







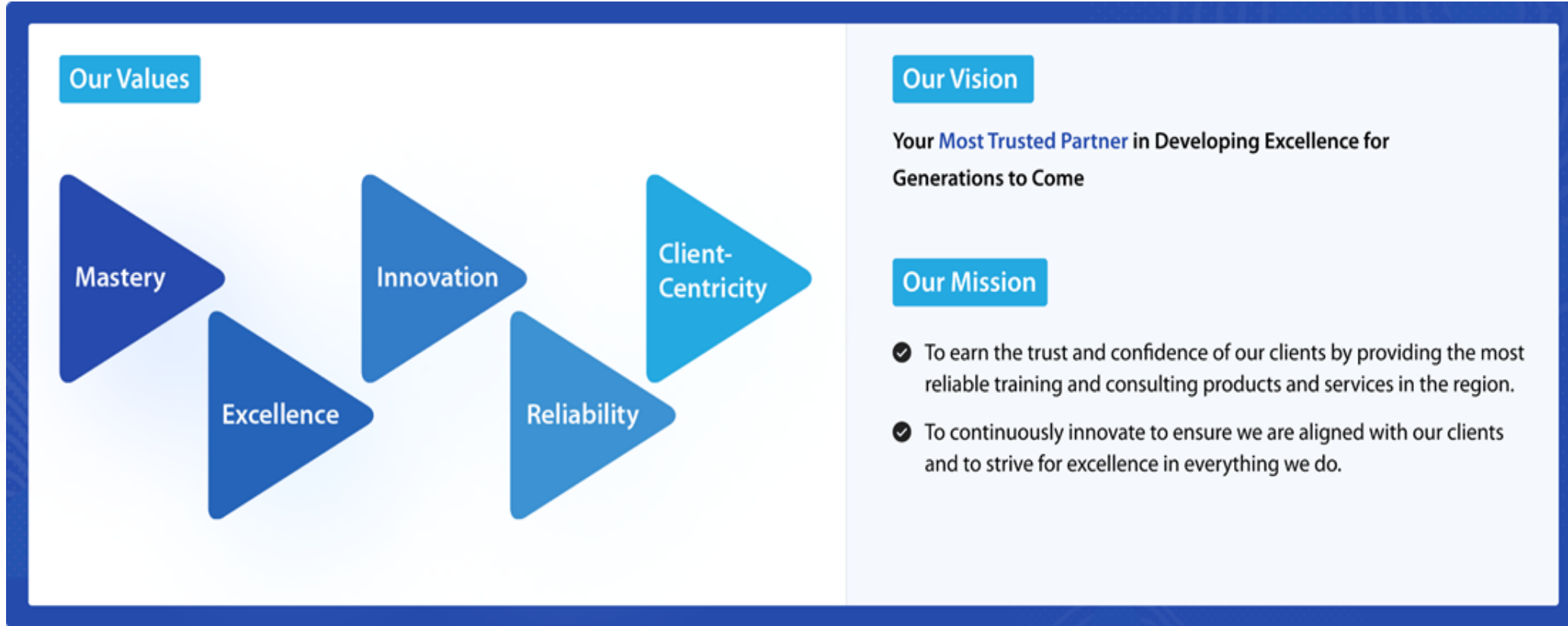


Arab British Academy Fellowship Company Profile

Who We Are

 <p>Origin</p>	 <p>Offices Headquartered in Dubai with offices in Jeddah and Abu Dhabi</p>	 <p>Participants Over 1 million participants trained</p>	 <p>Geographic Reach Courses delivered across the globe</p>
 <p>Sectors and Industries Participants from across industries (public and private sector)</p>	 <p>Consultants Full time bi-lingual subject matter experts</p>	 <p>Our Values Mastery, Excellence, Innovation, Reliability, Client-centricity</p>	

What We Stand For



What We Offer

Public training courses

(face to face and virtual live)

- ✓ Internationally certified and endorsed courses
- ✓ Specialized courses
- ✓ Certification preparatory courses
- ✓ 1000+ scheduled sessions yearly



What We Offer

Inhouse training courses

(face to face and virtual live)

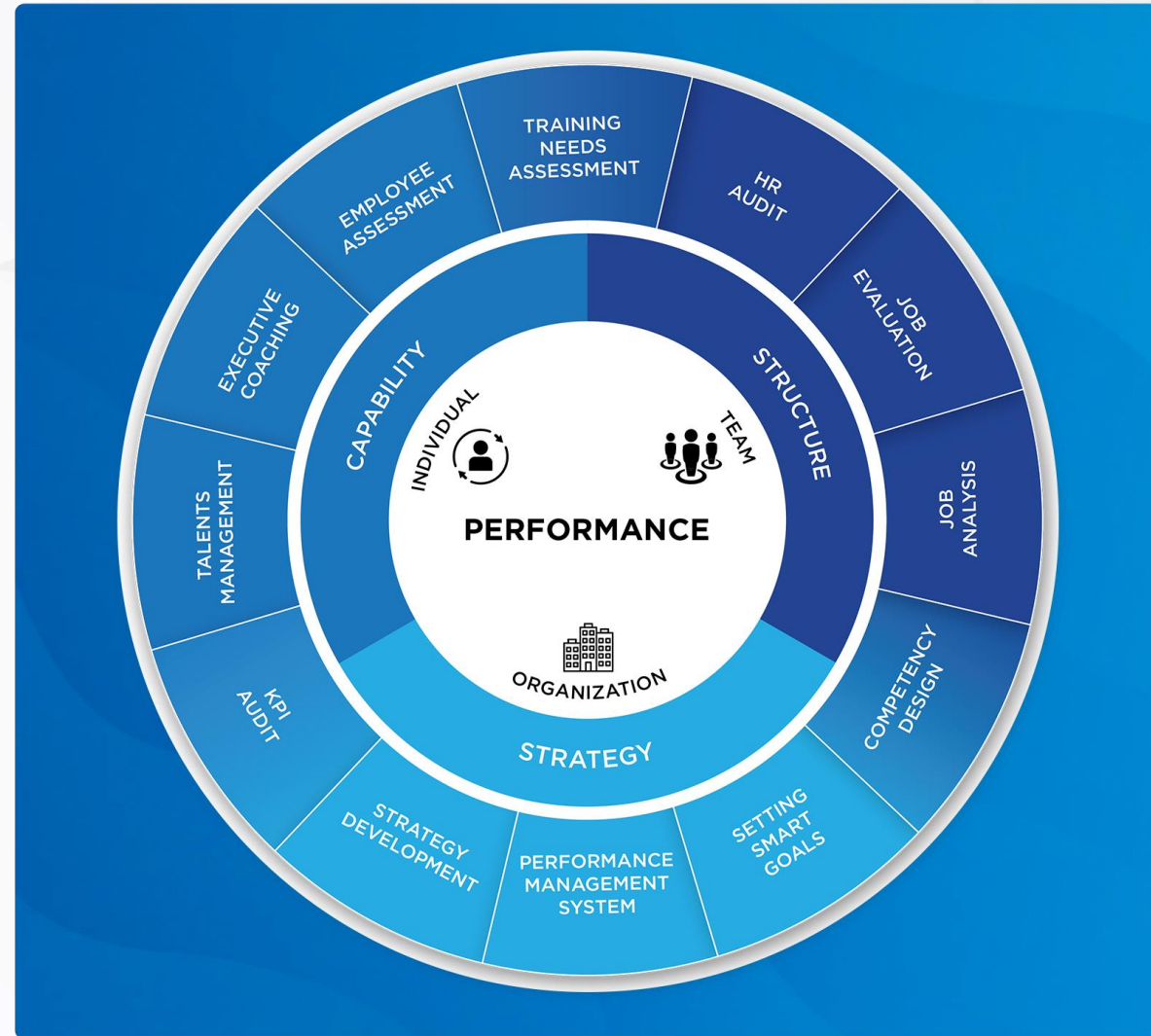
- ✓ Customized training solutions
- ✓ Online snippets
- ✓ Individualized Training Programs (ITPs)



What We Offer

Consulting Solutions

- ✓ HR Management
- ✓ Quality Management
- ✓ Corporate Finance
- ✓ Strategic Management
- ✓ Marketing, Sales, and Customer Service



What We Offer

Executive Coaching

(face to face and virtual live)

- ✓ One on one
- ✓ Group
- ✓ Areas covered
 - Progressing your career
 - Leading others
 - Planning strategically
 - Managing skillfully
 - Working in teams
 - Getting organized
 - Communicating with influence
 - Speaking in public
 - Being tactful and dealing with others



How We Measure It

ROI Methodologies

Level 1A (Reaction)

Detailed questionnaire to the participants aimed at capturing their reaction to the training course they just completed.

Level 1B (Reaction)

Arab British Academy Fellowship will also be glad to give a brief evaluation of each participant's attendance, participation, etc.

Level 2 (Learning)

Arab British Academy Fellowship stands ready to administer a pre-and-post assessment designed to measure the improvement in learning of each participant.

Level 3 (Behavior)

Arab British Academy Fellowship is ready to incorporate an "Action Plan" section, to be completed by each participant, detailing how their work behaviors will change as a result of the training course.

Categories

The categories we offer:

 Accounting and Finance	 Administration and Secretarial	 Auditing and Governance, Risk and Compliance	 Banking, Insurance and Financial Services
 Business Continuity and Crisis Management	 Communication and Writing Skills	 Construction Management	 Contracts Management
 Customer Service	 Data Management and Business Intelligence	 Digital Innovation and Transformation	 Hands-on Automation and Process Control
 Health, Safety and Environment	 Human Resources and Training	 Interpersonal Skills and Self Development	 IT Management
 Leadership and Management	 Legal	 Maintenance and Engineering	 Marketing and Sales
 Planning and Strategy Management	 Procurement and Supply Chain Management	 Project Management	 Public Relations
 Quality and Productivity	 Security Management		

How We Do It

In-Class Edutainment

Experiential simulations

Assessment resources

Group and individual activities

- ✓ Real life case studies
- ✓ Role plays
- ✓ Round table discussions
- ✓ Board games
- ✓ Informational videos
- ✓ Brainstorming activities



Associations

International institutes and associations we partner with:

	American Society for Quality (ASQ)		Cesim		Chartered Institute of Logistics and Transport (CILT)		Chartered Management Institute (CMI)
	Heriot Watt University		ILM		Institute of Asset Management		Institute of Sales Management (ISM)
	International Institute of Business Analysis (IIBA®)		IOSH		JOIFF		National Association of State Boards of Accountancy (NASBA)
	Project Management Institute (PMI)®		Society for Human Resource Management (SHRM)		TOLES		WILEY