

skills
ACADEMY

IMPROVED SKILLS IMPROVED PERFORMANCE

8,800+

Training hours delivered

6,600+

Professionals trained

1,100+

Training days delivered

130+

Skills training programs

50+

Facilitators

20+

Training domains

We support professionals and organisations with business skills development through hands-on public and in-house training courses.

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* Indicates the number of associated courses	
Clients	79

About us



TKI Skills Academy offers progressive training programs focused on enhancing personal and professional growth. Our courses, developed within global standards, are adapted to the market's needs and professionals' actual learning expectations.

We created the Academy to help organisations reach peak performance through better skilled professionals operating more mature organisational capabilities. Skills and overall business acumen such as effective communication, data analysis, emotional intelligence, risk management, and innovation are a proven ingredients of professional and organisational success.



We offer a multitude of educational tools and techniques to maximise learning outcomes. From case studies, exercises, toolkits, reading bricks and video content, to online databases and our proprietary eLearning platform, participants to our courses receive more than a simple classroom based course. All our courses combine classroom and online delivery. More importantly, all course participants are assessed at the beginning and at the end of each course, their learning being evaluated and validated through a certification credential.

We are always open to establishing partnerships with key institutions belonging to the vocational education area in order to expand upon strategies that better fit market needs. This contributes to skills development as we generate research studies and reports, as well as encourages entrepreneurship initiatives. By using education as an outstanding tool for continuous development, TKI Skills Academy forms the leading authority on vocational education and training systems.



TKI SKILLS ACADEMY STATISTICS

85,000+

Members in our
online communities

2,400+

Client organizations

37

Industries we work across

29

Countries where we
delivered trainings

Insights from our CEO



Aurel Brudan,
CEO

1. Why TKI Skills Academy – a different entity to approach this initiative?

The KPI Institute (TKI) prides itself on being the architect of a wide range of educational programs designed in a comprehensive manner, thereby facilitating the learner's understanding of how to improve performance at all organizational levels. TKI Skills Academy was designed by The KPI Institute to approach the business environment differently, by focusing on growing opportunities through skills improvement.

The first step after establishing the foundation of the desired system is to implement it within the organization, and to make sure that employees start using the available methods, tools and techniques. They must actively seek the best possible results and achieve the desired goals by using the right skills, interacting with other employees, coping with change and finding the best ways to adapt and create an environment that fosters creativity. Performance must be pursued every day - we must develop the right skills to perform and achieve the set objectives.

2. What will be the desired strategic goals and targets for these new courses?

Educational systems nowadays are no longer fit to guarantee you a job because they focus on transmitting knowledge instead of developing skills or conveying a way of thinking. Entrepreneurial skills, creative thinking, interpersonal skills, critical and analytical thinking, problem solving, time management - these are all skills that are being developed in the workplace. Society is currently experiencing a certain generational skills gap as these aforementioned elements are not being introduced during early education phases. A young adult's first job requires a longer induction and training period than it should, while more experienced employees

lack skills related to the changing technology. Training at the workplace can solve these shortcomings, being the catalyst for improvement in any organization.

3. What makes these courses different from others? Why would someone choose this type of course over a certification course, for example?

The main difference between the trainings for skills and the certification courses is the approach we propose: while the certification courses offer in-depth analysis of the topics they cover and extensive knowledge about the subjects addressed (with additional resources being provided before and after the course takes places), the training for skills programs use a hands-on approach, aimed at developing the skills and competencies needed to perform well within a specific field.

As technology continues to advance at its current rate, knowledge quickly becomes obsolete. Skills and competencies, supported by the right values and attitudes, survive and define the behaviors of people, both in their professional and personal lives.

4. Why has the relationship between skills and performance become so much more important nowadays?

The world is on the move, and fast at that. Improvements, breakthroughs, technological advancements, and the urgent need for innovation systems are shaping an environment where learning becomes mandatory and continuous; as individuals, we must be able to adapt to these changes and be able to perform job-related activities in no time.

Automation and robotization of operational tasks are only one decade away, so we must be prepared to respond – minor human mistakes will not be acceptable anymore. People must be at the top of their game and have the required skills and competencies to compete in the new world.

Unique value features



EVALUATED

At the end of each course participants' learning is evaluated through a test

"The difference between this training and others is the focus on gaining new skills. During the entire process, you must prove that you can apply the knowledge gained."

Scorecard Manager, Al-Kifah Holding, Dammam



PRACTICAL

Emphasis on applicability, enabling participants to use newly developed skills immediately

"The training course was amazing and it enabled me to understand the topics from both the theoretical and practical point of view."

Senior Project Manager, Ministry of Commerce and Industry, Riyadh



BLENDED

Pre, core and after-course learning stages combining online and classroom delivery

"This integrated training course provided us with guidance at all steps. The pre, core and past course assignments encouraged us to improve our skills."

Performance Specialist, Capital Markets Authority, Kuwait



VALIDATED

Course content validated by the corresponding industry/functional area advisory council

"The content of this training was up-to-date and relevant to develop my skills. I cannot wait to return to my office and implement the knowledge I gained."

Director of HR, University of Business & Technology, Jeddah



PERSONALISED

Content is customized according to the participant's profile (industry, functional area and country)

"The courses are worth the investment because they are customized to the participant's needs and they include examples from the industry of interest."

Senior Instructor, Saudi Civil Aviation Academy, Jeddah



UPDATED

Up-to date content, combining both time tested concepts and emerging trend

"The content of the course was rich and up-to-date! I'd like to take this opportunity to thank the entire team and look forward to work with you soon."

Performance Analyst, Qatar International Petroleum, Doha



EXPERIENTIAL

Participants engage actively in case studies, exercises and discussions

"The experience of being involved in each session was a great way of interacting with our peers. I felt a lot of energy and enthusiasm during the exercises."

Supply Chain Manager, Yamama Cement, Riyadh



BENCHMARKED

Instructional design and delivery aligned with the Association for Talent Development's (ATD) best practices

"Excellent job of developing the courses framework in a very detailed fashion, which reflect the best practices in the field. I look forward to adopt this knowledge in my organization."

Founder and CEO, MILE, KSA

Our approach



The primary objective of our training services is to ensure that the knowledge acquired from them is successfully put into practice through newly developed skills. This adds real value and makes a visible difference at the individual performance level, within a business environment.

High emphasis is placed on learning by 'doing'. Learners are presented with real life and workplace case studies, ensuring attendees develop the knowledge and confidence to take their enhanced skills back into their organisations and apply them effectively.

With the help of our trainers and input from industry professionals, we strive to create a comfortable atmosphere where attendees can evaluate themselves and their skills, generate ideas, find solutions to problems and plan a suitable growth project for the workplace.

We believe that education is most efficient when it is founded upon diverse methods. We offer a blended 3-stage learning experience delivered through multiple domains, both online and in-person. This dynamic learning approach - including guided methods and individual study, self-paced learning, assignments and most importantly, cutting-edge tools - provides the optimal environment to constantly assess and evaluate the level of skills and expertise our delegates have achieved.

Our courses take an experiential and hands-on approach, encouraging participant interaction through:

- Role-play
- Break-away sessions
- Relevant business exercises
- Presentations
- Demonstrations
- Questionnaires
- Discussion activities and
- Case studies

To ensure the best results for the organisations with whom we are engaging, we take a step forward by customizing training materials to the industry, culture and level of knowledge required. Our courses are context-oriented with up-to-date content, supported through the work of our research experts and validated by professionals with valuable expertise in their field.

We strongly believe that learning is a constant process, and will be best achieved with follow-up training. That way participants attain the best results when it comes to applying the skills they have acquired.

Attendees can contact us any time post-course if they have additional queries or questions regarding the application of theory covered.

TRAINING TYPES

► PUBLIC TRAINING PROGRAMS

Our training programs have been designed with the modern requirements and idiosyncracies of the business world in mind. We provide training and development opportunities for professionals - from technical to soft skills areas, and from management to leadership across industries - aiming to achieving performance excellence.



► IN-HOUSE TRAINING PROGRAMS

We use proven learning models to develop cutting-edge yet straightforward materials that are customized to our clients' needs, encompassing basic to advanced learning levels. Training materials include embedded tools and methodologies that are adapted to the environment in which client companies operate.



WHAT OUR CLIENTS SAY

"I contacted this company for an in-house training with my team. We found very valuable both the materials presented and the explanations. I would also say that this is a great value for money if you want to build competency within your organization."

Manager, Saudi Food and Drug Authority, Riyadh

"This was one of the best training programs I have ever attended. I highly recommend these trainings for any professional that wants to take their business on the right track focusing on developing skills."

CEO, EMBAWOOD, Baku

"It was a perfect training course that indulged me with enormous knowledge of making decisions and strategy plans for our business development. It will definitely improve my career skills."

Training Specialist, Kuwait Institute for Scientific Research, Kuwait City

"The courses are excellent! The course content is useful and as a participant you receive access to all the resources online. I found this very helpful because the resources and templates helped me apply what I learned."

Associate professor, KSAU for Health Sciences, Riyadh

"I found the courses good for learning about skills development. I benefited from the knowledge learned and I already started to apply some of the key points in my daily work. I am glad that I attended the course and met the team."

Expert Analyst, EUROCONTROL, Brussels

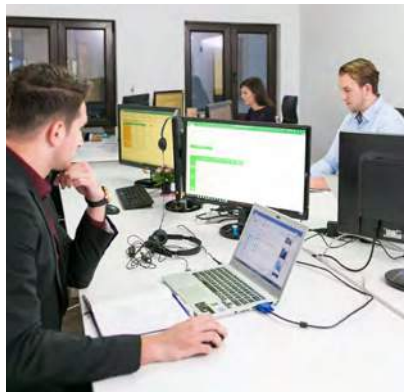
"This company provided us with an excellent training program which was tailored to the needs of our organization. We highly recommend these educational programs!"

Human Resources Director, Salehiya Medical, Riyadh

Our faculty

All our trainers are certified professionals with abundant experience as both practitioners and education providers. Altogether, our team possesses various Ph.D. and Master's Degrees, as well as certifications in their areas of expertise.

Being extensively certified reaffirms our credibility as a training provider and also supports our goal of delivering consistent quality to our valued clients. Our trainers are elated to bring the depth and breadth of their knowledge to our courses.



Adela Harlisca

Continuous Improvement Techniques

- Postuniversity degree in Computer and Information Sciences and Support Services
- Master's degree in Business Development Management
- Bachelor's in Finance - Banking
- Certified Scrum Master
- Certified Prince2 IT Academy
- Certified Trainer
- Certified Common Management Skills



Adrian Brudan

Performance Audit and Strategy Execution

- Master's degree in Business Administration
- PRINCE2 Practitioner
- Certified in KPIs Management
- Certified Trainer



Adrian Popa

Communication and Leadership

- Bachelor's in Mobile Communication
- Certified Project Manager
- Certified Human Resources Manager
- Certified Trainer
- Certified Mediator



Adrian Suteu

Business Intelligence

- Master's degree in Business Management
- Bachelor's degree in Business Administration
- Certified Inbound
- Certified PHP, SQL Fundamentals, jQuery
- CRM Badge, Email Marketing Badge

**Alexandru Mira**

Sales Performance

- Bachelor's in Engineering and Systems Management
- Certified International Senior Manager
- Certified Trainer
- Certified Project Manager

**Alina Miertoiu**

Benchmarking

- Master's degree in Public Administration
- Bachelor's in Administrative Sciences
- Certified Trainer

**Amany Fakhry**Human Resources and
Performance Management

- PhD in Business Administration
- Master of Business Administration
- Bachelor of Arts
- Certified Trainer

**Andre Lanser**Credit, Corporate Finance and
Financial Modelling

- Bachelor's in Commerce
- Chartered Accountant
- Diploma in Financial Markets and Instruments

**Aura Serea**

Talent Management

- Master's degree in Managerial Communication and Human Resources
- Bachelor's in Economics-Tourism and Services

**Aurel Brudan**Strategy, Performance Improvement and
Capability Development

- PhD in Management (in progress)
- PRINCE2 Practitioner
- TOGAF 9 Certified
- Certified Trainer

**Camelia Moraru**

Project Management

- Master's degree in Business Administration and Economics
- Master's degree in Health - Medical Psychology
- Bachelor's in Psychology

**Codruta Mare**

Data Analysis

- PhD in Economics
- Master's degree in Econometrics and Applied Statistics
- Master's degree in International Trade
- Bachelor's in International Transactions
- Member of the Romanian Statisticians Club

**Corina Neagu**

Human Resources,
Recruitment and Retention

- Master's Degree in Communication and Human Resources Management
- Bachelor's in Law
- International Certificate in Personnel Practice
- Certified Business Coach and Career Advisor

**Cristina Bleoca**

Operations, Procurement,
Supply Chain Consultant

- Bachelor's in Economics
- Bachelor's in European Studies

**Graeme l'Anson**

Training and Development

- Qualified in Thomas International PPA and Myers Briggs Type Indicator MBTI
- Certified Trainer

**Horia Botos**

Innovation Management

- PhD in Finance
- Master's degree in International Business Management
- Master's degree in Banking and Stock Markets
- Bachelor of Banking and Finance

**John Berry**

Retail Banking

- Certified Professional Manager
- Certified Trainer

**Mihai Toma**

Strategy Management,
Healthcare Performance

- Master's degree, Business/Managerial Economics
- Bachelor's in Business/Managerial Economics
- Consulting Skills Certificate

**Neil Holden**

International Banking and Training

- Associate of the Chartered Institute of Bankers
- Certified Trainer
- Certified in Credit and Corporate Banking

**Nizar Baidoun**

Learning and Development

- PhD in Business Administration (in progress)
- Bachelor's in Commerce
- Certified Trainer
- Certified Manager
- Certified Customer Service

**Oana Ghimbulut**

Career Guidance and Counseling Advising

- PhD in Psychology
- Master's degree in Psychology - Education Counselling: health and mental development
- Bachelor's in Psychology
- Bachelor's in Sciences: Education
- Certified trainer

**Olivian Breda**

Digital Marketing

- Master's Degree in Modelling and Informatics Technologies
- Master of Arts in Communication and Public Relations
- Bachelor's in International Business & Economics
- Certified Google AdWords Search and Google Analytics

**Orlando Stoicescu**

Sales Performance

- Bachelor's in Business Management
- Certified Trainer

**Radu Cocean**

Marketing, Strategy and Business Planning

- PhD in Marketing
- Bachelor's in Economic Sciences
- ATD Master Trainer Program

**Radu Silaghi**

Training and Development

- Master's degree in Performance Management
- Bachelor's in Communication and Public Relations
- Bachelor's in European Institutions Management
- Certified Trainer

**Raluca Vintila**

Performance Management

- Research Master's in Administration and Public Management
- Professional Master in Train of Trainers
- Bachelor in Public Administration

**Sebastian Vaida**

Communication and Leadership

- Master's degree in Human Resources Development
- Master's degree in Clinical Psychology
- Bachelor's in Psychology
- Certified Trainer

**Teodora Gorski**

Performance Management, Government

- Master's degree in Project Management
- Bachelor's in International Business Administration and Law
- Certified Trainer

Training domains

Find the domain that best suits your needs



ACCOUNTING

CERTIFICATE IN ACCOUNTING AND FINANCIAL STATEMENT ANALYSIS

Duration: 3 days

Overview

The aim of this course is to provide a practical workshop in financial concepts and analysis, which will build on the basics of financial analysis through an examination of several specific accounting elements. The course will aim to address the subjective areas of accounting and the problems associated with the high degree of uncertainty that accountants and financial analysts face on a daily basis.

Learning Objectives

- ▶ Understand Accounting Standards provisions for revenue recognition, inventory, construction contracts, intangibles, impairments, and the impact of foreign exchange movements;
- ▶ Analyse the various impacts that the different options and choices available under the Accounting Standard have on financial statements;
- ▶ Appreciate that accounting can be subjective and that principle-based standards give guidance; they're not always prescriptive.

CERTIFICATE IN FUND ACCOUNTING

Duration: 1 day

Overview

This program has been designed to provide a comprehensive overview of how to account for the funds you manage and their corresponding financial instruments. It will cover the statutory reporting of collective investment schemes as well as pricing methods and valuation of securities held in these funds. The course will use 'real life' examples and is intended to be interactive and practical.

Learning Objectives

- ▶ Gain a better understanding of accounting concepts related to general and private equity funds;
- ▶ Find out how to use accounting standards in preparing financial statements;
- ▶ Explore an in-depth case study example of a fund.



The course content is amazing and it contains a powerful information and I really thank you for the professional way of delivering the materials of the course."

**Accountant, Savannah International Trading Co.,
Riyadh**

"Thank you very much for improving the desired objective and providing information and techniques on how to implement, control and take decision for setting targets by using methods like Strategy, Objective, KPIs and Initiatives. I hope this training will come over the expectations."

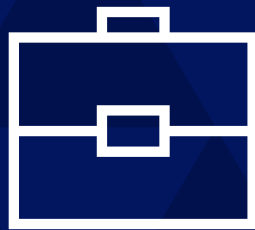
Chief Accountant, GAM Rentals, Al Khobar

"Course was very good, the content too was excellent and the trainer related it well to our business and activities, I would definitely recommend this course to others looking for a start or enhancement in the field of Performance Management."

Finance Manager, MEFIC, Riyadh

"The facilitator supported perfectly his role and transferred us the knowledge and experience for the relative content, in a friendly and warm environment."

**Commerical Finance Director/PMO, Folli Follie
Group, Greece**



BUSINESS INTELLIGENCE

CERTIFICATE IN DATA ANALYSIS AND REPORTING

Duration: 2 days

Overview

Supporting a business based on quantitative evidence is critical for (communicative) success. Noting this important aspect, this course showcases business statistical techniques that are used to analyse business data, which is afterwards converted into making sound decisions and coming to accurate conclusions. This course covers descriptive statistics, in addition to univariate and multivariate analyses.

Learning Objectives

- Understand the principles of data analysis and reporting;
- Explore challenges in Data Analysis;
- Learn how to summarise, present and communicate data clearly and concisely for effective decision-making.

CERTIFICATE IN DATA AUDITS AND BASIC ANALYSIS

Duration: 1 - 2 days

Overview

Using your data means first and foremost knowing your data, dealing with its shortcomings and improving its availability and quality. To this end, the diversified, extensive expertise of our qualified staff members can deliver solutions that match current best practices and provide the needed inputs to stay ahead of the competition.

Learning Objectives

- Learn how to do an initial assessment of your data needs;
- Gain key insights for subsequent data reporting, which constitutes a solid starting base for statistical modelling;
- Develop keen knowledge about its features, complete a gap analysis, and and issue recommendations for improvement.

CERTIFICATE IN STATISTICAL MODELLING

Duration: 1 - 2 days

Overview

Modeling services attempt to bring you the best models for your data, featuring stability, sustainability, and high results accuracy. We believe that every business issue deserves a dedicated statistical model that uses the features of the available data to generate actionable insights. The extensive expertise of our qualified staff members in different industries can deliver solutions that match current best practices and help your business stay ahead of its competition.

Learning Objectives

- Learn how to generate the best models for your data;
- Gain insights in different industries and understand the current best practices;
- Deliver solutions to stay on top of your game.

CERTIFICATE IN STATISTICAL CAPABILITY DEVELOPMENT

Duration: 1 - 2 days

Overview

The ideal entry point in the world of data analysis. This service helps you build general and specialised trainings that equip your staff to address data characteristics and other associated matters in your organisation. The extensive expertise of our qualified staff members in different industries can deliver solutions that match current best practices and provide the needed inputs to stay ahead of the competition.

Learning Objectives

- Learn how to deliver solutions in different industries (telecom, banking, market research, retail audit, etc.);
- Equip yourself with the tools of trade to provide specialised solutions;
- Deliver solutions to stay on top of your game.

CERTIFICATE IN STATISTICAL SUPPORT FOR MARKET RESEARCH

Duration: 1 - 2 days

Overview

These services can help any organisation know their customers, assess their suppliers, and administer in-house surveys or employee assessments in a timely and cost-conscious manner by maintaining objectivity and confidentiality of results where appropriate. Experienced staff is ready to assist you with a full range of services: design your questionnaire, handle all related communication, process data, analyse results and produce general and custom reports.

Learning Objectives

- Learn to analyse report output;
- Gain insights into how to issue recommendations;
- Receive assistance from processing data and produce data analysis reports.

CERTIFICATE IN MARKET RESEARCH

Duration: 1 - 2 days

Overview

The course follows the typical steps of a market study process, from problem identification to results presentation. You will pass through a few quantitative research methods such as surveys and experiments, followed by topics of questionnaire design, sampling techniques, quantitative data analysis, and results presentation. The course is geared toward professionals who wish to obtain general expertise in the field of market research.

Learning Objectives

- Understand how data analysis is performed in Excel and/or IBM SPSS;
- Gain insights on how to successfully implement research methods.

CERTIFICATE IN CRM USAGE

Duration: 2 days

Overview

This training aims to prepare the end-users (sales, customer-service or marketing professionals) for using a customized CRM system. This is achieved by giving them all the information they need, as well as hands-on practice (workshops) for CRM usage. Through a high quality, tailored and appropriate used CRM, any organization can obtain large benefits in areas like: intradepartmental and interdepartmental communication and cooperation, real time data access, data transparency, and fast decision making.

Due to its complexity, a quality CRM system can be, at first sight, very hard to use, but starting with the very first principles that are learned and some hands-on practice, its usage becomes facile, constructive, time-saving and fun.

Learning Objectives

- Empowering professionals to understand the basics of the system and the methods of storing data for customers, potential customers and the CRM users' activities – different stages through which a potential customer is marked in the system from first contact to effective customer;
- Internalise each role (sales, customer service, marketing) from the CRM's perspective and the way information is exchanged between those capabilities within the system;
- Learn to generate reports from CRM and to extract criteria based data.

Software alternatives: Salesforce, Microsoft Dynamics 365 (CRM)



"It was my pleasure to attend such a valuable course. I do believe that we have added value in both level business and personnel as well. I would like to thank you very much for the efforts and the time you have spent to let us get the most out of this course. Actually, I'm considering this as the first step in the success stairs."

Area Sales Manager, Alkhorayef, Jeddah

CERTIFICATE IN BUSINESS INTELLIGENCE SOFTWARE

Duration: 2 days

Overview

The training is designed to help professionals generate and benefit from dynamic visualisations using customised, pre-configured, data analysis models. One important advantage is the solution can extract data from multiple sources (e.g. Excel and CSV files, different types of SQL databases, CRM).

Learning Objectives

- ▶ Empowering professionals to create data analysis models from scratch, gaining real time insights into their activity.
- ▶ Embed powerful, real time data visualizations into your own websites.

Software alternatives: Power BI, Tableau

CERTIFICATE IN DATA ANALYSIS

Duration: 1 - 2 days

Overview

This course is focused on multivariate data analysis functions such as Factor Analysis, Multiple Linear Regression, Logistic Regression, Structural Equation Modeling, and Cluster Analysis. The course is addressed to professionals that have at least a basic understanding of data analysis and wish to broaden their expertise in this field. Practical examples are delivered using R and/or IBM SPSS software.

Learning Objectives

- ▶ Differentiate between the dimensions of data quality;
- ▶ Get insights on best practices in data collection;
- ▶ Analyze solutions for organizing, synthesizing and aggregating data.



"The course significantly exceeded my expectations. The training was very fruitful, energizing, and insightful, with both substantial and in-depth knowledge together with case studies. It is a well-balanced composition of participants, which contributed to interesting and focused discussions and exchanges. It is a very interactive and participatory. The content and presentation by the facilitators was consistently high quality and engaging. Most importantly, each session provided an excellent review of the challenges and opportunities inherent in each area - while challenging us to clarify and to find our own answers."

Business Analyst, PETRONAS Dagangan Berhad, Kuala Lumpur

"The course is valuable and very rich in details. I recommend it for those who are interested to gain a new set of skills."

Deputy Vice Chancellor Office for Administration & Finance, Sultan Qaboos University, Muscat

"This is really one of the most fruitful courses that I have attended and the facilitator was knowledgeable and very supportive. The course's content is very important to all professionals who attend, no matter what is their industry because it offers them the knowledge on how to set the right metrics to assess and develop all business activities on all its hierarchical levels."

CRM & Performance Management Expert, Al Ahly Kuwait - Egypt Leasing Co., Kuwait

"Course was very useful helped me to enrich my experience in skills development field with information, details and templates that assists in best implementation practices within the organization / department. Training Materials were excellent, and covered all my expected areas, and even more!"

Sr. Officer - Strategy Planning & Performance Mgmt., DEWA, Dubai

CERTIFICATE IN CRM ADMINISTRATION AND SYSTEM CUSTOMIZATION

Duration: 2 - 3 days

Overview

To get the most out of any software system, it has to be constantly updated and adapted to meet an organisation's needs and particularities. CRM systems are built around an essential principle: business in control. This means that almost any system customisation, can be accomplished through the user interface without using any code. This training aims to enable a system administrator and customiser to take full control of the CRM system through user interface and user experience customisation.

Learning Objectives

- Empowering professionals to understand system basics from the end-user perspective, the back-end structure, and the relationships between entities (e.g. companies, contacts, orders, sale opportunities etc).
- Learn how to manage the database in an efficient manner and perform mass operations (database updates, imports, exports, deletion).

CERTIFICATE IN MONITORING AND EVALUATION OF STATISTICAL MODELS

Duration: 1 - 2 days

Overview

We see models as tools that need constant monitoring – adjustments to maintain their predictive power and in certain cases, a complete redevelopment to ensure that they are relevant to their basic business needs as they evolve through time. The extensive expertise of our qualified staff members in different industries can deliver solutions that match current best practices and help your business stay ahead of its competition.

Learning Objectives

- Deliver solutions to stay on top of your game;
- Understand concepts like statistical models and learn how to maintain their predictive power;
- Become aware of the benefits that data monitoring and evaluation bring to the company.



"The course has a good planning, excellence methodology, based in cases, this permits to understand many concepts more easily. One of the best courses that I have attended."

Manager of the Mechanic Department, Instituto Superior Tecnológico, Arequipa

"The course content was well designed and it covered all the required statistical information and skills that the candidate will need to be able to do the professional statistical analysis in different industrial area"

Senior Research Analyst, UBS Securities, Dubai

"This course speaks valuably to any organization, which wants to cultivate performance through the development of skills. It's a must!"

Head, Human Capital Management(HCM), Nigeria Inter-Bank Settlement System Plc, Lagos

"The course was very useful regarding day-to-day information and performance at work and in my career. It helped a lot that I had knowledge in the field, but furthermore it came to our benefit that we could all rely on our personal experiences through current projects and lessons learned/case studies."

Senior Government Consultant, PwC, Dubai

"I will not hesitate to recommend to any organizations or individuals seeking for performance development or improvement should consider this course. This course gave me the insight of a complete framework and its systematic process to developing realistic, yet value-driven performance measure and analysis with specific tools."

Senior Manager - Project Control, Thai Nippon Steel & Sumikin Engineering & Construction, Bahn Na



FINANCE

PROFESSIONAL DIPLOMA IN FINANCE FOR NON FINANCE EXECUTIVES

Duration: 3 days



Overview

This course is designed for non-finance and non-banking executives who need to adjust finance know-how to organisational needs. The course provides a full introduction into the world of finance and business, starting with the very fundamental principles. The learning method employed during the course spans from effectively learning how to maximise the newly acquired fundamental concepts, to practical work shop sessions, so that new finance and budgeting concepts can be fully absorbed by participants.



Learning Objectives

- Interpret cash flow statements and ratios, and identify positive/negative corporate performance;
- Appreciate why cash flow analysis is more important than balance sheet and income statement analysis;
- Evaluate free cash flow and companies' ability to meet their financial commitments.

CERTIFICATE IN CASH FLOW AND FORECASTING

Duration: 3 days



Overview

This program has been designed to analyse and interpret their corporate customers' cash flow statements at an Intermediate Level.



Learning Objectives

- State, compute and interpret the Primary Cash Sufficiency measures, including Cash Flow Interest Cover and Debt Service Cover Ratios
- Compute and interpret: Free Cash Flow; Depreciation Impact Ratio, Recapitalization Ratio
- State, compute and interpret the Key Cash Efficiency Ratios, Cash Flows from Investing Activities and Cash Flows from Financing Activities.

PROFESSIONAL DIPLOMA IN FINANCIAL STATEMENT ANALYSIS AND VALUATION FOR EQUITY ANALYSTS

Duration: 3 days



Overview

This course will provide financial statement analysis and the key focus to using it for valuation purposes. The course will start with an understanding of the business model, leading to International Financial Reporting Standards (IFRS) financial statement analysis, projections of the financials, and finally, the valuation.



Learning Objectives

- Assess a company's "business model";
- Establish emerging market risk and companies in a changing industry environment, including the terminal growth rate;
- Understand how to establish earning quality, as well as how to treat off balance sheet liabilities in the valuation process.

CERTIFICATE IN PRIVATE EQUITY

Duration: 3 days



Overview

The program is designed to provide an understanding of the issues involved in private equity, including and how it operates, how it is structured, and how to demystify general terminology and jargon. The program aims to enable participants to understand equity structure, mezzanine finance, and debt in a private equity transaction, using financial models to assess the IRR under various operating scenarios and different exit prices.



Learning Objectives

- Identify the key characteristics of private equity transactions;
- Learn how to structure and manage a private equity fund;
- Understand how leveraged buy-outs (LBO's) and private equity function.

PROFESSIONAL DIPLOMA IN FINANCIAL MODELLING

Duration: 3 days

Overview

The course will incorporate different approaches to modeling structured financing, where the volatility of the cash flow (as opposed to its value) is key to determining the serviceability of a stressed financing structure. The program aims to teach delegates the complexities of handling multiple tranches of finance with flexible input variables and the associated interest calculations.

Learning Objectives

- Internalise the different types of financial models, and when each should be applied;
- Be able to design financial models;
- Be able to develop models for their own use, incorporating elements such as risk, sensitivity, optimisation, and forecasting.

PROFESSIONAL DIPLOMA IN CORPORATE CREDIT ANALYSIS

Duration: 3 days

Overview

The program aims to equip delegates with the skills to attain Global Best Practice levels of performance in Corporate banking teams. It concludes with delegates writing a Business Plan for their Corporate Banking operations. Participants will refresh their existing credit skills and consolidate their knowledge into an efficient and usable framework, ensuring they have an understanding of the qualitative and quantitative tools used for credit analysis.

Learning Objectives

- Distinguish between various strategies relevant to the corporate market and their effects on the bank's own balance sheets and income statements
- Understand the principles of Corporate Credit Risk Assessment and Ratings;
- Identify which customers generate the most value to the bank and the consequences of such an analysis.

CERTIFICATE IN TRADE FINANCE

Duration: 1 day

Overview

This one-day course is designed to provide you with an introduction to international trade and the financing of trade transactions. This course will be particularly useful for anyone new or relatively new to trade finance, involved in the operational areas of international trade as well as commercial directors, treasurers, bankers, lawyers, auditors, accountants, and financial controllers.

Learning Objectives

- Provide insights into the core trade finance products – Collections & Letters of Credit;
- Identify the principal risks associated with trade finance transactions.
- Read key documents encountered in international trade transactions and learn how to promote the benefits of trade finance.

PROFESSIONAL DIPLOMA IN SELLING TRADE FINANCE

Duration: 2 days

Overview

This two-day course is designed to show you how to sell Trade Finance products and solutions such as collections, documentary credits and guarantees to exporters, importers, and other clients or potential clients. It is designed to help you unlock the decision-making process which exporters, importers and other purchasers of trade finance products go through, thereby allowing you to understand how best to sell more business – and more profitable business – on behalf of your Bank.

Learning Objectives

- Identify and enhance personal sales and relationship styles to achieve better results;
- Match products to client needs using “benefit” language and use an effective objection-handling structure to turn a ‘no’ into ‘yes’
- Learn how to use persuasive, non-manipulative closing techniques to gain client commitment at each stage of the sale.

PROFESSIONAL DIPLOMA IN SUPPLY CHAIN FINANCE

Duration: 2 days

Overview

This is a highly interactive two-day program covering Supply Chain Finance, where you will be expected to look beyond the balance sheet and provide solutions to your customers' trade related requirements. You will gain a thorough comprehension of the potential risks and other pitfalls which may be encountered in financing supply chain transactions in international trade.

Learning Objectives

- Receive an insights into Supply Chain Financing – its structure, application and scope;
- Identify the opportunities and risks associated with financing supply chain transactions
- Identify client needs and how to satisfy them by providing and using imaginative supply chain financing solutions.

PROFESSIONAL DIPLOMA IN RETAIL BANKING

Duration: 3 days

Overview

In today's increasingly competitive world of retail banking, keeping up to speed with key trends and desired changes is challenging. These changes are creating significant hurdles and placing pressure on banks to balance revenue growth alongside the already existing pressure on cost management. This program will help attendees make a difference in their day to day work in producing an improved performance for their bank.

Learning Objectives

- Enhance your performance growth and revenue opportunities through improved marketing and customer interaction;
- Understand the existing channel challenges today and learn how leading banks are growing revenue whilst managing lower costs;
- Learn how to develop a buying culture as opposed to a sales culture for increased performance.

CERTIFICATE IN IFRS

Duration: 2 days

Overview

The IFRS Program will help you build the knowledge you need in International Financial Reporting Standards in order for you to reach success in today's global business world. Like you, we believe in those who understand and can apply IFRS will enjoy expanded career opportunities as the momentum to either permit or require IFRS spreads around the world.

Learning Objectives

- Discover valuable insight from subject matter experts located all around the globe;
- Gain a better understanding of the training and practical requirements needed to use IFRS;
- Enhance your understanding as an accounting professional

CERTIFICATE IN VAT: AWARENESS & IMMERSION

Duration: 2 days

Overview

The introduction of the new Value Added Tax across the GCC marks a fundamental shift and will have an impact on every business and individual. It is important to be fully prepared for the changes and have a complete understanding of how VAT will change the entire landscape. Business leaders will need to ensure that they understand the impact of the new regime to their business such as the impact on working capital or systems changes required to ensure compliance with the Law; finance staff will need a detailed understanding of the VAT regime to be ensure proper application and compliance and staff will need to understand the importance of VAT.

Learning Objectives

- Gain an in-depth understanding of key VAT principles and terminology and essential knowledge of the new VAT regime being applied across the GCC commencing 1 January 2018;
- Focus on detailed application of VAT based on case studies and practical examples to test understanding of the VAT principles;
- Gain a comprehensive understanding of the practical business impact and issues that need to be managed to ensure a successful transition to the new VAT regime.



GOVERNANCE AND INTERNAL AUDIT

CERTIFICATE IN CREATING AN EFFECTIVE BOARD – IMPROVE ORGANISATION PERFORMANCE

Duration: 2 days

Overview

The role of boards, and the directors who sit on them, has never been in sharper focus. Across the world, daily stories appear in the media about how companies have failed, and the value destruction which they have left in their wake. The workshop explores how to create an effective board, with effective directors, and how it will lead to an improvement in the organisation's overall performance.

Learning Objectives

- Understand how governance is a business-critical function;
- Appreciate the importance of the board to the organisation's performance, health, and success;
- Understand what changes you need to make to close the performance gap.

CERTIFICATE IN INTERNAL FRAUD CONTROL

Duration: 2 days

Overview

Internal control is an essential element in the control and prevention of fraud and corruption within government and private institutions. Controllers, managers, and internal auditors should understand investigative fraud principles and techniques to conduct investigations related to financial fraud within their organisations, as well as design and develop the internal control processes that play a fundamental role in protecting their organisations.

Learning Objectives

- Understand best practices in preventing and detecting fraud;
- Understand how to design and implement internal fraud control processes;
- Understand how to conduct fraud risk assessment, fraud audits, and fraud investigations.

CERTIFICATE IN MANAGING GOVERNMENT PERFORMANCE

Duration: 2 days

Overview

Managing Government Performance is an area of great interest for governments across the world. The topic is particularly relevant today, as the 17 Sustainable Development Goals announced by the UN at the end of 2015 have begun to permeate national policies.

Learning Objectives

- Understanding the implications of the Sustainable Development Goals for a public-sector organization;
- Outlining the particularities of implementing and using a Performance Management System within the public sector;
- New directions in nurturing a performance culture within governmental organisations.



"After undertaking the training course, I can say that I have many reasons to be thankful for this experience. Our company will greatly benefit from the complex training material provided."

Administrative Auditor, Atlas Holdings LLC, Beirut

"The training course was really good and it provided us the foundation of knowledge that we need to develop our skills. The trainer was good, professional and well organized in delivering the course."

Audit Manager, Zamil Industrial, Dammam

"The course content was excellent and even though I have been involved in the skills development for so many years, I was able to find fresh content and new concepts in my field of expertise. The course content is having an excellent blend of academic professional outlook."

Department Manager - Compliance Audit, Dubai Electricity and Water Authority, Dubai



HEALTHCARE

CERTIFICATE IN MANAGING HEALTHCARE PERFORMANCE

Duration: 2 days



Overview

This training programme is built on a generic hospital case study and is meant to improve practical skills in working with KPIs, as well as develop instruments of a Performance Management Architecture based on Balanced Scorecard concepts.



Learning Objectives

- Understand the steps of implementing a Performance Management System within a hospital;
- Practice the development of a sound framework to ensure KPIs are aligned to strategy;
- Obtain valuable practical insights in hospital performance improvement.

CERTIFICATE IN KPI DASHBOARD AND SCORECARD FOR THE HEALTHCARE INDUSTRY

Duration: 2 days



Overview

The KPI Dashboard and Scorecard for Healthcare training course is designed to develop the key performance management competencies needed to improve specific processes, such as KPI selection, KPI documentation, KPI data gathering, and reporting. The course content includes customised solutions for the healthcare industry to support the implementation of a KPI Performance Management Framework.



Learning Objectives

- Efficiently measure performance by implementing the best KPI selection process;
- Experience a customised approach by practicing your skills in working with healthcare KPIs;
- Make more efficient decisions by learning not only how to measure performance, but also how to deploy data in the decision-making process.



"The course content met our expectations in a way that was very well organized. It touched the main techniques and skills that we need in our daily work. In addition, the facilitator was like a guide who created an active environment for us to learn faster."

Manager, Health Information Management, National Hospital CARE, Riyadh

"The course was a very comprehensive one from my point of view. It covered all aspects of KPIs, including terminology, way of thinking and choosing the right parameters."

Technical Histopathology Supervisor, King Fahad Hospital of University, Riyadh

"The content is very informative and adds a lot of value to the course. The different content for each stage of the course: - Pre-course, Core-course and After-course is available online, which I feel adds another dimension to the course. Instead of printing lots of paper, it is a well thought of go-green initiative."

Senior Executive – Business Excellence, Dubai Healthcare City, Dubai

"The course was innovative in content, design, flow and in its relative simplicity. It's a must to all professionals working to improve their skills."

Pediatrician and Clinical Practice Guidelines Methodologist, King Saud University Medical City, Riyadh



HUMAN RESOURCES

CERTIFICATE IN BUILDING A PERFORMANCE CULTURE

Duration: 2 days

Overview

This course supports professionals in developing capabilities to build and maintain an effective performance-based culture. By assimilating key concepts, using practical tools, and establishing viable initiatives, you will learn how to engage employees in driving and achieving proficient results. To successfully reach the desired state of evolution, this course assists you in developing a culture of excellence by offering solutions to implement a rigorous performance-based system.

Learning Objectives

- Achieve a clear understanding of the performance culture within your organisation;
- Improve your organisation's overall results by identifying the areas related to performance culture which need to be strengthened;
- Develop the existing culture towards performance by establishing specific actions and initiatives to be implemented.

CERTIFICATE IN IMPLEMENTATION AND OPTIMIZATION OF EMPLOYEE ENGAGEMENT PROGRAMS

Duration: 2 days

Overview

This course will increase your understanding of both the benefits and the challenges of implementing an employee engagement program. Become qualified to roll out such a program through simulations, best practices, as well as planning templates and tools!

Learning Objectives

- Acknowledge the impact of employee engagement across your organisation;
- Differentiate between engagement, satisfaction, and motivation;
- Identify methods for determining employee engagement.

PROFESSIONAL DIPLOMA IN CROSS-CULTURAL MANAGEMENT

Duration: 2 days

Overview

The training course offers the opportunity to become familiar with cultural dimensions and their impact on organisational performance. Diversity and cultural variables are key aspects that define and shape an international working environment, ultimately nurturing innovation and performance. The program focuses on explaining cultural differences and encouraging development and creativity in environments defined by multicultural teams.

Learning Objectives

- Improve productivity by analyzing the existing cultural variables at the organisational level;
- Take better decisions by understanding culture's influence on the business environment;
- Enhance communication and professional relationships within multicultural teams.

CERTIFICATE IN MANAGING AND IMPROVING EMPLOYEE PERFORMANCE

Duration: 2 days

Overview

This course clarifies key concepts and provides practical tools for establishing or improving your employee performance system. You will gain exposure to best practices in the field of performance management and you will learn how to establish and use performance evaluation criteria.

Learning Objectives

- Understand and design an integrated employee performance management system;
- Gain the knowledge of developing a Performance Management System business case and get stakeholders' buy-in;
- Develop a structured framework for the employee performance appraisal process.

PROFESSIONAL DIPLOMA IN IMPLEMENTING SUCCESSION MANAGEMENT PROGRAMS

Duration: 2 days

Overview

This course will assist you in implementing or improving succession management programs. It provides practical recommendations, templates and simulations that will help you master the different implementation steps, from assessing performance and potential, to measuring the impact of your succession management efforts.

Learning Objectives

- Learn how to manage talent within your organisation by implementing key concepts such as succession management, workforce planning, and the talent pipeline;
- Retain your best employees by successfully assessing performance and potential;
- Achieve visible progress in implementing or improving a succession management program by practicing the use of relevant templates.

PROFESSIONAL DIPLOMA IN CULTURAL DIVERSITY FOR ORGANIZATIONS

Duration: 2 days

Overview

Cultural diversity is often seen more as a challenge for workplaces and less of an opportunity. Understanding and integrating others' values and cultural perspectives could also be, from a constructive perspective, a resource and tool to generate synergy and complementarity. The aim of the course is to develop the necessary competencies needed to address cultural diversity in the workplace and create solutions to use cultural diversity as an organisational development resource.

Learning Objectives

- Understand and address conflicts in intercultural communication;
- Develop and implement intercultural management strategies;
- Monitor and evaluate intercultural management actions and strategies.

PROFESSIONAL DIPLOMA IN STRATEGIC HUMAN RESOURCES MANAGEMENT

Duration: 2 days

Overview

As the economy becomes more oriented towards knowledge-based work, and organizations increasingly recognize that people are truly a major source of competitive advantage, decisions are made upon the coordination of strategic plans and human resources needs. This course will provide the knowledge and skills needed to internationalise business.

Learning Objectives

- Discuss strategy and human resources management and learn how to do evaluations;
- Analyze the organisational structure: the basis of effectiveness;
- Design strategic recruitment and selection processes, human resources development plans and reward management strategies.

PROFESSIONAL DIPLOMA IN HR AUDIT

Duration: 2 days

Overview

A Human Resources Audit is a comprehensive method to review current human resources policies, procedures, documentation and systems to identify precise improvement needs and enhancement requirements for the HR function, as well as to assess compliance with ever-changing rules and regulations. An Audit involves systematically reviewing all aspects of human resources, usually in a checklist fashion.

Learning Objectives

- Define the basics and risk areas of the Human Resources department;
- Understand the difference between HR Management (HRM) and HR Development (HRD);
- Explain, examine and evaluate the HR Audit and HR Development Audit.

PROFESSIONAL DIPLOMA IN RETURN OF INVESTMENT METHODOLOGY

Duration: 2 days



Overview

The ROI Methodology is a scalable and systematic approach to program evaluation. It uses a process model, five-level framework and operating standards to capture performance metrics from simple satisfaction scores to financial impact; the methodology enables you to collect appropriate data to report the performance of a variety of initiatives and program types. The ROI Methodology generates both qualitative and quantitative data and provides techniques to isolate the effects of the program from other influences – resulting in credible metrics and ROI reports accepted by financial executives and stakeholders.



Learning Objectives

By the end of the course, participants will be evaluated on a five level scale and learn to:

- Level 1: React and plan actions
- Level 2 Be more involved in learning activities
- Level 3 Apply and implement the actions they proposed
- Level 4 Understand impact (tangibles and intangibles)
- Level 5 Calculate the return on investment.

PROFESSIONAL DIPLOMA IN TRAINING AND DEVELOPMENT

Duration: 2 days



Overview

Training and development professionals are under continuous pressure to offer exceptional training services. This course will equip participants with practical knowledge for promoting training within their organisation, linking training to organisational objectives, analysing training needs, and selecting internal trainers and external consultants.



Learning Objectives

- Describe the principles of learning and showcase how they facilitate training.
- Identify the importance of on-the-job experience in employee development;
- Learn about the advantages and disadvantages of various evaluation criteria.

PROFESSIONAL DIPLOMA IN DEVELOPING COMPETENCY FRAMEWORKS

Duration: 2 days



Overview

How can you define the set of practices needed for effective performance? You can do this by adding a competency framework to your talent management program. The framework showcases specifically what people need to do to be effective in their roles, and it clearly establishes how their roles relate to organisational goals and success. This program outlines the steps you need to take to develop a competency framework in your organisation.



Learning Objectives

- Define the types of competencies and clarify the mix between competency and competence;
- Illustrate the real importance of competency models to organisations and individuals;
- Develop competency models and methods to measure them

CERTIFICATE IN SUCCESSION PLANNING

Duration: 1 day



Overview

Who's going to take your role when you retire? Or when you decide to move forward in your career? Yes, it is important to have the right person in place and groom him or her to be able and willing to take that opportunity! This course is addressed both to managers and HR professionals who want to proactively and responsibly approach career moves that happen in every organization. Plan for it and be ready for the change!



Learning Objectives

- Understand how to develop competencies and assess talent and succession candidates;
- Learn the difference between career path and succession planning at the organisational level;
- Implement and challenge your organizational planning in a dynamic business environment.

PROFESSIONAL DIPLOMA IN TALENT MANAGEMENT PROCESS OPTIMIZATION

Duration: 2 days

Overview

Talent management defines an organisation's commitment to attracting and selecting potential individuals, as well as managing and retaining talent. This needs to be fully integrated in organization's entire employee management processes. By going through each system that relates to recruiting, developing, and retaining a superior workforce, you will get practical information and develop the necessary skills to successfully implement a Talent Management strategy in your organisation.

Learning Objectives

- Learn how to develop an integrated system of talent acquisition, performance management and succession planning;
- Get a comprehensive view on creating a competency model meant to add consistency and unity throughout all the talent management processes;
- Structure the steps of a succession management process, needed to ensure your leadership pipeline.

CERTIFICATE IN TRAINING AND LEARNING MANAGEMENT

Duration: 4 days

Overview

Developing employees is a fundamental organisational task in today's competitive environment. This course aims to transform traditional training managers into proactive learning managers to conduct their tasks in a more business-driven fashion, rather than being reactive to generic training needs. By doing so, this course explains step-by-step the path that should be taken towards positive change.

Learning Objectives

- Understand why training initiatives fail in organizations.
Learn how to manage the learning needs of concerned stakeholders.
- Use up-to-date analytical tools to define the necessary learning mechanisms.

PROFESSIONAL DIPLOMA IN TEAM MANAGEMENT

Duration: 2 days

Overview

This training course will provide a wide understanding of team management strategies by revealing the steps that should be followed by leaders and managers who seek to reach team performance. You will understand how a team functions and how its members can become determined to work together and achieve the same goal: organisational performance.

Learning Objectives

- Determine how the current teams within your organization fit with each other;
- Reinforce your team management skills by using positive appraisal and focusing on the strong aspects of every individual/team;
- Develop effective communication based on constructive feedback.

CERTIFICATE IN TEAM BUILDING

Duration: 2 days

Overview

Working alone isn't the norm anymore. Even the best-laid plans and strategies may fail if the team driving the plan is not well developed. Building high performing teams requires effort and deep structural understanding. This course helps team members and team leaders understand how to create and be part of a cohesive unit aligned to achieving results. In addition, the four steps of team building will be explained and practiced for better understanding and application.

Learning Objectives

- Distinguish between groups and teams, listing the major characteristics of effective teams
- Identify team strengths and blind spots after analysing team members' personal styles and preferences;
- Apply the four steps of team building: Forming Stage, Storming Stage, Norming Stage, Performing Stage.

CERTIFICATE IN PROACTIVE TRAINING MANAGEMENT

Duration: 3 days



Overview

Training is a major responsibility for developing employees' knowledge and skills for current and future business needs. Overseeing a training function requires an understanding of concepts like management, strategy, policies, budget, evaluation, and technology. The course covers these topics and provides participants with the knowledge and tools to survive the ever-growing demands placed on the training function.



Learning Objectives

- Develop a training function's mission statement with key result areas and key performance indicators
- Learn how to establish a comprehensive training strategy and plan
- List the most important steps for developing and administering a training budget and plan.

CERTIFICATE IN FACILITATION SKILLS FOR TRAINERS

Duration: 3 days



Overview

This training course will teach participants about continuous improvement methodologies that once applied, will remove any waste in their processes. The program is suitable for all individuals that would like to review and improve their processes by implementing innovative methods and tools. It will help participants understand how to implement a better task completion structure.



Learning Objectives

- Know the importance of the first few minutes of a workshop in influencing the behaviour and satisfaction of trainees;
- Analyse how the introduction and handling of visual aids, exercises and role play will affect trainee satisfaction;
- Learn how to avoid the classic pitfalls when facilitating with more than one trainer.

PROFESSIONAL DIPLOMA IN TRAIN THE TRAINERS - FROM DESIGN TO DELIVERY

Duration: 4 days



Overview

Preparing and developing trainers provides organisations with internal resources to deliver timely training interventions. A trainer's journey in this course begins with an understanding of how adults learn and covers various learning styles, trainer skills, learning methods, activities and exercises, as well as the designing of training programs, culminating with the delivery of a training session.



Learning Objectives

- Identify and develop the required skills to become a successful trainer;
- Examine training methods and determine the most appropriate ones for your training workshops;
- Learn how to plan and deliver a training session relevant to your areas of expertise.

CERTIFICATE IN DEVELOPING PRESENTATION SKILLS

Duration: 1 - 3 days workshop



Overview

The aim of this workshop is to provide participants with the necessary knowledge to build more effective presentations, focusing on how to prepare, write and present persuasive arguments.



Learning Objectives

- Learn how to control your emotions when you speak in public;
- Understand how to design your presentation so that is simple, clear, and effective;
- Identify how to feel good on stage and deliver powerful presentations.

CERTIFICATE IN PUBLIC SPEAKING

Duration: 1 - 3 days

Overview

A training course on how to control your emotions and how to design your presentations to deliver powerful ideas that are worth listening.

Learning Objectives

- ▶ Learn how to control your emotions when you speak in public;
- ▶ Understand how to design your presentation so that is simple, clear and effective;
- ▶ Identify how to feel good on stage and deliver powerful presentations.

CERTIFICATE IN COMPETENCY -BASED INTERVIEW

Duration: 2 days

Overview

Interviewing is a two-way process. The interviewer wants to find out if you have the skills and experience required to perform well in the role and separate yourself from the competition. A structured type of interview is "Competency Based". The employer decides which skills are required for the role. Questions are designed specifically to invite candidates to give examples of times when they have displayed those skills or competencies.

Learning Objectives

- ▶ Understand the difference between Traditional Interviews vs Behavioral Interviews;
- ▶ Develop effective interview questions in alignment with organisation competency framework;
- ▶ Understand the body language and nonverbal clues and formulate behavior based question using STAR approach.

CERTIFICATE IN EFFECTIVE PRESENTATION AND PUBLIC SPEAKING

Duration: 3 days

Overview

This program is designed to increase self-confidence and the ability to present like a professional public speaker. The program will be focusing on helping participants understand the major components of a presentation - slides, body language, enthusiasm, communicating ideas, and more - all while being coached during every presentation he/she will conduct throughout the training.

Learning Objectives

- ▶ Create a positive first impression and increase credibility;
- ▶ Learn how to organise thoughts, correct sequencing, and what makes a successful slideshow;
- ▶ Present complex information in a simplified manner and handle stressful situations.

CERTIFICATE IN COACHING AND MENTORING

Duration: 1 - 2 days experiential learning

Overview

This workshop has been designed to help managers coach the members of their team in an effective manner, understanding that people learn in different ways. It also teaches the principles of mentoring.

Learning Objectives

- ▶ Understand the history of mentoring and the difference between coaching and mentoring;
- ▶ Understand personality types and use this knowledge to coach and mentor people more effectively;
- ▶ Be able to structure a coaching or mentoring session and practice giving feedback.

CERTIFICATE IN DEVELOPING INTERVIEW SKILLS

Duration: 1 - 2 days workshop



Overview

This workshop is designed to help managers, team leaders and supervisors, interview and select the people they want for their department.



Learning Objectives

- Learn about best practices in selection interviewing and develop an interview plan for the selection process;
- Enhance your interview skills and understand how to ask questions in any interview situation;
- Understand the legal pitfalls that can pose real challenges when selecting candidates.

CERTIFICATE IN TALENT PROCESS MANAGEMENT OPTIMIZATION

Duration: 2 days



Overview

Talent management defines, on one hand, an organisation's commitment to attracting and selecting potential individuals and, on the other hand, managing and retaining this talent. This functional area holds an important strategic role and needs to be fully integrated within all the employee management processes of an organisation. This course offers you the opportunity to adapt and develop the processes and systems that relate to recruiting, developing, and retaining a superior workforce in your organisation. By going through each system, you will get practical information and develop the necessary skills to successfully implement a Talent Management strategy.



Learning Objectives

- Learn how to develop an integrated system of talent acquisition, performance management, and succession planning;
- Gain a comprehensive view on creating a competency model meant to add consistency and unity throughout all of the talent management processes;
- Structure the steps of a succession management process, ensuring your leadership pipeline.

CERTIFICATE IN PERFORMANCE APPRAISAL

Duration: 1 - 2 days workshop



Overview

This workshop is designed to give managers the skills and confidence needed to carry out the annual performance appraisal process in a professional and motivational way. Managers will learn that there should be no surprises; therefore they should have regular one-on-ones with each of their employees in order to give them feedback and enable them to improve and develop performance.



Learning Objectives

- Learn about the Performance Appraisal Criteria and benchmark against best practices;
- Gain insights on how to agree and write performance goals and objectives, and practice one to one discussion and feedback sessions;
- Understand the impact of our communication style in motivating improved performance.

CERTIFICATE IN COMPENSATION AND BENEFITS

Duration: 2 days



Overview

This course is designed around compensation and benefits elements an organisation needs in order to increase employee commitment. A well-implemented compensation and benefits strategy can ensure long term effectiveness, as well as efficiency for the organisation's investments. The training course offers theoretical background, as well as useful tools and techniques to implement a successful compensation and benefits strategy.



Learning Objectives

- Learn more about the effectiveness and efficiency of a compensation & benefits strategy, for the organization's investments;
- Understand how a successful compensation and benefits strategy increases employee commitment;
- Acquire the strategies and techniques needed to implement a successful compensation and benefits system.

CERTIFICATE IN RECRUITMENT AND RETENTION

Duration: 2 days

Overview

Recruitment and retention are among the most challenging issues facing community human services organizations. Supervisors, managers, and human resources personnel in community human services organizations are always looking for solutions to the challenges of recruitment and retention of their employees. This workshop is designed with tools and techniques for effective recruitment and retention, which community human services organizations can use to assess and address workforce challenges.

Learning Objectives

- You will learn why you should go beyond your personal and professional limitations;
- You will learn how to become an HR professional and encourage integrity and professionalism in the recruitment process;
- You will learn how to become a successful recruiter.

CERTIFICATE IN DEVELOPING RECRUITMENT SKILLS

Duration: 1 - 3 days

Overview

Recruiting the 'wrong' employee will have detrimental effects on organisational effectiveness and results. The recruitment and selection function plays a key role in the entry of the 'right' employees into the organisation and has an overwhelming influence on the successful achievement of organisational objectives. This course will show you the logical and correct steps you must take to structure and implement good recruitment and selection practices.

Learning Objectives

- Define recruitment, selection and the important role this function plays in the success of an organisation;
- List the main steps that should be followed to develop an effective recruitment plan and select the best methods and sources for attracting qualified candidates;
- Learn how to implement the right measures and Key Performance Indicators to evaluate the effectiveness of the recruitment function.

CERTIFICATE IN HR MANAGEMENT

Duration: 2 days

Overview

This HR Management course provides a foundation for developing your own approach to skillfully manage employees by illustrating alternative human resource management (HRM) strategies, introducing the importance of the legal context, and thinking about what motivates employees. This will then give you the factual and conceptual basis for developing specific, critical HRM skills in subsequent courses on hiring employees, managing performance, and rewarding employees.

Learning Objectives

- You will learn about responsibilities of a Human Resources Manager;
- You will understand the recruitment, selection, and appraisal processes;
- You will understand how to manage change within an organisation and demonstrate the best ways to manage employees.



"It was a pleasure for me to attend such a professional course, which addressed my interests and needs regarding skills development. A big thank you, to the entire team!"

Senior Officer, Human Resources Development Fund, Riyadh

"I would like to thank you all for all knowledge and skills that you have transferred me during this training. It is one of the best trainings that I attended in my whole journey toward my vision so far. Integrating the theories with the practice is something very hard to find in the region and I am so glad that I took the right decision to attend this course."

General Director of Human Resources, University of Business & Technology, Jeddah

"This company provided us with an excellent training course which was tailored to the needs of our organization. We highly recommend all these educational programs."

Human Resources Director, Salehiya Medical, Riyadh



INFORMATION TECHNOLOGY

CERTIFICATE IN MICROSOFT EXCEL - FUNDAMENTALS

Duration: 1 day

Overview

This Basic training will teach participants the basic functionalities of Excel, providing them enough data to easily use Excel.

This advanced training will teach participants simple and complex formulas, but also some advanced functionalities that will help them make their work more efficient. This training course is suitable for all individuals that work with Excel and would like to be more efficient when working with Excel. Advanced use of the software can lead to time saving and increasing the quality of your processes.

Learning Objectives

- Learn various text, numeric and date formulas;
- Understand Conditional formatting;
- Learn how to protect cells and files, plus gain insights about ribbons and their main functionalities.

CERTIFICATE IN USING KPI, DASHBOARD & SCORECARD FOR INFORMATION TECHNOLOGY

Duration: 2 days

Overview

The KPI Dashboard and Scorecard for Information Technology training course is designed to develop the key performance management competencies needed to improve specific processes, such as KPI selection, KPI documentation, KPI data gathering and reporting. The course content includes customised solutions for the information technology industry, in order to support the implementation of a KPI Performance Management Framework.

Learning Objectives

- Structure the implementation of a performance management architecture by applying best KPI selection techniques;
- Use documentation forms to learn how to document KPIs;
- Discover methods to improve the quality and efficiency of the data gathering process.

PROFESSIONAL DIPLOMA IN ADVANCED MS OFFICE

Duration: 3 days

Overview

Microsoft Office is widely used in businesses across all industries and it's an essential skillset to have if you're looking to work in the office environment. The diploma will give you an understanding of each application to enable you to get your work done in any office environment. You will discover key tools and Microsoft Office Shortcuts that will make your life easier, no matter what your work requires. Specifically, course topics cover advanced and specialized features of Microsoft Excel, Outlook, PowerPoint, Word and Teams.

Learning Objectives

By the end of this programme, participants will be able to:

- Organise and manage Microsoft Outlook mailboxes using quick steps, rules, search and sort features, labels, filters, and calendars;
- Design Word documents and PowerPoint presentations according to best practices for design and formatting;
- Store and manage data using a variety of Excel functions and features;
- Collaborate with co-workers and colleagues on- and offline using commenting and track changes features.

CERTIFICATE IN MICROSOFT EXCEL - ADVANCED

Duration: 2 days

Overview

These trainings are suitable for professionals working with Excel looking to maximise their efficiency. This Advanced training will teach the participants formulas and functionalities to help them work at a higher level.

Learning Objectives

- Learn complex text, numeric and date formulas;
- Understand PivotTables, Charts, look-up formulas and Index/Match;
- Introduction in Macros (VBA).



INNOVATION

PROFESSIONAL DIPLOMA IN INNOVATION MANAGEMENT

Duration: 3 days (6h/day)

Overview

The course is designed for team leaders and managers whose vision is based on empowering the creative and innovative capacity of their organisation and teams. It is conceived as a process-based approach but it will also introduce an approach to soft skills, personal development and creativity, and how these elements impact organisational development.

Learning Objectives

- Review organizational processes, procedures and requirements for including RDI (research-development-innovation) as a core strategy of your own organization;
- Identify and justify the importance, role and place of RDI policies, processes and tools in your organizational strategic development (medium and long term);
- Learn how to use tools and techniques to adopt and develop research based-decisions, processes and products/services;

CERTIFICATE IN INNOVATION AND CREATIVITY

Duration: 2 days

Overview

Why is it that most companies only capitalise on a tiny fraction of their people's potential? This highly motivational workshop will show managers and leaders how to generate more creative thinking, better problem-solving and greater team effectiveness throughout their organisation.

Learning Objectives

- Use proven creative thinking techniques to help improve their business decisions;
- Understand more about the learning theory in order to improve the way entities coach and develop their staff;
- Apply practical problem-solving strategies and methods to diagnose, communicate and resolve business issues more effectively.

CERTIFICATE IN CREATIVITY AT THE WORKPLACE

Duration: 1 day

Overview

Creativity is an infinitely debated subject! Are you born with it or can it be developed? Do you want it in your organisation or is it only for certain "creative" domains like advertising or marketing? How difficult is managing creative people? This course is designed to clarify these questions and make it work for your organisation! The course addresses all management professionals with an interest in making the most out of the creativity each employee brings to the table.

Learning Objectives

- Define creativity and innovation in the organisational context;
- Recognize the creativity of your employees and the elements that foster a creative work environment;
- Learn how to efficiently manage a creative work environment.

CERTIFICATE IN INNOVATION IN DISTRIBUTION

Duration: 2 days

Overview

Competing successfully in the increasingly competitive world of retail banking - chock full of distribution changes, rapid advances in technology, growth in mobile usage, and the impact of social media - presents a challenge for banks. How should banks distribute products and services and market to existing and new customers? This program will show attendees how to adapt to the new world and deliver above-average performance.

Learning Objectives

- Understand the benefits of the traditional branch channel and how it can be made more productive;
- Internalise the importance of new channels such as internet banking, mobile, and social media, and why customers in some segments prefer them;
- Follow the trends within retail banking over the next few years – see how to adapt successfully to this new world!

CERTIFICATE IN KNOWLEDGE AND INNOVATION MANAGEMENT

Duration: 2 days

Overview

For a company operating in an economic environment characterized by uncertainty and dynamism, the use of knowledge in business processes represents a condition and, at the same time, a way of obtaining a competitive advantage. In the context of technology proliferation, changing market requirements, increasing competition, and accelerated aging of products and services, successful companies are those who consistently create knowledge.

Learning Objectives

- Understand the importance of knowledge management and the key features of implementing such management;
- Acquire essential insights related to knowledge management;
- Learn how to act individually and collectively to organize innovation and technology transfer projects that can be purchased by potential customers.

CERTIFICATE IN INNOVATION MANAGEMENT

Duration: 2 days

Overview

This two-day training enables, on one hand the organizations' personnel, and on the other any Innovation enthusiast, to understand the need and importance of Innovation, in order to make the company's future activities sustainable, on the other hand, for independent professionals, it offers the necessary know-how to manage innovation in different contexts.

The participants will receive a guide of how to effectively implement Innovation projects and they will explore the Innovation Project Management best practices. Moreover, participants are guided on relevant KPI selection to accurately measure and improve performance in innovation.

Learning Objectives

- Integrate innovation to other existing organizational systems;
- Understand the fundamentals of innovation performance measurement;
- Align the innovation objectives with the organizational strategy.



"This course is really good and important to improve organizations' activity and bring it to success"

IT Infrastructure Manager, Cellcard, Phnom Phen

"This course provided me with practical examples to be implemented in practice for a well-structured performance management. I recommend this course to be attended by every professional!"

Organisation Development Manager, European Space Agency, Noordwijk

"It was a perfect training course that indulged me with enormous knowledge of making decisions and strategic plans. It gives an improving course to my career skills."

Training Specialist, Kuwait Institute for Scientific Research, Kuwait City

"The course content was very structured and easy to follow and understand."

Research Officer, Institute of Public Services, Bandar Seri Begawan

"It was a great course, very useful, clear and simple."

Research and Development Director, Geidea, Riyadh

"This course added a lot to my knowledge. The way of presenting the information was nice and easy. The course material was helpful and easy to understand. By attending this course, I feel that I gained a new skill that will help me develop my work and performance."

Specialist Telecom Emergency Analysis and Researcher, Telecommunications Regulatory Authority, Dubai



INTERPERSONAL SKILLS AND SELF DEVELOPMENT

PROFESSIONAL DIPLOMA IN EMOTIONAL INTELLIGENCE: MASTER YOUR EMOTIONS

Duration: 1 - 3 days



Overview

A training on how to identify one's emotions and control them, how to identify others' emotions and manage them and, last but not least, how to establish long lasting personal and professional relationships. By observing people's maladaptive behaviors and emotions, we can get a better understanding of their negative thoughts and thinking. This is true for all age categories, all genders and cultures. This lack of emotional control is what brings us most of our problems in life, both personally and professionally. Participating in this course will render you able to identify how you feel and why you feel that way, to point out how others are feeling and for what reasons and how to relate to others. Therefore, this course helps solve the problem of emotional mastery.



Learning Objectives

- Learn how to differentiate between types of emotions (happiness, sadness, joy, anger, etc) and between categories of emotions (adaptive versus maladaptive);
- Receive insights on how to manage your and others' emotions;
- Enhance and maintain honest and meaningful relations.

CERTIFICATE IN PERSONAL MANAGEMENT

Duration: 3 days



Overview

The aim of this course is to help participants become more efficient and effective in managing their life. Participants will explore various time management skills and stress management techniques to get better control and have a more positive impact over their life at both the professional and social level.



Learning Objectives

- Understand how to set priorities according to objectives, planning and time management;
- Acquire information about assertive communication and the transactional analysis model;
- Learn about concepts like emotional intelligence, stress management, and self-motivation.

CERTIFICATE IN SOCIAL EMOTIONAL COMPETENCIES

Duration: 2 - 10 days



Overview

The ability to identify, understand, and choose how we think, feel, and act shapes our interactions with others and the understanding of ourselves. It allows us to set priorities and drives our daily actions. This course uses exposure, experiential learning, individual and team activities, plus practical examples, with the purpose of teaching participants how to consciously manage and identify negative and positive emotions to solve different situations that might arise. Social emotional competencies can be used to steer a team's energy towards the agreed goals.



Learning Objectives

- Understand and develop resilience in terms of individual assets and social & community resources;
- Gain insights on the relationship between beliefs and emotions;
- Develop the ability to change behaviours, and grow competencies around life skills (e.g. time management, social networking, personal understanding, active citizenship, etc.).

CERTIFICATE IN PERSONAL BRANDING: REVEAL YOUR WHY AND TELL YOUR STORY

Duration: 3 days



Overview

This course will bring about important identity questions that allow you to draft your "why statement" and deliver it to multiple audiences. The personalised approach is comfortable yet challenging, made to reflect your goals and help you succeed at the highest level.



Learning Objectives

- Learn how to express your ideas and feelings in an open, honest and direct manner;
- Take responsibility for yourself and your actions without judging or blaming other people;
- Handle conflict, seek compromise and demonstrate confidence in professional and personal relationships.

CERTIFICATE IN BUSINESS ETIQUETTE

Duration: 2 days

Overview

This course explains how to deal with customers in a professional and courteous manner. In addition, it highlights how to interact with customers in term of dress code, speaking, and presentation of personal and professional identities. Specifically, it addresses how to present the business card, dress for success, and leave a positive and professional impression.

Learning Objectives

- Learn how to introduce oneself in a professional manner;
- Understand appropriate etiquette for open environments;
- Acquire the fundamentals of the dress code and learn how to dress for success.

CERTIFICATE IN BUILDING POSITIVE RELATIONSHIPS AT WORK

Duration: 2 days

Overview

This program is recommended for employees, managers, and even business owners, preferably letting them learn together in the same program to share knowledge and achieve better results. The program will be delivered using facilitation, coaching, and exercises, and based on practicing every coaching knowledge element. This program is designed to help participants understand the importance of building positive relationships and practice behaviors that cultivate strong relationships.

Learning Objectives

- Learn how to work with difficult team members and recognize behaviors that disrupt team effectiveness;
- Understand the different types of work relationships and build trust and respect;
- Cultivate diplomacy and tact.

CERTIFICATE IN BUSINESS ETHICS

Duration: 2 days

Overview

This course presents the core concepts of business ethics and its implication on the employee and organization. It emphasises how to handle unethical business situations and how to report them. Furthermore, this course stresses on the importance of honesty, truthfulness, justice, equity, integrity, and respect. In addition, it emphasises how to handle and manage unethical situations, specifically in relation to line managers and supervisors.

Learning Objectives

- Understand the ethical principles that govern the relationships between employees and their employer;
- Learn how to practice one's own job in an ethical and professional way;
- Examine the role of ethics in various management-employee interactions and peer relationships.

CERTIFICATE IN STRESS MANAGEMENT

Duration: 2 - 4 days

Overview

Pressure is a part of everyday life and can be motivating. However, when pressure builds up to the point where an individual feels and perceives that they can no longer cope, it results in stress. There are many factors that can cause stress. These can impact behaviour and productivity in a way that influences others beyond your team. It is therefore important to develop solutions to identify and manage stress within your team. It is also important to harness the power of emotions so as to motivate those you are leading.

Learning Objectives

- Understand burnout and the predictors of stress that are related to personal and professional activity;
- Develop the capacity to control the factors that determine stress;
- Develop healthy coping mechanisms.

CERTIFICATE IN TIME & STRESS CONTROL

Duration: 2 days



Overview

Employees often suffer from work-related stress and find themselves wasting time as a result. Failing to tackle these negative issues can negatively impact business operations. As a result, the aim of this course is to help participants become more efficient and effective in managing their life. Participants at this interactive course will explore various time management skills and stress management techniques to get better control over their schedules and have a more positive impact over their life at the professional and social levels.



Learning Objectives

- Understand how to define time and stress and their components;
- Learn how to prioritise tasks and activities in 'steps' fashion;
- Delegate effectively for better time management and learn how to set goals and objectives.

CERTIFICATE IN TIME MANAGEMENT

Duration: 2 days



Overview

The concept of "time management" is translated into efficient time management, according to the set priorities. Time management refers to doing as many things in the smartest way possible, meaning, in the shortest time.



Learning Objectives

- Understand the methods of managing time and resources by applying simple life principles;
- Learn efficient and proven methods of managing time and resources and ways to prevent and solve postponement behaviors;
- Accept and initiate changes regarding how to manage personal and organisational time in setting priorities.

CERTIFICATE IN MANAGEMENT OF MEETINGS

Duration: 2 days



Overview

The modern act of leading requires a permanent exchange of information. Senior managers spend most of their working time communicating, and plenty of it in meetings. The meeting is the most frequent management method used by a manager in his/her activity, the quality of which slightly influences the overall quality of management, because it is directly involved in the exercise of managerial functions: anticipation, organization, coordination, motivation - training and control – evaluation.



Learning Objectives

- Understand the importance of meeting efficiency and improve organisational abilities;
- Understand and apply the principles of efficient meetings;
- Plan and lead effective meetings and improve the skills of assessing the outcome of meetings.



"My general feedback is that this course was well worth the investment. I would suggest it to anyone that is already or going to be working to enhance their skills. This course helped me to have a clear understanding of all presented topics."

Business Analysis Senior Manager, Cinnagen, Karaj

"The facilitator was very energetic and helpful, fact which encouraged the learning environment for the participants. No questions were turned down, and there were always willing to share examples to help participants understand better."

Senior Executive, Performance & Innovation Management, Sime Darby Berhad, Kuala Lumpur

"The content was very well organized and spotted on to my expectations. I am very confident that I will use the knowledge I acquired immediately and improve the processes in the entity I am working:"

Data Analyst, The American College of Greece, Athens

ACQUIRE THE FUNDAMENTALS OF THE DRESS CODE AND LEARN HOW TO DRESS FOR SUCCESS

Duration: 2 days

Overview

This course presents the core concepts of business ethics and their implications on employees and organisations. It emphasises how to handle unethical business situations and how to report them. Furthermore, this course stresses the importance of honesty, truthfulness, justice, equity, integrity, and respect. In addition, it emphasises how to handle and manage unethical situations, specifically in relation to line managers and supervisors.

Learning Objectives

- Understand the principles that govern relationships between employees and their employer;
- Learn how to practice one's own job in an ethical and professional way;
- Examine the role of ethics in various management-employee interactions and peer relationships.

CERTIFICATE IN CRITICAL AND CREATIVE THINKING

Duration: 2 days

Overview

Traditional thinking does not pay off anymore in today's turbulent business environment. This course covers all the important thinking approaches. After learning thinking mechanisms, methods, and tools, course participants will be provided and practice real-life decision-making scenarios covering a full range of possibilities. In addition, participants in this course shall practice different methods of creative and critical thinking in order to effectively generate effective and workable output.

Learning Objectives

- Determine the benefits of critical and creative thinking at work;
- Apply critical and creative thinking methods in various personal or work-related situations;
- Practice thinking in non-conventional ways by thinking out of the box and utilising the 'what if' approach.



"The course agenda and the way it was presented was very well established and provides a comprehensive insight about each topic. It is very useful and I recommend it those involved in performance improvement."

**Organization Development & Performance
Management Specialist, MTN Irancell, Tehran**

"The facilitator was very knowledgeable had the ability to present complex concepts in simple, clear and a concise manner. The participants engagement made the concepts easier to understand. Thanks to the entire team. It was a very productive time spent with you and we all enjoyed it. Best wishes."

Senior Strategic Planning Consultant, Aramcon, Muqabah

"The course was tentative and the quality standards are set high. The procedure followed, helped me to obtain the knowledge effortless. I would suggest the course to professionals who are interested in optimizing the way they work and want change and added value in the organization they work for."

Strategy and politics, Alpha Bank, Athens

"I would like to thank you and your colleagues for kind support and cooperation. It was a nice journal learning and I gained much benefits to my educational experience."

Resident Construction Manager, Royal Commission, Yanbu



MANAGEMENT & LEADERSHIP

CERTIFICATE IN TRANSITIONING TO MANAGEMENT

Duration: 2 - 5 days

Overview

This course is designed for new managers or team leaders, to help develop their management skills. The course will be designed and tailored to the level of competence and maturity of those new to the role of managers.

Learning Objectives

- Learn how to recognise and practise the leadership styles most appropriate for your company;
- Measure and develop the competencies required to be an effective manager;
- Understand how to handle change and the impact it has on the behaviour of people.

CERTIFICATE IN MANAGEMENT ESSENTIALS FOR MIDDLE MANAGERS

Duration: 1 - 3 days workshop

Overview

This course is aimed at developing the people management skills of middle managers who may have some experience of managing but have had no formal training.

Learning Objectives

- Gain an understanding of the scope and complexity of managing people;
- Appreciate the need to handle staff of different experience in different ways;
- Build teams that perform at a high level and be able to deal more effectively with conflict at work.

CERTIFICATE IN CONFLICT MANAGEMENT

Duration: 1 - 4 days

Overview

Conflict is an inevitable part of our lives; how we view it and deal with it can vary from unpleasantness to a growth opportunity. This course will help you understand how conflict can be positive, and will introduce you to tools and techniques that will assist you to effectively deal with conflicts.

Learning Objectives

- Understand conflict and its positive and negative outcomes;
- Manage different perspectives while understanding body language during conflict;
- Develop assertiveness.

CERTIFICATE IN CHANGE MANAGEMENT

Duration: 2 days

Overview

Nowadays, organisational changes succeed with breakneck rapidity, and employees should keep up the pace. Or at least, this is the main expectation in high-performing organisations. But in reality, is this possible? Lacking the specific abilities to manage the large variety of transitions which overlap, people's productivity and motivation are decreasing. During this course, participants will discover strategies to go through the permanent process of change and be prepared to embrace new change.

Learning Objectives

- Know the importance of change management and the key features of implementing such management;
- Acquire the knowledge of change management;
- Evaluate their own contribution in the implementation of change management.

CERTIFICATE IN ORGANIZATIONAL MANAGEMENT

Duration: 2 days

Overview

Starting from the moment we are born and in every other moment of our life, each of us forms part of organisations, whether it is family, school, a group of friends, or the workplace.

Man is by definition a social being, and manifests a natural tendency towards association. Therefore, organisations meet basic human needs. Furthermore, all our personal and individual needs and objectives can be accomplished more efficiently and quickly within a group or any form of organisation.

Learning Objectives

- Know the importance of organisational management and the key features of implementing such management;
- Acquire the knowledge of organisational management and understand what are the desired organisational management behaviors;
- Evaluate your own contribution in the implementation of organisational management.

CERTIFICATE IN SUPERVISORY SKILLS

Duration: 3 days

Overview

Having a professional supervisor is a competitive advantage for any organisation. As a result, this course will give you the opportunity to explore essential topics for developing effective supervisory skills such as communication skills, performance management, motivation, team development, and problem solving skills. In this course you will also find many useful tips and techniques that will help you supervise people and manage time more effectively.

Learning Objectives

- Define the scope, nature and responsibility of the supervisory role and the challenges this role places on them;
- Learn how to implement a number of motivational theories;
- Demonstrate professional techniques in providing positive discipline.

CERTIFICATE IN LEADERSHIP FOR SENIOR MANAGERS

Duration: 1 - 3 days workshop

Overview

This course is geared toward experienced managers who wish to build on their expertise by gaining better insights into the concept of leadership.

Learning Objectives

- Recognize and practice the leadership styles most appropriate for their organization;
- Learn how to handle change and the impact it has on the behaviour of their employees;
- Understand how to motivate individuals & teams and how to delegate more effectively.

CERTIFICATE IN DEVELOPING LEADERSHIP SKILLS

Duration: 3 days

Overview

Leadership is a fundamental skill in any business context. This course looks at leadership from a business perspective and provides participants with a solid understanding of how it can empower organisations and engender outstanding results.

Learning Objectives

- Distinguish between lead for results compared to lead for power;
- Enhance problem-solving techniques to overcome obstacles facing them/their department;
- Gain insights into Solving Problems and leadership.

CERTIFICATE IN THE IRRATIONALITIES AND RATIONALITIES OF BEING A LEADER

Duration: 3 days workshops (3 weekends)

Overview

The shape of today's organisations, political parties, communities, and countries are mostly shaped by the capacity of their leaders to develop a vision that is revolutionary but that can also address the actual hopes and needs of those who follow. The modules will aim to use the understanding and identification of personal and group leadership strategies, and individual and shared leading styles, to address and overcome irrationalities in the decision-making process within organisations.

Learning Objectives

- Differentiate between the epistemological and ontological approaches to leadership;
- Understand individual and group aspects – cognitive, emotional, behavioral and the “rise and fall” of individual and group irrationalities;
- Propose different approaches to individual/shared leadership, based on group and individual characteristics and organisational characteristics.

CERTIFICATE IN LEADERSHIP: POWER OF EMOTION

Duration: 1 day workshop and 1 day of follow-up

Overview

My emotions influence my decisions. What should I do? How should I react? This Power of Emotion course will help you identify and understand your own emotions, then the emotions of others. If you can manage your emotions, then you will get better results when working with or leading a team.

Learning Objectives

- Learn how to identify and understand emotions;
- Understand how to use and manage emotions;
- Develop presentation skills and learn how to receive feedback.

CERTIFICATE IN LEADERSHIP: INTEGRITY

Duration: 4 days

Overview

This course is addressed to both leaders, as well as those not in leadership positions. Participants will become more aware of their thoughts, emotions, words, and actions. They will learn how to measure integrity and how to monitor their level of integrity.

Our values are very important when we discuss about integrity. How to define values is the topic in the last module. This course on integrity is guaranteed to change participants' lives, both personally and professionally.

Learning Objectives

- Gain insights on how to monitor one's integrity level;
- Understand the importance of integrity values;
- Learn about how integrity affects your life, personally and professionally;

CERTIFICATE IN LEADERSHIP SKILLS

Duration: 3 days

Overview

People are not always born as leaders. This program is designed for any employee currently leading a team or on their way to becoming a leader. Leaders at all levels will benefit from this program. The program aims to help leaders discover themselves and understand the difference between a manager and a leader, in addition to understanding how our experiences, thoughts, and beliefs affect the way we lead.

Learning Objectives

- Demonstrate leadership through personal and organisational leadership;
- Understand the planning process and how to use time management techniques;
- Recognize the employee's potential and make the best out of it.

CERTIFICATE IN LEADERSHIP: POWER OF THOUGHT

Duration: 2 days workshop and 1 day of follow-up



Overview

This course is addressed to leaders and those not in leadership positions. The main focus is on how the mind works. When we understand how our mind works, it makes it easier to structure our thoughts. Having a structured mind is one of the most important skills required in the workplace today. Another topic covered in this course is how to prepare a plan. Participants will learn how to analyse a situation, define solutions and alternatives, as well as estimate and adjust them.



Learning Objectives

- Learn how the mind works;
- Understand how to make a plan, estimate and adjust;
- Improve time management with various strategies and tactics.

CERTIFICATE IN LEADERSHIP: POWER OF WORD

Duration: 4 days of training (plus 3 day of follow up).



Overview

There is a strong connection between thoughts, emotions, and words. Having integrity means also assuming responsibility for one's words, not to mention and emotions.

We give and receive feedback regularly. During this course we will use real life situations in role play and participants will be able to apply firsthand the knowledge acquired during this course.



Learning Objectives

- Understand the magic triangle: context – emotion – cause of emotion;
- Learn how to use the magic triangle: context – emotion – cause of emotion in communication;
- Improve the quality of feedback through strategies and tactics.

CERTIFICATE IN LEADERSHIP: POWER OF ACTION

Duration: 1 days of training (plus 1 day of follow up)



Overview

This course is addressed to both leaders as well as those not in leadership positions. If someone has a good plan, executing it becomes very easy. Nevertheless, certain issues can arise during this execution phase.

In order to execute a plan, we apply tactics, strategies and the other three powers. We use the Power of Thought to think before the act, the Power of Word to communicate the results, and finally, the Power of Emotion to manage yourself and the team.



Learning Objectives

- Understand how to execute and monitor a plan;
- Learn why it is important to reflect after the plan is done;
- Develop presentation skills and learn how to receive feedback.

CERTIFICATE IN LEADERSHIP AND TEAM DEVELOPMENT

Duration: 3 days



Overview

Today's successful leaders are willing to adapt and improve team performance by sharpening their own leadership team development skills. This management training program empowers you to practice the skills you need to stop pushing and start pulling. Business results depend on people and this program aims to provide leaders seeking to truly build high performing teams the necessary tools to accomplish their goals. By taking this corporate leadership program you will become an engaging manager that creates confident, inspired, empowered, and enthusiastic teams!



Learning Objectives

- Understand the stages of team development;
- Develop strategies in order to manage group processes and group dynamics.
- Learn how to manage change leading to continuous improvement;

CERTIFICATE IN APPLIED STRATEGY AND BUSINESS PERFORMANCE IMPROVEMENT WITH KPIS

Duration: 3 days

Overview

This course provides a three-day roadmap to improve your long-term organisational performance. You will explore the foundation of a successful business strategy and then translate it into actionable objectives. The solution for a higher success rate is to set quantifiable objectives and accordingly, use the right KPIs. The course provides the needed Management Framework, from properly selecting the relevant KPIs and documenting them, to data analysis and reporting, decision-making and initiative management, and ending with building a performance culture.

Learning Objectives

- Learn how to choose and select the right KPIs;
- Gain insights into the concept of Management Framework;
- Understand possible obstacles to improving strategy and business performance.

CERTIFICATE IN INTEGRATED PERFORMANCE MANAGEMENT

Duration: 2 days

Overview

Integrated Performance Management is crucial to improving long-term organisational performance, as well as providing insights and solutions. This course will clarify the key concepts and theoretical foundations of performance management and the importance of integrating it with the overall management efforts.

Learning Objectives

- Understand the importance of Integrated Performance Management;
- Integrate performance management with management efforts;
- Learn how to link different elements of Performance Management System.

CERTIFICATE IN LEADERSHIP AND LEADING TEAMS

Duration: 2 days

Overview

This training program integrates two different perspectives: that of an internal leader, and that of a leader in external relations.

The training program is aiming at building and developing the skills of corporate leaders in their journey of generating added value along with their team members.

Learning Objectives

- Develop the sense of who you are & who would you like to be through values, intentions and strengths, coupled with the ability to empower team members and their sense of ownership;
- Create purposeful working environment and performant teams, leading by example;
- Polishing interpersonal skills in the context of team members' development.

CERTIFICATE IN SYSTEMS THINKING: FRIDAY NIGHT AT THE ER SIMULATION

Duration: 2 days

Overview

Friday Night at the ER is a team learning simulation game used by groups worldwide for quality improvement, leadership development and systems thinking. It is followed by an interactive debriefing discussion, which can be adapted to address specific learning needs.

Learning Objectives

- Learn how to ensure a high level collaboration across functional areas;
- Develop your ability to innovate and adapt organisational processes in order to meet customer needs;
- Learn how to identify different stakeholder-related realities and needs, and work towards fulfilling them;

CERTIFICATE IN SYSTEMS THINKING: FISHBANKS SIMULATION

Duration: 2 days

Overview

FishBanks is a business simulation game which has its roots in system dynamics, a pattern analysis technique used in complex and fast-changing systems. As part of the simulation, participants will impersonate employees of a fishing company and collaborate with coworkers to maximise the organisation's assets. The game will teach you valuable lessons on renewable resource management.

Learning Objectives

- Identify the challenges that can appear in managing common resources in a sustainable manner;
- Understand complex systems such as the markets in which your organisations operate;
- Correlate rational individual decisions with irrational results for the systems in which those individuals operate;

CERTIFICATE IN LIVING BUSINESS MODELS WITH DYNAMIC SIMULATION

Duration: 2 days

Overview

Many organisations struggle to connect their strategic plans and initiatives to the likely financial and other performance outcomes. This course will show you how to use a set of comprehensive, practical and reliable frameworks that capture how the business system works as a functioning 'machine' to deliver performance.

Learning Objectives

- Understand how all performance outcomes reflect success in building and sustaining critical resources – customers, staff, products, capacity, cash, and the many intangibles involved;
- Learn how to quantify, model, and simulate the relationships between these elements and performance outcomes (with easy-to-use software);
- Understand, experience, and model how resources develop through stages, and how rivalry with competitors works to drive performance;

PROFESSIONAL DIPLOMA IN BUSINESS ADMINISTRATION

Duration: 5 days

Overview

The course will sharpen and enhance the commercial acumen of attendees by extending and refining crucial management skills. It provides concise, comprehensive coverage of vital business topics, important concepts, and proven strategies to grasp the essential ingredients of personal success, management success, and business success. It helps non business-trained professionals understand fundamental business principles and ensure that attendees are abreast of the latest thinking in management and leadership as well as business strategy.

Learning Objectives

- Grasp the essential ingredients of personal success, management success and business success.
- Gain a clear understanding of vital business topics, important concepts and proven strategies taught as part of an MBA program.
- Apply the concepts, tools and analytical techniques that are essential to a successful company.

CERTIFICATE IN LEADERSHIP

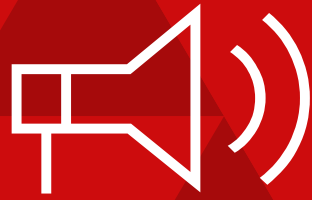
Duration: 2 days

Overview

This training program integrates two different perspectives: that of an internal leader, and that of a leader in external relations. In this balance of interior and exterior, the training program aims to build and develop the skills of corporate leaders in their journey of generating added value along with their team members

Learning Objectives

- Grow upon your identity through values, intentions, and strengths, coupled with the ability to empower team members and their sense of ownership;
- Create purposeful working environment and performant teams, leading by example;
- Learn how to stimulate commitment and how to move things forward;
- Polish interpersonal skills in the context of team members' development.



MARKETING & COMMUNICATIONS

CERTIFICATE IN DEVELOPING COMMUNICATION SKILLS

Duration: 1 - 4 days



Overview

Nowadays statistics are showing that despite our communication tools (e.g. media, TV, radio, internet, mobile phones) communication efficiency has decreased. The more inefficient our communication, the more impersonal it becomes. Developing communication abilities and active listening skills will make your personal and professional relations more efficient when dealing with clients, providers, and other stakeholders.



Learning Objectives

- Develop an assertive approach toward communication;
- Understand the frustration tolerance and its relationship with anger and aggressiveness;
- Learn how to manage the ability to control body language in accordance with verbal language.

CERTIFICATE IN INFLUENTIAL COMMUNICATION SKILLS

Duration: 3 days



Overview

The aim of this course is to assist participants in becoming more effective communicators by learning how to identify people's thinking patterns, and by tailoring their communication accordingly. Getting a better understanding of how to communicate with others as well as how others communicate with you will result in improved business and personal relationships.



Learning Objectives

- Apply communication tools and skills for better understanding.
- Discover different personal communication styles.
- Unlock the secrets of influence for effective communication.

CERTIFICATE IN EFFECTIVE COMMUNICATION

Duration: 3 days



Overview

In today's hectic working environment we need to enhance our communication skills to clarify our ideas, solve disagreements, learn how to control our verbal and nonverbal communication, as well as handle stressful situations. This program is designed to increase self-confidence in order to strengthen our people skills, enhance our communication skills and reduce stress and improve our attitudes.



Learning Objectives

- Learn how to create a clear vision and work towards breakthroughs;
- Understand the different levels of listening and work towards becoming an empathic listener;
- Learn how to communicate in a clear and concise way, moving others to action.

CERTIFICATE IN COMMUNICATION: CONVEY THE RIGHT MESSAGE

Duration: 1 day



Overview

A training on how to listen actively, communicate assertively and convey the right messages.



Learning Objectives

- Learn how to make the difference between assertive, passive and aggressive communication styles;
- Develop congruence between your verbal and nonverbal messages
- Gain more insights on how to offer and receive feedback.

CERTIFICATE IN DIRECT MARKETING: EFFICIENT DM CAMPAIGN

Duration: 2 days

Overview

Direct communication is present in all instances of sales, especially in trading advisory services. Development and proper management of direct marketing campaigns in terms of sales can generate spectacular results and may qualify targets that are represented by your potential customers. This course offers an opportunity to build your direct marketing campaign and help you orient yourself so as to create the prerequisites of success in achieving objectives.

Learning Objectives

- Understand the concept and structure of direct marketing;
- Learn how to develop a direct marketing campaign and how to interpret the results;
- Apply best practices in trading advisory services.

CERTIFICATE IN MARKETING AND SALES FOR RETAIL BANKING

Duration: 2 days

Overview

The world is changing for banks – more competition; increased regulation; margin pressures; the drive to digital; increasing customer expectations; distribution challenges, forcing banks to drive improved productivity from its marketing and sales activities. This program is aimed at retail bankers wishing to grow their business through understanding the transformations required to sell in today's technology-driven landscape.

Learning Objectives

- Appreciate the emerging trends within retail banking, which are impacting marketing and sales activities especially due to the drive to digital;
- Comprehend which customer insights can aid best-practice service delivery;
- Understand how customers approach their purposes, and how to leverage knowledge for performance uplift.



"The course provided knowledge that will help me in measuring business performance"

Marketing Manager, ARASCO Feed, Riyadh

"I was very pleased to attend this course! It has been very well organized, being structured according to relevant objectives. Overall top class organized course, 5 out of 5. (5 is the highest mark)."

Senior market analyst, ENRC Marketing Kazakhstan, Astana

"It was my pleasure to attend such a valuable course. I do believe that we have added value in both business and personnel level. I would like to thank you very much for the efforts and the time you have spent to let us get the most out of this course. Actually, I'm considering this course as being the first step in the success stairs."

Area Sales Manager, Alkhorayef, Jeddah

"The course was very informative, powerful and practical to our organization's needs."

Sales and Marketing Vice President, ARASCO Feed, Riyadh

"The content of the course was very good and beneficial. It gave me very specific guidelines to understand and implement knowledge from the practical point of view."

International Sales & Marketing Manager, Royal Ceramica, Royal Ceramica

"The course disclosed a wide range of the process from the top layer to bottom. Also, it gave a very clear view of the subject for the future of my career development. It was a great course and I recommend it to all mid to senior managers to attend!"

Sales Development Manager, Aujan Iranian Industries Company, Tehran



ONLINE PRESENCE ECOMMERCE

CERTIFICATE IN SEO: ON-PAGE OPTIMIZATION

Duration: 1 day

Overview

Even if you have an online agency managing your SEO activities, you need to be able to understand technical jargon when communicating with an SEO agency. The course agenda tries to help managers better understand the SEO activities in the backend of building a web site.

The appropriate audience for the course comprise either managers who handle SEO activities performed by a third party, or individuals interested in doing SEO tasks themselves.

Learning Objectives

- How to create page titles, meta descriptions and what to avoid;
- How to optimize URLs, images, page speed.
- Local SEO from On-Page perspective

CERTIFICATE IN UX (USER EXPERIENCE): HOW TO AVOID MAKING BASIC UX MISTAKES

Duration: 1 day

Overview

The course is useful in gaining insights on how to improve the online presence of a company. How to make a web site more attractive to users, how to increase user retention on the web site, how to increase conversion rate. After attending the course, you will get new ideas on how to make the most of the resources your web site can offer.

Learning Objectives

- Learn basic UX/CRO principles;
- See how to improve the UX of a web site;
- Understand how A/B testing works.



"Greetings with high confident, I can say this is the best course I have attended, for the following reasons:

- 1. The knowledge we got in the course is new and interesting*
- 2. The way of arranging the topics and its frequency is fantastic.*
- 3. The exercises we had were very arranged and purposeful."*

HR Planning Manager, Alessa Industries Co., Riyadh

"I enjoyed this experience. It was very educative and hopefully it will be applied in the near future"

**OB Trainer, Institute of Public Administration,
Riyadh**

"It was a really good training course that enabled me to understand the topics not only from the theoretical point of view, but also from a practical perspective."

**Senior Project Manager, Ministry of Commerce and
Industry, Riyadh**

"Best course I've taken, as well as the most useful for me in my career. It was well organized the course exceeded my expectations in many regards, excellent tools, techniques I really liked the self-paced format. Having the material available via download and online made it useful to access. In fact, I have already encouraged several colleagues to sign up for the next time it is presented."

**Clinical Quality Reviewer, International Medical
Center, Jeddah**

"The course content was very appropriate and carefully tailored."

**Quality Management Specialist, King Saud
University Medical City, Riyadh**

"The course content was beneficial which can be applied in different fields."

Ministry of Education, Saudi Arabia



PORTFOLIO AND PROJECT MANAGEMENT

PROFESSIONAL DIPLOMA IN PROJECT MANAGEMENT

Duration: 3 - 15 days



Overview

The use of project-based approaches is an extended practice at international and national levels in different sectors. Our approach in delivering project management training is to focus on a bottom-up project management technique that emerges from a strategic vision of the organisation's development. The course will introduce different processes and tools of Project Management (PM) to better facilitate the role and potential of using PM in an organisation's development.



Learning Objectives

- Learn about the role and place of PM in the strategic organisational development process;
- Understand and plan different project management cycles;
- Plan and implement PM management processes – integration management, scope, time and cost management, quality, risks, human resources, and communication management, stakeholders' management, etc.

CERTIFICATE IN LEAN MANAGEMENT: PRINCIPLES

Duration: 2 days



Overview

The aim of this program is to teach participants how to drive lean principles in their organisations. It addresses the needs of High-Level Operational Managers of Private (all Industries) and Public organizations.



Learning Objectives

- Learn how to illustrate operationally-lean techniques and strategies that will be deployed in lean transition;
- Follow practical hints on how to structure the lean re-engineering project organisation-wide;
- Convey broad operational principles of continuous, lean performance improvement;

CERTIFICATE IN CONTINUOUS IMPROVEMENT TECHNIQUES

Duration: 1 day



Overview

This training will teach participants continuous improvement methodologies that once applied, will remove obstacles and waste.

This training is suitable for all individuals that would like to review and improve their processes. It will help participants have more structure in their task completion by employing innovative methods and tools.



Learning Objectives

- Learn how to easily identify the various types of waste;
- Understanding the Lean Principles and Value Stream Map;
- Perceive the connection between Lean and change.



"The course offers you essential tools towards better performance."

Executive Director PMS&SE, Saudi Food and Drug Authority, Al Khobar

"The course deliverables are excellent and the instructor have made it well understandable."

Project Manager, Unlimited Development Co. For Consulting and Training, Dammam

"Thank you very much for a very productive and informative workshop. I will not hesitate to recommend your service to anyone who needs your expertise. Thank you very much and I am looking forward to work with you in the future."

Planning Engineer, Takreer, Al Ruwais



PROCESS MANAGEMENT

PROFESSIONAL DIPLOMA IN BUSINESS PROCESS MANAGEMENT

Duration: 3 - 5 days

Overview

Today's business environment is defined by intense dynamics and increased flexibility. Being up to date and anticipating trends has become a necessity to create and maintain a competitive advantage, which in turn can be achieved by improving operational efficiency. One of the few means to do so is Business Process Management (BPM), a system that requires a proactive approach. The organisation should focus on continuously changing and improving the business to make it more effective, efficient, and adaptive.

Learning Objectives

- Understand the benefits of the Business Process Management approach;
- Identify the types of business processes in your organisation;
- Learn how to use the Business Process Management Notation Standard in flowcharts

CERTIFICATE IN BUSINESS PROCESS MANAGEMENT

Duration: 3 days

Overview

The environment around is ever-changing. Implementing any system that cannot evolve to reflect the forces acting on our organisation is an easy route to mediocrity.

The course covers the business perspective for BPM and attempts to link this with technology perspective to offer a merger between the two key roles. During the course there will be interactive discussions about key factors to consider when setting up the governance structure, and its importance for project success.

Learning Objectives

- Understand BPM and its relevance to modern enterprises;
- Appreciate the importance of an evolutionary enterprise organisation, and support improving management structures;
- Review the importance of fact-based performance management through appropriate metrics applied within the BPM framework.



"The course content was clear, concise and to the point. Successfully organized and easy to understand for participants with a good deal of practical work that complemented learning effectively."

Organizational Development-Head of Practice, Zeler & Company, Athens

"This was an interesting course, putting into perspective how you could benefit from the topics presented in different ways. It also helps in clarifying the analytical thinking to identify what elements are worth measuring."

Business Manager, MDC Business Management Services, Abu Dhabi

"A very useful course for practitioners, as well as for the ones who are planning to develop their skills."

EP Reporting, OMV Petrom, Romania

"Thanks for a very informative and enlightening session. It would certainly assist me in the long run to further enhance our Corporate Performance Measurement and Management."

Multimedia Development Corporation, Malaysia

"It is a very good theory that should be remembered and applied when the company wants to implement the Performance Management System."

Senior Consultant, PT Multipolar Technology Tbk, Jakarta

"It was my honor to attend this kind of professional course. It's comprehensive and efficient for clinical and administrative areas. It won't be easy and we'll need a lot of effort to work as a team to implement and achieve performance excellence."

Director of Event Management, King Saud University Medical City, Riyadh



PUBLIC ADMINISTRATION

CERTIFICATE IN PUBLIC POLICY

Duration: 2 days

Overview

Public policy is more than a problem-solving process; the stakes are incredibly high. Learn how an issue can lead to the development of public policy, what are the stakes or the parties influencing or working on this policy, what are the important steps in understanding the process, and how it can be influenced.

Learning Objectives

- Gain a better understanding of the decision-making process in public policy;
- Learn to define the problem by taking into consideration several aspects;
- Understand causal theories and how they relate to problems affecting policy design.

PROFESSIONAL DIPLOMA IN EFFECTIVE GOVERNANCE AND PUBLIC-SECTOR LEADERSHIP

Duration: 3 days

Overview

The role of leadership on the performance of public sector organizations has grown significantly. An ideal leadership style is reflected in a higher performance of the organization. This course investigates the link between leadership and an organization's performance by detailing aspects such as linking organizational values and objectives to individual/team efforts, encouraging employee performance through leadership, managing effective communication and accommodating different leadership styles.

Learning Objectives

- Get valuable insight into the knowledge and systems that best link organizational goals to individual objectives under one common effort;
- Improve public sector performance by understanding individual behaviors and building effective capabilities;
- Define the leadership style that best nurtures employee performance within government environments.

PROFESSIONAL DIPLOMA IN PRODUCTIVITY MEASUREMENT AND IMPROVEMENT IN PUBLIC SECTOR ORGANIZATIONS

Duration: 3 days

Overview

Current realities raise significant issues in government performance, the most pressing of which revolve around productivity measurement and improvement. Public sector organizations are, thus increasingly concerned with efficiently making use of government resources to achieve performance. This course is aimed at sharing productivity measurement and improvement methodologies, and standardization criteria that apply to public sector organizations. It is designed to examine current issues related to productivity measurement at sectoral level, while recommending a solid approach for productivity improvement.

Learning Objectives

- Improve understanding of productivity measurement as it applies to the new economy;
- Draw up the standardized measurement approach to support a common measurement strategy;
- Learn how to overcome data issues regarding productivity measurement in the public sector.



"Great! So glad I found it. Gave me everything I need to do my job properly and with confidence."

Senior Project Officer, Registration, Queensland College of Teachers, Brisbane

"One of the most interesting and useful trainings I have attended over the course of my career."

Royal University for Women, Bahrain

"Considering the certification course, I attended, I would describe my learning experience by saying that I gained knowledge and skills that can be of much help in the future."

Specialist Physician, Qatar Supreme Council of Health, Doha



QUALITY MANAGEMENT

PROFESSIONAL DIPLOMA IN BUILDING A QUALITY MANAGEMENT SYSTEM

Duration: 3 days

Overview

Societal expectations are on the increase, acceptance criteria are getting tighter, and competition has soared to incredible heights. Will we keep up with this atrocious demand? Not unless we have rigorous quality systems set in place, and our teams accept quality as their way of life. That's where this course comes in.

Learning Objectives

- Understand the concepts behind building a quality management system;
- Distinguish the difference between reactive and proactive systems;
- Enables better understanding of the benefits in operating effective quality management systems.

CERTIFICATE IN INTERNAL QUALITY AUDITING

Duration: 1 day

Overview

A key tool in ensuring that the Quality Management System is being implemented effectively within your organisation is by conducting Internal Quality Audits. Implemented properly, this tool gives management a clear picture of successful areas of implementation of the quality management system, while also highlighting areas for improvement.

*Internal audits are a mandatory requirement of the quality management system according to ISO9001:2000.

Learning Objectives

- Plan, prepare and carry out internal quality audits;
- Write effective reports detailing findings and holding closed-out meetings to establishing corrective actions;
- Follow-up on the progress of agreed actions.



"This is one of the best programs regarding performance management I have ever attended. I highly recommend this training for any manager who wants to manage his/her business in the right way."

Chief Operating Officer, EMBAWOOD, Baku

"We see the ability to understand and monitor the vital numbers behind the strategies and capabilities of our investments as vital to our competitive edge. I am confident that the course will help us to both sharpen our internal tools and to provide further value in our strategic sparring with company management."

Senior manager, Delta Lloyd Asset Management, Amsterdam

"Well structured, excellent and well delivered"

Quality Management Specialist, King Saud Bin Abdulaziz University for Health Sciences, Riyadh

"I am thankful for being a member of such a productive and informative course. Your talent and professionalism was superior and outstanding. Applying the general performance management process to my organization specific environment has proven your capabilities to demonstrate the performance subject to any industry. I will not hesitate to recommend your services to anyone who needs your expertise. Thank you very much and I am looking forward to work with you in the future."

Pakistan Navy, Islamabad

"Course contents were valuable and supportive."

Quality Manager, SABIC, Jubail

"It was a very valuable and effective course which adds to my experience."

Quality Manager\IT Manager, Abdul Lateef Jameel Hospital, Jeddah



RISK MANAGEMENT

PROFESSIONAL DIPLOMA IN RISK ANALYSIS AND RISK MANAGEMENT

Duration: 3 days

Overview

The course is designed to cover the theory of risk management and its application to some of the fundamental areas of risks for bankers, including a detailed analysis of risk analysis and control from a risk manager's perspective. Many of the concepts and case studies used in this program are taken from the experience and lessons learned by banks around the world.

Learning Objectives

- Develop a comprehensive view of risk and risk management and understand its potential impact on a bank's earning potential;
- Be able to define, identify, and quantify the four major credit risks: credit, market, liquidity and operational risk;
- Obtain a working knowledge of the methods and tools to track and quantify these risks

CERTIFICATE IN ROOT CAUSE ANALYSIS

Duration: 2 days

Overview

Root Cause Analysis (RCA) is an analytic process designed to help identify the underlying factors that have contributed to or have directly caused a major adverse event or systems failure. The results of a RCA are typically utilized to guide and direct changes to processes, the environment, and human behaviour in order to prevent or reduce the probability that the adverse event will occur in the future.

Learning Objectives

- Understand, construct, map, implement and monitor the "Root Cause Analysis methodology";
- Identify where and when RCA can be used effectively and efficiently for best results;
- Build and engage the RCA team to provide true evidence, tangible solutions to what appears to be chronic business issues.



"The course content was very well designed."

Strategic Planning Specialist, T. Sise Cam Fabrikaları A.S. (SISECAM), Istanbul

"The course exposed me to realize that everything we do is measurable and that measuring what people do in the workplace is fundamental to making businesses successful."

Client Solution Professional, IBM West Africa, Lagos

"I have been working with skills development for over five years, however, this training course provides me with comprehensive knowledge, in terms of concept, tools and methods. I do believe the acquired knowledge from this training course, will be of a great value for me in the personal level and the organizational level, it is a valuable milestone anyone in this field should pursue."

Snr Corporate Planner & Business Analyst, National Upstream Services, Khartoum

"Very qualified facilitator. The course was simple, easy to communicate to cascade the theoretical concepts to practical implementation."

Quality & Risk Manager, Dallah Hospital, Riyadh

"A unique and interesting course which enables you to plan your work with a full understanding of its dependencies, relevance, risks and outcomes."

Instructor, Jubail Industrial College, Jubail

"The course content was well designed and covered all the required statistical information and skills that the candidate will need to be able to do the professional statistical analysis in different industrial area."

Senior Research Analyst, Dubai



SALES AND CUSTOMER SERVICE

CERTIFICATE IN SALES NEGOTIATION: RETAIL BANKING

Duration: 2 days

Overview

The world of banking has become increasingly competitive and increased regulation, margin pressures, and the drive to digital and more demanding customers. This means it has never been more important to maximise results from every customer interaction. The course will enable attendees to better understand the pace of change around them and equip them with a far greater understanding of customer behaviour, enabling them to help customers “buy” their products and services.

Learning Objectives

- Appreciate the latest banking trends and understand how customer insights can drive higher sales
- Learn what are the key behaviours that influence customers' likelihood of buying products and services
- Learn how to sell experiences rather than products, how to drive loyalty and increase repeat sales

CERTIFICATE IN NEGOTIATION: ACHIEVING OBJECTIVES

Duration: 2 days

Overview

Negotiation is a process that accompanies every interaction, including the direct sales advisory process. This process has certain variables and factors that can influence the outcome of a negotiation. This course can help you manage the negotiation process in the sense that each party involved will achieve its objectives.

Learning Objectives

- Understanding the negotiation process during trade advisory services and identify different negotiation styles and tactics;
- Understanding the value of a win-win negotiation;
- Applying the negotiation process during trade advisory services.

CERTIFICATE IN EFFECTIVE NEGOTIATION

Duration: 1 - 3 days experiential learning

Overview

We believe that understanding our own personality and how it impacts our negotiation style can be of real value. This experiential learning program will be run on a highly interactive basis. We will go over the “theoretical” part first and then the emphasis will be on practicing the skills of negotiation in industry-based roleplay and case studies.

Learning Objectives

- Define the personal negotiating style and identify specific areas of behavior to be developed or changed so as to improve their performance in future negotiations;
- Understand the principal of the win/win methodology and explain the phases and stages involved in a negotiation;
- Communicate more effectively by understanding different personalities and cultures and adjusting behavior accordingly.

CERTIFICATE IN INFLUENCE AND PERSUASION

Duration: 1 - 2 days

Overview

The aim of this workshop is to provide participants with the skills necessary to influence, persuade and communicate more effectively with colleagues, managers, clients and other departments and divisions.

Learning Objectives

- Know how to establish credibility to increase the chances of influencing others;
- Have a better understanding of their own personality and communication style and how it impacts others;
- Develop and deepen your knowledge of nonverbal communication and learn how to use it practically to help persuade others.

CERTIFICATE IN EFFICIENT B2B SALES

Duration: 2 days

Overview

The way in which procurement is achieved today is more and more complex, which is why the direct sales advisory approach must adapt to the potential clients' change in behaviour. This course presents a structured approach to direct sales by identifying and correlating the sales model (of the seller) with the acquisition model (of the client).

Learning Objectives

- Understanding the selling/acquisition process during trade advisory services and the role of the vendor/client;
- Building a relationship based on trust;
- Applying best practices during trade advisory services.

CERTIFICATE IN BUILDING SOLUTIONS FOR B2B SALES

Duration: 2 days

Overview

The way in which procurement is achieved today is more and more complex. Thus, each potential client who must choose a supplier who has a number of solutions that can answer his real (explicit) needs. No matter the decision, the potential client will always choose the best solution (from his perspective). This course presents an approach through which you can identify the optimal solution by taking into account the client's needs.

Learning Objectives

- Understanding the client's perspective and applying a system of investigating the client's real needs;
- Creating exclusive benefits and optimal solutions for potential clients;
- Applying best practices in trade advisory services.

CERTIFICATE IN SALES: ACCELERATE SALES IN RETAIL

Duration: 2 days

Overview

The RETAIL Sales Techniques Program is designed to facilitate the connection between the company's objectives and the needs of the sales personnel. Starting from everyone's desire to develop, continuing with the understanding of your own communication style and integrating this style in the selling process, this course can provide a fresh start for any sales professional.

Learning Objectives

- Identify your own communication style and manage all the stages of the sales process;
- Integrate the right mentality regarding the sales process;
- Learn how to approach customers based on their typology.

CERTIFICATE IN CUSTOMER CARE: NEXT LEVEL CLIENT RELATIONSHIP

Duration: 2 days

Overview

Communicating is not always easy, as we always have to factor in one's character, in addition to their way of thinking, emotions and current state of mind. Our networking course is designed to objectively assess our participants' manner of communicating, whilst offering them practical self-evaluation methods and strategies, so as to ensure that the communication process goes smoothly.

Learning Objectives

- Understand how one's mind can influence the communication process;
- Understand how one's ego can get in the way of a clear communication process;
- Understand how one's emotions can influence the communication process.

CERTIFICATE IN SALES MANAGEMENT: SALES LEADERSHIP

Duration: 2 days

Overview

Being a leader means coming to the aid of your subordinates when they need it – this requires a great degree of mental fortitude, as well as admitting to expose your more vulnerable side.

Such a character is built in time, through experience and knowledge gains. Our Sales Leadership Course was designed to combine knowledge with experience, giving sales managers the understanding they need to ease their work.

Learning Objectives

- Appreciate the latest banking trends and understand how customer insights can drive higher sales;
- Learn what are the key behaviours that influence customers' likelihood of buying products and services;
- Learn how to sell experiences rather than products, how to drive loyalty and increase repeat sales.

CERTIFICATE IN SALES MANAGEMENT: STRESS MANAGEMENT

Duration: 2 days

Overview

We have all experienced stress, we all know how it feels and nowadays, it has become quite commonplace to stress out due to our workloads. As such, there needs to be a greater degree of awareness regarding this issue. Our 6-hour course offers the necessary tools to reduce your stress levels, both at work and at home, and benefit from a healthy emotional system.

Learning Objectives

- Understand the factors that lead to stress build-up;
- Try out the deep relaxation state exercise and learn how to manage your emotions;
- Understand how new and fresh habits can improve your performance.

CERTIFICATE IN DIRECT MARKETING: THE ART OF A SALES CALL – TELESales

Duration: 2 days

Overview

This course is designed for both those just starting their sales journey, as well as those who have ventured on the beaten path and want to revisit it, to learn things they might have overlooked. Our 2-day program offers participants the chance to evaluate their sales style, structure their sales call, learn about best practice examples and by the end of it all, build a sales style that best fits them.

Learning Objectives

- Explore the inner motivations of a sales agent and discover the methods of approaching a client based on their typology.
- Identify and learn how to properly manage every step of the sales process;
- Understand each step behind the sales best practice examples, as well as how to transition between steps.

CERTIFICATE IN MANAGING SALES PEOPLE

Duration: 1 - 3 days workshop

Overview

Many valuable workshops and training courses have been developed to help front line sales and relationship managers perform their role more effectively. In order for the skills and techniques learned, to be put into practice, and maintained, sales people must be managed appropriately. This course has been designed specifically for those who manage sales people to help them improve the performance of their team as well as measure and monitor their results.

Learning Objectives

- Learn how to plan and organise your sales team more effectively;
- Understand the sales profile and use it to measure effort and activity in all areas of the sales process;
- Discuss strategies for market segmentation, client development and retention, and for the recruitment, development and retention of your sales team.

CERTIFICATE IN RELATIONSHIP MANAGEMENT

Duration: 1 - 3 days workshop



Overview

This three day skills workshop aims to provide participants with the advanced skills they need to identify, develop and solve clients' business needs. It focuses on techniques for building, maintaining and extending the relationship of trust and mutual benefit with clients from the moment you plan the initial contact call, all the way through reaching long-standing accounts.



Learning Objectives

- Identify and enhance personal selling and negotiating styles to achieve better results
- Make use of persuasive, non-manipulative closing techniques to gain client commitment at each stage of the sales process;
- Identify the strengths and weaknesses of your customer service systems, plan and prepare for negotiations more effectively.

CERTIFICATE IN EXCELLENCE FOR CUSTOMER SERVICE

Duration: 3 days



Overview

Focusing on the performance management dimension, the course starts with defining and discussing the importance of excellent customer service, identifies what customers expect and how service providers adapt their own behavior accordingly. During the course, we emphasize how to handle a customer's problems by leaving a professional impression.



Learning Objectives

- Explain the importance of a customer service culture in a competitive business environment.
- Analyze basic behavioural patterns of different customer personalities and the best way to deal with them, as well as implement strategies for service recovery aimed at regaining customer loyalty.
- Define the process of managing a customer's complaints and learn how to handle customer behaviour.

CERTIFICATE IN CUSTOMER EXPERIENCE FOR RETAIL BANKING

Duration: 2 days



Overview

Banks need to differentiate their offerings in order to grow revenue, increase loyalty, reduce costs, meet the challenge of increased regulation and competition, alongside managing the impact of the drive to digital.

Increased demand from customers is also creating major pressures for banks everywhere, thus understanding what customers want and responding pro-actively presents banks with a growth opportunity, provided they have created the appropriate culture to deliver performance excellence through understanding the experience required by customers



Learning Objectives

- Enhance your performance growth and revenue opportunities through improved marketing and customer interaction.
- Learn about the best methods of driving higher customer advocacy
- Learn what skills are required in tomorrow's new generation manager - how do you recruit and train your teams in this new world?

CERTIFICATE IN CREDIT COLLECTION

Duration: 2 days



Overview

An intensive and content-rich program to help you and your organisation collect more money, quicker. However, a sale is not complete until the customer pays AND returns to deal with your firm again, paying on time in the future – the true 'ART OF COLLECTIONS'.

The objective of this highly participative program is to ensure attendees develop a systematic approach to one of their firm's largest liquid asset after cash – tailored to their individual needs.



Learning Objectives

- Discover what collections 'really' are about when you learn the Standards of the Profession;
- Communicate simply and effectively with the written and spoken word on sometimes delicate and difficult subjects;
- Master key negotiation skills to shorten the collection timeline.



SUPPLY CHAIN, PROCUREMENT, DISTRIBUTION

CERTIFICATE IN STRATEGIC APPROACH TO PROCUREMENT AND LOGISTICS PROCESSES

Duration: 2 days



Overview

This training course aims at helping you improve your skills in implementing procurement and logistics based strategies, supporting you in order to develop a strategic approach to performance in procurement and logistics activities, and to expand your toolkit of practical procurement tools and techniques. It also provides you with an overview of the key performance management concepts and tools adapted to the specific needs of the Procurement and Logistics department.



Learning Objectives

- Identify and apply procurement and logistics tools and techniques to contribute to an effective management of the supply chain functions;
- Detect and solve issues to align systems, capabilities, and processes with strategic objectives;
- Select the right KPIs to measure performance, outcomes and results.

CERTIFICATE IN PERFORMANCE MANAGEMENT FOR PROCUREMENT AND LOGISTICS

Duration: 2 days



Overview

The management and the measurement of performance in logistics and procurement validates the benefits in consolidating some competencies/capacities/ abilities/ that can provide a competitive advantage. The transition from the traditional approach, based on measurement for control, to an emergent approach, based on measurement for improvement, represents the transition from the evaluation and the action control to performance management.



Learning Objectives

- Analyse performance management at a strategic, operational and individual level ;
- Monitor performance and establish improvement initiatives in the Logistics – Procurement department;
- Use a dashboard for the Logistics – Performance department as an essential operational performance management tool.



"It was a very informative course. Materials were very supportive, to the subject, explained in a very nice and professional way, with many examples. Live questions and answers and the workshops were excellent."

**Deputy Purchasing Manager, Salehiya Medical,
Riyadh**

"It was very educational and for sure it will help a lot in my profession."

**Advanced Military Maintenance Repair Overhaul
Center, Al Ain**

"It is a course for every manager and prospective management employee, as it will make decision making easier and better with little or no down time recorded."

**Operations Coordinator, Bourbon Interoil Nigeria
Limited, Lagos**

"The course significantly exceeded my expectations. The training was very fruitful, energizing, and insightful, with both substantial and in-depth knowledge together with case studies. It is a well-balanced composition of participants, which contributed to interesting and focused discussions and exchanges. It is a very interactive and participatory. The content and presentation by the facilitators was consistently high quality and engaging. Most importantly, each session provided an excellent review of the challenges and opportunities inherent in each area - while challenging us to clarify and to find our own answers."

**Business Analyst (Strategy Division), PETRONAS
Dagangan Berhad, Kuala Lumpur**

"The facilitator demonstrates the capabilities of consultancy and trainer. Therefore, the course was excellent, it contained a lot of experiences and real-life examples."

**Supply Planning Department Manager, MARAFIQ
Company, Yanbu**



SUSTAINABILITY

CERTIFICATE IN DEVELOPING REPORT WRITING SKILLS

Duration: 3 days



Overview

An effective report can nudge people to take a desired action. In addition, the quality of a report can influence how its subject matter is perceived by the reader. This course will describe the different types of reports, from conception to completion, and the logical approach towards developing visual aids to support our representation of facts, conclusions, and recommendations.



Learning Objectives

- Apply fundamental pillars of business writing to achieve better results.
- Portray professionalism by writing in a clear, specific and positive manner.
- Deliver solid conclusions through an organized structure and flow.

CERTIFICATE IN REPORTING EFFECTIVELY USING GLOBAL REPORTING INITIATIVE (GRI) STANDARDS

Duration: 2 days



Overview

The training program is designed especially for managers interested in improving business processes, representatives of organisations of any kind (public, private, NGOs) willing to position themselves as responsible employers and strategic thinkers, as well as professionals in areas such as sustainability, corporate responsibility, human resources, health & safety, environment, technology, strategic communications.



Learning Objectives

- Acknowledge the importance of the sustainability reporting process for business development;
- Learn the reporting process steps, based on the G4 guidelines;
- Develop content that is relevant for sustainability reports, based on the GRI Framework.

CERTIFICATE IN IMPLEMENTING THE ISO 26000:2010 GUIDANCE ON SOCIAL RESPONSIBILITY

Duration: 2 days



Overview

In this two day course, you will build in-depth knowledge of the ISO 26000:2010 guidance on social responsibility and its core subjects, including labor practices, the environment and community involvement and development. You will acquire the necessary skills to define and implement a corporate social responsibility program as outlined in this guidance, by identifying core relevant social responsibility issues and aligning them with your organisation's strategy.



Learning Objectives

- Review the concepts of sustainability and corporate social responsibility and understand how they relate to your organisation's strategy;
- Gain an understanding of the ISO 26000:2010 guidance on social responsibility and its core subjects;
- Draw insights from best practices and implement them in your social responsibility program.

CERTIFICATE IN SUSTAINABILITY REPORTING

Duration: 1 day



Overview

During this one day course you will gain valuable insights into sustainability reporting concepts and the most widely used international non-financial reporting frameworks. You'll be able to decide the type of reporting that best suits your organisation's needs and resources, and learn how to develop and implement effective sustainability reporting by using KPI selection methods.



Learning Objectives

At the end of this course, participants will be able to:

- Learn about the concepts of sustainability and corporate social responsibility in the context of corporate strategy;
- Determine the scope for a sustainability strategy in your organisation;
- Select the right KPIs to measure the performance of sustainability-related issues, including environmental, social and governance issues, within your organisation.

CERTIFICATE IN FUNDRAISING FOR NGOS

Duration: 1 day

Overview

Fundraising is a crucial for the survival of a nonprofit organisation, but although oftentimes a lot of effort and resources are involved in the process of fundraising, the return benefits are not as high as expected. Fundraisers need to understand the context they are working in and use specific approaches for each one of them.

Learning Objectives

- Understand fundraising as a management process and identify different types of donors;
- Determine and apply different fundraising methods and build a development plan;
- Gain the ability to implement a fundraising campaign in particular nonprofit environments.

CERTIFICATE IN LEADERSHIP FOR PUBLIC SECTOR AND NGO

Duration: 1 day

Overview

Given the specific features of the public sector and NGOs, leadership models implemented by private sector organisations cannot be applied as they are by the public apparatus. Over the last years, there is increased awareness regarding this topic.

Learning Objectives

- Gain a general understanding of leadership and the relationship between leaders and followers;
- Understand the factors influencing leadership success in this context;
- Gain the ability to implement a fundraising campaign in particular nonprofit environments.

CERTIFICATE IN PUBLIC MANAGEMENT

Duration: 1 day

Overview

Public management was born out of the need for more streamlined and efficient governance in the public/nonprofit sector. It aims to take best-practices from the private sector and apply them to the context in which public organisations and NGOs operate. Public management was born out of the need for more streamlined and efficient governance in the public/nonprofit sector. It aims to take best-practices from the private sector and apply them to the context in which public organisations and NGOs operate.

Learning Objectives

- Review the characteristics of public organisations and public management;
- Gain the ability to implement performance measurement and strategic planning in public organisations and NGOs;
- Formulate and implement changes to increase efficiency within a public management system.



"One of the course sessions I found most useful was related to how to efficiently present data and what are the things that we should avoid. It is a very good course for staff who deals with numbers and reports."

Social Responsibility Administrator, Occidental Petroleum Corporation (OXY), Muscat

"I really enjoyed going through the topics and examples. The quizzes were a really good way to check that you've understood and digested everything. This is a great learning and revision tool. I feel that going through this course was very useful and I will share what I have learned in this course with my colleagues."

Senior Dietitian, Saudi Food and Drug Authority, Al Khobar

Our clients

We have the privilege of working with some of the most well-known companies in the world and assist them in the process of identifying issues affecting their business success, as well as working with them to shape and implement effective performance management systems.

 The following is a brief list of clients for whom we have developed customized solutions that have met their evolving needs.

Academic Education



Healthcare



Aviation



Oil, Gas and Petrochemicals



Banking



Telecommunication



Government



Utilities





TKI Skills Academy offers progressive training programs focused on enhancing personal and professional growth. Our courses, developed within global standards, are adapted to the market's needs and professionals' actual learning expectations.

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