neat desk
is the sign of
a sick mind**





DE BEERS



EMC²



Microsoft



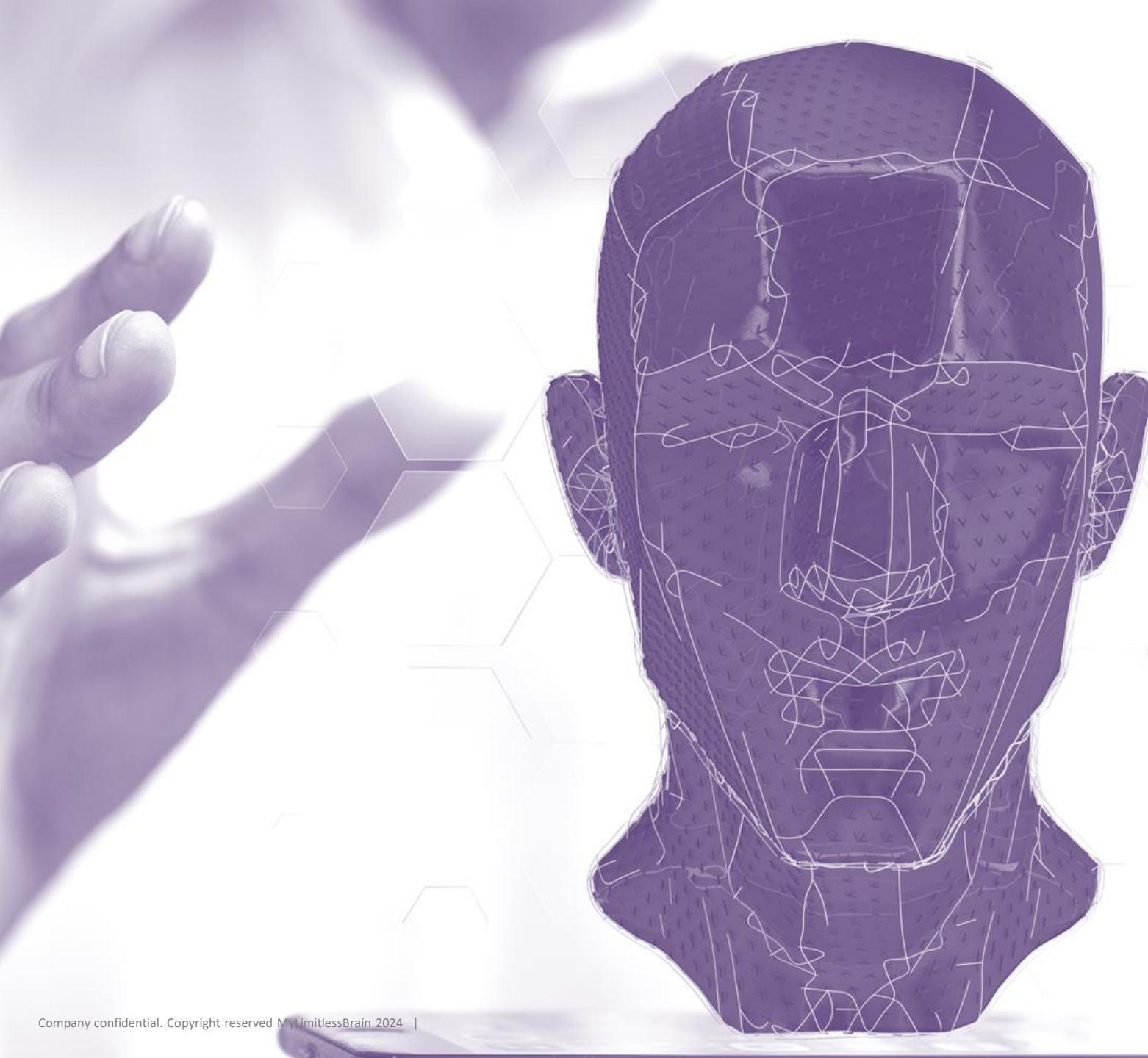
Nestlé



MYLIMITLESSBRAIN







1. 86% Specificity in finding the right career choice

2. 90% specificity for Brain harmony & development score

3. Providing a continuous feed forward insights by tracking and monitoring

You hold the key to unlocking the limitless power of your mind.

Start today and unlock doors for your child, you never thought possible.



my limitless brain

Top 30 Global Selling Books for Career Awareness & Help

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by Sweta Adatia (Author)

★★★★★ 6 ratings

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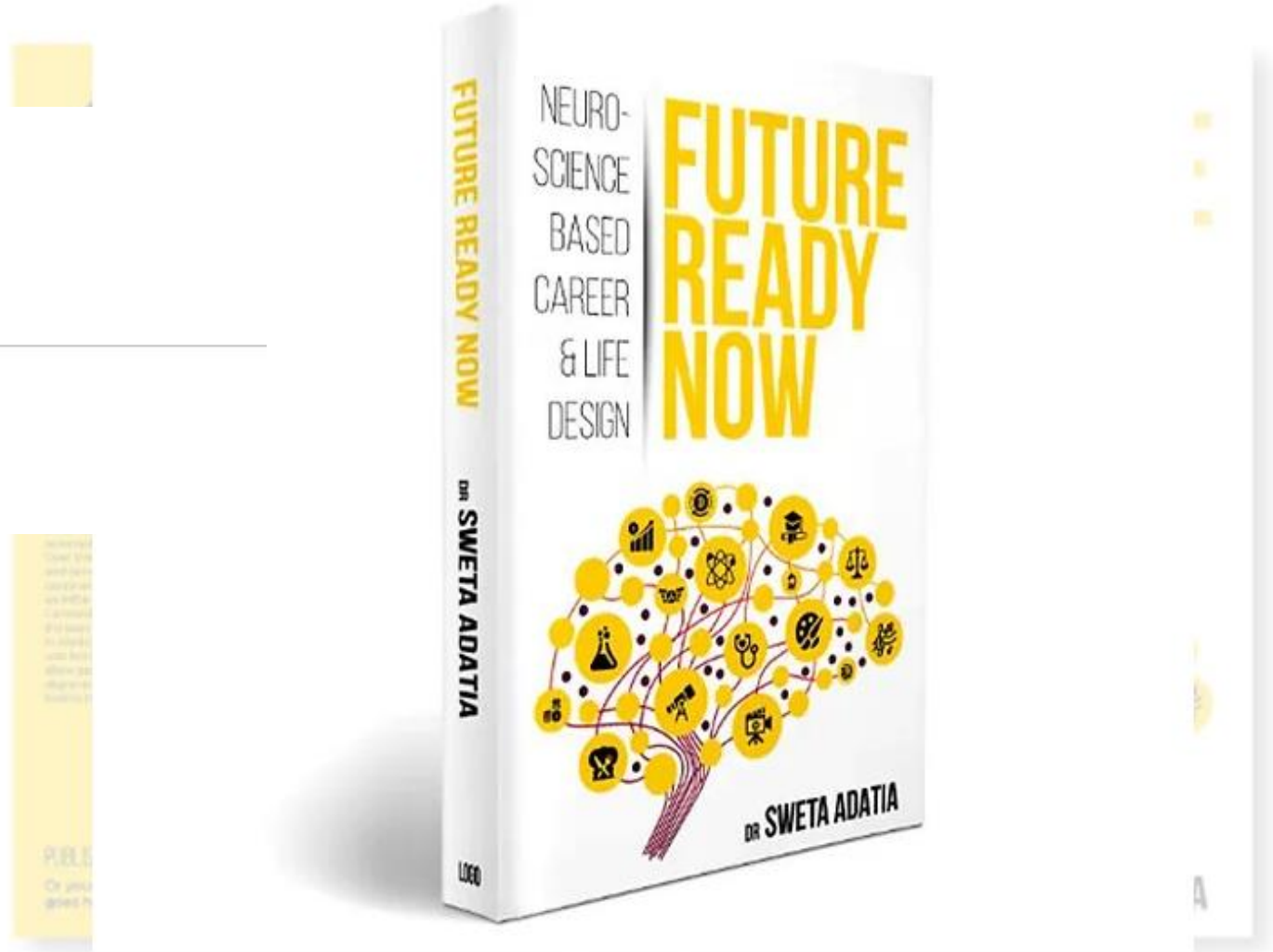
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Study in Dubai



Julius Reyes

Schools Engagement Manager – Middle East & Pakistan
Murdoch University



An aerial night view of the Dubai skyline, featuring numerous illuminated skyscrapers and a dense network of city lights. The sky is dark with a hint of sunset or sunrise light on the right side.

STUDY IN DUBAI: The Gateway to Global Opportunities

Diverse global student experience

- Just 50 years ago, Dubai was a small desert town. Today, it is a vibrant, futuristic city with over 3 million people from over 200 countries.
- Dubai is also a truly global education hub.
- 38 international higher education institutions in Dubai from Australia, US, Canada, UK and more attracting students from all over the world.
- Total 35,000 students studying at university in Dubai 2023/24.
- International students comprise 33% of all students enrolled at private higher education institutions in Dubai.
- 56% Male – 44% Female.
- India, UAE, Pakistan, Egypt, Russia, China, Syria, Philippines, Jordan, Saudi Arabia, Lebanon make up the top source countries.



Why Dubai

Safe & Welcoming

Dubai has the highest safety index of 83.67 out of 100. Meanwhile, safety walking alone during daylight is rated 91.15 and safety walking alone during the night is rated 83.04.

UAE is ranked No.1 as the safest country for women in Georgetown University's Women, Peace and Security Index, followed by Singapore. 98.5% of UAE women surveyed in the report said that they felt safe walking alone in their neighborhoods at night.

Dubai's commitment to safety and security includes a 0% crime rate.

Business hub and opportunities

Some of the biggest and most prosperous businesses in the world, including several Fortune 500 companies, are headquartered in Dubai, providing graduates with a variety of exceptional work opportunities.

The city also hosts a range of industry-leading conferences that provide students with opportunities to learn about the latest trends and innovations in their fields of interest.

Multicultural and entrepreneurial

Dubai's diverse and inclusive environment is ideal for students. It embraces people from all backgrounds, religions, and cultures, fostering education and personal growth.

Dubai is a friendly and encouraging place for aspiring entrepreneurs. The city's entrepreneurial culture also supports student entrepreneurs with numerous startups and business opportunities.

High standard of living at an affordable price

Dubai offers students a high standard of living with top-notch infrastructure which is surprisingly affordable.

In May 2024, the UAE was ranked 33rd in a global cost of living index, making it more affordable than many key destination countries.

Students can access quality accommodation, efficient public transit, and various discounts on transportation, entertainment, and more.

Dubai is also home to an almost infinite number of free things to do including world class beaches, sporting facilities, museums, performance venues & public spaces.



Life in Dubai: **key highlights**



Convenience

Food, groceries and pharmacy items, in fact anything you could need, are all available through apps such as Instashop, Talabat, Noon, Careem and Uber Eats.

Many local supermarkets around the city plus large chain supermarkets (Waitrose, Carrefour)



Languages

Official languages
Arabic and English (widely spoken).

Diverse expat population
Speakers of Hindi, Urdu, Tagalog, Bengali, Malayalam, Tamil, Farsi, Mandarin, Russian and more.

Over **200** different nationalities contribute to linguistic diversity.



Population

Dubai
Estimated 2,504,000 (most populated emirate in UAE).

Abu Dhabi
Estimated just over 1.1 million (larger land area).



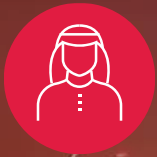
Dress code

Freedom to express personal style..

Modern and cosmopolitan fashion trends.

Traditional Emirati clothing is respected.

Dubai is a city of diversity



Native residents

Only 15% of Dubai's population consists of native Emirati citizens.



Expatriates

The majority, approximately 85% of Dubai's population are expatriates.



Main nationalities

South & SE Asian ~71% of the total population

51% Indian

17% Pakistani

9% Bangladeshi

3% Filipino



Other nationalities

Dubai is also home to various nationalities such as:

Americans

Italians

Australians

French

British

Russians

Egyptians

Iranians

Lebanese

Syrians

Spanish

Sudanese

Turkish

Canadians

Dubai is a city of employment opportunities



Jobs Growth 2024

The number of new jobs in the UAE increased by 8% in Q1 of 2024 compared with Q4 of 2023.

Digital, data, and AI jobs increased by 10% in Q2 of 2024, following a 13% growth in Q4 of 2023.

Finding a job after graduation and obtaining a residence visa is more accessible than many other study destinations.



20 Working Hours

Students can work part-time for up to 20 hours per week on their student visa.

Many part-time job options are available in the thousands of cafes, restaurants and stores across Dubai

These roles are exclusively approved under the Dubai Development Authority (DDA).



Career Opportunities

Dubai is an excellent place for graduating students due to the abundant internships, work placement opportunities and an extensive network of employers engaged by Murdoch.

Murdoch works with many local companies across various sectors to support work experience, internships and also graduate employment.

Student accommodation in Dubai

Accommodation options

- Most universities in the UAE do not have their student accommodation.
- Students can choose from various accommodation options, including double occupancy and studio rooms.
- These options cater to different preferences and needs, ensuring a comfortable stay.

Convenient transport

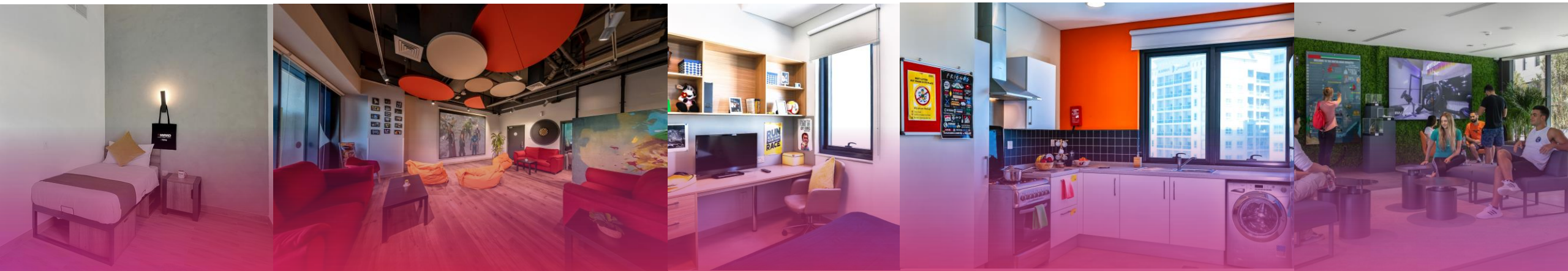
- Many of our accommodation partners offer transport to Dubai Knowledge Park, where the campus is located and facilitates a seamless daily commute for our students.

Flexible booking

- Students can book rooms monthly or in trimesters, aligning with their academic schedules.
- This allows for convenient adjustments to accommodation arrangements as needed.

Your home away from home

- We strongly recommend that international students, especially those new to Dubai, consider staying in student accommodation for at least three months.
- This initial period offers valuable time to acclimate to the city, establish routines, and explore housing options.
- It provides a smooth transition before moving into a private flat, ensuring a more informed choice.



Living expenses

Approximate calculation of living expenses per year (USD)

Expense	Cost
Accommodation	<ul style="list-style-type: none">• Myriad – USD 735 USD a month / USD 2,940 a trimester• KSK Homes – USD 615 a month / USD 2,460 a trimester• Dubai Silicon Oasis Residence – USD 625 a month / USD 2,500 a trimester• Yugoland – USD 615 USD a month / USD 2,460 a trimester
Transportation	USD 150 – USD 190 a month
Food	USD 685 a month

- These calculations are estimates only based on available information.
- Transportation has been calculated, taking into consideration public transportation and taxis.
- Food has been calculated, assuming students cook some of their meals and dine out once a week.





126

CONSULTATION
ROOM

Discover Murdoch University Dubai

Murdoch University Excellence



Ranked 84th

*The Times Higher Education
Young University Rankings 2023.*



**Five-star rating
HEC Rankings**

*2021/22 KHDA Higher Education
Classification developed in
partnership with QS™.*



Excellent Career Support
Our campus received a perfect
score of 50/50 points for
Career Support provided to our
students.

*2021/22 KHDA Higher Education
Classification developed in
partnership with QS™.*

Why **Murdoch University Dubai**?

Murdoch Dubai offers the best student experience at an affordable price



1

Value & Quality

Recognised & accredited Australian education at an affordable price.

Same academic content and quality as Perth.

Best value for money international education in Dubai.

Up to 50% scholarships and bursaries.



2

Double Majors

Students can specialise in two majors at no extra cost or time.

Murdoch University Dubai is the only university in the UAE to offer double-major combinations for all our undergraduate degrees.

Students can gain a unique advantage in a highly competitive jobs market with two majors.



3

Academic & Student Support

Small-size classes (from 10 - 40 students).

Dedicated Learning Support Officer to help students improve their academic performance.

Academic & Student Services team given 95% satisfaction rate by our students.



4

Career & Employability

Average 91% job placement rate within 6-months of graduation (Bachelor of Communication has 100% job placement rate).

Dedicated Employability Officer to help students prepare for their career.

More than 100+ companies registered on our Career Portal.



5

Visas & Student Mobility

Simple and straightforward visa process.

Study gaps are not an issue; no proof of financials required.

Opportunity to transfer to our Perth or Singapore campuses.

Thank you

T +971 4 574 9800

E dubai.admissions@murdoch.edu.au



المعرفة
Knowledge



Education Summit



Navigating Tomorrow

The Path to
Lifelong Success

Statement of Purpose





Samiera Zalzale

Student Recruitment Manager
University of Birmingham Dubai



Statement of Purpose Session

Samiera Zalzale
Student Recruitment Manager



A WORLD-CLASS BRITISH UNIVERSITY IN THE HEART OF DUBAI

- A world leading international university, part of the **Global Top 100** (Ranked **80th** in the QS World University Rankings 2025) and **93rd** in Times Higher Education Ranking.
- First '**Red Brick**' Civic University in the UK set up in the 1900
- **Russell Group** member of UK universities which includes Oxford & Cambridge
- Continuing our legacy of **outstanding education** delivered by experts in their field
- A university renowned for its **research and teaching**
- **Nobel Prize winners** have made a worldwide impact
<https://www.birmingham.ac.uk/dubai/research/index.asp>
X



Overview of the personal statement

- **Overview of the Personal Statement**

- **What is a Personal Statement?**

A personal statement is your chance to tell universities why you're a strong candidate for the course you're applying to. It allows you to present your motivations, experiences, skills, and academic potential.

- **Purpose of the Personal Statement:**

- Showcase your enthusiasm and suitability for your chosen course.
- Highlight your academic and personal achievements.
- Stand out in the competitive admissions process.



Key Changes in the 2024 Format

- **1. Character Limit:**
 - UCAS personal statements now have a character limit of **4,000 characters** (previously 47 lines of text) which is about 2 sides of A4.
 - This is roughly **500 words**.
- **2. Structure and Focus:**
 - UCAS guidelines recommend **clearer structure** with more focus on academic achievements and course motivation.
- **3. Emphasis on "*Why this Course?*" and "*What Have You Done?*"**
 - Universities are looking for specifics: why this subject? How have your experiences prepared you for the course? What skills do you bring?
 - Note:- The new personal statement changes only affect students starting Year 12 in September 2024, or those looking to start university in September 2026).

Question 1

- **Why Do You Want to Study This Course/Subject?**
- **Focus:** Explain your passion for the subject and your long-term goals.
- **Tips:**
 - Discuss what excites you about the subject area.
 - Link personal interests or experiences that sparked your desire to study this course.
 - Mention any specific aspects of the course that appeal to you (e.g., modules, teaching methods, career opportunities).

Question 2

- **How Have Your Qualifications and Studies Helped You Prepare for This Course or Subject?**
- **Focus:** Highlight how your academic background has equipped you for the challenges of the course.
- **Tips:**
 - Discuss relevant subjects or coursework and how they relate to your chosen degree.
 - Highlight key skills you've developed, such as critical thinking, research, and problem-solving.
 - Mention specific achievements or projects that demonstrate your academic readiness.



Question 3

- **What Else Have You Done to Prepare Outside of Education, and Why Are These Experiences Useful?**
- **Focus:** Show how your extracurricular activities or work experience have complemented your academic preparation.
- **Tips:**
 - Include any volunteer work, part-time jobs, internships, or online courses that are relevant.
 - Explain how these experiences have helped you develop transferable skills (e.g., teamwork, communication, leadership).
 - Show a well-rounded profile by demonstrating your commitment and initiative.



General Tips for writing an effective statement

- **1. Be Specific & Focused:**
 - Avoid generic phrases like "I've always been interested in..."
 - Provide concrete examples and real experiences.
- **2. Show, Don't Just Tell:**
 - Instead of just saying you're passionate about the subject, describe instances that demonstrate your passion (e.g., relevant coursework, projects, or independent learning).
- **3. Be Honest & Authentic:**
 - Don't exaggerate your experiences. Be sincere about your interests, achievements, and goals.
- **4. Avoid Clichés:**
 - Phrases like "I've always wanted to be a doctor" don't add value. Be original and specific.
- **5. Proofread!**
 - Ensure your personal statement is free of spelling, grammar, and punctuation errors.
 - Ask someone else to review your statement for clarity and impact.

Common pitfalls to avoid

- **1. Repeating Your CV:**
 - Your personal statement should not be a copy of your CV. Instead, explain how your experiences relate to your course.
- **2. Being Too Vague or Overly General:**
 - Avoid a “catch-all” approach. Tailor the statement to each specific course or university.
- **3. Mentioning Money or Prestige:**
 - Focus on academic and personal reasons for choosing the course, not financial incentives or rankings.
- **4. Writing a Generic Introduction:**
 - The opening should be compelling and unique. Avoid overused phrases.
- **5. Plagiarism**
 - UCAS scans all personal statements through a similarity detection system to compare them with previous statements.
 - Any similarity greater than 30% will be flagged and we'll inform the universities and colleges to which you have applied.



UCAS Similarity detection

- “Ever since I accidentally burnt holes in my pyjamas after experimenting with a chemistry set on my 8th birthday, I have always had a passion for science.”

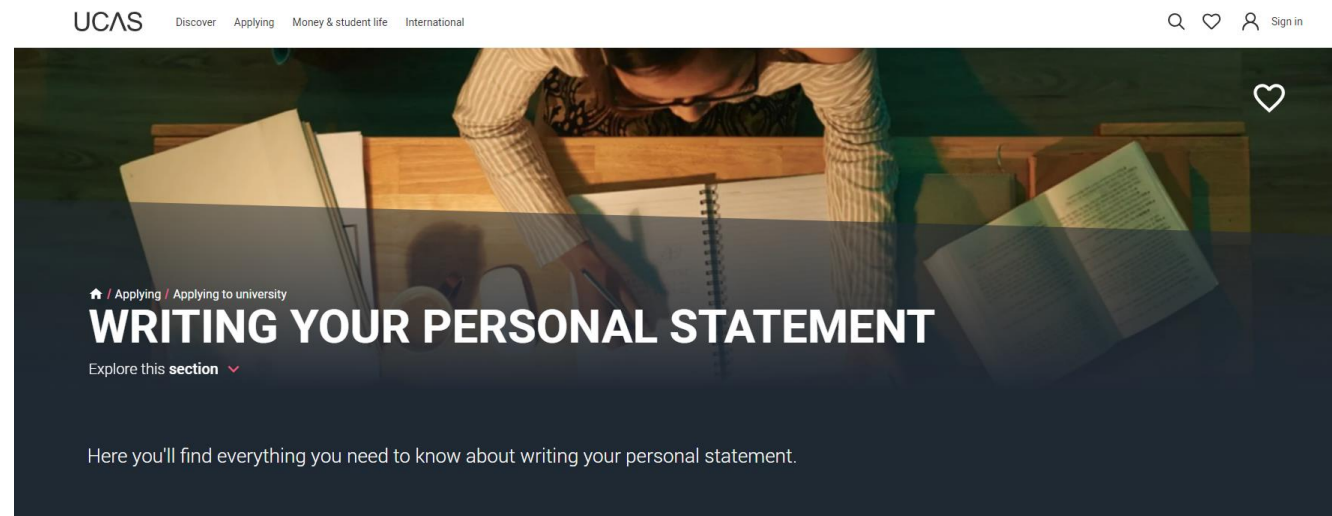


233 other applicants have used this opening in their Personal Statement



Useful Resources

- UCAS Website: [UCAS Personal Statement Guidance](#)
- UCAS Personal Statement Builder Tool
- UCAS Blog and Articles on Personal Statements
- Fraud Guidance for Applicants



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Thank you!