

Corporate Learning & Development Catalog/2022

RADIATING KNOWLEDGE

Organized by:



leoron.com

ABOUT LEORON

Built upon the strong experience in the manufacturing sector, which the founders developed in Sweden during the 90's global expansion, LEORON evolved into a comprehensive training institute, offering training and development solutions in all strategic corporate functions, including corporate finance, HR, SCM, operations, and engineering. With strategic distribution of our offices in leading locations, such as Dubai, Riyadh, Jonkoping, Skopje, Accra, and Almaty, our team of experts delivers approximately 500 courses annually, and roughly 22000 professionals are equipped with appropriate education and the latest insights in a wide assortment of industries across the EMEA region. LEORON's mission is to help our worldwide clients boost their competitiveness by improving the competency levels of their employees, through top quality training and development solutions delivered by unrivaled global experts and facilitated by the best training managers in the industry. Whether our clients are facing difficulties re-organizing their brand, equipping their workforce with an extra set of skills or aiming to assess competencies within an existing structure, our development planning is a great solution.

Yours truly,
Val Jusufi, CEO
LEORON Professional Development Institute

✓. Jusufi



RADIATING
KNOWLEDGE

TABLE OF CONTENTS

1.	About LEORON	2
2.	Our Corporate Programs	3
3.	Benefits of Live Virtual Training	3
4.	Benefits of Corporate Programs for the Organizations	5
5.	Benefits of Corporate Programs for the Delegates	5
	• Coaching	6
	– Virtual Business Coaching	8
	– Virtual Executive Coaching	10
	• High-Potential Leaders	12
	• Women Business Leaders	14
	• Fresh Graduates Program	16
	• Agile Transformation Program	18
	• Facilitation of Strategy Retreat	20
	• Executive Leadership Program	22
6.	Faculty	24

Our **Corporate** Programs



1 Virtual Coaching

2 High-Potential Leaders

3 Women Business Leaders

4 Fresh Graduates Program

5 Agile Transformation Program

6 Facilitation of Strategy Retreat

7 Executive Leadership Program



*All Corporate Programs are available as **LIVE VIRTUAL TRAINING**

Benefits of Live Virtual Training



SIMPLE SET-UP – easy registration through email



INTERACTIVE - Live video interaction among participants and instructors. In-built chat to exchange messages individually or with the group.



ENGAGING - Knowledge retention with in-session Activities



LIVE BROADCASTING - Students see PowerPoint slides in a split-screen to follow along with the instructor.



COURSE CONTENT SHARING - Learning materials and additional reading resources, case studies and exercises available for all participants as PDF.



CONVENIENCE - Attendees can join training sessions from their mobile or desktop device.



TECH SUPPORT – dedicated host to ensure that everything runs smoothly

Benefits of Corporate Programs for the **Organizations**



Enhance company's reputation



Cost Effectiveness



Better work environment



Motivation for the next generation

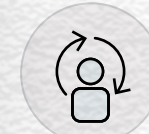


Boost employee satisfaction and retention



Increase productivity

Benefits of Corporate Programs for the **Delegates**



Long term improvements



Improved self-motivation



Boost employee skillset and knowledge



Recognized professional who shows commitment and loyalty to the organization



Increased confidence

1 Coaching



SCOPE OF COACHING



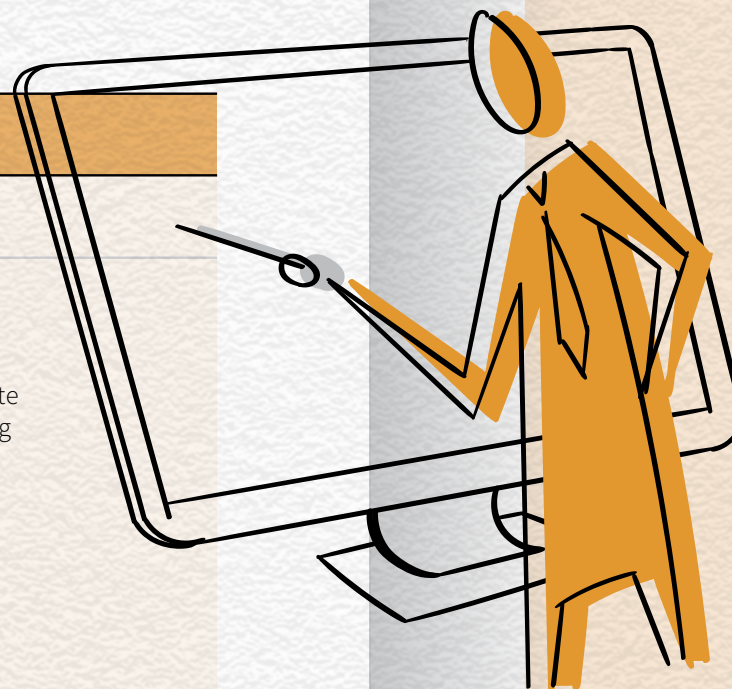
Suitable subjects:

- Making decisions (of any level of difficulty, toughness or complexity and even under uncertainty and risk)
- Investigating and solving problems
- Voicing annoyances, problems, stresses and pressures
- Dealing with a prolonged crisis
- Forming plans and putting them into action
- Developing leadership
- Making personal decisions about complex issues
- Forms structured plans based on application of analytical tools
- Considering different actions and the outcomes of decisions
- Change (either proactive or reactive)



Unsuitable subjects:

- Hard skills development (*remember: this is not input-based training*)
- Dealing with an immediate issue if people are looking to you to be decisive at that very moment
- Disciplinary matters
- Compliance matters
- Mental health matters
- Criminal activity



BENEFITS & POSITIVE OUTCOMES OF COACHING



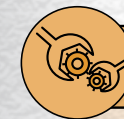
Benefits for Individuals

- Supports and motivates in difficult times
- Establish and act towards achieving goals
- Safe place to gain perspective
- Deeper level of learning
- Build personal awareness
- Reduces stress and pressures
- Increases tolerance
- Drives creativity
- Develops time and resource management
- Motivates
- Increase confidence in own ability
- Increases clarity of thinking while in a place of perspective
- Investigates and solves problems (reactive)



Benefits for Organizations

- Develops and supports leaders and strategic decision making
- Supports in times of change
- Catalyses creativity, decision making and problem solving
- Identifies and develops high potential individuals
- Builds relationships and leaders
- Increases employee engagement
- Stronger management relationships/ improved communication
- Demonstrates organisational commitment to career development and to the organisation
- Shows an investment in people



TOOLS IN COACHING

Tools We May Use:

SWOT ANALYSIS

Together, the coach and coachee will evaluate the strengths and weaknesses of a person, team or organisation and identify the opportunities and threats that exist and what can best be done

SWMS ANALYSIS

Thinking about the coachee, together, we will identify the coachee's strengths and weaknesses as well as their motivators and stressors, and form action plans for these

PESTLE ANALYSIS

Using PESTLE analysis, coach and coachee will evaluate the coachee's context and form action plans to address the often-complex issues identified

CONFLICT MODE TEST, BELBIN TEAM ROLES TEST, LEARNING STYLES QUESTIONNAIRE ...

We use psychometric tests, questionnaires and profilers to identify a coachee's behaviours; together, we then discuss the implications

EISENHOWER MATRIX

To assist coachee's in their time management, we help them prioritise their actions, decisions and plans

DECISION TREES

Sometimes, it is necessary to see the bigger picture and using this tool, coach and coachee can map options, view possible outcomes, see the barriers and, finally, make a decision to put into action

FISHBONE DIAGRAMS

The fishbone diagram, and other methods such as the five whys, will allow coach and coachee to find the root causes of an issue; action plans can then be formed to address this

DE BONO'S VARIOUS TOOLS

The work of Edward De Bono is brilliant for coaching and we bring in tools such as the Six Thinking Hats to challenge coachee's thinking and others to get them thinking about their decisions and their impact

MARKETING MIX

When thinking about products and service, we can use the 20+ Ps of marketing to make decisions on marketing activities)

KOTTER'S STEPS TO CHANGE

When considering change, we can follow Kotter's eight steps as well as other tools to coach a coachee to a useful plan for change and commitment to action

FRAMEWORKS

Depending on the subject matter, we may offer coachee's frameworks to help them with their challenges; some examples of this might be controlling directness and diplomacy, how to delegate and much more

Coaching is not training and so a coachee should never expect slides and input; they should, however, expect to be challenged, questioned and made to think deeply, critically and creatively. Coaching is largely spoken but we may use some useful material to help the coachee reach their decision.

1^a

Virtual Business Coaching

Sample Structure for One-to-One Business Coaching

Between coaching sessions, the coachee will have the option of logging their progress, thoughts and reflections for sharing with the coach.



A TYPICAL STRUCTURE OF A BUSINESS COACHING RELATIONSHIP

PRE-COACHING MEETING WITH COACHEE OR COACHEE ANSWERS PRE-COACHING QUESTIONNAIRE	This allows coach and coachee to establish a relationship an understanding as well as to gain commitment to the coaching process.
CONTRACTING	The conditions of coaching document / coaching contract will be provided to the coachee. This details the rights and responsibilities of both parties, the scope of coaching and commits the coach to confidentiality.
COACHING SESSION 1	The first coaching session will be likely to focus on exploring the coachee's context, situation and desired outcomes of the coaching as well as how they believe the coach can support them and in what way.
COACHING SESSIONS 2, 3, 4, 5 AND BEYOND	The following coaching sessions, which are likely to spread over many months of a situation or project, will support the coach during this time and allow them to discuss issues and drive their decisions.
FINAL COACHING SESSION	Following completion of the project or event of the end of the situation that gave rise to the coaching, a final coaching session will focus on reflection and learning from the experience and relevance to the future.
REPORTING	Following the coaching, the coachee will deliver a report on the progress and decision they made and how they coaching has assisted them in their work; feedback will also be gathered from the coachee directly on the sessions.
EVALUATION	Success of sessions will be evaluated using the Kirkpatrick model; a report will be written by the coach for stakeholders (not including any confidential record of session in line with the coaching contract and ethical practice).

1^b

Virtual Executive Coaching

Sample Structure for One-to-One One-to-One Executive Coaching

Between coaching sessions, the coachee will have the option of logging their progress, thoughts and reflections for sharing with the coach.



A TYPICAL STRUCTURE OF A EXECUTIVE COACHING RELATIONSHIP

PRE-COACHING MEETING WITH COACHEE OR COACHEE ANSWERS PRE-COACHING QUESTIONNAIRE	This allows coach and coachee to establish a relationship an understanding as well as to identify goals and gain commitment to the coaching process.
CONTRACTING	The conditions of coaching document / coaching contract will be provided to the coachee. This details the rights and responsibilities of both parties, the scope of coaching and commits the coach to confidentiality.
COACHING SESSION 1	The first coaching session will be likely to focus on exploring the coachee's problems, context and desired outcomes and lead to the setting of objectives; this will include analysis of causes, effects, symptoms and the business environment.
COACHING SESSION 2	The second coaching session will begin with a review of the previous session and progress made before exploring options for handling the problems, barriers to these solutions and the positive, negative and probable outcomes
COACHING SESSION 3	The third coaching session will start with a review and lead into the coachee making decisions and formulating action plans, for handling their situation; the coach and coachee will also agree a plan for the implementation of these decisions.
REPORTING	Following the coaching, the coachee will deliver a report on the progress and decision they made and how they coaching has assisted them in their work; feedback will also be gathered from the coachee directly on the sessions.
EVALUATION	Success of sessions will be evaluated using the Kirkpatrick model; a report will be written by the coach for stakeholders (not including any confidential record of session in line with the coaching contract and ethical practice).

2 High-Potential Leaders

High Potential Leaders, or the vital few, account for the biggest chunk of your organizational output. But, while payoff from top talent is vast, the process of identifying and employing such individuals can often run tedious and break the bank.

Through HPL coaching, your organization will identify internal top talent and channel resources towards upskilling performers to achieve maximum ROI on Human Capital.



3 Woman Business Leaders

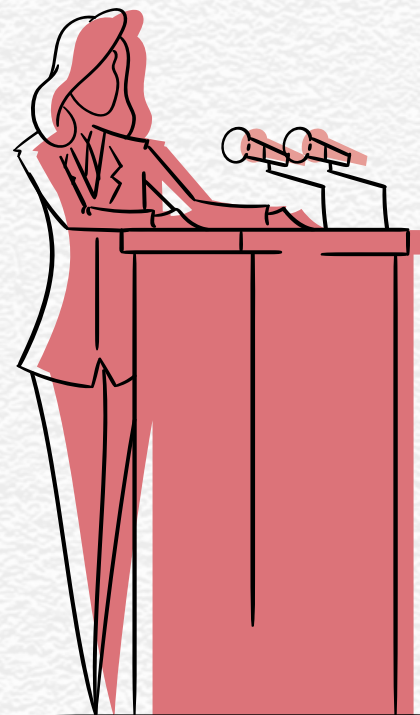
While women continue to secure increasingly high-level leadership positions, there are still some glaring imbalances that can be tackled in most organizations.

But, empowering woman business leaders in your enterprise isn't about diversity solely. Research suggests that woman business leaders excel in several fields that can drive noticeable growth – soft skills, trust building, and decision-making being only few among many.

Dive in and identify future woman leaders at your organization with a tailored coaching process that's bound to strengthen your corporate structure and accelerate your earnings.

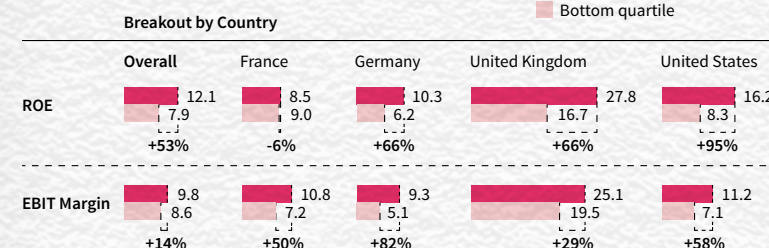
Educate Your Organization About the Value of Diversity.

- Women more effectively employ the emotional and social competencies correlated with effective leadership and management than men
- Women can excel in “soft skills”. Skills such as relationship-building, building trust, relating with empathy, and building a vision.
- Companies with executive board diversity in the top quartile had **ROEs 53% higher**, on average,
- **Earning margins were 14% higher**, on average, at the most diverse companies than those of the least diverse companies.

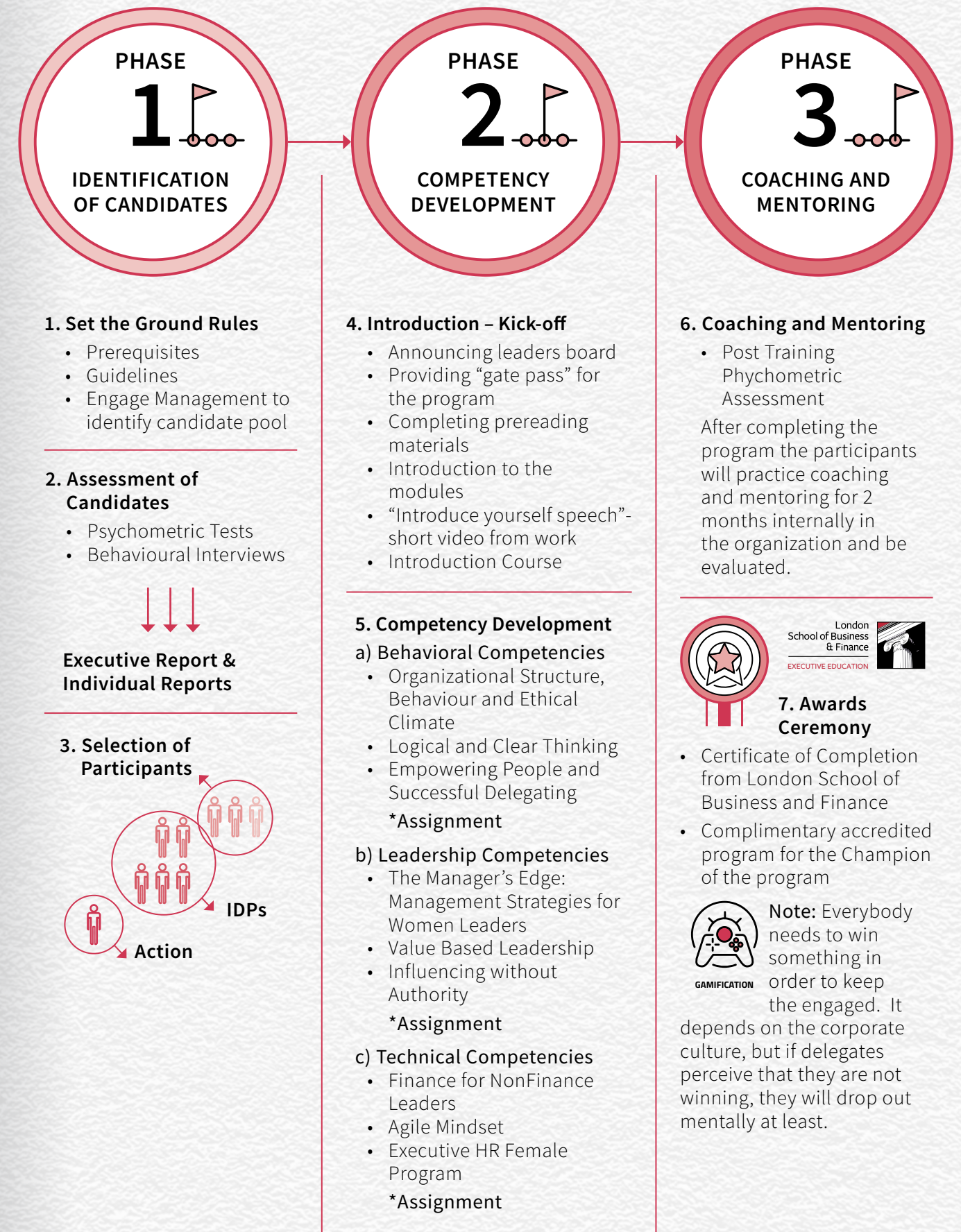


Average returns on equity (ROE) and margins on earnings before interest and taxes (EBIT), 2008-10, %

Diversity of the executive board
■ Top quartile
■ Bottom quartile



Source
McKinsey &
Company

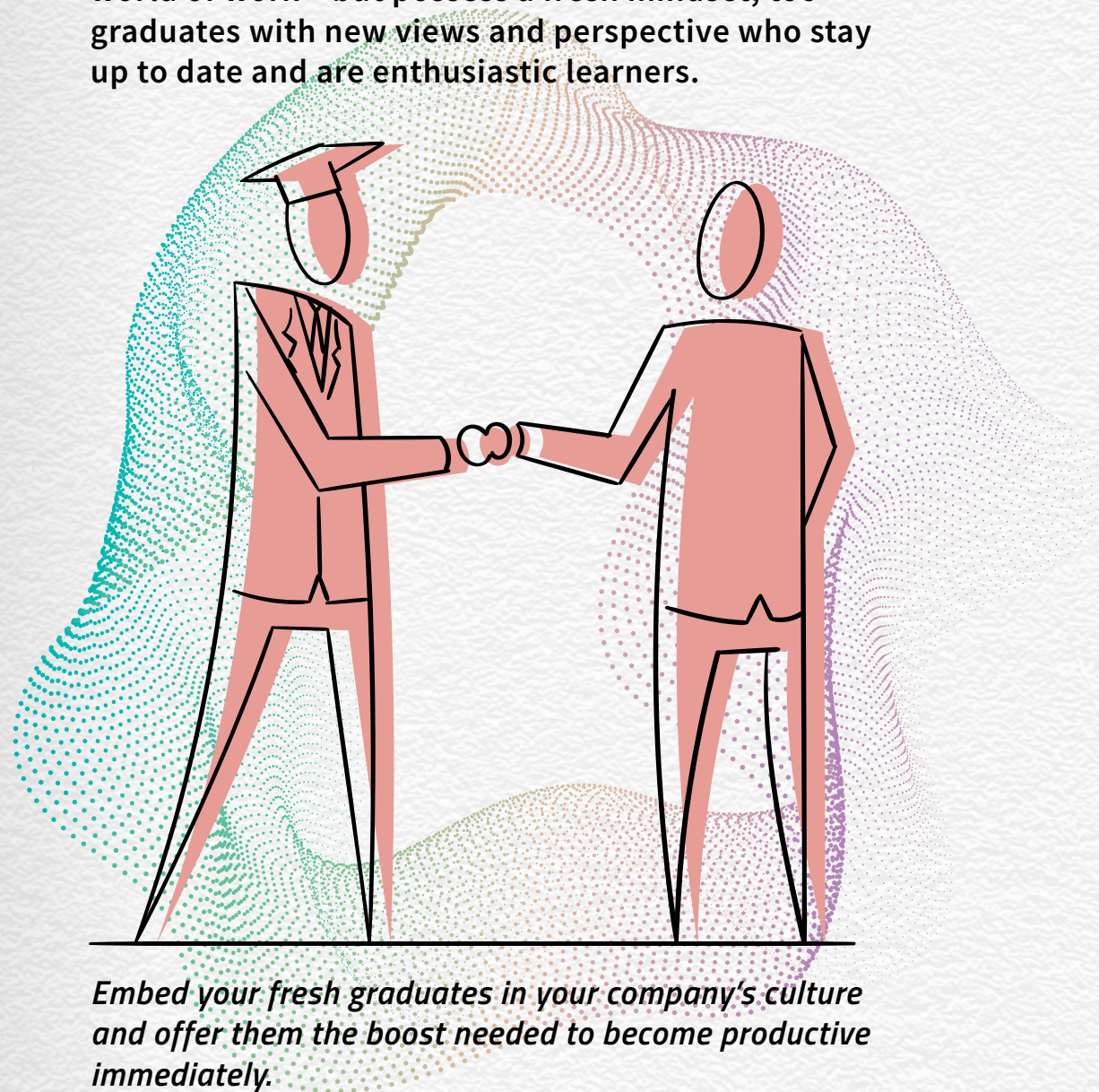


4 Fresh Graduate Program

Your company can earn a range of benefits by employing fresh graduates.

But, to reap benefits beyond lower salaries, a bullet-proof candidate identification process needs to be put in motion.

Our coaching maximizes your opportunities to select candidates that aren't only fresh in the world of work – but possess a fresh mindset, too – graduates with new views and perspective who stay up to date and are enthusiastic learners.



5 Agile Transformation Program

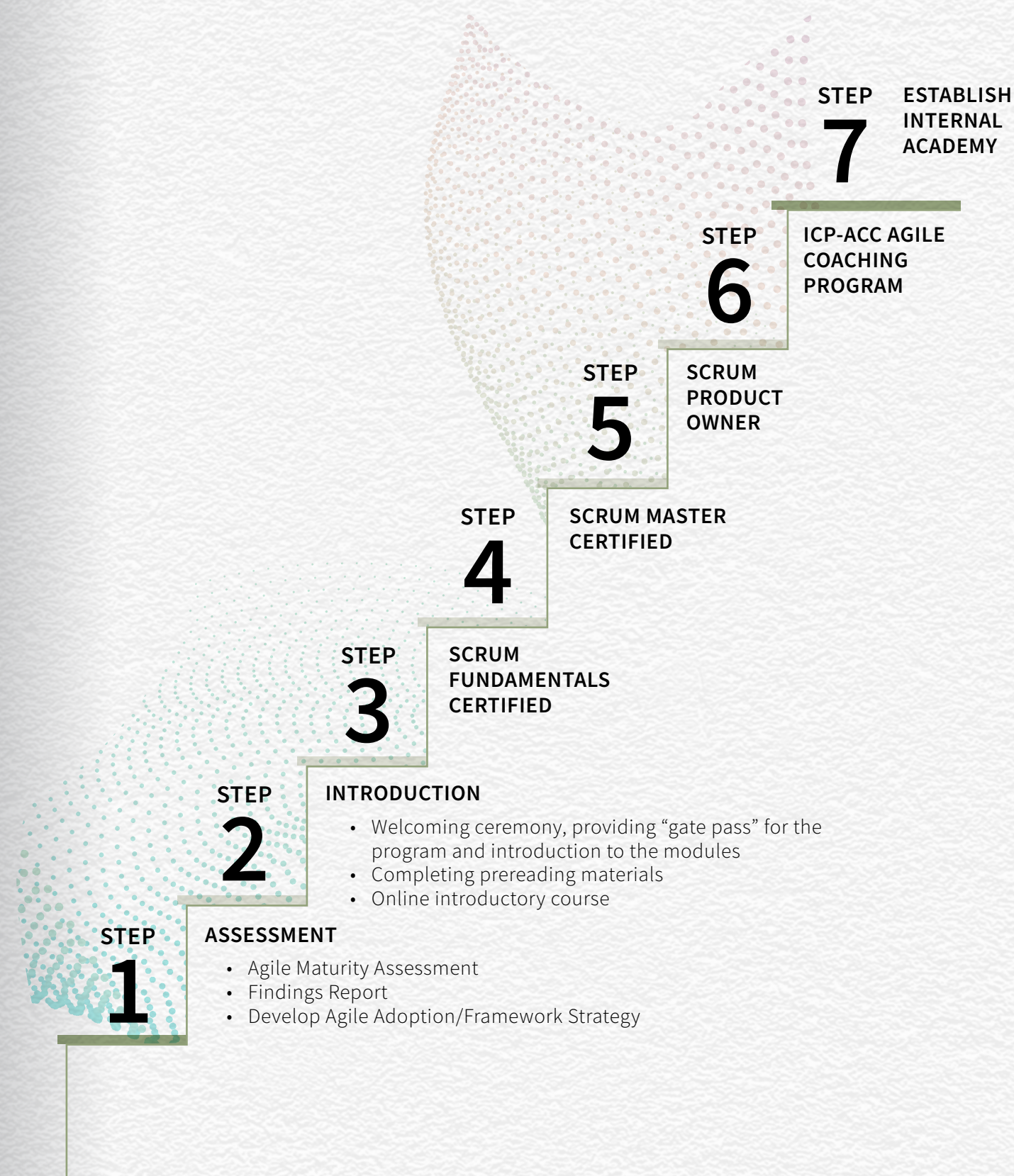
It is said that “Agile will eat the world”.

In fact, if Agile isn’t already prevalent throughout your organization, you may be already lacking behind.

We’ll help you set the process long before a crisis emerges, so your company can benefit from the new reality of disruption by increasing the development rate for products and services while minimizing the resources required.



The business environment is changing. Assist your organization adopt to the new reality of disruption by increasing the development rate for products and services while minimizing the resources required.



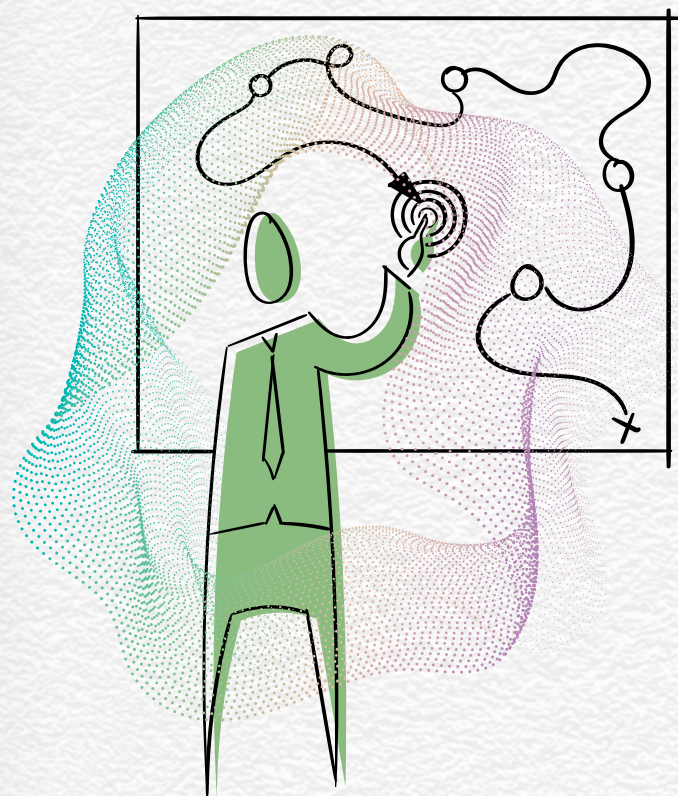
6

Facilitation of Strategy Retreat Program

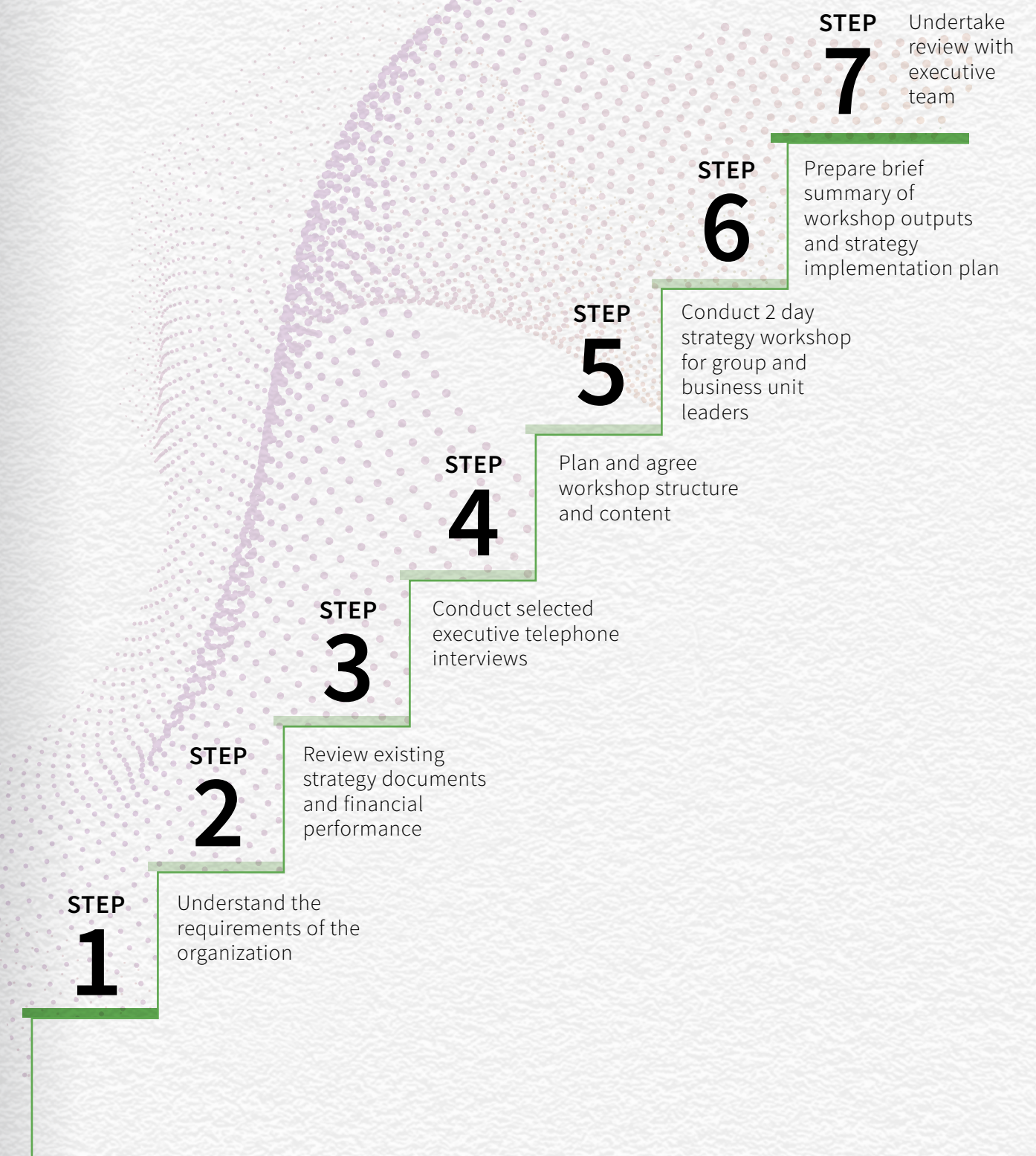
Strategic Management is closely related to some of your company's core objectives, such as your vision, operational objectives, and overall strategy.

These elements combined provide the obligatory acumen that grants you competitive advantage in the market.

Apply Strategic Planning principles to facilitate the development of your organization's strategy and ensure information is cascaded down to the last employee to align everybody with the strategy and boost performance and engagement of employees.



Apply Strategic Planning principles to facilitate the development of your organization's strategy and ensure the information is cascaded down to the last employee to align everybody with the strategy and boost performance and engagement of employees.

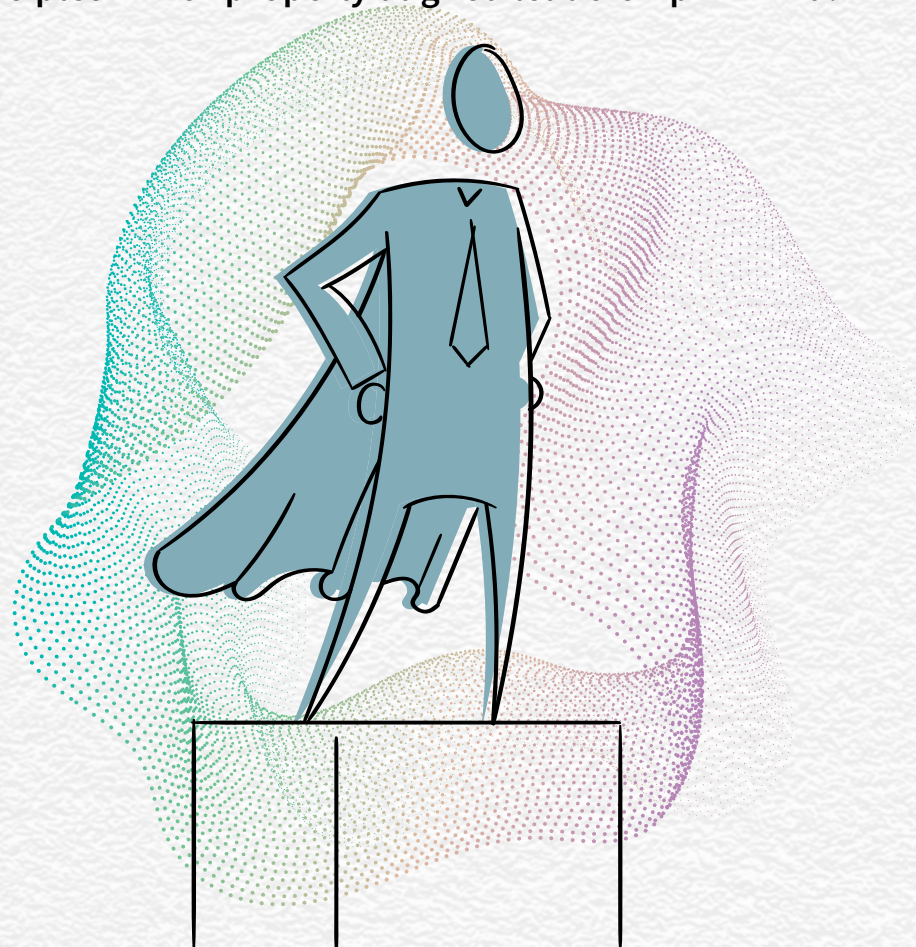


7 Executive Leadership Program

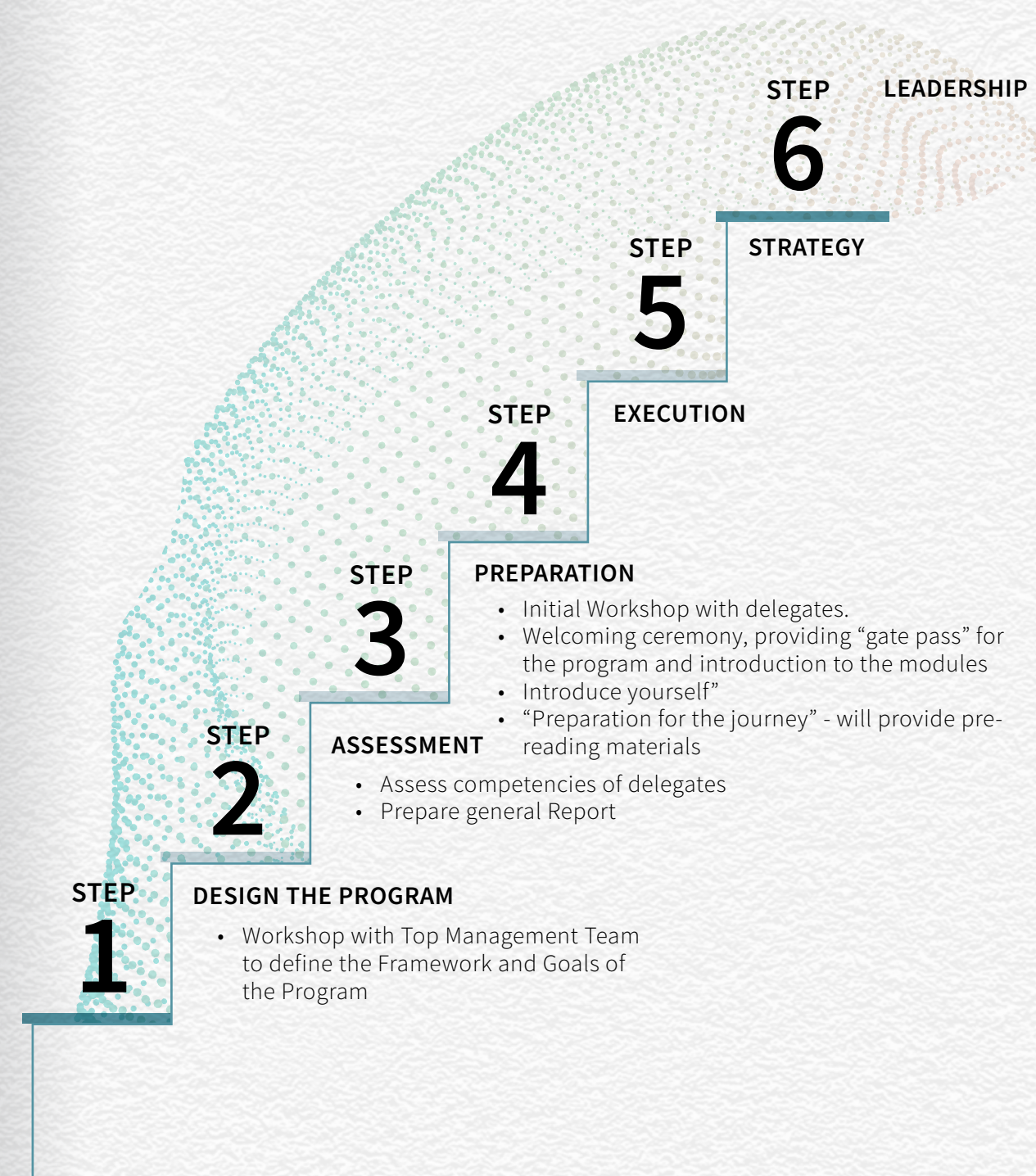
The challenges of leadership are shifting repeatedly as a response to the dynamics of the broader business world.

But several vital features of successful leaders remain a central topic of further study and adoption in every organization.

We'll help you develop your organization's internal capacity for succession planning to ensure business continuity according to your organization's values and principles – with properly aligned leadership in mind.



Create your organization's internal capacity for succession planning to ensure business continuity according to your organization's values and principles.



Faculty

Dr. Thomas L. HOLMES



Professor Holmes is leadership, business processes and quality management trainer, coach and mentor and has THIRTY-SEVEN YEARS of combined experience both as a military leader and corporate business executive. He is a former Vice President of Three Aviation Maintenance and Repair Overhaul (MRO) companies with documented success and achievements in leading, managing, and training diverse multi-million-dollar businesses both overseas and in the United States.

He has proven success in enabling organizations to achieve their operational and productivity initiatives. His breadth of experience encompasses: project methodology development, core business practices and process improvements, achieving performance targets, strategic planning and execution, problem solving, streamlining operational procedures, unique ability to define an organization's critical to quality needs and analyze data to establish and deliver value-added solutions that impact gains to the bottom-line. Professor Holmes is adept at coaching, motivating, team building, facilitation workout, and mentoring others to win support for ambitious program goals that create and drive high productivity. He is an independent and impartial change agent for

aviation quality management systems under EASA Part 145/FAA 14 CFR Part 135/145 organizations.

A certified Lean Master & Six Sigma Executive Master Black Belt while working for GE Aviation. He has been a Keynote Speaker at the Dnata Airport Services 4th World Quality Day in Dubai, Keynote Presentation & Speaker at the ASQ 2nd MEA conference in Dubai, Delivered a panel presentation as the Guest Speaker at the MRO Conference in Duabi on Lean concepts. He is a graduate of Leading Change and Organizational Renewal from Harvard Business School, He has attended several FAA Courses to include: Aircraft Alterations & Repair, Procedures for Air Operators Certification (Airworthiness), Safety Management System (SMS) Theory & Application, Certification & Surveillance of Part 145 Repair Station, SOFEMA Aviation Services Managing Competence in a EASA Part 145 Environment; Kaplan & North Balance Scorecard Workshop, GE Aviation Developing Business Leaders, and he is a licensed FAA Part 65 Airman Certification (Airframes & Powerplants Technician). He also teaches an Adjunct Professor for Embry-Riddle Aeronautical University at the College of Aeronautics - Worldwide. Subjects taught are: General Aeronautics and Applications, Aircraft Electrical Systems and Theory, Airframe Structures and Applications, Powerplant Theory and Applications, Aircraft Propulsion Systems and Applications, Aircraft Accident Investigation, Industrial Hygiene and Toxicology, Human Factors in Aviation Safety, Corporate Aviation Management, Aircraft Accident Structure Failures, and Aviation/Aerospace R&D Innovation.

His formal education:

- Doctorate Business Administration, Strategy and Innovation, Capella University (USA)
- Master Business Administration, (w/Honors) Management of Engineering & Technology, Northcentral University (USA)
- Master of Aeronautical Science, (w/Distinction), Aviation Operations & Safety, Embry-Riddle Aeronautical University (USA)
- Bachelor of Aeronautical Science, Aeronautics (w/Minor in Aviation Business Administration), Embry-Riddle Aeronautical University (USA)

Nicole SMART



Nicole is an internationally experienced Corporate Trainer for Management and Leadership Development (Executive Educator); Certified Executive Coach through Marshall Goldsmith Stakeholder Centered Coaching (California, USA); Accredited Neuro Linguistic Programming Practitioner (Dubai, UAE); Registered assessor for ILM (Institute of Leadership and Management through City & Guilds (United Kingdom).

Her degree in Communication Science incorporated various elements of organisational and social psychology, as well as International Communication and Inter-cultural Organisational Communication Science, among others.

Nicole specialises in various fields such as: Advanced Communication, Executive Leadership Development, Organisational Psychology and Behaviour; Employee Motivation and Engagement, Mentoring and Coaching. Women Empowerment in the workplace; Train-the-Trainer, Advanced Emotional Intelligence, Executive Presence and Visibility, Advanced Presentation Skills, Confidence and Communication Development,

She began her training career in 1997 counselling and up-skilling American youth in Leadership at the YMCA Camp Thunderbird in Lake Wylie, South Carolina, USA. She also headed up the Acting and Drama Programme focusing on confidence and public

performance development. Thereafter, she went on to become a Business Development Manager for Clube Praia Da Oura Algarve, Portugal. She continued gaining international experience when she relocated to Dubai, UAE in 2009, immediately building knowledge and a better understanding of Middle Eastern markets and culture.

Nicole relocated to Muscat, The Sultanate of Oman in 2011 and has since played an instrumental role in training Omani nationals and expatriates alike towards the sustainable development of the private sector and closing Omanisation gaps within all levels of management and leadership development.

In 2013, after seeing Nicole present "Value of spotting Leadership in Children and applying Emotional Intelligence to enhance child development," for the Ministry of Higher Education, Oman, Dr. Steven Edwards invited her to conduct a live (virtual) workshop for 40 School principals in Washington D.C, USA, 2014 on 'Emotional Intelligence for school leaders and Principles' Nicole coached and trained senior management from the Nigerian National Petroleum Corporation (NNPC), the workshops were conducted in Dubai, UAE (2013_2014) on behalf of Zenith Professional Training, United Kingdom.

On behalf of the Women's Workforce Network Intisar Al-Kindy: Gender Balance Officer and Exploration Director, Petroleum Development Oman, entrusted Nicole to host and facilitate advanced high-energy workshops, to a hand selected group of: Executive Women 'on the rise'.

Nicole was awarded a contract on behalf of Kaplan Genesis (United Kingdom) to train and coach The Ministry of Health, The Kingdom of Saudi Arabia, October, 2017. Subject: Train-The-Trainer and Engagement and Mentoring, Jeddah and Riyadh, Saudi Arabia. Furthermore, on behalf of Boost UAE, Nicole conducted a 3 day: Emirati Women Empowerment workshop to senior executives at ADNOC LNG (Abu Dhabi National Oil Company), United Arab Emirates (2018).

In April 2018, Nicole was selected as one of 10 International Speakers to host a TED TALK for TEDx Muscat Live on: The importance of contributing to a greener society. As a result, Nicole has gained international acclaim as well as local respect from the expatriate and local communities in Oman.

Ben DOBBS



Ben Dobbs is a communication and leadership trainer and executive coach originally from York in the UK; he works internationally and has extensive experience of working in the Gulf region (in Saudi Arabia, the UAE and Oman) and many other international locations.

During his career so far, he has worked with around 70 different nationalities in the Middle East and Gulf region (with LEORON Institute), and in Europe with course participants from major high market capital companies (such as Roche, Bayer, Siemens, Tasee, Yasref, Lebara, BSF, Mobily, BASF, SIDF, Société Générale, Nestle, GE, Statoil, BP, Premier Farnell, GDF Suez, Schneider Electric, Commercial Bank of Kuwait and Dolphin Energy), universities, business schools, hospitals (KFSHRC and others) and the military services of several countries (including the UAE Army and the Royal Air Force of Oman).

Academically, Ben is educated to MA level. He is a member of the professional associations Dublin Chamber of Commerce, the ILM (Institute of Leadership and Management) and IATEFL (International Association of Teachers of English as a Foreign Language). Ben has also completed his training as an executive coach with the ILM (level 7 certificate in executive coaching and leadership mentoring) and delivers ILM accredited and endorsed courses. He also holds a Cambridge CELTA for language training.

Ben is a frequent conference presenter, talking recently in the Czech Republic, Poland, Malta, the UAE, Ireland and the UK on issues of business, communication, coaching and training. Ben has previously worked with the University of Birmingham (UK), being responsible for development of case study materials, and Saint Petersburg State University (Russian Federation) where he ran a programme of training and coaching for academic writers.

Ben has also written many published articles on matters of communication, teams, leadership and training. He is also co-author of the recent A to Z of Coaching (Academic Study Kit publishers, 2017) and the forthcoming A to Z of Leadership (Academic Study Kit publishers, 2018).

Professionally, Ben enjoys creating and devising engaging and practical intensive courses to meet the differing needs of participants and seeing his trainees and coachees find their own unique paths to success through training and coaching.

Sally AL SHAFEY

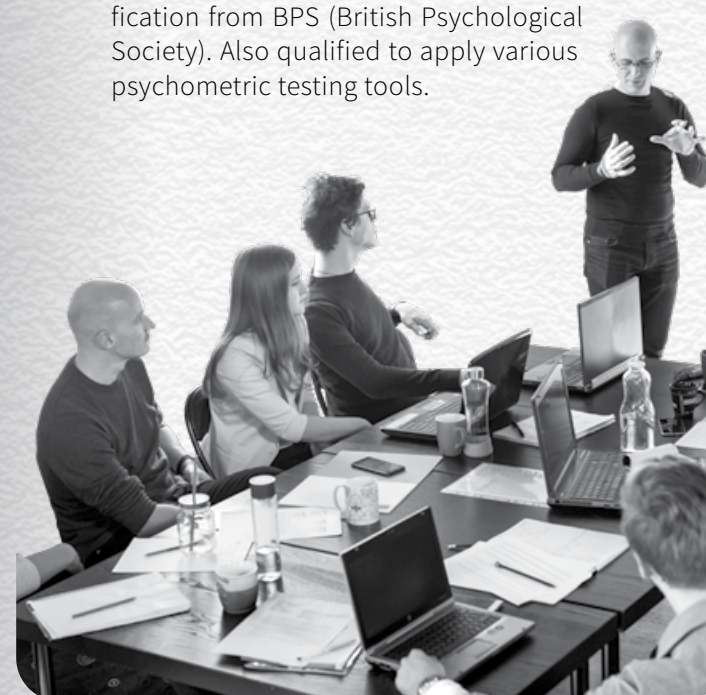


Sally comes with extensive experience of 15 years in Leadership and Talent Development, Training, Performance Management, HR Con-

sulting and Coaching within a number of International, Governmental and Private Institutions.

She specialized in Talent Identification Assessments within Emirates Group Human Resources Department; and was a Permanent Consultant to United Aviation Services (UAS) International Trip Support and has conducted Talent Assessment campaigns around the world. As an Associate Consultant (Trainer and Assessor), Enas worked for multinational consultancies in the MEA region. She has also led Change Management and Structural Adjustment Projects at an International level. This was executed using coaching methodologies as well as Talent Development approaches. During her work as an Associate Consultant, Enas has worked on various talent development programs for several government institutions in the United Arab Emirates. Including, but not limited to, The Prime Minister's Office (PMO), Abu Dhabi Investment Authority (ADIA), Abu Dhabi Insurance Authority, Ministry of Foreign Affairs and International Cooperation (MOFIC), Abu Dhabi University (Knowledge Group), Emirates Post Group and (My Future Project) at Abu Dhabi Fund for Development.

On the academic side, Enas holds a Bachelor's Degree of Commerce majoring in Economics from Alexandria University. In addition to CIPD Diploma in Human Resource Management. She is also a certified Coach from The Coaches Training Institute. This is in addition to obtaining accredited certification in Selection Skills as well as Assessor Skills certification from BPS (British Psychological Society). Also qualified to apply various psychometric testing tools.



Jonathon FIELDER



Jonathon is a senior trainer and coach, boasting 25+ years of experience in providing high-level comprehensive training and development programs to clients from wide variety of industries including banking, oil and gas, hospitality, construction, energy, I.T, retail, telecom, FMCG and others. He has delivered training and development programs in over 20 countries throughout Europe, the Middle East, South East Asia, the Sub-Continent and Africa.

Jonathon is an experienced trainer with a strong interest in personal development and accelerated learning. Jonathon is a master practitioner and certified trainer of neuro-linguistic programming (NLP). His training programs are recognized both by the Association of NLP (ANLP UK) and the American Board of NLP (ABNLP).

Jonathon is a certified coach from the globally renowned Marshall Goldsmith and he is also member of the Marshall Goldsmith Stakeholder coaching team within the UAE. Jonathon is a certified trainer and associate of the prestigious '6 Seconds' Emotional Intelligence Network as well, one of the world's leading EI training and research organizations. He is also accredited by Daniel Goleman to administer and coach his emotional competency inventory (ECI).

Jonathon's principal areas of expertise include management and leadership development, innovative service solutions and the improvement of behavior

skills. He has an interest and expertise in executive coaching and mentoring programs and developing the human capital in learning organizations. His significant expertise enables him to deliver 'real feel' activity and discussion led training, with case studies and examples that ensure learning is engaging, memorable, relevant and readily transferable to the work-place.

Jonathon has a post graduate diploma from the University of Leicester in Human Resource Management as well as has extensive experience in a full range of HR contributions, including recruitment/selection processes, succession and manpower planning and the design of HR policies/procedures and performance management systems. He has also applied his wide professional knowledge to the research, design and validation of competency frameworks and practical assessment/development centers.

Jonathon has held a senior management consultant position with one of the world's largest management consulting organizations before moving to UAE, and his areas of expertise include: Leadership Development, Communication and Interpersonal skills, Emotional Intelligence, Customer Service skills, Negotiation skills, Presentations skills, Coaching and Mentoring, Supervisory and Management skills, Teambuilding, Time and Stress management, Change Management, Creativity and Innovation, Problem Solving and Decision Making, Train the Trainer and others.

The training experience in the courses he teaches is enriched by incorporating several concepts to facilitate a deeper level of learning such as: Practical exercises to ensure multi-sensory knowledge grasping, Innovative teaching style to interrupt old ways of thinking and create an ideal learning state, and Highly participative environment to improve learning retention and commitment.



Mona ABDULRAHIM-SANTL



With an extensive professional experience and training expertise in Communication, Emotional Intelligence, NLP, Customer Service, and Sales; Ms. Mona has successfully conducted numerous trainings at a wide variety of large and small international organizations.

She has a keen sense to identify the factors that hinder the positive development of groups and individuals alike, and does so with creative techniques, along with a contagious passion, compassion, diplomacy and motivation. All of the aforementioned, has led to significant positive changes to the groups and individuals she has addressed and coached.

Ms. Mona is boasting an illustrious 25+ year-long career, during which has acted as a: PR and VIP customer relations specialist at Lufthansa German Airlines in Frankfurt; Sales Administrator and Executive Secretary at the National Semiconductor in Munich; Business Consultant at Neumann Consulting and Relations Manager at Towerclinic in Dubai; and Customer Affairs Officer at Emirates Airlines in Dubai. In addition to this, for several years she owned an event management business in Munich where she organized business conferences and tele-marketing seminars for various international companies.

In 2004, she decides to fully immerse herself in the field of continuous development by founding a pri-

vate consulting firm, and in 2010 she furthermore creates a center for holistic therapies and trainings that serves as a platform for her coaching and mentoring work.

Her interactive training and coaching methodology has proven very successful for which she is constantly praised by her clients. The topics she is mostly delivering courses are focusing on: Leadership Skills, Communication Skills, Motivational Leadership, Effective Teamwork, Team Building Techniques, Emotionally Intelligence, Neuro-linguistic Programming, Complaint Management, Customer Service and Satisfaction, Customer Relationship Management, Sales Management, Presentation Skills, Personal Development, Stress Management, Cross-Cultural Understanding, Relationship Management and Effective Teaching.

The list of clients that have witnessed her expertise includes renowned companies such as: Standarder Bank; Nokia; Hilti; All New Pharma; Orthocare; International School of Helsinki Jorvi Hospital Finland; Abbrchmoun International School Lebanon; Bayer; Accenture/Unilever Abu Dhabi Islamic Bank and Pfizer.

Coming from an Arabic-European background, having lived in several countries and continents, and being fluent in English, Arabic, German and French, Mona epitomizes the flexibility and understanding needed to adapt her trainings to cultural, unique and individual needs. Mona as an acclaimed expert appears in regular TV interviews, and is a recurring speaker at industry events in Boston, Las Vegas, Berlin and London



Steyn HECKROODT



Prof. Steyn Heckroodt bring a wealth of experience and expertise into his classes, workshops, consulting and training interventions. He holds a Moderator appointment with Harvard Business School Publishing in the UAE, and mentor and supervise Masters and PHD degree students in the region and elsewhere. He is a subject expert in Leadership, Strategy, Systems Thinking and Supply Chain Management.

In guiding organisations in their International Expansion Strategies; he has gained experience in multiple countries over the past three decades.

Practitioner on the one side and lecturer on the other, he has, amongst others, contributed to the development and execution of programs/degrees in the field of Leadership, Strategy, Systems Thinking and Supply Chain Management for: Harvard Business School Publishing, Leoron, Business School Netherlands, Stellenbosch Business School, University of Wolverhampton, Jumeira University, College of Business, Westford Education Group

Personal Learning Statement and Philosophy:

"In the training room I am the teacher, but also a learner, learning from the participants; listening to their world-views and experiences as they paint their universe of knowledge and understanding on the canvass of dialogue."

Lama A. MAKAREM



Mrs. Lama has an intensive and extensive background as expert trainer. Her 20+ years of teaching, consultancy, and facilitating experience are evident in the various contemporary and advanced business and behavioral topics that she has taught, consulted, and trained on in the USA and the MENA region.

Lama is a master soft-skills trainer and has started her consultancy and training career offering exclusive business consultancy services along with developing and delivering training programs to various industries including the automotive, telecommunication, media, retail, education, legal, banking, and government sectors.

At the moment, Lama's expertise is being dedicated mostly into training, management and consultancy in various industries offering a series of coaching and course training programs services throughout North America, the GCC, and MENA Regions, to numerous global and local clients.

Lama has completed her Ph.D. coursework in Business Leadership with Capella University in the US. With distinction, Lama has graduated with an MBA in Management and Finance from Wayne State University, one of the leading universities in the state of Michigan, USA. She had completed her undergraduate studies in Business Administration at the Lebanese American University in Beirut.

Her strong educational background listed below:

- PhD candidate in Business Leadership – Capella University - Minneapolis, Minnesota USA
- Masters in Business Administration (MBA) -Wayne State University-Detroit, Michigan, USA
- Bachelor of Arts in Clinical Psychology - The Lebanese University - Beirut, Lebanon
- Bachelor of Science in Business Administration - Lebanese American University - Beirut, Lebanon

Lama is fluent in English and Arabic, and has a dual citizenship; American as well as Lebanese, thus giving her the privilege of being exposed to both western and Middle-Eastern cultures and consequently being fluent in both languages; English and Arabic. Her training style is engaging and interactive and her methodology encompasses experiential learning as she encourages her participants to reflect upon their learning through doing via a range of engaging and high-impact activities designed to stimulate and achieve key learning points that candidates can apply in the workplace.

Minas HANS KEHIAN



Minas is a Training Partner with LEORON and a senior trainer & consultant in strategic management, HR, Team Building and other & soft skills trainings with over 13 years of international

experience. Minas possesses also a solid teaching experience at various universities in Lebanon & KSA as a professor in the fields of strategic planning, management, leadership, building effective teams, safety, marketing, Human Recourses, mini MBA & administrative skills.

A native of Lebanon, a doctorate candidate and an EMBA graduate focused on International business. Minas enjoys a great deal of hands-on experience on top of what was mentioned above, particularly in the fields of, interpersonal skills, personal development, Quality Management, selling skills, customer service, emotional intelligence, leadership, change management, creative thinking, problem solving, TNA, managerial & supervisory skills, stress & time management, train the trainer, team building and other programs.

Minas's first exposure to training started with Alico where he was the sales & customer service trainer responsible for the Lebanese Market. He then successfully took on a role in management and administration with 3ASolutions Training and Consulting. Minas then embarked on several freelancing assignments, whereby he worked on designing and delivering various public and in-house programs for government institutions as well as private organizations.

Minas has conducted several consultancy roles assisting companies in the Middle East (GCC), Caucasasia & West Africa and gained a wide experience throughout this endeavor, in various business areas and service sectors.

On top of his training and consultancy roles, Minas is currently a visiting professor at the Lebanese Canadian University in Lebanon & LAUREATE Int. KSA teaching "Business Strategy", "SME Management", "International Business" (MBA), Global Marketing (MBA), "Developing Marketing Strategies" (MBA), "SHRM" (MBA), "Business Communication", "Measuring HR".

Over 13 years of diverse experience in various industries made Minas accountable for leading, directing and managing the Learning & Development operation for many clients' sites, ensuring consistent high level service quality and customer satisfaction. He is a senior executive and a team leader who mainly believes in Human Capital, the common denominator of many business sectors.

He has conducted several senior level trainings and seminars in a number of different GCC coun-

tries since 2001, with multinational organizations like Adidas, Orange Telecom, BSF, Gasco, Al Jeel, QUALEB, NDC, ABK, CBK, NBK, Vivacell-MTS, ECSSR (مركز الإمارات للدراسات والبحوث الاستراتيجية), AIM group, CMA, KFH, Mobily etc.

He believes in results through dynamic teams who represent the first and last asset of any successful organization.

Lea WEYERMANN LOZAR



As an ICF certified Leadership & Performance Coach, Lea specializes in aiding ambitious leaders, managers and their teams push forward and succeed in a corporate world that is ever-changing and even prone to periods of near chaos. For her, however, this is par for the course.

In her work, she utilizes many years of professional sports and leadership experience with the passion for personal and team excellence to give my client's the edge they need to succeed, surpass their goals, and surf the waves of constant change with confidence and ease.

Goran GAKIDEV



Goran holds the Director role at Leoron Group responsible for the development of the Consulting and Instructional Design areas. He has been involved in projects with various large companies in the GCC region, including some of the banks, automotive, telecom as well as manufacturing companies.

Goran's professional career spans over a decade long working for international organizations where most of his experience has been in training & development/education industry with Leoron Group. His main contributions are related to various areas including business development, organizational development, psychometric assessments, process improvement, management and value creation. He has worked with large corporates from the GCC region such as Bank Al Jazira, Mobily, Marafiq, SACGC, ALJ in various projects focusing on learning & development and consulting services.

Goran holds a BSc from SEEU (South East European University) in Business Administration. He is certified Six Sigma Green Belt (CSSGB) from the American Society of Quality (ASQ) and holder of the ICALS (International Certificate in Leadership and Management). He was among the few candidates from the Balkan region to receive a scholarship based on his professional achievements for attending the Innovation and Organizational Leadership executive program at Schulich Business School in 2016. His interpretation

of Responsible Leadership got him as top student in the Young Managers program in Bled School of Management in 2014.

Hristina LOZANOVSKA



Executive and Business Coach - Certified Erickson Professional Coach and Capital C Coach (NLP). Creator and leader of innovative approaches of people development and education programs, through design of variety of training events, leadership programs, mentorship programs, executive and business coaching in Europe. HR Mentor with proven experience and expertise in the field of HRM, people development and organization improvement, in private sector, public sector and administration, as well as in the civil society. Author of the book "Integrated HRM Model" real case study of the central bank. In depth understanding of all HR processes and functions for maximizing the strategic use of the human capital. Leader of EU projects, Erasmus + projects for developing innovative educational program-Vocational education and training. Project for Diversity management and promotion of social values. Recognized networking leader and organizer of more than 10 international conferences, as president of Macedonian HR Association 2012-2018, with more than 100 international speakers, and more than 2000 participants.

Ilche ENDEKOVSKI



Ilche Endekovski is a Consultant and soft skills Trainer with 10+ years of diverse managerial, supervisory, consulting and training advisory experience. He has a vast experience working in Europe as well as working in the Gulf region (UAE, Saudi Arabia, Kuwait, Oman and Qatar)

During his professional career so far, he has worked in the fields of Educational Management, Professional Training and Development industry, Competency Based Recruitment, Project Management

as well as Business Development Management and Sales. During his career in Training and Development Advisory and Delivery, Ilche has worked with clients such as ALJ, Crown Prince Private Authority, Siemens KSA, Panda Retail, Colleges of Excellence, Telecommunications and Digital Government Regulatory Authority - Dubai, Saudi Telecom Company, Americana, Bank AlJazira, Saudi Post and many more from GCC region.

Ilche is experienced HR and L&D consultant with a demonstrated history of designing and delivering Competency Based Trainings for various Technical and Behavioral skills. He has helped organizations improve their recruitment processes based on established competency frameworks.

Ilche majored in English Language and Literature in Europe. He is professionally certified as ASQ CSSGB Certified Six Sigma Green Belt from the American Society for Quality as well as Certified in Business Operations, CBOP from ACPOP IABFM. Ilche is in a process of obtaining CIPD L&D qualification.

For the past 10 years he has successfully developed and delivered many soft skills courses in Sales and Business Development, Communication Presentation and Negotiation Skills, Customer Excellence, Stakeholder and Stress Management as well as Team Building and Leadership courses. He is a firm believer of interactivity and engagement during his practical training deliveries.

Ilche is proficient in English as well as several other South-Eastern European Languages.

DUBAI
UNITED ARAB EMIRATES

LEORON Professional Development Institute
+971 4 447 5711
Indigo Icon Tower JLT, Office 1208
PO Box 390601 | Dubai, UAE

RIYADH
KINGDOM OF SAUDI ARABIA

Saudi Experts Institute for Training and Development
+966 11 464 4865
King Fahad Road, Al Rahmanyah District
Moon Tower, 23rd Floor, Bldg No. 7542
PO Box 68531 | 11537 Riyadh, KSA

ABU DHABI
UNITED ARAB EMIRATES

LEORON Management Training
+971 2 552 1155
Abu Dhabi Island, Al Salam Street, Salam HQ Building,
Office 503 | PO Box 105098 | Abu Dhabi, UAE

SKOPJE
MACEDONIA

LEORON Group
+389 2 320 0000
Str. 20, No 82, Cucer-Sandev
1000 Skopje, MKD

JONKOPING
SWEDEN

LEORON Professional Development Institute AB
+46 36 291 6110
Gjuterigatan 9
553 18 Jönköping, SWE

ALMATY
KAZAKHSTAN

LEORON Training and Development LLP
+7 708 971 6685
Timiryazeva, 28 B, office 612
050040 Almaty, KAZ



1800 LEORON | TOLL
+536766 | FREE

info@leoron.com | leoron.com