

— COACHING · CONSULTING · TRAINING · CERTIFICATION

Transformation infrastructure for executive leaders and high-performing teams.

Enterprise coaching and leadership
development across MENA, Asia
and Europe. Since 2015.



ICF Level 1 & Level 2 accredited coaching education · IMC
accredited training provider



3,500+

leaders developed

1,000+

teams coached

850+

organisations transformed

2015

founded in Dubai

WHO WE ARE

An enterprise coaching and leadership development partner.

We help CHROs and L&D leaders build measurable coaching programmes for executives, teams and high-potentials, across MENA, Asia and Europe.

We partner with the leaders who own talent, culture and capability to develop leaders, align teams and measure the impact, through ICF and IMC certified coaches and a platform built for enterprise scale.

Our process picks up where traditional team building stops: we coach the leader and the team through each stage of development, and we measure the result.

Your team is only as strong as your direction.

The belief behind everything we do



Backed by CTA

Coach Transformation Academy, an ICF-accredited coach training institute.



Built by a Master Coach

Programmes developed by Dr. Haris Syed, PhD, ICF Master Certified Coach.



Global reach, from Dubai

Coaching and mentoring across MENA, Asia and Europe since 2015.



OUR MISSION

To create engaged and high-performing teams.

OUR VISION

Every team learns, grows and wins together.

OUR PROMISE

We win when you win.

THE PROBLEM WE SOLVE

Most leadership programmes fail not because the content is wrong, but because the organisation was never diagnosed before the solution was designed.

01

We diagnose first

Every engagement starts with a structured discovery conversation and a team diagnostic.

02

We find the pressure

Where pressure is building, and what is misaligned between people, teams and strategy.

03

We design to fit

No assumptions. No generic programmes. A plan built for your leaders and your teams.

SIGNALS THAT THE ORGANISATION NEEDS A DIAGNOSIS

SIGNAL 01

Decisions keep getting reopened.

SIGNAL 02

Strategy stalls between levels.

SIGNAL 03

Good people go quiet, or leave.

**Traditional team building stops at the event.
That is where we start.**

A TYPICAL PROGRAMME

- × Starts from a course catalogue
- × The same content for every team
- × Ends when the workshop ends
- × Success measured by attendance

TEAM TRANSFORMATION

- ✓ Starts from a diagnosis of your organisation
- ✓ Designed around your leaders and teams
- ✓ Coaches the leader and the team through each stage
- ✓ Success measured as change against a baseline

OUR VALUES

Four stripes. Four values. **One team.**



Our mark is a winged T made of four stripes. Each stripe stands for a value: separate lines joining into one team, moving in one direction.



01

Integrity

We say what we see, protect what is shared in confidence, and only claim results we can show.



02

Inspiring innovation

Fresh thinking and new tools for old team problems.



03

Accountability

Every engagement has a baseline, an owner and a result.



04

Growth & learning

For your people, your teams and our own coaches.

OUR BRAND PROMISE

What you can **hold us to.**



Measured, not assumed.

We set a baseline before we start and show the change at the end, in numbers your leadership team will read.



Coaches who have earned it.

Only ICF and IMC certified coaches, matched to your people and industry, never assigned at random.



Built on your real work.

Every session starts from a live business challenge, so progress shows up in results, not a workbook.



One partner, every level.

From new managers to the C-suite: one approach and one partner across the organisation.



Global reach, your time zone.

Live online and in person across MENA, Asia and Europe, scheduled around your people.



A safe space, always.

What individuals share stays with their coach. It is never linked to performance reviews.

WHOM WE SERVE

The right pathway for **every level.**

WE PARTNER WITH

CHROs
CPOs
Heads of L&D

The leaders who own talent,
culture and capability.



WE DEVELOP	WHEN YOU TELL US	WE LEAD WITH
CEOs, C-suite, senior leaders and board members	<i>"We need our top team making sharper, faster decisions."</i>	Leadership Transformation™
Leaders and employees under pressure or change	<i>"Key people are struggling with pressure or a big change."</i>	Alignment Edge™
Teams, managers and cross- functional groups	<i>"Our teams are not collaborating or executing as one."</i>	Team Accelerator™
Intact teams that need to reset fast	<i>"This team is stuck and needs to realign now."</i>	Team Edge™
People managers and emerging leaders	<i>"We want managers who coach, not just manage."</i>	Internal coaching certification



Not sure where to start? Most clients begin with a team diagnostic. We recommend the right mix of pathways from there.

OUR SOLUTIONS

Four pathways. One platform.

Leadership and team solutions that make external coaching scalable across the organisation, measured before and after.

01 EXECUTIVE COACHING Leadership Transformation™ Executive coaching for leadership clarity and decision confidence.	02 CONFIDENTIAL 1:1 COACHING Alignment Edge™ Confidential coaching, free from hierarchy and performance evaluation.	03 TEAM COACHING & MENTORING Team Accelerator™ Sustained team coaching and mentoring for long-term cohesion.	04 RAPID TEAM RESET Team Edge™ A focused team intervention to reset alignment fast.
--	--	---	--

WHICH ONE FITS?

Two questions: who needs to grow, and how long should the work run?

	AN INDIVIDUAL	A TEAM
LASTING CHANGE	Leadership Transformation™ Sustained executive coaching	Team Accelerator™ Sustained team coaching + mentoring
FAST SUPPORT	Alignment Edge™ Confidential 1:1, four sessions a month	Team Edge™ One structured 90-minute reset

SOLUTIONS IN DETAIL · INDIVIDUALS

01

Leadership Transformation™

EXECUTIVE COACHING

WHAT IT IS

A structured executive coaching programme that builds leadership clarity, decision confidence and lasting impact.

WHO IT IS FOR

CEOs, C-suite executives, senior leaders and board members.

WHAT CHANGES

Clearer decisions at the top, greater confidence under pressure, and leadership impact that lasts beyond the programme.

WHAT IS INCLUDED

- ✓ Leadership diagnostics
- ✓ Dedicated coaching journeys
- ✓ Unlimited 1:1 sessions
- ✓ Quarterly strategy reviews

FROM → TO

Decisions wait for the same few people



Leaders decide with confidence at the right level

Strategy stalls between levels



Leaders turn strategy into clear priorities

Senior leaders & C-suite

1:1 executive coaching

Sustained programme

02

Alignment Edge™

CONFIDENTIAL 1:1 COACHING

WHAT IT IS

Confidential 1:1 coaching for people navigating pressure, complexity or significant change. No link to performance evaluation.

WHO IT IS FOR

Individuals and leaders across the organisation who need to sharpen focus and drive results.

WHAT CHANGES

Space to think honestly, rebuilt clarity and direction, free from organisational hierarchy.

WHAT IS INCLUDED

- ✓ Confidential 1:1 coaching
- ✓ Coaching and mentoring
- ✓ Purpose, values and balance journeys
- ✓ Four sessions per month

FROM → TO

People hide stress until they leave



People raise issues early, in a safe space

Change feels done to people



People find their own way through change

Leaders & employees

Confidential 1:1

Four sessions a month

SOLUTIONS IN DETAIL · TEAMS

03

Team Accelerator™

TEAM COACHING &
MENTORING

WHAT IT IS

A sustained team coaching and mentoring programme that builds long-term cohesion, capability and performance.

WHO IT IS FOR

Intact teams, mid-level leaders, managers and cross-functional groups.

WHAT CHANGES

Stronger collaboration, trust and execution, with momentum that holds over time.

WHAT IS INCLUDED

- ✓ Team diagnostics
- ✓ Alignment workshops
- ✓ Team coaching sessions
- ✓ Mentoring for team leaders

FROM → TO

Hard conversations are avoided

→ **Issues are raised early and resolved**

Decisions get reopened

→ **Decisions stick, with clear owners**

Intact teams

Team coaching + mentoring

Sustained programme

04

Team Edge™

RAPID TEAM RESET

WHAT IT IS

A focused, structured team session that surfaces what is blocking performance, rebuilds clarity and ends with agreed next steps.

WHO IT IS FOR

Intact teams that need to cut through noise and realign quickly: up to 50 leaders or 100 employees.

WHAT CHANGES

Misalignment surfaced, shared direction restored and actions agreed, in days rather than months.

WHAT IS INCLUDED

- ✓ Pre-session pulse
- ✓ 90-minute structured session
- ✓ Shared priorities
- ✓ Clear roles and next steps

FROM → TO

Everyone has a different top priority

→ **One shared set of priorities**

Unclear who owns what

→ **Clear roles and owners**

Up to 50 leaders or 100 employees

One structured session

90 minutes

AT A GLANCE

Which solution fits **your** challenge?

	Leadership Transformation™	Alignment Edge™	Team Accelerator™	Team Edge™
BEST FOR	Senior leaders & C-suite	Leaders & employees	Intact teams	Up to 50 leaders or 100 employees
FORMAT	1:1 executive coaching	Confidential 1:1 coaching	Team coaching + mentoring	One structured session
LENGTH	Sustained programme	Four sessions a month	Sustained programme	90 minutes
DELIVERY	Online & in person	Online & in person	Online & in person	Online & in person
START WITH	Leadership diagnostic	Confidential intake	Team diagnostic	Pre-session pulse

ORGANISATIONAL OUTCOMES THAT MATTER

Every engagement is designed and measured against the outcomes the business needs.

EXAMPLE · BEFORE AND AFTER



Illustrative Team Accelerator™ report: week 1 baseline (grey) and week 12 (blue).



Leadership readiness

Leaders ready for the next level of the strategy.



Team alignment

One direction, shared priorities and clear roles.



Psychological safety

People speak up early and honestly.



Accountability

Owners, deadlines and decisions that stick.



Sustainable performance

Results that hold after the programme ends.

WHAT WE MEASURE

Six dimensions, at the start and at the end.

The team diagnostic sets the baseline.



Trust



Clarity



Roles



Communication



Conflict



Leadership alignment

WHY EXTERNAL COACHING WORKS

Transformation needs space to think honestly, without organisational weight.

	INTERNAL SUPPORT	EXTERNAL COACHING
Context	Shaped by hierarchy and perception	Objective and independent
Openness	Restraint in what people share	Confidentiality by design
Environment	Organisational weight on every word	Psychological safety to think honestly
Expertise	Generalist HR and line-manager support	ICF and IMC certified coaches, matched to the need

THE PEOPLE BEHIND THE TRANSFORMATION

Practitioners who understand people, teams and the environments where change actually happens.



Rigorous selection

A curated network of ICF-credentialed coaches and experienced practitioners.



Structured methodology

One proven process, developed by Master Team Coach Dr. Haris Syed.



Continuous quality calibration

Ongoing review, so every intervention delivers real value.

HOW WE WORK

Simple access. Deep coaching. Lasting growth.

Five steps from the first call to measurable results. No surprises.



THREE WAYS TO ENGAGE

Start small, or go deep.

FOCUSED One session or workshop A Team Edge™ reset or a tailored workshop when a team needs to move fast. Days	PROGRAMME Sustained coaching Leadership Transformation™, Alignment Edge™ or Team Accelerator™ over several months. Months	CAPABILITY Coaching in-house Certify your managers and HR team through the Team Transformation Academy. Long term
--	---	---

DIGITAL COACHING PLATFORM

Your whole coaching programme, in one place.

The platform that makes external coaching scalable. HR and L&D get a live view of coaching across the organisation, while what stays between coach and coachee stays private.



Coach matching

Employees matched with ICF certified coaches.



Sessions & scheduling

Booking, reminders and session notes.



Goals & progress

Goals set with the coach and tracked over time.



HR dashboards

Engagement and progress at a glance.



Leadership reports

Before-and-after measures to share upwards.



Privacy by design

Clear rules on what HR sees, and what stays private.

Already a client? Sign in at app.teamtransformation.com

[Request a platform demo →](#)

TRAINING SOLUTIONS

A complete toolkit for every level.

50+

workshops & programmes

Practical workshops and programmes run by ICF certified coaches, online or in person, adapted to your industry, culture and goals.

Leading people

10

- Leader as a Coach
- Retain top talent
- Mentoring skills for leaders
- Develop executive presence
- Feedback skills training
- Self-awareness training
- Conduct effective performance reviews
- Emotional intelligence training
- Leadership workshops
- Motivate your team

Teams & culture

10

- Team effectiveness training
- Psychological safety training
- Build high-performing teams
- Create a culture of feedback
- Collaboration skills training
- Create a culture of belonging
- Build your team
- Creating a coaching culture
- Enable your team for success
- Accountability training

Change & strategy

6

- Leading through change
- Innovation leadership
- Change management for leaders
- Resilience training
- Strategic thinking, planning & implementation
- Increase your productivity

Communication & influence

10

- Leadership communication
- Manage conflict & tough conversations
- Communicate effectively
- Presentation skills
- Influence skills training
- Sales mastery
- Active listening training
- Train the trainer
- Art of inquiry
- Instructional designing

Leadership development programmes

- ✓ High-potential programmes
- ✓ Corporate leadership programmes
- ✓ Leadership accelerator
- ✓ C-suite & executive training
- ✓ Leadership development consulting
- ✓ Leadership training for women
- ✓ Executive leadership training
- ✓ Virtual leadership development
- ✓ Middle manager training
- ✓ New manager training

Team building by level

Top management

Senior leadership

New managers

Supervisors

Employees



360° leadership assessment

How leaders are experienced by the people around them. Often the starting point for coaching.

TEAM TRANSFORMATION ACADEMY

Build internal coaching capability.

Beyond external coaching, we help organisations build a lasting coaching culture. Through ICF-accredited certification pathways, people managers and emerging leaders learn to coach, not just manage, their teams.



ICF Level 1 & Level 2 accredited coaching education · IMC accredited training provider · Backed by Coach Transformation Academy

CERTIFICATION

ICF Accredited Coach Training

Team coaching certification accredited by ICF. Five days, live online.

CERTIFICATION

Coaching Certification for Leaders

Leaders learn to ask, empower and coach, so their people solve more of their own problems.

CERTIFICATION

Certified Manager as a Coach

Managers who coach, not just manage, with coaching built into everyday work.

CERTIFICATION

Certified Manager as a Mentor

Managers grow people through structured, time-bound mentoring conversations.

CERTIFICATION

Certified Business NLP Practitioner

Practical NLP for communication, influence and leadership at work.

CERTIFICATION

ICF ACC & PCC credentialing

Mentor coaching and performance evaluation for coaches ready to apply.

YOUR COACHING JOURNEY

01	FOUNDATION	Diploma in Team Coaching Leaders, coaches and consultants new to team coaching	2 days · 20 ICF CCE units
02	PROFESSIONAL	Professional Team Coaching Certification Coaches, leaders, HR and OD professionals	5 days · ICF Level 2 pathway
03	EXECUTIVE	Executive Coaching Certification C-suite, line managers, consultants, HR and L&D	5 days · ICF Level 2
04	MASTER	Master Team Coach Certification Directors, managers and facilitators coaching teams	10 days · 115 ICF hours
05	CREDENTIAL	ICF ACC & PCC credentialing Coaches ready to apply for an ICF credential	Mentor coaching + evaluation

Certify your managers and HR team in-house.

Private cohorts for organisations, online or on site.

[Explore the Academy →](#)

OUR TRACK RECORD

Trusted across MENA, Asia and Europe, since 2015.

3,500+

leaders developed

1,000+

teams coached

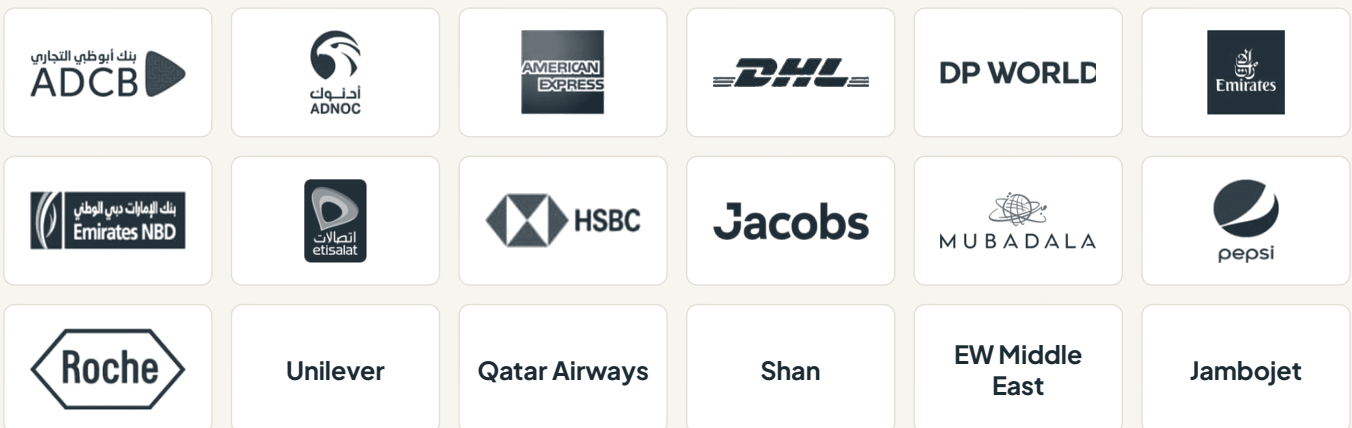
850+

organisations transformed

2015

founded in Dubai

TRUSTED BY ORGANISATIONS INCLUDING



Aviation · Banking · Consumer goods · Energy · Engineering · Financial services · Healthcare · Investment · Logistics · Telecoms

“We help CHROs and L&D leaders develop leaders, align teams and measure the impact. We start by diagnosing what the organisation actually needs, then deliver it through certified coaches at enterprise scale.”

Partner, not vendor

We design with you after diagnosis, never off the shelf.

Enterprise scale

Certified coaches and a platform built to run across the organisation.

Measured impact

Every engagement ties back to outcomes the business cares about.

GLOBAL REACH

One team, three regions, your time zone.

HEADQUARTERS

MENA

Dubai headquarters · GCC · Levant
· Egypt · North Africa

GROWTH

Asia

South Asia, South-East Asia and
East Asia

REACH

Europe

Live online and in person,
scheduled in your time zone

— LET'S TALK

Transformation starts with the right conversation.

Book a free discovery call. In one focused conversation with an ICF certified coach, we look at where your leaders and teams are today, and recommend where to start.

[Book a free discovery call →](#)

[Request a team diagnostic](#)



EMAIL

info@teamtransformation.com

PHONE

+971 4 333 6690
+971 54 363 7780

OFFICE & WEB

Dubai, United Arab Emirates
teamtransformation.com



Scan to visit our website



Team Transformation is an enterprise coaching and leadership development partner, helping CHROs and L&D leaders build measurable coaching programs for executives, teams, and high-potentials — across MENA, Asia, and Europe. ICF and IMC certified. Trusted by leading organizations since 2015.



Transforming Teams. Inspiring Growth.