



BE & COMPANY

BE  
PROFESSIONAL

BE  
KNOWN

BE  
ADVISED

BE  
MINDFUL

BE  
TECH



## **ABOUT US** OUR JOURNEY SINCE 2015

### **OUR VISION**

Since 2015, We've been helping businesses unlock their full potential.

We aim to become one of the most trusted and result oriented firms globally, to establish new benchmarks. to empower businesses via training programs, customised branding, expert consulting, strategic marketing and IT software solutions. All aim to promote long-term growth and operational excellence.

### **OUR MISSION**

BE & COMPANY, a visionary company, integrating five specialized divisions: BE Professional, BE Known, BE Advised BE Mlndful and BE Tech under one mission. We deliver transformative solutions for tangible impact by combining:

Professional training and coaching, branding, marketing, business consultation, market research and IT software solutions.



## BE & COMPANY LEGACY IN NUMBERS

**10k+**  
PROJECTS AND  
SESSIONS DELIVERED

**100k+**  
HOURS OF  
DEVELOPMENT

**20+**  
TRUSTED  
PARTNERS

**94%**  
CLIENT  
SATISFACTION

**98%**  
TRAINER  
EVALUATION SCORE

**50+**  
INDIVIDUALS  
DEVELOPED

**150+**  
COMPANIES  
WELL SERVED

**250%**  
CLIENTS' SALES  
TARGETS ACHIEVED

**88%**  
REPEATED  
BUSINESS

**16+**  
YEARS OF PROVEN  
TRACK RECORD



*Be And Company*



## INDUSTRIES WE SERVE



Banking



Financial Services



Healthcare



Government



Retail



Construction



Utilities



Food and Beverage



Hospitality



Education



Automotive



Insurance



Airline



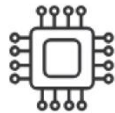
Logistics



Entertainment



Oil & Gas



Electronics



Energy



Consumer Services



Pharmaceutical



High-Tech



Information Technology



Consulting



Real Estate



Telecom



Tourism



Manufacturing



Agriculture

## TRAINING & COACHING

WE

Resolve performance gaps quickly with tailored coaching

Strengthen leadership pipelines and succession planning

Improve employee productivity and day to-day efficiency

Enhance team/individual collaboration and communication

Build a skilled workforce aligned with the company's vision

Transform customer service with the right knowledge and manner

Reduce employee turnover by investing in growth and career paths

Equip teams with the skills needed to meet immediate business goals

Master the art of presentation with confidence, clarity & persuasive power

2025



MASTER BRITISH  
CERTIFIED TRAINER

12 CPD HOURS  
ACHIEVED



## ■ LEADERSHIP & EXECUTIVE COACHING

Developing high-performing leaders & decision-makers

## ■ SALES & MARKETING TRAINING

Equipping sales teams with the latest strategies & digital marketing skills

## ■ CUSTOMER SERVICE TRAINING

Make a big impact with professional slides, charts, infographics & more

## ■ INDUSTRY-SPECIFIC TRAINING

Customized learning programs for sectors, including finance, retail & government

## ■ E-LEARNING & DIGITAL TRAINING

Offering interactive learning experiences through digital platforms

## ■ COMMUNICATION & SOFT SKILLS TRAINING

Improving teamwork, business communication & problem-solving abilities

TRAINING  
SOLUTIONS



## BASSEL K DAHER

Bassel K Daher, founder of BE & COMPANY, Bassel K. Daher is a distinguished business strategist, executive trainer, & transformational leader with more than 25 years of international experience, and contributed to the strategic advancement of over 100+ organizations across diverse industries spanning Training and Development, Executive Coaching, Branding & Marketing, Market Research, Customer Experience, and Business Consulting across 11 countries.

A Certified Master British Trainer from CPD United Kingdom, Bassel has built his career at the intersection of people development, business growth, strategic transformation, and mentored more than 30,000 professionals.





# PROFESSIONAL EXCELLENCE



## LEADERSHIP

Finance - Setting KPIs - Problem Solving - Decision Making - Business Writing - Business Strategy - Business Planning - Human Resources - Contracts Writing - Time Management - Analytical Thinking - Meeting Management



## EMPOWERMENT

Negotiation - Story Telling - Team Building - Communication - Public Speaking - Presentation Skills  
Interpersonal Skills - Business Etiquette - Change Management - Customer Orientation - Emotional Intelligence - Employee Engagement - Training of Trainers - Provide Competency Based



## TRANSFORMATION

Fidic - Revit - Automation - Cost Control - Authority Matrix - BIM Management - Entrepreneurship - Value Engineering - Organization Charting - Process Re-Engineering - Cultural Transformation - Business Transformation - Artificial Intelligence - Project Management Professional



## PHASE LEARNING IMPACT MODEL™

### 1- CLIENT BRIEF & NEEDS DISCOVERY

Engage with stakeholders, clarify audience profiles, establish KPIs & understand organizational context.

### 2- PRELIMINARY RESEARCH & ASSESSMENTS

Gather data through surveys and interviews, conduct pre-training diagnostics and perform skill audits & establish performance baseline.

### 3- STRATEGY, SWOT & COURSE DESIGN

The strategy phase turns assessment and SWOT insights into targeted, strength-based learning plans.

### 4- PROGRAM IMPLEMENTATION

Blended delivery approach, experiential learning, digital-first solutions & continuous feedback.

### 5- POST-TRAINING RESEARCH & ASSESSMENT

Measure learning retention, compare against baseline, evaluate application & assess behavior change.

### 6- PERFORMANCE TESTING & EVALUATION

Conduct targeted testing, apply case studies, facilitate role-plays & analyze performance data.

### 7- COACHING & APPLICATION SUPPORT

Reinforce learning through structured coaching, mentoring, or on-the-job support. Address individual and team-level development needs for maximum impact

### 8- GROWTH REPORTING & ROI ANALYSIS

Deliver a final report highlighting improvements, ROI, and strategic recommendations. Offer insights for future development planning and continuous growth.



# ADDED VALUE PROPOSITION (AVP) FOR RETAIL



## CUSTOMER EXPERIENCE SOLUTIONS

- Service Quality
- Service Quality Booklet by Title
- Customer Experience Checklist
- Referral System
- Loyalty Program
- Leads Program

## PERFORMANCE MANAGEMENT

- Commission Schemes and Pricing strategies
- Complaint Management and Follow-Up System
- Internal Awards Linked to Training
- Induction Program for New Employees
- Motivational Programs

## ASSESSMENT TOOLS

- Market Research
- Third party Awards
- Mindset Ceremony Assessments
- DISC Personality
- MBTI
- Energetics

## DIGITAL SOLUTIONS

- Online Dashboards
- Engagement Assessments
- Job Fit Assessments
- Recruiting Assessments
- Well-Being Assessments
- Leadership Assessments

# TRAINING METHODS AND TECHNIQUES



## ■ INTERACTIVE APPROACHES

Brief presentations by the consultant. Group debriefs. Business Games. Individual and team exercises, indoors and on-location.

## ■ MULTIMEDIA & TECHNOLOGY

Video films, videotaping & playback. Self-analysis questionnaires and learning instruments. AI aided coaching.

## ■ ENGAGEMENT TOOLS

Individual action plans (to follow up and evaluate training results). Outdoor team building activities. Market simulations and board games.

## ■ EXPERIENTIAL LEARNING

Behavior modeling and role-plays. One-to-one and group discussions. Case studies, simulations and small projects.



## DISC PROFILING FOR DEEPER IMPACT

The DISC framework is a behavioral assessment tool that categorizes individuals into 4 primary personality styles: Dominance, Influence, Steadiness, & Conscientiousness. By understanding where a person falls within this model, organizations can gain valuable insights into their natural communication style. DISC profiling helps uncover how individuals behave under pressure, how they collaborate with others, and what motivates or challenges them in a team environment. By integrating DISC insights into team-building, hiring, and leadership training, organizations can create more cohesive, productive, and adaptive teams.

### STRONGER TEAMS

Profiling fosters trust, respect, & appreciation of diverse working styles, leading to more cohesive & productive teams.

### PERSONALIZED DEVELOPMENT

Individuals receive actionable feedback on their strengths and potential blind spots, helping them grow with purpose.

### STRATEGIC LEADERSHIP

Leaders gain deeper insights into motivating & managing different personality types for better team performance.

### ENHANCED COMMUNICATION

Participants learn how to tailor their communication to different personality types, reducing friction & improving clarity.



### SALES & SERVICE EXCELLENCE

In customer-facing roles, understanding personality dynamics enables more effective relationship-building & persuasion.



## LEADERSHIP & TEAM TRAINING RETREATS

Whether held at a luxury retreat center, eco-lodge, or executive resort, our Training Retreats create space for clarity, connection, & commitment, setting the foundation for performance that lasts long after the session ends.

### LEADERSHIP ALIGNMENT & STRATEGY OFFSITES

Executive teams align on vision, strategy, and leadership in an immersive setting that fosters big-picture thinking and collaboration.

### CHANGE MANAGEMENT & CULTURE TRANSFORMATION PROGRAMS

Organizations navigating significant transitions use retreats to build change readiness, address resistance, and develop implementation roadmaps in a supportive environment.

### SALES & PERFORMANCE OPTIMIZATION INTENSIVES

Sales teams sharpen advanced techniques, practice real scenarios, and align as a team to tackle market challenges

### TEAM RE-ENERGIZING & TRUST-BUILDING EXPERIENCES

Teams strengthen relationships, rebuild trust, and renew commitment through structured activities designed to enhance communication and collaboration.





## MAJOR PARTNER

Jack Welch elected #1 CEO worldwide for 3 years in a row. Jack was one of the world's most respected and celebrated CEOs, renowned for his unmatched success, passion for winning, and commitment to developing leaders through his unique management style, widely known as the Welch Way. At GE, he created and personally taught at the world's top corporate training center, later extending his teachings to MIT's Sloan School of Management and global executive seminars. When General Electric was losing 6 billion dollars he was elected as CEO and made the sales revenue reach 400 billion dollars in profit. His legacy continues through the Jack Welch Management Institute, where his teachings, leadership insights, and curriculum remain at the core of the program, inspiring executives and leaders around the world.



JACK WELCH  
MANAGEMENT INSTITUTE



# COACHING

We use coaching as a professional development approach that empowers individuals and teams to reach their full potential.

Executive Coaching - Performance Coaching - Career Coaching  
Leadership Coaching - Skills Coaching - Wellness Coaching

## BENEFITS INCLUDE:

- Improved leadership and management capabilities.
- Increased confidence and decision-making ability.
- Enhanced employee engagement and retention.
- Better team cohesion and collaboration.
- Personalized support for continuous growth.
- Higher individual and organizational performance.





# COACHING COURSES

1- Executive Leadership Coaching Program

9- KPIs & Accountability Coaching

2- Emerging Leaders Development Coaching

10- Effectiveness & Productivity Coaching

3- High-Performance Team Coaching

11- Coaching for Innovation & Creativity

4- Career Navigation & Advancement Coaching

12- Resilience & Well-being Coaching

5- Coaching for Emotional Intelligence

13- Time Management Coaching

6- Communication & Influence Coaching

14- Conflict Resolution Coaching

7- Coaching for Change Management

12- Sales & Client Relationship Coaching

8- Coaching Skills for New Managers

16- Business Development Coaching



## AI TRAINING WORKSHOPS & COURSES

Our AI programs are tailored to meet the unique needs of learners at all levels, from beginners taking their first steps in artificial intelligence to advanced practitioners seeking to refine their expertise.

### WHY AI SKILLS MATTER

AI skills drive business innovation, empower adaptable teams, and enable smarter decisions because AI isn't just technical, it's transformative.

### OUR TRAINING APPROACH

Our training is hands-on and role-based, led by experts, integrated with change initiatives, and delivered through customizable formats, workshops, coaching, bootcamps, and flexible e-learning tailored to every role and business goal.

### FLEXIBLE DELIVERY FORMATS

We offer a range of delivery formats including in-person or virtual workshops, interactive labs and simulations, executive briefings, personalized mentoring, and flexible e-learning modules. tailored to every role and business goal.



## INSTRUCTOR-LED WORKSHOPS

Interactive sessions facilitated by AI experts, combining theory with practical exercises.



## AI LABS & HANDS-ON SIMULATIONS

Practical environments where participants can experiment with AI tools & applications.



## EXECUTIVE BRIEFINGS & STRATEGY SESSIONS

Focused discussions on AI implementation and strategic alignment for leadership teams.



## ROLE-BASED COACHING & MENTORING PROGRAMS

Personalized guidance tailored to specific job functions and responsibilities.



## CUSTOM E-LEARNING MODULES & MICRO-COURSES

Self-paced digital learning experiences designed for flexibility and accessibility.





## AI TRAINING BY FUNCTIONS

## AI FUNCTIONAL AREAS

## AI'S ROLE

### Human Resources (HR)

Human Resources, Customer Experience & Service, Leadership, Sales & Marketing.

Ad placement, budget allocation, performance tracking.

### Leadership & Executive Teams

Talent Acquisition, People Analytics, Learning & Development, Ethics & Bias & HR Automation.

TAI enhances hiring, workforce planning, learning pathways, ethical practices, & routine HR automation.

### Sales Teams

AI Strategy, AI Leadership, AI Governance & AI Decision-Making.

AI guides transformation, empowers leaders, ensures ethics, & enhances strategic decisions.

### Marketing Professionals

Sales Enablement, Conversational AI, Predictive Analytics & Personalization.

AI boosts sales with smart tools, qualifies leads, predicts performance, & personalized experiences at scale.

### Customer Service Teams

Digital Marketing, Customer Segmentation, Content Creation & Marketing Automation.

AI improves ROI, enhances targeting, boosts content output, & streamlines marketing workflows.

### Customer Experience

Customer Support, Workflow Automation, Sentiment Analysis & Service Quality.

AI powered chatbots, streamlines service processes, captures VoC insights, & improves service quality metrics

### Professionals Customer Experience (CX) Professionals

Omnichannel Management, Hyper Personalization, Journey Mapping & Voice of Customer (VoC).

AI unifies touchpoints, personalized experiences, predicts customer needs, & extracts insights from feedback.



## BANKING LEADERSHIP TRANSFORMATION CASE STUDY

The Bank faced critical leadership gaps at mid-to-senior levels. This threatened succession planning and organizational growth. Like many financial institutions, they struggled with high leadership turnover and succession risks.

### COMPREHENSIVE LEADERSHIP DEVELOPMENT SOLUTION

#### **Customized Leadership Training**

Strategic thinking modules tailored for banking executives. Decision-making frameworks for complex financial scenarios.

#### **Executive Coaching**

One-on-one sessions with industry experts. Focus on leadership agility and accountability.

#### **Organizational Workshops**

Team-based learning environments. Practical collaboration exercises with immediate application.

85%

of participants reported improved leadership skills



Faster decision-making processes within the Bank



Higher employee engagement & performance





## AI BEGINNER LEVEL FOUNDATIONS

Our beginner AI courses introduce concepts, applications, and ethics for non-technical professionals, empowering confident engagement with AI initiatives.

Topic:  
Introduction to AI, Machine Learning basics, AI in everyday business, and data literacy.

Outcomes:  
AI awareness, improved decision making, and readiness for digital transformation.

## AI INTERMEDIATE LEVEL FOR PROFESSIONALS

Ideal for analysts & tech-savvy pros. Our intermediate courses cover ML, data processing, & tools through hands-on industry-relevant workshops. service, Leadership, Sales & Marketing.

Topic:  
Data analysis, supervised and unsupervised learning, and real-world case studies.

Outcomes:  
Ability to implement and manage small-scale AI projects.

## AI ADVANCED LEVEL STRATEGY & DEVELOPMENT

Ad placement, budget allocation, Our advanced courses equip tech leaders with AI architecture, deep learning, & governance skills for enterprise projects.

Topic:  
Deep learning, natural language processing, AI ethics and regulation, AI deployment at scale.

Outcomes:  
Strategic leadership in AI innovation & development of scalable AI solutions.



# FLAGSHIPS



The Art Of People



Doctor of Sales



The Sandwich Dilemma



Leadership & Coaching



Power Presentations



Brand Me



Service From the Heart



Me, Myself & I



Purple Cow Marketing



Public Speaking



# FLAGSHIPS - THE ART OF PEOPLE

## Why Attend

Whether you communicate under pressure, manage challenges in interpersonal relationships, or look to build lasting Trust, your communication style and competence are the cornerstones for improving your chances of achieving your objectives. The aim of this workshop is to assist you in becoming a more effective communicator by identifying people's thinking patterns & personalities and by tailoring your communication accordingly. Getting a better understanding of how you communicate with others as well as how others communicate with you will improve business and personal relationships. Moreover, this workshop will help you finetune the way you interact with others, which can be the key to your workplace and overall success.

## Workshop Methodology

The workshop is designed to be interactive and participatory. It includes various pedagogical tools to enable participants to function effectively and efficiently in a multilateral environment. The workshop will be built on four pedagogical pillars: concept learning (presentations by the consultant), role playing (group exercises), experience sharing (roundtable discussions) and exposure to case studies and scenarios.

## Workshop Objectives

By the end of the course, participants will be able to:

- Use advanced communication tools and skills to deliver various types of messages
- Identify the different personal listening styles and discover their own
- Describe and harness the power of body language
- Demonstrate the use of the secrets of influence by using personality colors
- Know themselves and others (DISC) in terms of dimensional behaviors which will lead to influencing others & overall harmony.

## Target Audience

This workshop is targeted at employees, supervisors, middle managers and senior managers seeking to take their communication skills to the next level by developing winning trust techniques and strategies.



# FLAGSHIPS - THE ART OF PEOPLE

## Target Competencies

Verbal & non-verbal communication - Building rapport - Influencing others - Inspiring & persuading others - Self Confidence

## Workshop Outline

### ADVANCED COMMUNICATION (DISC PROFILING)

- Communicating for results
- Components of passive, assertive & aggressive styles
- Effective listening & paraphrasing techniques
- Understanding different listening styles
- Assessing personal listening profiles
- The five types of effective listening
- Mehrabian's 55-38-7 rule and body language
- The brain & its personalities - Scientific approach
- Identify your own personality & others
- Personality traits & behaviors
- Winning and influencing others through TRUST
- Positives & challenges of each personality

### Conclusion

- Recap
- Action Plan

### WINNING AND FAILING

- Famous Failures
- Define Winning & Losing
- The Three Elements of Success
- The Iceberg Model

### MASTERING BODY LANGUAGE

- The art of body language
- The power of appearance
- Non-verbal communication Components
- Building rapport using body language

2 DAYS  
7 HRS

All videos, role plays, exercises, business games, case studies, etc... are all client sector related.



# FLAGSHIPS - DOCTOR OF SALES

## Why Attend

The Doctor of Sales workshop is not like any other sales workshop for the simple reason that it covers all types of Sales Models known in the business world. It is perfectly positioned for those starting a career in sales. It is also of great benefit to experienced sales professionals who would like to refresh their selling skills and techniques with the latest developments in this vibrant field, and to other professionals keen on understanding the sales function in general.

## Workshop Methodology

The “Doctor of Sales” workshop is highly interactive. Participants will enjoy working with business cases extracted from real life situations taking them from understanding the situation to finding a solution. The workshop leverages role play techniques where participants work and present scenarios related to deal negotiation, building relationships or problem resolution. Such role plays foster confidence, analytical thinking, and teamwork.

## Workshop Objectives

By the end of the course, participants will be able to:

- Identify the behaviors and skills of a successful sales professional.
- Apply a structured and tested sales process to maximize every sales opportunity.
- Use appropriate listening & questioning techniques which will lead to a reduced level of objections & an increased level of sales.
- Anticipate objections and work up strong responses.
- Use different types of selling models such as: Consultative Selling - Trust Selling - SPIN Selling - AIDA - Competitive Edge Selling.
- Choose the right closing technique to earn the business.
- Differentiate themselves from competition through building better customer relationships
- Identify own personality and understand core personality traits.
- Learn to read others easily and accurately.
- Win others' trust quickly.
- Properly use cross-selling and up-selling techniques

# FLAGSHIPS - DOCTOR OF SALES

## Target Audience (Branches: Level 1 and 2)

This sales training workshop is designed for newly appointed and/or experienced salespeople, sales supervisors, sales support personnel, as well as potential candidates for sales positions who want to build and revitalize their existing selling skills.

## Target Competencies

Partnering: Building relationships, communicating effectively, setting expectations - Insight: Evaluating the customer needs, gathering intelligence, and understanding business context - Solution: Aligning to customer's needs, resolving issues, and managing success - Effectiveness: Leveraging the sales process, executing plans, and maximizing personal time - Communication skills with customers - Customer orientation - Emotional control - Empathic outlook - Influencing others - Self confidence

## Workshop Outline

### THE CHANGING BUSINESS ENVIRONMENT

- The evolution of personal selling
  - Marketing
  - Consultative
  - Strategic
  - Partnering
  - Social
- The new sales competencies
- Behaviors, characteristics & skills of a successful salesperson
- Assessing performance according to specific sales indicators
- The 10 root causes of sales problems
- Latest selling approaches

### PREPARATION & SELF-ORGANIZATION

- Personal management
  - Self-mastery
  - Personal planning
  - Self-talk
  - Personal image
- Time management for sales people
- Understanding the psychology of selling
- Developing strategies for sales success



# FLAGSHIPS - DOCTOR OF SALES

## PERSONALITY PROFILING & COMMUNICATION - DISC

- The four laws of effective communication
- Communicating for results
- Components of passive, assertive & aggressive styles
- Effective listening & paraphrasing techniques
- Understanding different listening styles
- Assessing personal listening profiles
- The five types of effective listening
- Mehrabian's 55-38-7 rule & body language
- The Right Brain/Left Brain Exercise
- The Brain & its personalities - A scientific approach
- Identify your own personality & others
- Personality traits and behaviors
- Winning and influencing others through TRUST
- Selling according to the client's personality
- Positives and challenges of each personality

## Conclusion

- Recap
- Action Plan

## MANAGING THE CUSTOMER RELATIONSHIP

- Basics of building customer relationships
- 5 rules for successful relationships
- The essence of attitude in relationship building
- The art of sales communications & influencing outcomes

## THE SALES PROCESS

- The Doctor of Sales VS the Sales Dealer
- Prospecting and qualifying
- Pre-approach
- Approach
- Presentation and demonstration
- Overcoming objections (the three steps approach)
- Closing (six types)
- Follow up and maintenance

3 DAYS

All videos, role plays, exercises, business games, case studies, etc... are all client sector related.



# FLAGSHIPS - THE SANDWICH DILEMMA

## Why Attend

Building effective managerial and leadership skills is critical to help your organization succeed. This workshop is designed to help both new and experienced managers develop advanced skills necessary to add immediate value to their staff and organization.

## Workshop Methodology

This workshop relies on the use of individual & group debriefs aimed at helping participants develop skills in leading & managing others. The course also features the use of a number of case studies & presentations by participants followed by plenary discussions. In addition, videos and exercises are used to demonstrate the skills required for effective leadership & management.

## Workshop Objectives

By the end of the course, participants will be able to:

- Differentiate among the three levels of management & understand their responsibilities.
- Discuss the principal challenges managers face in an increasingly competitive environment.
- How to use situational leadership to achieve greater productivity by infusing energy, selfreliance & drive within your employees.
- Resolve conflict based on a win-win wpproach.
- Implement the seven habits of highly effective leaders.& how to manage performance appraisal meetings successfully.
- Have better abilities when applying decision making & problem solving.
- Understand and apply SWOT analysis effectively.
- Manage time & staff meeting more efficiently., and effectively use of remedial action for drops.
- Use motivation as a key performance catalyst.
- Know yourself & others (DISC) in terms of dimensional behaviors which will lead to harmony, effectiveness & better team results.

## Target Audience

Managers, seniors, professionals, and newly promoted people who want to learn advanced management & leadership techniques.

# FLAGSHIPS - THE SANDWICH DILEMMA

## Target Competencies

Leading others - Coaching - Verbal and non-verbal Communication skills - Problem solving - Delegating - Managing time  
Decision making - Results orientation - Analyzing situations - Assertiveness - Influencing others

## Workshop Outline

### MOTIVATION

- What is Motivation
- Myths about Motivation
- The 10 Human Motivational Triggers
- Implications for Managers

### MANAGEMENT AND LEADERSHIP

- The manager compared to the leader
- Styles of leadership
- The Situational Leadership
- Goals of organizational behavior
- The implication of attitudes and personality
- 10 ways to empower followers
- Maturity levels

### EFFECTIVE LEADERSHIP HABITS

- Defining Habits
- Comfort zone and change
- The seven habits
- The eighth habit

### COACHING & APPRAISING PERFORMANCE

- Coaching, training and counseling
- The psychology behind coaching
- Coaching: why and when
- The coaching meeting
- Feedback, review and appraisal
- Elements of constructive feedback
- Performance appraisal meetings
- Preparation and scheduling of appraisals

# FLAGSHIPS - THE SANDWICH DILEMMA

## MANAGING CONFLICT

- Sources of conflict
- Constructive and destructive conflicts
- Conflict and team performance
- Resolving and managing conflicts
- Conflict management styles

## MANAGING TIME AND MEETINGS

- Time management principles
- Identifying and setting "SMART" goals
- Time management tools
- Prioritizing activities
- The time management grid
- Time management tools
- Improving meeting leadership skills

## Conclusion

- Recap
- Action Plan

## PERSONALITY PROFILING & COMMUNICATION - DISC

- The four laws of effective communication
- Communicating for results
- Components of passive, assertive & aggressive styles
- Effective listening & paraphrasing techniques
- Understanding different listening styles
- Assessing personal listening profiles
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- The Right Brain/Left Brain Exercise
- The Brain & its personalities - A scientific approach
- Identify your own personality & others
- Personality traits and behaviors
- Winning and influencing others through TRUST
- Selling according to the client's personality
- Positives and challenges of each personality

## SWOT ANALYSIS

- Defining SWOT
- Applying 'SWOT' analysis
- "TOWS" analysis
- Action planning

3 DAYS

All videos, role plays, exercises, business games, case studies, etc... are all client sector related.



# FLAGSHIPS - LEADERSHIP & COACHING

## Why Attend

Building effective managerial and leadership skills is critical to help your organization succeed. This workshop is designed to help both new and experienced and newly appointed Managers develop advanced skills necessary to add immediate value to their team and organization.

## Workshop Objectives

By the end of the course, participants will be able to:

- Define the leadership and managerial skills necessary for increasing organizational productivity (The Situational Leadership)
- Apply effective motivating, coaching and appraisal meeting techniques
- Apply effective habits of successful leaders (The Seven Habits)
- Employ problem solving tools to overcome organizational obstacles
- Solve conflicts using win-win approaches
- Develop effective time management action plans
- Use SWOT analysis properly and practically
- Retain your most talented employees by being more responsive to their development needs.
- Use Motivation as a key performance catalyst.
- Know yourself and others in terms of dimensional behaviors which will lead to harmony, effectiveness and better team results (DISC Personality Model).

## Target Audience

Managers, senior supervisors and professionals who want to learn advanced management and leadership techniques.



# FLAGSHIPS - LEADERSHIP & COACHING

## Target Competencies

Leading others - Managing performance - Problem solving ability - Delegating - Coaching Others  
Influencing others - Managing change - Results orientation - Analyzing situations

## Workshop Outline

### MANAGEMENT AND LEADERSHIP

- The manager compared to the leader
- Styles of leadership
- The situational Leadership
- Goals of organizational behavior
- The implication of attitudes & personality
- 10 ways to empower followers
- Maturity levels

### MOTIVATION

- What is Motivation
- Myths about Motivation
- The 10 Human Motivational Triggers
- Implications for Managers

### COACHING & APPRAISING PERFORMANCE

- Coaching, training and counseling
- The psychology behind coaching
- Coaching: why and when
- The coaching meeting
- Feedback, review and appraisal
- Elements of constructive feedback
- Performance appraisal meetings
- Preparation & scheduling of appraisals

### EFFECTIVE LEADERSHIP HABITS

- Defining Habits
- Comfort zone and change
- The seven habits
- The eighth habit

# FLAGSHIPS - LEADERSHIP & COACHING

## PROBLEM SOLVING & DECISION MAKING TECHNIQUES

- Principles of problem solving
- Team problem solving
- Differentiating between symptoms & causes
- Tools and techniques of problem solving
- Effective group brainstorming
- The manager as a decision maker

## MANAGING CONFLICT

- Sources of conflict
- Constructive and destructive conflicts
- Conflict and team performance
- Resolving and managing conflicts
- Conflict management styles

## MANAGING TIME AND MEETINGS

- Identifying & setting “SMART” goals
- Time management tools & principles
- Prioritizing activities
- The time management grid
- Improving meeting leadership skills

## Conclusion

- Recap
- Action Plan

## PERSONALITY PROFILING & COMMUNICATION - DISC

- The four laws of effective communication
- Communicating for results
- Components of passive, assertive & aggressive styles
- Effective listening & paraphrasing techniques
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- Winning and influencing others through TRUST
- Selling according to the client's personality
- Positives and challenges of each personality

## SWOT ANALYSIS

- Defining SWOT
- Applying 'SWOT' analysis
- Action planning

3 DAYS  
7 HRS

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# FLAGSHIPS - POWER & IMPACT PRESENTATIONS

## Why Attend

Why is it that certain speeches and presentations last forever in our memories while others fade into oblivion by the time they are finished? Is it the topic, the speaker or the material used? In this workshop, you will learn how to use every resource at your disposal to elevate your speeches and presentations from mundane to captivating. By helping you build exceptional introductions, coherent content and climactic closings, the workshop will have a significant impact on the effectiveness of the speeches and presentations you deliver, regardless of topic, audience or media used. The workshop is quite hands-on because it will provide you with the opportunity to deliver a number of speeches and presentations (of your choice) and receive feedback on your design and delivery, while showing you proven techniques to combat public speaking anxiety and present with charisma.

## Workshop Objectives

By the end of the course, participants will be able to:

- List the main causes of boring and ineffective presentations and ways to overcome them
- Prepare for a presentation using a systematic and easy to follow approach
- Build a presentation using the triple S rule
- Project the right verbal and non-verbal characteristics essential in powerful presentations
- Pinpoint the main reasons that lead to Public Speaking Anxiety (PSA) and ways to eliminate them prior to presenting
- Use the most commonly available visual aids to support their presentation and make it visually appealing

## Target Audience

All those who wish to improve their presentation skills to a noticeable level using a strictly hands-on approach.

# FLAGSHIPS - POWER & IMPACT PRESENTATIONS

## Target Competencies

Presentation design & delivery - Public speaking - Verbal & nonverbal communication - Rapport building - Influencing - PowerPoint

## Workshop Outline

### INTRODUCTION

- Great Presenters
- Presenting like Steve Jobs
- 7 TED presentation habits
- Difference between presenting and PowerPoint clicking
- Why most presentations fail to leave an impact
- Attributes of an effective presentation
- Importance of preparation
- Ms. Clicker and why you should be aware of her presence
- Mr. Murphy and how he can ruin your presentation
- Overcoming boring pitches and presentations

### PUBLIC SPEAKING ANXIETY

- Reasons why most people get nervous
- Adrenalin and its effect on presentations
- Dealing with PSA: short and long term solutions
- What do great presenters do

### PREPARING FOR A PRESENTATION

- Gathering the raw data
- Various sources of data & presentation content
- How much information should you begin with
- Filtering the information
- Triple S rule
- Deciding on time allocation
- Formula of substance, style and support
- The hamburger analogy: why content of substance should not be expanded
- When to focus on style & enhance support

### VISUAL AIDS

- Use of objects and props for visual impact
- Hand-outs: when and how to circulate them
- Secrets and techniques for using flip charts
- Pictures and images: the trends today
- PowerPoint: what every presenter should know

# FLAGSHIPS - POWER & IMPACT PRESENTATIONS

## FRAMEWORK OF A POWERFUL PRESENTATION

- Opening with a win: how to win audience's attention
- Preview: what should be mentioned in the outline
- Key points of a presentation
- The psychological rule of 3
- Recapping before the finish: ups and pitfalls
- Closing with a bang

## Conclusion

- Recap
- Action Plan

## BODY LANGUAGE IN A PRESENTATION

- The hands, legs and the eyes
- To move or to stay put
- Tips for effective body positioning
- Guidelines for animating the legs and hands
- Characteristics of captivating verbal delivery
- Avoiding clichés and euphemisms
- The dangers of smart casual
- Dress and appearance: what are the rules

3 DAYS  
7 HRS

All videos, role plays, exercises, business games, case studies, etc... are all client sector related.

# FLAGSHIPS - SERVICE FROM THE HEART

## Workshop Objectives

By the end of the course, participants will be able to:

- Explain the importance of customer service in a competitive market environment.
- Advocate for the vital role of internal customers
- Practice techniques for managing customer expectations.
- Provide the best service to increase customer satisfaction.
- Recognize early signs of customer dissatisfaction & respond appropriately
- Define the customer complaint management process.
- Implement the concepts, principles, specifications, & standards of service quality.
- Learn to read others easily & accurately.
- Use cross-selling & upselling effectively.

## Target Audience

Customer service representatives & potential candidates who wish to build & enhance their customer service skills

## Workshop Outline

### CUSTOMR SERVICE

- Customer Service Overview
- Service Definitions & Concepts
- Service Quality Requirements
- Some Interesting Figures
- Poor Customer Service Costs
- Fundamentals of Customer Service
- Cross-Selling & Up-Selling

### BODY LANGUAGE PROFESSIONALISM

- The Art of Body Language
- Nonverbal Components
- The Power of Appearance
- Assessing Body Language Skills
- Deciphering Thought Patterns Through Eye Movement



# FLAGSHIPS - SERVICE FROM THE HEART

## CUSTOMER SERVICE & CARE

- The Difference Between a Customer & a Client
- What is Excellent Customer Service?
- The Need for Customer Service
- Developing a Friendly Attitude
- Understanding Customers & Their Expectations
- What Makes Customers Disgruntled
- 5 Steps to Calming Customers
- What to Do When You Are Upset
- Defining a "Complaint"
- Types & Sources of Complaints
- Why Most Customers Don't Complain
- Types of Complaints

## SERVICE QUALITY

- RATER & Service Quality
- Welcoming: Greeting, smile, etc.
- Staff Behavior & Service Provided
- Sales Skills
- Product Knowledge
- Service Efficiency & Closure
- Branch: atmosphere, cleanliness ect..

## ADVANCED COMMUNICATION (DISC PROFILING)

- Communicating for results
- Passive, assertive & aggressive styles
- Effective listening & paraphrasing techniques
- Understanding different listening styles
- Assessing personal listening profiles
- The five types of effective listening
- Mehrabian's 55-38-7 rule and body language
- The brain & its personalities - Scientific approach
- Identify your own personality & others
- Personality traits & behaviors
- Winning and influencing others through TRUST
- Positives & challenges of each personality

## WORKSHOP BENEFITS

- Identifying your personality type
- Understanding your core personality traits
- Discovering what motivates you and others
- Learning to read others easily and accurately
- Enhancing communication skills
- Winning others over easily

2 DAYS





BE & COMPANY


## CONTACT

BE & COMPANY strategic reach spans across the globe with key headquarters in the Kingdom of Saudi Arabia, the United States, and the United Kingdom. Our operational hubs are in Riyadh, Jeddah, Beirut, and Cairo anchor our core activities in the Middle East and North Africa. Through trusted partners, we extend our impact across the United States, Britain, KSA, UAE, Turkey, Qatar, Kuwait, Egypt, and Lebanon.



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