

Transformation infrastructure for executive leaders and high-performing teams.

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



ICF Level 1 & 2 · ICF ACTC (Advanced Certification in Team Coaching) · IMC
accredited training provider

3,500+

leaders developed

1,000+

teams coached

850+

organizations transformed

2015

founded in Dubai



— WHO WE ARE

Your team is only as strong as **your direction.**

Team Transformation is an enterprise coaching, mentoring and leadership development partner. We help CHROs and L&D leaders develop leaders, align teams and measure the impact, through ICF and IMC certified coaches and mentors, and a platform built for enterprise scale.

**Backed by CTA**

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

**Built by a Master Coach**

Programs 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.



— OUR BRAND PROMISE

We win when **you** win.

Six commitments behind every coaching, mentoring and training engagement. This is what you can hold us to.



01

Measured, not assumed.

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



02

Certified coaches and mentors.

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



03

Built on your real work.

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



04

One partner, every level.

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



05

Global reach, your time zone.

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



06

A safe space, always.

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

HOW WE WORK

How we keep **our promise.**

Simple access. Deep coaching and mentoring. Measured results.



WHAT WE MEASURE

A baseline before we start, the change shown at the end.

Online & in-person · ICF and IMC certified coaches and mentors · Digital platform for HR dashboards



Trust



Clarity



Roles



Communication



Conflict



Leadership alignment

OUR SOLUTIONS

Four pathways. One platform.

Pick by two questions: who needs to grow, and how long should the work run?

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.

LASTING CHANGE	An individual → Leadership Transformation™	A team → Team Accelerator™
FAST SUPPORT	An individual → Alignment Edge™	A team → Team Edge™

01

Leadership Transformation™

EXECUTIVE COACHING

A structured executive coaching program 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 program.

WHAT'S INCLUDED

- ✓ Leadership diagnostics
- ✓ Unlimited 1:1 sessions
- ✓ Dedicated coaching journeys
- ✓ 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 program · Online & in-person

02

Alignment Edge™

CONFIDENTIAL 1:1 COACHING

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 organization who need to sharpen focus and drive results.

WHAT CHANGES

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

WHAT'S INCLUDED

- ✓ Confidential 1:1 coaching
- ✓ Purpose, values and balance journeys
- ✓ Coaching and mentoring
- ✓ 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 · Online & in-person

03

Team Accelerator™

TEAM COACHING & MENTORING

A sustained team coaching and mentoring program 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'S INCLUDED

- ✓ Team diagnostics
- ✓ Team coaching sessions
- ✓ Alignment workshops
- ✓ 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 program · Online & in-person

04

Team Edge™

RAPID TEAM RESET

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'S INCLUDED

- ✓ Pre-session pulse
- ✓ Shared priorities
- ✓ 90-minute structured session
- ✓ 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 · Online & in-person

Coaching the whole team, to ICF ACTC standard.

Team coaching treats the team as the client, not a set of individuals who happen to share a meeting. Our team coaching training is accredited by ICF for ACTC, the Advanced Certification in Team Coaching.



ICF ACTC · ICF Level 1 & 2 · IMC accredited

WHAT CHANGES FOR THE TEAM



Shared team goals

The team agrees what matters most, and what it will stop doing.



Dynamics made visible

Alliances, silences and patterns are named in a way the team can use.



Action plans the team owns

Sessions close with commitments the team reviews itself.



Momentum that holds

Coaching and mentoring for team leaders between sessions.

FOR YOUR ORGANIZATION

Team coaching for your teams

Team Accelerator™

Sustained team coaching and mentoring for long-term cohesion.

Team Edge™

A focused, structured session to reset alignment fast.

Delivered by ICF and IMC certified coaches, online or in-person.

BUILD IT IN-HOUSE

ICF Accredited Coach Training

For coaches, HR and OD specialists and leaders who need to coach whole teams.

5 days

Live online

5 modules

Practice +
feedback

ACTC

& Level 2
pathway

- 01 Team coaching foundations
- 02 Team goals and priorities
- 03 Team dynamics and culture
- 04 Team coaching tools in practice
- 05 Action plans and one-to-one coaching

Upgrade toward ICF ACTC or PCC.

— TRAINING & CONTENT SOLUTIONS

Training and content, **built around your people.**

50+
workshops & programs

Workshops, leadership programs and learning content, designed after diagnosis.

Workshops · 36

Across four themes, for every level

Leading people

Leader as a Coach · Mentoring skills for leaders · Feedback skills training

Teams & culture

Team effectiveness training · Build high-performing teams · Collaboration skills training

Change & strategy

Leading through change · Change management for leaders · Strategic thinking, planning & implementation

Communication & influence

Leadership communication · Communicate effectively · Influence skills training

Leadership development · 11

From new managers to the C-suite

- ✓ High-potential programs
- ✓ Leadership accelerator
- ✓ Leadership development consulting
- ✓ Executive leadership training
- ✓ Middle manager training
- ✓ Corporate leadership programs
- ✓ C-suite & executive training

Team building · 5 levels

One format, tuned to every level

Top management

Senior leadership

New managers

Supervisors

Employees

Content & program design

Learning built for your context, not off the shelf

- ✓ **Designed after diagnosis**
Programs shaped by what your teams actually need.
- ✓ **Your real business challenges**
Cases and practice drawn from live work.
- ✓ **Train the trainer**
Equip your internal trainers to deliver.
- ✓ **Instructional designing**
For L&D teams building programs that change behavior.

Build internal coaching capability.

ICF-accredited certification pathways so managers and emerging leaders learn to coach, not just manage, their teams.



ICF Level 1 & 2 · ICF ACTC · IMC accredited

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

From first steps to ICF credential.

01	FOUNDATION	Introduction to 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 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 organizations, online or on site.

[Explore the Academy →](#)

TRUSTED BY 285+ CORPORATE CLIENTS



“

The most special thing of this class was that we perceived ourselves as a team.

Sookyung Kim
Associate Certified Coach (ACC)

“

Thank you, Dr. Haris Syed, for the thorough and well-organized team transformation coaching training.

Nelia Steyn
Executive & Business Coach, Corporate Trainer

“

The training gives me the opportunity to understand groups and group dynamics better.

Stefan Tuerk
Lean Consultant

Transformation starts with the right conversation.

Book a free discovery call →

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