



Corporate Profile



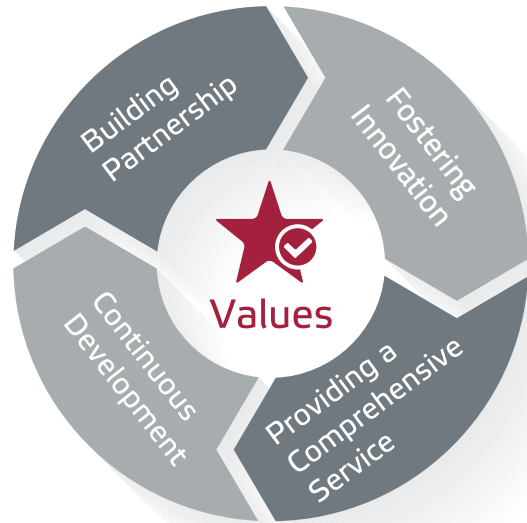
Vision

We believe in not just only achieving one of the pillars of comprehensive and sustainable visual realization aims of Vision 2030, but we really believe in achieving them all.. And to be one of the fastest-growing consulting firms and assume an advanced position in entrepreneurship at a local, regional and international level.



Mission

Provide high Quality consulting services and professional support according to international best practices with enhanced efficiency in the use of Time and other resources to maximize the return on customers' investments.



Our Team

Our Consultants are MBA holders from top universities all over the world such as London Business School, INSEAD, UC Berkeley, Manchester Business School & European School of Management and Technology.

Our Team Embraces Diversity



RAMAQ capitalizes on the diverse backgrounds & deep collective experience of a team of competent professionals who work with entrepreneurial spirit and handle engagements according to our unique methodology

Academic Experience



CAPABILITIES



Professional Career Experience

Our consultants worked with several companies across the MENA region from different sectors like IT, construction, retail, FMCG, training, education, telecom ...

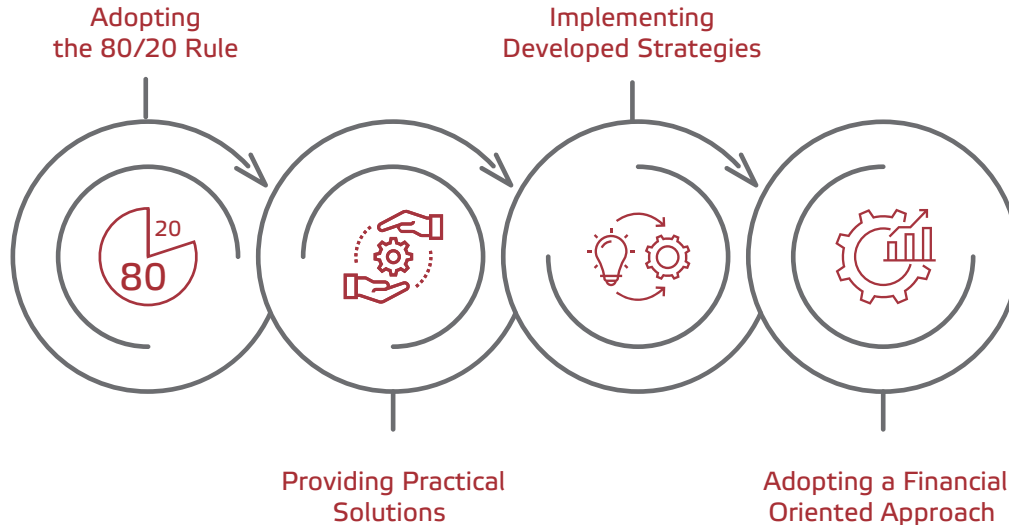
Industry Experience



Diverse team of consultants coming from different background including top consulting firms like Booz & CO, McKinsey and KPMG.

Our Principles

Our engagement model bridges the gap between strategy design and implementation. Its our focus on exception, we are not ONLY concerned with **"What"** shapes the industry like main market indicators and trends. We focus most of our concentration on **"How"** to implement strategic directions and decisions through working with the different variables within the market or the industry.





Engagement Model | How we make change happen.....

- 1 We provide the deepest understanding of the REAL internal and external business challenges, by focusing on business critical issues.
- 1 We enable our clients to focus on areas where their core opportunities lie in achieving their actual growth.
- 1 We identify and implement smart, data-driven, and cost-effective strategies that have a quick impact on performance.
- 1 We ensure that our strategies are translated quickly into actionable and practical activities; transforming strategies into measurable results.
- 1 We focus on making things happen on time and on budget, matching different commitments and deadlines, and delivering results under pressure.
- 1 We address business challenges from an integrated perspective covering strategy, people and technology.
- 1 We pay significant attention to understanding the clients' environment, and we deal with utmost congeniality with issues related to people, culture and policies.



Consulting Services

Core Portfolio





What we do

Business Consulting

- ↳ Strategy Consulting
- ↳ Financial Consulting
- ↳ Operations Consulting
- ↳ Marketing Consulting
- ↳ Operational Excellence (Design& Improvement)
- ↳ Strategic Planning and Competitive Positioning
- ↳ Development of Policy, Procedure and Process Workflow
- ↳ Organization Design and Restructuring
- ↳ Brand Creation, Development and Positioning
- ↳ Business Case Development
- ↳ Business/Project Planning, Finance and Modelling
- ↳ Customer Experience Transformation
- ↳ Business Restructuring
- ↳ HR Consulting
- ↳ IT Consulting
- ↳ Feasibility Study

People Development

- ↳ Leadership Development
- ↳ Training Consulting
- ↳ People Performance Management
- ↳ Employee Satisfaction Studies
- ↳ Manpower Planning and Optimization
- ↳ Talent Development & Sustainability
- ↳ Succession Planning Design
- ↳ Behavioral Change Management
- ↳ Benchmarking Reward Packages
- ↳ Integrating People, Process, and Technology

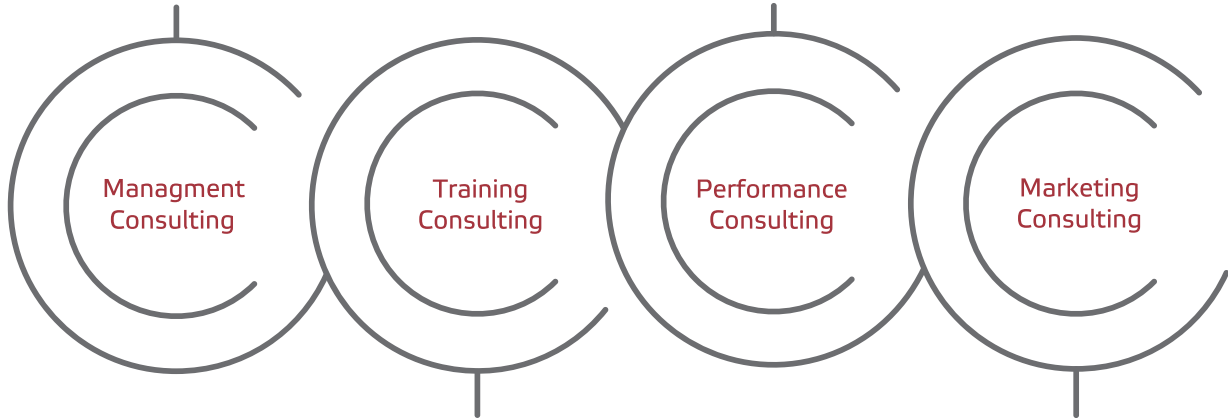
Assessment Center

- ↳ Organization Assessment
- ↳ Management Assessment
- ↳ Customer Satisfaction
- ↳ Employee Assessment
- ↳ Training Needs Assessment
- ↳ Sales Force Assessment
- ↳ Organizational Maturity Assessment
- ↳ Governance Structures and Assessments
- ↳ Research and Market Assessment
- ↳ Assessment Tool Development, Implementation and Analysis
- ↳ Leadership Assessment and Coaching



- 1 Strategy Planning
- 1 Corporate Transformations
- 1 Organizational Change and Enterprise Transformation
- 1 Corporate Performance Management

- 1 Performance Management & Balanced Scorecard
- 1 development and implementation.



- 1 Training Needs Assessment and Plan Development.
- 1 Training Customization
- 1 Training Execution

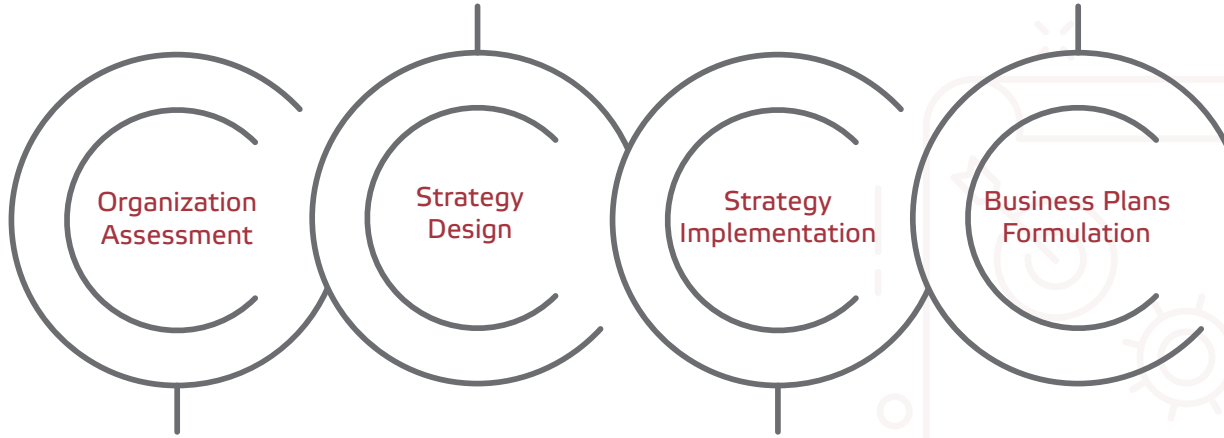
- 1 Marketing Strategy
- 1 Marketing Campaign Management



Our Offering | Corporate Transformation Overview

Designing the appropriate strategy for the organization covering the design of various strategies such as: financials, HR, etc.

Designing full business plans for businesses of different sizes through conducting the needed research and analysis



Assessing the organization on various metrics such as: strategic foundation, financials, people, product offerings ... etc.

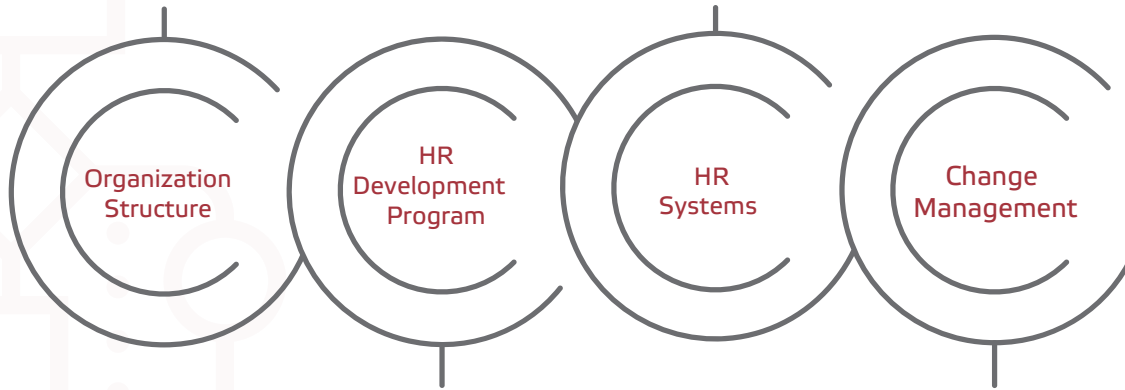
Supporting Clients in implementing the strategy through providing project management and on-ground support.



Our Offering | Organizational Development Overview

Based on the corporate strategy, a new structure is being designed along with the corresponding job discretion and a migration plan to facilitate the migration to the new structure.

Developing HR systems needed to achieve strategic objectives including compensation and performance management systems along with the needed orientation and training workshops



The HR Development programs address employees' development needs within the organization including leadership development and soft skills in order to achieve the corporate strategy

Developing the needed Change Management programs to achieve smooth transitions in which different mechanisms are being customized for increasing adoption and minimizing resistance



IT Consulting Services & Solutions

IT Infrastructure Solutions

Datacenters

- ↙ Enterprise Networks
- ↙ Data Storage
- ↙ Security infrastructure
- ↙ Archival Solutions
- ↙ DR and Business services
- ↙ Continuity Solutions

IT Infrastructure Services

On-site support services

Off-site support services

- ↙ Remote monitoring and management
- ↙ Technical Helpdesk (L2,3 ,1)
- ↙ Hybrid Management

Managed Services

- ↙ Private and Public "Cloud"
- ↙ Traditional Datacenter services
- ↙ Platform and software as a service

Enterprise Software Services

- ↙ ERP/CRM Consulting and Implementation

Middleware Solutions

- ↙ Core Banking Solution – implementation, roll-out, migration, maintenance
- ↙ Custom Application – Consulting, Design, development and maintenance

Application Development Management Services

- ↙ Application Development
- ↙ Application Maintenance and Production Support
- ↙ Application Migration
- ↙ Database Migration
- ↙ Data Migration



Finance Consulting Services

ATOL Reporting Accountants

The scheme is designed to ensure that designated accountants of participating bodies are sufficiently knowledgeable about both the industry and specific requirements of ATOL to provide the required assurance needed by the CAA.

Compliance Services

- ↑ Statutory Audits.
- ↑ Annual Statutory Accounts.
- ↑ Client Money Audits for Solicitors Regulation Authority.
- ↑ Charity Independent Examinations.
- ↑ ATOL Return work for the Civil Aviation Authority (CAA).
- ↑ GAAP, IFRS and other Accounting Standard Conversions.
- ↑ Company Secretarial Services.
- ↑ Payroll Procedures including Real Time Information and Pensions Auto Enrolment compliance.
- ↑ Tax Returns and Grant Claims.

Business Support Services

- ↑ Management accounts and information
- ↑ Payroll
- ↑ Bookkeeping
- ↑ Business planning and forecasts
- ↑ Liaising with banks and institutions
- ↑ Internal audit and risk management

Taxation

As tax advisers, our objective is to work closely with you to ensure you pay the minimum tax required by law. We will help you to understand the tax implications of your actions, in order that you can plan ahead and conduct your affairs in a tax efficient way.

- ↑ Corporation tax services
- ↑ Trusts
- ↑ Personal tax services (including sole-traders and partnerships)
- ↑ Self Assessment
- ↑ Personal tax planning
- ↑ Estate planning
- ↑ HMRC Investigations and Enquiries
- ↑ HMRC Investigations and Enquiries
- ↑ Tax Investigation Service



European School of Management & Technology Executive Education

ESMT Berlin. The business school founded by business





RAMAQ is the exclusive regional partner in GCC of one of the top 10 business school worldwide. European School of Management & Technology (ESMT) develops entrepreneurial leaders who think globally, act responsibly, and potential of technology, it develops and imparts new knowledge to foster sustainable economic growth. Based in the heart of Europe in Berlin ESMT founded by 25 leading global companies and institutions.





“Strong growth, international reputation: ESMT Berlin has gained clearly in stature in the past eight years. I look forward to supporting the business school as it continues to establish itself as one of the premier addresses for management education in Europe.”

Dr. Dieter Zetsche
Chairman of the Board of Management of Daimler AG
Head of Mercedes-Benz Cars



“ESMT Berlin was founded with the aim to create an international management school in Germany.”

Angela Merkel
Chancellor of Germany

Open programs enabling diplomas in advanced management, management and global business



Advanced Management

- 1 General Management Seminar
- 1 Executive Transition Program

Postgraduate Diploma
in Advanced Management

Leadership and Social Responsibility

- 1 Emerging Leaders Program
- 1 Understanding and Leading Change
- 1 Leading People and Teams
- 1 The Energy of the Introverted Leader
- 1 Leading Digital Transformation
- 1 Leadership under Pressure
- 1 Leadership in Action
- 1 Business Ethics
- 1 Leading with Psychological Intelligence
- 1 Happiness

Managing Technology and Strategy

- 1 Modern Sales Management
- 1 Winning with Business Strategies
- 1 Innovation as a Corporate Model
- 1 Business Experiments
- 1 Transformation of the Energy System
- 1 IT for Leaders
- 1 Cybersecurity
- 1 Blockchain
- 1 Decoding Digital
- 1 Bringing Technology to Market
- 1 IT Leadership Program
- 1 Driving Agility

Core Competencies

- 1 The Art of Decision Making
- 1 Mastering Negotiations
- 1 High-Impact Negotiator
- 1 Finance for the Non-finance Executive
- 1 International Financial Markets
- 1 Fraud and Corruption
- 1 Compliance with Competition and Consumer Policies

Global Network of Advanced Management

- 1 15 program days in 2 years at 3 Business Schools in at least 2 different countries and 1 capstone project.

GNAM Certificate of
Excellence in Global
Business

All programs applicable to the Postgraduate Diploma in Management
(18 days in 30 months)

RAMAQ



Customized programs driven by industry practice groups



Technology-based industries



Telecom, transport utilities



Financial services



Information and communications technologies



Consumer goods and retail



- 1 Complex products & solutions on B2B-markets
- 1 Global competition
- 1 Engineering culture
- 1 Highly specialized



- 1 Highly capital intensive, technology-based industries
- 1 Former monopolistic position
- 1 High degree of regulation



- 1 Large scale industry consolidation
- 1 Converging markets
- 1 Changing regulatory environment



- 1 Digitization of business models and operations
- 1 Harnessing big data
- 1 Implementing digitalization



- 1 B2C - markets
- 1 Importance of marketing and brand management
- 1 Fast changing consumer demands



GNAM CERTIFICATE OF EXCELLENCE IN GLOBAL BUSINESS



The Global Network for Advanced Management (GNAM) is a collaboration of leading graduate schools of business in 25 countries on five continents. GNAM was founded on the premise that enterprises need leaders who understand how markets and organizations work in increasingly diverse and complex contexts. Over two years, participants have to take a minimum of 15 days of non-degree executive programs at the participating business schools and complete a capstone project. They have the opportunity to select from over 200 programs that match their professional development goals. To maximize their global exposure, the GNAM network requires that participants take courses at three different schools (or more) in two countries (or more). At the end of their studies they will receive the Certificate of Excellence in Global Business.



**YOUR RETURN ON
INVESTMENT**



Experience in GCC region participants and other activities



Participants in degree and open enrollment

Participants from Qatar, Saudi Arabia (CMA Market Authority, Elm, Ethihad Etisalat, Mogareb Contracting Group, Saudi Aramco, Saudi Fransi Capital, Tadewul Saudi Stock Exchange)

السعودي الفرنسي كابيتال
Saudi Fransi Capital



هيئة السوق المالية
Capital Market Authority



ارامكو السعودية
Saudi Aramco



etisalat



Elm

تداول
Tadawul



Experience in GCC region executive education



Other GCC activities of ESMT

- ↗ Three ESMT Middle East and Central Asia Scholarships per year
- ↗ Speaker invitations for kapsarc conferences
- ↗ ESMT officially added to the list of approved foreign schools by the government of Saudi Arabia in October 2016 (King Abdullah Foreign Scholarship Program ; <https://ru.moe.gov.sa/Search#/University/10222>)



Master class customer centricity for top 50 management circle



albatha

50 managers. Key topics: strategy, finance, change



Dubai Business Internships under patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum





ADVANCED MANAGEMENT PROGRAMS





EXECUTIVE TRANSITION PROGRAM



LANGUAGE		English
DURATION		24 days split into 3 modules of 8 days each
CERTIFICATE		Postgraduate Diploma in Advanced Management

The Executive Transition Program (ETP) has been designed for managers transitioning from a role as functional expert to an increasing level of general-management responsibilities. These are executives who want to gain a sound understanding of the major business functions and the way they interrelate in an organization. We will look at the strategic aspects of running a business, analyze the critical role of innovation, deal with the all-encompassing development of digitalization and look at new techniques, such as design thinking. We will evaluate the relation between a business and its non-market environment, and discuss the methods and rules general managers should follow when making decisions. We will further broaden perspectives by exploring the role of communication, the various effects of leading yourself and others, at components of a successful change management, as well as business ethics, and CSR.


Module 1	Core Managerial Competencies	Oct. 2018 ,26 - 19
Module 2	General Management Perspectives	Feb. 2019 ,22 - 15
Module 3	Integrative Leadership in Action	May 2019 ,17 - 10

LEADERSHIP AND SOCIAL RESPONSIBILITY

A large, stylized, grey, three-dimensional arrow graphic pointing upwards and to the right, located on the right side of the slide. It is a larger version of the logo element seen in the top left.



EMERGING LEADERS PROGRAM

LANGUAGE	 English	TUITION	6,500€
LOCATIONS	 ESMT Berlin and Athens		
CERTIFICATE	 Postgraduate Diploma in Advanced Management		

Talents assigned to their first leadership roles need to prove themselves to their superiors, peers, and collaborators. Succeeding requires a profound change in both skills and mindset: from a talent who delivers value individually to a leader who creates value through others. The Emerging Leaders Program (ELP) is designed to enable participants to manage this critical transition and realize their full leadership potential. In the first module, participants develop insights and tools to help them deal with the multifaceted context in which leadership plays out while learning how effective leadership requires actively managing upwards, downwards, and laterally. In the second module, participants reflect on the responsibilities they have accepted as future leaders. Through intense interactions with faculty, peers, and professional actors, they explore the ethical and psychological foundations of leadership and work on preparing a foundation for their own individual path to leadership.

Module 1	The Context of Leadership	September 2018 ,21 - 18 (Berlin)
Module 2	Personal Leadership Skills	January 2019 ,25 - 23 (Athens)



IT LEADERSHIP PROGRAM

LANGUAGE	English	TUITION	6,500€
LOCATIONS	ESMT Berlin		
DURATION	9 days split into 3 modules of 3 ,4, and 2 days		

Leading People and Teams (LPT) is a leadership laboratory aimed at enhancing participants' abilities to address the complex set of challenges facing managers in their leadership roles. The LPT's experiment-based structure will help participants to gain awareness of their blind spots as a leader and develop strategies to correct them. Participants will learn how to influence decision makers in support of their initiatives, how to diagnose and remedy potentially toxic organizational dynamics, and how to bolster their leadership through a well-functioning, productive professional network. The laboratory's challenging but safe environment will provide participants with the opportunity to reflect on their experiences as leaders, experiment with different leadership approaches, and receive valuable feedback and support from both faculty and peers. The individual learning experiences will be seconded by a full day of group executive coaching as well as post-program follow-ups.

Module 1	November 2018 ,23 – 20
Module 2	January 2019 ,24 – 22
Module 3	February 2019 ,27 – 26

WOMEN'S LEADERSHIP EXCELLENCE

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	2 days

Despite the evidence that businesses improve their performance with more women in leadership positions, many companies are not taking advantage of the positive effects of having more women in decision-making roles. Women's Leadership Excellence (WLE) provides a practical agenda for realizing the advantages of diverse leadership teams and supporting business women to maximize their impact. WLE will equip female leaders with the competence and skills to create, explore, and feel comfortable using the value that their gender brings to leadership. In a supportive and collaborative atmosphere, participants will learn how to overcome bias, strengthen their leadership talents, evaluate their career options, and acquaint themselves with networks supporting women in business. They will challenge pre-held notions of fairness and learn how to emphasize both their self-development and that of others.

December 2018 ,05 – 04



LEADERSHIP AND SOCIAL RESPONSIBILITY



LEADING DIGITAL TRANSFORMATION

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	3 days

The program Leading Digital Transformation (LDT) provides executives with methods and measures that help them respond to the necessity of being able to lead their businesses within increasingly digitalized markets. LDT thereby places a special focus on skills that are crucial for leading people in a digital environment. The program also encourages participants to become drivers of change at their companies by developing new mindsets and behaviors within teams and departments. Through experiential learning and by tapping into new didactical approaches (e.g., gamification and prototyping), LDT helps Participants understand not only the “What” of digitalization but also the “How” of becoming an excellent leader for a digitalized future. LDT covers the understanding, adaption, and immediate application of newly gained knowledge in a state-of-the-art approach.

December 2018 ,14 – 12

LEADING WITH PSYCHOLOGICAL INTELLIGENCE

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	4 days

The program Leading with Psychological Intelligence (LPI) responds to the increasing demands of executives to enhance their leadership efficacy through better connections with their employees, supervisors, and peers. As psychological research offers many insights into human behavior, this program applies the research findings directly to the everyday behavior of modern managers. These findings help them to build foundations for productive relationships with people in organizations, to recognize what motivates both themselves and others, and to learn the most effective ways of working with a range of individuals. Supported by research, participants will discover how they perform as leaders through feedback analysis, experiential exercises, mini-lectures, small group discussions, peer consultation, and individual coaching.

December 2018 ,30 –27

“Illuminating when it comes to understanding yourself, your relationship with others, and the influences involved. Thoroughly enjoyable as well.” Suzanne Hayward, Managing Director, Corporate and Investment Banking, UniCredit Bank



LEADERSHIP IN ACTION

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	3 days

For an entrepreneur building a company or an entrepreneurial thinker strengthening an existing organization, moving beyond the leadership comfort zone is vital. The same holds for managers having to drive real change. They all need bold leadership skills and fresh paradigms to make effective decisions. Leadership in Action (LIA) shows managers how to achieve both. A rigorous, three-day, total immersion experience helps to stretch and push leadership concepts in unexpected ways. Using the transitional approach to change, an action-and-review framework extends thinking beyond classic presentations and methods so that participants will move, perform, communicate, and create during an innovative set of experiential sessions. The combined elements work toward accelerating personal and professional growth, breaking out of routines, and discovering new opportunities.

UNDERSTANDING AND LEADING CHANGE

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	3 days

Understanding and Leading Change (ULC) is an experience-based program that prepares participants to meet the problems that come with initiating and implementing change. During the program, participants will examine change processes together with the psychological, political, and organizational issues they generate. They will learn to categorize different challenges: evolutionary versus revolutionary change, technical versus adaptive change, and anticipatory versus reactive or crisis change. Using these categories, participants will identify specific problems for initiators, implementers, and recipients of change. They will understand why change initiatives can fail and learn how to deal with resistance as well as identify the factors of successful change.

September 2018 ,14 – 12



LEADING PEOPLE AND TEAMS

LANGUAGE	English	TUITION	4,600€
LOCATIONS	ESMT Berlin		
DURATION	4 days		

Leading People and Teams (LPT) is a leadership laboratory aimed at enhancing participants' abilities to address the complex set of challenges facing managers in their leadership roles. The LPT's experiment-based structure will help participants to gain awareness of their blind spots as a leader and develop strategies to correct them. Participants will learn how to influence decision makers in support of their initiatives, how to diagnose and remedy potentially toxic organizational dynamics, and how to bolster their leadership through a well-functioning, productive professional network. The laboratory's challenging but safe environment will provide participants with the opportunity to reflect on their experiences as leaders, experiment with different leadership approaches, and receive valuable feedback and support from both faculty and peers. The individual learning experiences will be seconded by a full day of group executive coaching as well as post-program follow-ups.

November 2018 ,09 – 06

MANAGING TECHNOLOGY AND STRATEGY

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BRINGING TECHNOLOGY TO MARKET

LANGUAGE	English
LOCATIONS	ESMT Berlin, Darden School of Business, CKGSB
DURATION	12 days split into 3 modules of 4 days each

Global markets are turbulent, and their competitive landscapes are continually changing. New customer segments, low-cost competitors, new technologies, and innovative business models demand that suppliers frequently adjust their market approaches to these new conditions. Similarly, managers responsible for a product and/or region have to know how to tailor services and product offerings to profit from developments. The program Bringing Technology to Market (BTM) has been designed to provide managers in technology-driven B2B markets with the knowledge and concepts they need to develop growth plans and mitigate risk. Responding to the demands of the global business world, the three BTM modules will comprise an international group of participants and be run in three major business regions, namely the United States, China, and Germany.

September 2018 ,07 – 04 (Darden School of Business, USA)
Module 3: Cultural and Political Frameworks
November 2018 ,09 – 06 (CKGSB, China)

INNOVATION AS A CORPORATE MODEL

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	3 days

Today's business landscape is marked by an innovation culture that touches all major business areas in which executives act. As a hub for the international startup scene, Berlin is home to an entrepreneurial spirit that fosters innovation in both large and small organizations. Building on the pertinent, extensive network of ESMT, Innovation As a Corporate Model (ICM) breaks the boundaries of classroom teaching. Participants will visit new forms of shared work environments and speak with startup entrepreneurs and CEOs to gain insights into a new type of competitive mindset. They will acquire tools that enhance creativity and boost innovation inside their own business units. Finally, participants will explore how to steer an organization toward greater agility and reap the benefits of methods such as Design Thinking.

December 2018 ,05 – 03



BEING AGILE: APPLICATION WORKSHOP DESIGN THINKING AND SCRUM

Being agile and Design Thinking are no longer buzzwords. They are methodologies dealing with innovations – methodologies that have succeeded in large companies and are now gaining traction in medium-sized enterprises, NGOs, and governmental institution as well. To introduce them to executives, ESMT offers a workshop, divided into two parts. In part one, participants will apply Design Thinking methods to explore, define, prototype, and test their innovations. They will conduct real-life interviews with potential customers/users and pitch their innovations in front of their peers. Part two will focus on the implementation and scaling of innovations. Participants will use their group's innovation project to acquaint themselves with the business model Canvas in order to move from prototype to market rollout. In addition, participants will familiarize themselves with the principles of the agile methodology Scrum. In an iteration of a so-called Scrum sprint, participants will discover why this method has become so popular in organizations.

November 2018 ,16 – 15

CORPORATE ENTREPRENEURSHIP

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	4 days

Smaller companies are known to be quick and agile when bringing new ideas to market, whereas larger companies often struggle to do this at the same pace. In the program Corporate Entrepreneurship (CES), participants will analyze the elements of and requirements for successful entrepreneurship in organizations. They will learn what they can do to turn ideas into new ventures and how to overcome common obstacles. As practical exercises, they will generate their own business ideas, test them in the market, and discover how to improve their design and launch them. Renowned faculty and leading entrepreneurs will offer the latest research and best practices. They will explain how to develop scalable business models and how to pitch and sell ideas.

September 2018 ,28 – 25



BLOCKCHAIN – USING ITS POTENTIAL TO BENEFIT YOUR BUSINESS

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	2 days

Blockchain is still a new technology, but ignoring it may prove costly. Next to the cryptocurrency bitcoin, a second application in the form of smart contracts is beginning to reveal its potential, namely by utilizing computer protocols to trigger actions following an automated validation of the underlying contractual terms.

However, despite the application’s potential and momentum, not all executives know how this new transaction technology – and smart contracts, in particular – works, or how technology and applications may impact their industry, company, and jobs. In the two-day program Blockchain (BCH) leading developers and front-users will show participants how to assess and apply this new technology. They will present its basis, promises, and challenges. With their help, participants will understand the concept of a “smart contract market place,” as well as the legal obstacles and the uncertainties involved. They will support participants in creating their own ideas and discuss implementation hurdles to be aware of.

December 2018 ,14 – 13

WINNING WITH BUSINESS STRATEGIES

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	3 days

Strategy and strategic thinking are core elements of business success – in fact, a strong strategy sense is among the most important skills for an executive to have. As competitive pressures grow across unpredictable markets and new business models transform companies, these capabilities become more vital than ever, leading to a critical set of questions, such as: Which are the best instruments for understanding an organization’s competitive environment and ability? Where can we find strategic opportunities in an increasingly globalized marketplace? Which strategies are likely to succeed, and which ones face the highest implementation hurdles? But the key question is: How to design a successful strategy that is capable of driving an organization’s business activities in the right direction and manage both mature business lines and new enterprises?

December 2018 ,05 – 03



CORPORATE STRATEGY

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	2 days

In a multi-business organization, long-term success depends on two important factors. The first is the competitive performance of its operating units, i.e., their ability to create and capture value in different market environments. The second is the parent company's ability to make individual businesses stronger than they could be individually.

The program Corporate Strategy (COS) addresses these management tasks at the corporate level. Participants will focus on the complex challenges of developing a promising portfolio of businesses, executing necessary portfolio changes, determining the right level of cross-business interaction and central influences, and communicating a rationale for the existence of the multibusiness firm as a whole. They will also better understand the interaction of capital market and corporate strategy. The program has been designed for senior executives of multibusiness firms, either in a group-wide function or as managers of larger parts (divisions). Executives preparing to take on crossbusiness- unit responsibilities also will benefit.

November 2018 ,30 – 29

ESMT
BERLIN

MODERN SALES MANAGEMENT

LANGUAGE	English
LOCATIONS	ESMT Berlin
DURATION	3 days

Sales management has never been as challenging as it is today. Business models are changing as managers strive to establish their companies as solution providers while capitalizing on digitalization. At the same time, it is becoming increasingly difficult to find, lead, and retain qualified sales personnel who are able to fulfill the requirements that new business models demand. Against this backdrop, sales managers need to rethink established practices. To support them in this endeavor, the program Modern Sales Management (MSM) deals with the questions of how to optimize sales management as well as build and lead a sales force with optimal selling behavior and increase their sales success. Participants will familiarize themselves with the latest concepts and research results in the fields of solution-selling, sales analytics, and sales automation, and use them to develop ideas to improve their own sales business. They will receive feedback from faculty and peers and leave the program with a concrete action plan. To facilitate the transfer into practice, participants will also deal with the questions of how to drive change in the sales function as well as how to overcome the resistance from superiors, peers, and their own teams.

December 2018 ,13 – 11

RAMAQ



Individual benefits:

Participants will return to their organizations with a greater awareness of change processes, typical behavioral patterns, and the problems related to each of them. After the program, participants will have a deeper understanding of change as a major aspect of organizational life. They will also have frameworks to initiate and successfully implement necessary change.

Organizational benefits:

-All ESMT programs are practice-oriented. This means that participants profit from the current research being applied in business today, research that can be implemented once participants return to their organizations. Furthermore, the programs provide both the participants and their organizations with fresh perspectives and a solid network of global business contacts. In addition, investing in this program presents an opportunity to promote and retain valuable business personnel.

- ETP provides companies with the opportunity to promote and retain valuable personnel. In addition, the program offers a tangible return on investment, that is, practice oriented knowledge that can be implemented immediately Upon the participant's return to their organization. Due to the diverse backgrounds of ETP participants, the program provides organizations with a valuable.



Our Affiliated Programs





Affiliation |

We aim to achieve our vision by building an effective collaborative network with the most experienced partners in the field



ZENGER | FOLKMAN

RAMAQ's academic arm (Quick-Wins) is the Exclusive Partner of Zenger Folkman in the MENA region. ZF has been selected as one of the top 20 Leadership Development organizations by Trainingindustry.com, and has been ranked among the top (3) Leadership development organizations by Leadership Excellence Magazine for six consecutive years.



eLearning Brothers Custom (eLBC) provides customized eLearning solutions as well as ready-made templates that could be used as the platform of any eLearning course. Through its product development approach, (eLBC) supports clients in developing awesome eLearning experience & building unique online content that is engaging, interactive and inspiring.



RAMAQ's academic arm (Quick-Wins) is the Partner of Accounting Comes Alive. ACA has developed a new revolutionary approach to learning accounting and finance called Color Accounting™. Color Accounting is a new way of presenting financial information using colors and diagrams, a simple, fun and easy way of making accounting accessible and understandable for anyone.



Affiliation |

We aim to achieve our vision by building an effective collaborative network with the most experienced partners in the field



Certified Investments and Derivatives Auditor- CIDA

In 2001, ITCI launched a highly specialized certification program for investment auditors called the Certified Investments and Derivatives Auditors (CIDA). It is a specialized certification, which is globally recognized as an emblem of professional excellence.

The CIDA provides significant credibility to investment and derivative experts and auditors as it identifies the skill-set and understanding necessary for the professionals in investments and derivatives



Certified International Financial Accountant

The CIFA is a global financial accounting credential, which is based on the International Financial Reporting Standards (“IFRS”); the most commonly adopted accounting standards worldwide, including the GCC region. The IFRS is recently adopted SOCPA in the Kingdom of Saudi Arabia.



RAMAQ’s academic arm (Quick-Wins) is the Partner of CELEMI.

When people see the big picture, they can make better sense of the many small tasks in their day-to-day work. We bring the key issues and concepts into a context where your coworkers are challenged to see – and experience–the causes and consequences of their actions. When understanding how things fit together, people can turn their knowledge into action. Celemi works across various industries, helping clients address different business needs and issues.



IBM KENEXA
KENEXA, an IBM company provides employment and retention services for hiring and retaining employees. This includes recruitment process, outsourcing, on boarding, employee assessment, abilities assessment for employment, and Kenexa Interviewer Builder.

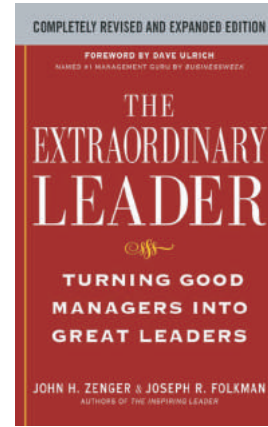


The Extraordinary Leader Program | Introduction



ZENGER | FOLKMAN

- In today's rapidly changing, highly competitive environment, the organizations that excel in their respective markets will be those whose people are most competent, passionate, and focused on delivering results.
- The Extraordinary Leader Workshop presents a proven framework for helping individuals make a profound difference in their organization's results, and in their own performance and development.
- The program's main objective is to:
"Impact business results by increasing leadership effectiveness"
- The program is research-based and built on specific competencies that most differentiate the extraordinary leaders from all others.



*"Good is the enemy of excellence.
Leadership is the challenge to be
something more than average."
— John Rohn*



Leadership Development Affiliated Programs |



ZENGER | FOLKMAN

About Zenger Folkman

Founded in 2003 in USA, by Dr. Jack Zenger & Dr. Joseph Folkman, Zenger Folkman grew out of the ground-breaking research behind the best-selling book.

Zenger Folkman delivers high-impact leadership and corporate training programs all over the world. Helping clients boost employee productivity, strengthen employee commitment and improve bottom-line profitability

Zenger Folkman programs are built on research gathered from more than 850,000 individual- 360 degree assessments. It is actionable information grounded in hard science and proven to drive measurable business results.

Awards



"Top 20 of Leadership Companies"
2015, 2014, 2011 and 2010.

Global Presence



Partner Network all over the World in Asia-Pacific, Europe, America, Middle East & Africa

Leadership Programs



Strengths-based leadership development programs are built on research gathered from more than 850,000 individual - 360° assessments



e-Training programs

About eLearning Brothers



eLearning Brothers provides eTraining platforms for customized training programs. With an appealing user-friendly platforms, eLearning Brothers helps organizations in providing their staff with a unique eLearning experience.

eLearning Brothers has developed eLearning programs for major fortune 500 companies, built eLearning programs from scratch using its expert multimedia/graphic designers.





Financing & Accounting Training

About Accounting Comes Alive



- Accounting Comes Alive was founded on the principle that accounting is not being taught as well as it could be. This results in miscommunications around finance and how business works.
- Color Accounting program is the visual way to teach and discuss accounting, finance, how business works and making accounting 'come alive' in such a way that shifts the mentality of an organization.





Financing & Accounting Training

Color Accounting Program

ACCOUNTING
comes ALIVE

- Through the use of the visual framework, Color Accounting enables a robust understanding of where the numbers come from and diving into complex accounting concepts in rapid succession.
- The end result is an empowered manager, one who can use the financial reports as a tool to make intelligent business decisions.



Accounting and Finance are easy
when you can see them

Our Affiliated Programs

RAMAQ



CELEMI Tango™

Managing people intensive organizations through fierce competition for your clients and employees.

- 1 Practice decisions to balance effective short-term goals and successful long-term planning.
- 1 Provide knowledge of the important link between corporate strategy and strategic recruitment.
- 1 Assess how an employee's job and development path fits into the overall corporate strategy.
- 1 Understand business finance and KPIs.
- 1 Improve Talent Management skills.
- 1 Manage the mix of clients and people to improve long-term chemistry, productivity and profit.

CELEMI Apples & Oranges

"Invite people to think like business owners – so they can base their future decisions on sound business thinking.

" Key results Companies using Celemi Apples & Oranges® can benefit by:

- 1 Creating a common vision throughout the organization.
 - 1 Building a shared baseline understanding of financial and management concepts.
 - 1 Communicating key messages during times of organizational change.
- Participants win through Apples & Oranges by:
- 1 Knowing how their business generates profits today, and how it will need to generate profits in the future.
 - 1 Understanding how their daily decisions impact the company strategically and financially.
 - 1 Continuously identifying improvements in the business operations.

CELEMI Livon™

"Attracting and retaining targeted clients in extremely competitive markets."

Key results

- 1 Develop effective marketing plans and strategies that are consistent with overall company positioning.
- 1 Use powerful marketing tactics to meet local customers and competitors.
- 1 Manage and allocate scarce resources to remain competitive and profitable.
- 1 Select competitive advertising and pricing.



CELEMI Decision Base

“Making key people understand how and why their decisions influence the entire organization.”

Key results

- ↑ Improved productivity through better teamwork, communication and coordination.
- ↑ Alignment around the “big picture” and a deeper level understanding of strategy and tactical initiatives.
- ↑ Better decisions for optimal allocation of limited resources.
- ↑ Increased responsiveness to internal and external customer needs.
- ↑ Heightened business literacy and financial acumen.
- ↑ Deep understanding of the overall business impact of financial decisions. and profit.

CELEMI Cayenne™

“Preparing people for the challenges of project work.”

Key results

- Celemi Cayenne™ is a valuable preparation for the challenges of project work. Participants emerge from the experience with:
- ↑ Better ability to balance the needs of different stakeholder groups.
 - ↑ Identification and utilization of key performance measures.
 - ↑ Heightened ability to read signs and symptoms of potential pitfalls in projects.
 - ↑ Better awareness and preparedness of the conditions for ongoing projects back on the job.



IBM® Kenexa® Talent Acquisition

Suite is an integrated suite of recruitment solutions and add-ons. It includes behavioral marketing tools to proactively attract and nurture top talent, motivate jobseekers to connect, generate qualified applications and increase new-hire productivity. Engage candidates on social media and deliver an exceptional candidate experience on virtually any device. You can make the application process as easy as shopping online, and quickly identify and select best-fit candidates using assessments powered by IBM Watson™ analytics. It is easy to get started: Most hiring managers can use the system without training.

IBM Kenexa Assessments:

IBM has the most extensive and broadest set of assessments (both Behavioral and skills) to help you find the right candidate for the job. From basic analytical and office skills to Industrial skills to psychometric and Leadership behavioral assessments, we have around +1600 assessments. These very well integrated into the Recruitment system and you can setup key criteria like pass mark, alerts etc.

IBM Kenexa Talent Frameworks:

IBM Watson Talent Frameworks is a ready-to-use job taxonomy and competency library. It provides industry benchmarks across +3,000 job profiles and +2,000 associated skills that have been developed over 30 years and can be personalized and curated with Watson.

General Management Programs





General Management Programs |





General Management Programs |





General Management Programs |



General Management Programs |





General Management Programs |



Our Track Record | KSA Sample

مكتب تحقيق الرؤية

Vision Realization Office
مخطوطة الطاقة والمناحة والبيئة المعدنية
Energy, Industry & Mineral Resources



Booz | Allen | Hamilton

strategy and technology consultants



Alcatel-Lucent





Our Partners





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