



# Impactful Learning Experiences



# About maentae

### **Impactful Learning Experiences**

maentae is a global learning platform delivering research-backed, expert-led programs for professionals at all career stages. Designed for real-world application, our immersive and practical learning experiences empower individuals to advance with clarity and confidence.

As a licensed provider of industry-leading education, and building on our heritage as the training division of The KPI Institute, alongside our partner research institutions: The Functional Areas Enablement Institute (FAEI), the Institute for Work, Skills, and Learning (IWSL), and the Institute for Life Management Science (ILMS), maentae offers world-class, impactful programs recognized for their academic rigour and professional relevance.

#### **Our Partners**

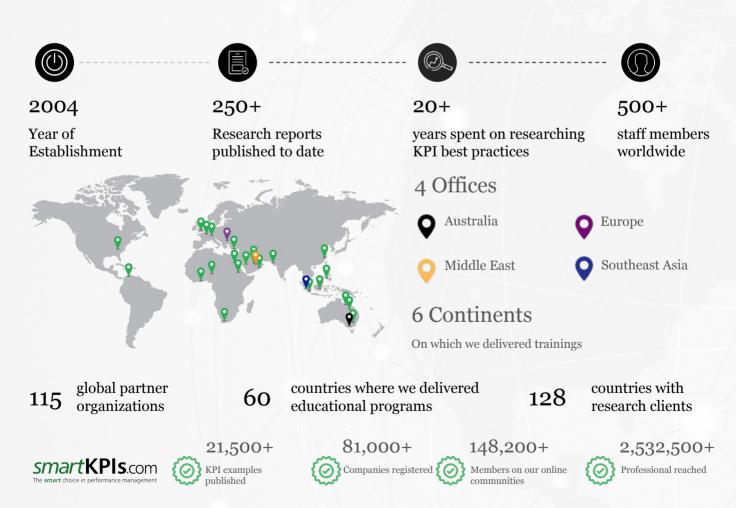












# Insights from our CEO



Aurel Brudan CEO

### Why maentae – a different entity to approach this initiative?

The KPI Institute (TKI) prides itself on being the architect of a wide range of educational programs designed in a comprehensive manner, thereby facilitating the learner's understanding of how to improve performance at all organizational levels. maentae was designed by The KPI Institute to approach the business environment differently, by focusing on growing opportunities through skills improvement.

The first step after establishing the foundation of the desired system is to implement it within the organization, and to make sure that employees start using the available methods, tools and techniques. They must actively seek the best possible results and achieve the desired goals by using the right skills, interacting with other employees, coping with change and finding the best ways to adapt and create an environment that fosters creativity. Performance must be pursued every day - we must develop the right skills to perform and achieve the set objectives.

### What will be the desired strategic goals and targets for these new courses?

Educational systems nowadays are no longer fit to guarantee you a job because they focus on transmitting knowledge instead of developing skills or conveying a way of thinking. Entrepreneurial skills, creative thinking, interpersonal skills, critical and analytical thinking, problem solving, time management - these are all skills that are being developed in the workplace. Society is currently experiencing a certain generational skills gap as these aforementioned elements are not being introduced during early education phases. A young adult's first job requires a longer induction and training period than it should, while more experienced employees lack skills related to the changing technology. Training at the workplace can solve these shortcomings, being the catalyst for improvement in any organization.

# What makes these courses different from others? Why would someone choose this type of course over a certification course, for example?

The main difference between the trainings for skills and the certification courses is the approach we propose: while the certification courses offer in-depth analysis of the topics they cover and extensive knowledge about the subjects addressed (with additional resources being provided before and after the course takes places), the training for skills programs use a hands-on approach, aimed at developing the skills and competencies needed to perform well within a specific field.

As technology continues to advance at its current rate, knowledge quickly becomes obsolete. Skills and competencies, supported by the right values and attitudes, survive and define the behaviors of people, both in their professional and personal lives.

# Why has the relationship between skills and performance become so much more important nowadays?

The world is on the move, and fast at that. Improvements, breakthroughs, technological advancements, and the urgent need for innovation systems are shaping an environment where learning becomes mandatory and continuous; as individuals, we must be able to adapt to these changes and be able to perform job-related activities in no time.

Automation and robotization of operational tasks are only one decade away, so we must be prepared to respond – minor human mistakes will not be acceptable anymore. People must be at the top of their game and have the required skills and competencies to compete in the new world.

# Our Unique Value Features

#### **Practice-Centered**

Our learning experiences are built for real-world application, helping learners immediately apply what they learn to their professional environment.

"The training course was amazing and it enabled me to understand the topics from both the theoretical and practical point of view."

Senior Project Manager, Ministry of Commerce and Industry, Riyadh

#### Market-Synchronized

We stay aligned with evolving industry trends to ensure our learning experiences remain relevant, timely, and valuable.

"The content of the course was rich and up-to-date! I'd like to take this opportunity to thank the entire team and look forward to work with you soon."

Performance Analyst, Qatar International Petroleum, Doha

#### **Innovative Learning Experience**

We use interactive methods like real-time case solving, group discussion, storytelling, and live feedback to ensure learners stay involved, retain more, and apply their learning effectively.

"The experience of being involved in each session was a great way of interacting with our peers. I felt a lot of energy and enthusiasm during the exercises."

Supply Chain Manager, Yamama Cement, Riyadh

#### Customizable & Scalable

We tailor learning journeys to different roles, industries, and organizational goals, adapting seamlessly to individual and corporate needs.

"The courses are worth the investment because they are customized to the participant`s needs and they include examples from the industry of interest."

Senior Instructor, Saudi Civil Aviation Academy, Jeddah

#### Diverse Portfolio

We offer a wide range of licensed courses for learners at every career level, from fresh graduates to C-level professionals.

"The content of the course was rich and up-to-date! I'd like to take this opportunity to thank the entire team and look forward to work with you soon."

Performance Analyst, Qatar International Petroleum, Doha

#### Aesthetic & Intuitive Design

Our visually engaging and structured materials make learning easier to navigate and more memorable.

"Excellent job of developing the courses framework in a very detailed fashion, which reflect the best practices in the field. I look forward to adopt this knowledge in my organization."

Founder and CEO, MILE, KSA

# Our Approach

The primary objective of our training services is to ensure that the knowledge acquired from them is successfully put into practice through newly developed skills. This adds real value and makes a visible difference at the individual performance level, within a business environment.

High emphasis is placed on learning by 'doing'. Learners are presented with real life and workplace case studies, ensuring attendees develop the knowledge and confidence to take their enhanced skills back into their organisations and apply them effectively.

With the help of our trainers and input from industry professionals, we strive to create a comfortable atmosphere where attendees can evaluate themselves and their skills, generate ideas, find solutions to problems and plan a suitable growth project for the workplace.

We believe that education is most efficient when it is founded upon diverse methods. We offer a blended 3-stage learning experience delivered through multiple domains, both online and in-person. This dynamic learning approach - including guided methods and individual study, self-paced learning, assignments and most importantly, cutting-edge tools - provides the optimal environment to constantly assess and evaluate the level of skills and expertise our delegates have achieved.

Our courses take an experiential and hands-on approach, encouraging participant interaction through:

- Role-play
- Breakout sessions
- Relevant business exercises
- Presentations
- Demonstrations
- Questionnaires
- Discussion activities and
- Case studies

To ensure the best results for the organisations with whom we are engaging, we take a step forward by customizing training materials to the industry, culture and level of knowledge required. Our courses are context-oriented with up-to-date content, supported through the work of our research experts and validated by professionals with valuable expertise in their field.

We strongly believe that learning is a constant process, and will be best achieved with follow-up training. That way participants attain the best results when it comes to applying the skills they have acquired.

Attendees can contact us any time post-course if they have additional queries or questions regarding the application of theory covered.











## Our Pillars

We offer a wide range of learning experiences designed to provide our customers with comprehensive performance management solutions: spanning research, training, and consultancy.

#### Global authority on KPIs

Theoretical research



Practical business experience



#### Research

More than 22 years dedicated to researching best practices in performance management.

What makes us unique is the combination of **core research**, comprising of **primary studies** and **in-depth secondary research**, with **the practical experience** gained during dozens of advisory projects, which allows us to have a more practical approach towards providing solutions that best fit customers needs.



#### **Training**

Business success starts with competent people and we have a training for each need.

Evaluated, updated, blended, experiential, benchmarked, practical and validated – our training courses have been redesigned in line with the latest trends, so we can train professionals in developing new skills.



#### Advisory

We help companies successfully build and implement Performance Management Systems.

From business strategy and operations to Performance Management, and from sales and costs, to innovation and sustainability – we support organizations in surpassing such challenges, in order to meet their performance management goals.

# Meet Our Experts



Maha Noor Elahi

Leadership Development Facilitator and Content Creator



**Mahmoud El-Sayed** 

Business Development, Service Integration, and Digital Transformation Expert



**Abdulrahman Edrees** 

Leading L&D Consultant Specializing in Soft Skills & Leadership Training



Radu Cocean

Subject Matter Expert, Trainer and Business Coach



Rima S. Shaar

HR Certified Consultant and Professional Trainer



**Mariham Magdy** 

HR, Strategy & Management Consultant and Trainer Expert



Manhal Al Dakhlallah

Corporate Strategy, Performance Management, and Customer Success Expert



**Alex Cirnaru** 

Process Improvement, Redesign and Performance Management Expert



**Amany Fakhry** 

Expert in Human Resources Management Performance Management



Corina Neagu

Expert in Human Resources Management and Leadership Management

And more expert facilitators with

15+ years of experience in averageWorld-class learning delivery





# Certification Programs





# **Key Benefits**

Internationally recognized certifications that enhance career credibility. Practical frameworks and tools for immediate workplace application. Expert-led programs rooted in over 20 years of research and best practices.

### **Our In-Demand Certifications**



#### Certified KPI Professional

Master the art of KPI selection, documentation, and performance measurement.



#### Certified AI Enablement Professional

Enable the AI proficiency to increase the business efficiency.



#### Certified Balanced Scorecard Professional

Learn to develop and implement comprehensive strategy frameworks.



#### Certified Data Analysis Professional

Gain proficiency in statistical analysis and data interpretation.



#### Certified Innovation Performance Professional

Build a culture of innovation and improve internal processes.



#### Certified Strategy and Business Planning Professional

Design strategic plans that align with organizational goals.







# **Certification Domains**

Find the certification that best suits your needs

Agile Strategy Execution	AI Enablement	Balanced Scorecard Management System	Benchmarking
Career Clarity Coach	Confidence Coach	Data Analysis	Employee Performance Management
Emotional Agility Coach	Functional Area Enablement	Government Performance Management	Growth Mindset Coach
HR Enablement	Innovation Enablement	Innovation Performance	KPI Essentials
KPI Professional	Learning Clarity Coach	Learning Excellence	Life Design Coach
Life Strategy Coach	Meaning & Purpose Coach	OKR Professional	Performance Audit
Performance Improvement	Performance Management	Purpose Clarity Coach	Reflection Coach
Relationship Clarity Coach	Resilience Coach	Self-Awareness Coach	Self-Compassion Coach
Strategy and Business Planning	Training Excellence	Wellbeing Clarity Coach	Work Organization





#### Certified KPI Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online



This certification offers a deep dive into designing and managing performance measurement systems using Key Performance Indicators (KPIs). It equips professionals with the methodology, tools, and templates to align KPIs with strategy, monitor results, and drive organizational performance.

### **The Learning Objectives**

- Understand the KPI development lifecycle and performance architecture
- Select relevant KPIs aligned with strategic objectives
- Design performance scorecards and dashboards
- Analyze, interpret, and report performance data
- Improve decision-making using actionable insights

### © CERTIFIED by maentae

#### Certified Strategy and Business Planning Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online



This program provides the skills and frameworks to lead successful strategy formulation and execution processes. Participants learn to develop strategic plans, translate them into operational roadmaps, and monitor progress toward long-term organizational goals.

### (a) Learning Objectives

- ❖ Apply structured frameworks for strategy formulation
- Conduct internal and external strategic analysis
- Develop strategic objectives, initiatives, and KPIs
- Design execution plans and performance monitoring systems
- Ensure strategic alignment across departments and functions



#### Certified OKR Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online

### (i) Overview

This course enables professionals to implement and manage Objectives and Key Results (OKRs) as a goal-setting framework to foster alignment, focus, and accountability. It blends theory with practice to ensure measurable business outcomes and cultural adoption.

### Tearning Objectives

- Develop and cascade OKRs across departments and teams
- Align OKRs with company vision, strategy, and KPIs
- Set measurable Key Results and track progress effectively
- \* Facilitate OKR review cycles and feedback loops
- Foster cultural adoption through training and communication

### © CERTIFIED by maentae

#### Certified Performance Management Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online

### (i) Overview

This certification trains professionals in building and managing performance systems that drive accountability and continuous improvement. It covers frameworks, governance structures, and review mechanisms to manage individual and organizational performance effectively.

#### Learning Objectives

- Design performance management systems for various levels
- Establish governance structures for performance oversight
- Conduct performance review meetings and reporting
- Develop performance improvement plans
- Align personal, team, and organizational goals





#### Certified Balanced Scorecard Management System Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online



This advanced program provides practical tools to design, implement, and manage the Balanced Scorecard framework. Participants learn how to link vision to execution, using strategy maps, objectives, and performance indicators to drive long-term success.

### (a) Learning Objectives

- Design Balanced Scorecard architectures and strategy maps
- Define objectives, KPIs, and initiatives in four perspectives
- Link strategic goals to operational performance
- ❖ Implement BSC governance, cascading, and reporting mechanisms
- Monitor and review strategic performance systematically

### © CERTIFIED by maentae

#### Certified Benchmarking Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online

### (i) Overview

This course empowers professionals to conduct effective benchmarking projects that drive performance improvement. It covers best practices in identifying performance gaps, selecting benchmarking partners, and applying insights to strategic decision-making.

### Tearning Objectives

- Understand the benchmarking methodology and lifecycle
- Select processes, metrics, and partners for benchmarking
- . Collect and analyze comparative performance data
- Interpret gaps and define improvement initiatives
- Integrate benchmarking into performance management systems

### © CERTIFIED by maentae

#### Certified Data Analysis Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online



This certification builds practical data analysis skills for interpreting performance metrics and informing decisions. Participants learn to use Excel and other tools for data visualization, pattern recognition, and KPI analysis to create a comprehensive data presentation.

### Learning Objectives

- Collect, clean, and prepare performance data
- Conduct descriptive and diagnostic analysis
- Build data dashboards for decision support
- Use data to identify trends, anomalies, and correlations
- \* Translate data insights into strategic and operational action

### © CERTIFIED by maentae

#### Certified Agile Strategy Execution Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online

### (i) Overview

This program equips professionals to lead agile strategy execution in dynamic environments. Participants learn to design flexible strategic plans, monitor OKRs, and use feedback loops for continuous alignment and rapid decision-making with agile strategy execution.

#### Tearning Objectives

- Develop adaptive strategic plans using agile principles
- Implement OKRs and performance reviews with agility
- Facilitate short planning cycles and feedback mechanisms
- Engage teams in responsive execution and learning
- Align organizational efforts under uncertainty and change





#### Certified Innovation Performance Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online



This course enables professionals to manage and measure innovation effectively. It provides tools to foster innovation culture, build innovation portfolios, and track performance through relevant metrics and KPIs to create a better innovation performance capability.

### (a) Learning Objectives

- Develop innovation strategies and performance frameworks
- Use KPIs to track innovation input, process, and output
- Design innovation portfolios and manage innovation risk
- Cultivate a culture of experimentation and ideation
- Evaluate and report innovation ROI

### © CERTIFIED by maentae

#### Certified Government Performance Management Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online

### (i) Overview

This program equips public sector professionals to design and manage performance systems within government institutions. It emphasizes transparency, accountability, citizen-centric KPIs, and the alignment of public value with strategic objectives.

### (a) Learning Objectives

- Understand performance management frameworks for the public sector
- Develop KPIs and objectives relevant to public institutions
- \* Align strategic goals with societal outcomes and citizen value
- Design public sector dashboards and reporting systems
- Foster performance culture in government organizations



#### Certified Performance Audit Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online

### (i) Overview

This certification prepares professionals to audit performance management systems for effectiveness, alignment, and compliance. It offers a structured approach to evaluating strategy, KPI use, and performance governance to enhance the audit system.

### Tearning Objectives

- Understand the performance audit process and principles
- Evaluate alignment between strategy, KPIs, and execution
- \* Audit dashboards, reports, and governance systems
- Identify performance risks, gaps, and improvement areas
- Deliver performance audit reports and recommendations

### © CERTIFIED by maentae

#### Certified Employee Performance Management Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online

### (i) Overview

This certification focuses on designing effective individual performance management systems. Participants gain tools to set goals, evaluate performance, provide feedback, and link individual contributions to broader organizational success and better employee performance.

#### Learning Objectives

- Develop performance plans and KPIs for individuals and teams
- Design appraisal and evaluation systems that drive engagement
- Provide structured feedback and manage underperformance
- Align personal goals with organizational strategy
- Integrate performance reviews with learning and rewards systems



### © CERTIFIED maentae

#### Certified Performance Improvement Professional

Duration: 24 hours (8 hours/day × 3 days) Face-to-Face or Live Online

### (i) Overview

This course focuses on implementing structured performance improvement initiatives. It teaches professionals how to identify gaps, analyze root causes, and execute improvement projects using Lean, Six Sigma, and continuous improvement techniques.

#### **The Learning Objectives**

- Conduct performance gap analysis using structured frameworks
- Apply root cause analysis and prioritization tools
- Design and manage performance improvement initiatives
- Use Lean and continuous improvement techniques
- Monitor and sustain long-term performance gains

### © CERTIFIED by maentae

#### **Certified KPI Essentials**

Duration: 8 hours (1-day course) Face-to-Face or Live Online

### (i) Overview

This practical course introduces the core principles of KPI selection, documentation, and usage. It is ideal for professionals who need foundational knowledge of performance measurement without full certification requirements.

### Tearning Objectives

- Understand the basic principles of performance measurement
- Select relevant and meaningful KPIs
- Document KPIs using standardized templates
- Interpret KPI results to support decisions
- Avoid common pitfalls in KPI design and usage

### © CERTIFIED maentae

#### Certified Strategy and Business Planning Essentials

Duration: 8 hours (1-day course) Face-to-Face or Live Online



This essentials course provides a foundational understanding of strategic planning. It covers the basics of vision setting, environmental analysis, and strategy formulation, tailored for professionals who support planning processes.

### **The Learning Objectives**

- Understand the strategic planning lifecycle
- Conduct basic internal and external environmental analysis
- Identify and structure strategic objectives
- Translate strategic priorities into simple action plans
- Contribute to strategic alignment within the organization









#### Certified Work Organization Professional

#### Duration: 40 hours



Equips professionals to bring structure, clarity, and alignment to their daily work using the Work Organization Framework. Ideal for remote/hybrid teams, it builds capabilities in time management, collaboration, digital tools, & strategic alignment.

### (a) Learning Objectives

- Organize daily, weekly, and yearly work structures
- Use tools for effective planning, task, and time management
- ❖ Align individual contributions with organizational strategy
- Collaborate and communicate in distributed environments
- Apply systems thinking to improve work clarity & resilience

### © CERTIFIED by maentae

#### Certified Learning Excellence Professional

#### **Duration: 40 hours**

### (i) Overview

This program helps learners optimize how they learn. It focuses on building core learning skills, like focus, memory, and curiosity, while addressing distractions, motivation, and stress. Ideal for knowledge workers and self-directed learners.

### **The Learning Objectives**

- Build sustainable learning habits and routines
- ❖ Apply memory, reflection, and critical thinking tools
- Overcome procrastination & emotional barriers to learning
- Use technology and feedback to improve retention
- Create personalized learning systems for long-term growth

### © CERTIFIED by maentae

#### Certified Training Excellence Professional

#### Duration: 40 hours

### (i) Overview

This certification prepares professionals to design, deliver, and evaluate training programs with confidence and structure. Drawing from modern learning science & instructional design, it emphasizes hands-on training skills & real-world application.

### **Tearning Objectives**

- Identify training needs and profile learners effectively
- Design structured learning using best-practice models
- Facilitate engaging in-person or online training programs
- Develop training materials using digital and blended tools
- Measure & improve training effectiveness using evaluation frameworks

### © CERTIFIED by maentae

#### Certified Work Organization Practitioner

#### Duration: 48 hours

### (i) Overview

This program enables professionals to apply the Work Organization Framework directly to their roles. Through live practice, application, & portfolio development, learners build systems to improve workflow, collaboration, & productivity.

### **The Example 2** Learning Objectives

- ❖ Apply structured tools to plan and organize work
- ❖ Align team workflows with strategy, culture, & performance
- Improve collaboration across hybrid or remote teams
- Optimize personal time, task, and energy management
- Demonstrate applied capability through a practitioner portfolio







#### Certified AI Enablement Professional

#### Duration: 20 hours (4 hours/day × 5 days, Live Online)

### (i) Overview

This certification equips professionals with a structured approach to adopting AI across business functions. Through five days of live instruction, participants will learn how to assess readiness, design integration strategies, deploy AI solutions, and monitor performance, all while ensuring ethical governance and change management for long-term success.

### Learning Objectives

- Assess operational, technological, and skills readiness for AI
- Design AI strategies and implementation roadmaps
- Manage deployment processes and governance protocols
- Measure AI performance and business impact
- ❖ Foster AI-ready culture through training and change initiatives

### © CERTIFIED maentae

#### Certified HR Enablement Professional

#### Duration: 20 hours (4 hours/day × 5 days, Live Online)

### (i) Overview

This comprehensive certification program develops strategic and operational HR capabilities. Participants explore key domains such as talent acquisition, performance systems, compensation, and employee relations, all designed to build high-performing HR functions.

### Learning Objectives

- Manage HR functions including workforce & talent management
- Design performance & reward systems aligned to business goals
- Improve employee engagement, experience, & culture
- Apply compliance, analytics, & change in HR practices
- Build strategic HR frameworks to support business transformation

### © CERTIFIED maentae

#### Certified AI Enablement Practitioner

#### Duration:

12 hours (4 hours/day × 3 days, Live Online) OR 16 hours (8 hours/day × 2 days, Face-to-Face)

### (i) Overview

This hands-on certification focuses on applying AI enablement strategies within an organization. Over three intensive days (or 2 days with Face-to-Face), participants complete a full AI implementation plan, covering tool evaluation, deployment, governance, training, and performance metrics, with practical exercises in every module.

#### (a) Learning Objectives

- Evaluate AI tools and feasibility for business integration
- Develop complete plans with stakeholder alignment
- Apply ethical governance and risk management principles
- Monitor tool performance and adapt for continuous improvement
- Lead AI awareness, training, and organizational change programs

### © CERTIFIED by maentae

#### Certified HR Enablement Practitioner

#### Duration: 12 hours (4 hours/day × 3 days, Live Online)

### (i) Overview

This hands-on program focuses on implementing HR strategies through practical exercises. Participants apply frameworks to map HR services, build dashboards, and create an enablement roadmap that elevates HR's business impact with all necessary tools to enhance the HR functions.

### **The Learning Objectives**

- Map HR workflows and service experiences
- Design performance review and benefits systems
- Apply HR analytics for talent and workforce decisions
- ❖ Facilitate employee feedback and experience programs
- Build an HR enablement plan aligned with organizational goals







#### Certified Innovation Enablement Professional

**Duration:** 

20 hours (4 hours/day × 5 days, Live Online)



This certification program provides professionals with the tools and methodologies to drive innovation across products, processes, and business models. It covers idea generation, customer-centric design, prototyping, and building innovation-ready cultures for sustainable growth.

#### (a) Learning Objectives

- Apply structured approaches to product and process innovation
- Conduct customer needs analysis and market feasibility studies
- Design and test prototypes using iterative methodologies
- Align innovation with organizational strategy and culture
- ❖ Measure innovation performance and set actionable KPIs

### © CERTIFIED maentae

#### Certified Innovation Enablement Practitioner

**Duration:** 

12 hours (4 hours/day × 3 days, Live Online)



This application-focused certification guides participants through a complete innovation project. Learners work through every stage, from ideation to launch, using best practices in collaboration, prototyping, and performance tracking for sustainable growth.

### Tearning Objectives

- Develop innovation projects from concept to execution
- Apply customer insights to design and testing processes
- Lead cross-functional innovation collaboration
- Integrate new technologies and agile workflows
- Measure innovation effectiveness with dashboards and KPIs

### © CERTIFIED by maentae

#### Certified Functional Area Enablement Professional

**Duration:** 

20 hours (4 hours/day × 5 days, Live Online)



This course introduces a cross-functional framework for aligning and optimizing departmental performance. It prepares professionals to lead enablement efforts across business units by using standardized tools, lifecycle stages, and governance models.

### Learning Objectives

- Understand the Functional Area Enablement Framework & lifecycle
- Plan and execute function-level transformation strategies
- Coordinate cross-departmental roles and governance
- Use enablement metrics, templates, and KPIs effectively
- Deliver organizational impact through function-based integration









#### Certified Purpose Clarity Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)



This certification empowers professionals to guide individuals in finding personal and professional clarity. It introduces structured coaching models and tools to help clients articulate values, direction, and life goals, enhancing fulfillment, resilience, and motivation.

#### (a) Learning Objectives

- \* Facilitate values clarification and purpose discovery sessions
- Apply models for life and career alignment coaching
- Support clients in setting meaningful personal & professional goals
- Address mindset, motivation, and emotional barriers to clarity
- Use reflective tools and visual frameworks for deeper exploration

### © CERTIFIED by maentae

#### Certified Career Clarity Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This program prepares coaches and facilitators to guide individuals through career reflection, realignment, and advancement. Participants learn tools to assess career drivers, navigate transitions, and create action-oriented career roadmaps.

#### (a) Learning Objectives

- Conduct career reflection and aspiration mapping
- Use tools to evaluate career strengths, gaps, and blockers
- Guide clients in exploring new paths and navigating transitions
- Help individuals set career development goals and action plans
- Build coaching relationships that empower long-term growth

### © CERTIFIED by maentae

#### Certified Learning Clarity Coach

#### Duration:

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This course trains coaches to support individuals in improving their learning habits, strategies, and mindset. Participants will explore evidence-based learning models, develop personalized learning systems, and coach clients toward long-term learning goals.

### **T** Learning Objectives

- Assess client learning preferences and behavioral patterns
- Guide the design of personalized learning frameworks
- Coach through common learning challenges (e.g. procrastination)
- Apply habit formation, metacognition, and reflection tools
- Encourage lifelong learning mindset and capability growth

### © CERTIFIED by maentae

#### Certified Wellbeing Clarity Coach

#### **Duration**:

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This certification provides tools for supporting clients in managing emotional wellbeing, stress, and life balance. It covers positive psychology, behavior change, and mindset coaching, enabling practitioners to foster sustainable wellbeing practices.

### Tearning Objectives

- Coach clients on stress, energy, and mindset awareness
- Facilitate wellbeing habit building and accountability
- Apply tools from positive psychology and resilience research
- Address emotional triggers and self-care strategies
- Guide clients in designing balanced, value-aligned lifestyles







#### Certified Relationship Clarity Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)



This program equips coaches to facilitate healthier interpersonal and professional relationships. Through frameworks grounded in emotional intelligence and communication, participants support clients in navigating conflicts, building trust, and enhancing connection.

#### (a) Learning Objectives

- ❖ Coach clients on communication and boundary-setting skills
- Use emotional intelligence models to support relationship growth
- Help individuals manage conflict and repair disconnection
- Facilitate reflection on relational patterns and expectations
- Build strategies for personal & professional relationship development

### © CERTIFIED by maentae

#### Certified Self-Awareness Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This program enables coaches to guide individuals in cultivating deeper self-awareness across emotional, behavioral, and cognitive dimensions. It uses reflection tools and coaching models to enhance self-understanding, intentionality, and decision-making.

### (a) Learning Objectives

- Facilitate structured self-reflection sessions with clients
- Explore identity, values, triggers, and cognitive patterns
- Use journaling, visual mapping, and feedback tools
- Coach through emotional reactions and unconscious biases
- \* Strengthen intentional decision-making and personal growth

### © CERTIFIED maentae

#### Certified Growth Mindset Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This certification trains coaches to help individuals develop a growth-oriented mindset. Grounded in mindset psychology, the course equips participants to challenge limiting beliefs, reframe failure, and foster a mindset of resilience, curiosity, and continuous improvement.

### T Learning Objectives

- Facilitate mindset assessments and belief audits
- Coach clients in shifting from fixed to growth perspectives
- Apply tools to reframe failure and embrace challenges
- Support habit-building for resilience and self-efficacy
- Encourage experimentation and lifelong personal growth

### © CERTIFIED by maentae

#### Certified Confidence Coach

#### Duration

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This certification helps coaches support clients in building authentic confidence and inner security. The program addresses internal narratives, social comparison, self-worth, and emotional regulation using structured coaching methods to increase confidence.

### Tearning Objectives

- Identify root causes of insecurity and self-doubt
- Challenge negative self-talk and build empowering beliefs
- Guide clients in setting and celebrating small wins
- Use embodiment and presence techniques for confidence building
- Foster internal safety and emotional self-trust







#### Certified Reflection Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)



This course empowers coaches to help individuals reflect intentionally for personal and professional learning. Participants learn to facilitate structured reflection, identify insights from experiences, and build continuous self-improvement systems.

#### (a) Learning Objectives

- Facilitate structured debrief and reflection conversations
- Use tools to identify insights, patterns, and growth areas
- Coach clients in integrating reflection into daily routines
- Apply reflection for learning, performance, and clarity
- Foster habits of curiosity, presence, and self-evaluation

### © CERTIFIED by maentae

#### Certified Emotional Agility Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This certification helps coaches support individuals in navigating their emotions flexibly and constructively. Participants learn to help clients recognize emotional patterns, detach from unhelpful narratives, and act in alignment with their values.

#### (a) Learning Objectives

- Help clients build awareness of emotional patterns and triggers
- Teach detachment from rigid or reactive emotional responses
- Guide decision-making aligned with values despite discomfort
- Support emotional flexibility in dynamic or stressful situations
- Foster resilience through grounded emotional processing

### © CERTIFIED by maentae

#### Certified Self-Compassion Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This certification prepares coaches to guide individuals in cultivating self-compassion and emotional resilience. Grounded in psychological research, it teaches practical tools for reducing self-criticism, managing shame, and building emotional warmth toward oneself.

### Tearning Objectives

- Explain the science and benefits of self-compassion
- Help clients reframe harsh self-talk and perfectionism
- Guide practices in self-kindness, mindfulness, and common humanity
- \* Coach through emotional pain, shame, or setbacks
- \* Encourage inner warmth and resilience under pressure

### © CERTIFIED by maentae

#### Certified Resilience Coach

#### **Duration**:

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This program enables coaches to build individual resilience in clients by working on mindset, adaptability, energy management, and recovery. It integrates practical exercises and tools to help individuals thrive through uncertainty and setbacks.

### Tearning Objectives

- Facilitate conversations on coping strategies and mindset shifts
- Apply tools for building mental, emotional, and physical resilience
- \* Help clients bounce back from failure and change
- Strengthen proactive recovery routines and energy regulation
- Cultivate long-term adaptability and personal sustainability

© maentae 2025 20







#### Certified Life Strategy Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)



This certification supports coaches in guiding clients to develop a holistic life strategy. It combines coaching frameworks with goal setting, role balancing, and intentional life design to help individuals create meaningful, aligned trajectories that creates strategic decision.

#### **The Learning Objectives**

- Facilitate life visioning and values-driven planning
- Guide clients in setting aligned goals and defining success
- Support balance across personal, professional, and social roles
- Apply tools for long-term life design and prioritization
- Coach through complexity, change, and evolving identities

### © CERTIFIED by maentae

#### Certified Life Design Coach

#### Duration:

16 hours (4 hours/day × 4 days, Live Online)

### (i) Overview

This program equips coaches with tools from design thinking, coaching, and positive psychology to help individuals intentionally design their lives. It emphasizes experimentation, feedback, and iterative progress toward fulfillment and purpose.

### Tearning Objectives

- Apply design thinking frameworks to personal development
- Guide clients in testing and iterating life choices
- \* Facilitate ideation and reframing in times of uncertainty
- Use prototyping tools to explore new paths
- Empower clients to build a joyful, purposeful life

## © CERTIFIED by maentae

#### Certified Meaning & Purpose Coach

#### **Duration:**

16 hours (4 hours/day × 4 days, Live Online)



This certification focuses on helping clients explore deeper meaning and purpose in life and work. Coaches learn to support existential inquiry, values exploration, and direction-finding through reflective and future-oriented tools.

### Learning Objectives

- Facilitate reflective conversations around life meaning and purpose
- Guide clients in identifying values, beliefs, and legacy goals
- Support existential questioning and transitions
- Apply coaching models to create purpose-aligned life paths
- Cultivate inner alignment and spiritual clarity





# **Testimonials**

"I would rate the training 10 out of 10 and highly recommend it to others. The facilitator managed to get excellent group interaction right from the beginning, the KPI course was interesting, informative, and very well presented."

#### Mohamed Salah El-Dein, Salehiya Medical

"I contacted The KPI Institute for an in-house training with my team. We found both the material and the way of explaining concepts by examples invaluable. I would also say that this is a great value for money if you want to build competency within your organization."

# Fahad A. AlFaadel, Saudi Food & Drug Authority

"I just wanted to thank you for the great course that we had last week. We all had a great time with you and we learned a lot about building and choosing the right and suitable KPIs."

#### Abdulaziz S. Alghafari, Saudi Telecom Company

"Thank you very much for a very productive and informative workshop. Your talent and professionalism were superior and outstanding. Applying the general performance management process to Saudia Airlines specific environment has proven your capabilities to demonstrate the performance subject to any industry. I will not hesitate to recommend your service to anyone who needs you expertise. Thank you very much and I am looking forward to work with you in the future."

#### Nizar M. Ashour, Saudi Airlines

"I would like to thank you for this course. It was extremely useful. The material was presented in a highly intuitive way and it has helped me recognize and work with KPIs in a better way. Also, thanks to all my fellow participants who were just great and put a great effort in Q&As. It is awesome when one is at a course where everyone is so enthusiastic and interested in learning. I think everyone at the course had a great time and these have been the most enjoyable 3 days."

#### Fayez Alshehri, E-Government Program





# Interested To Collaborate With Us?

Join us in redefining impactful learning experiences.

Whether you're just starting out, scaling your expertise, or leading transformation, there's a place for you here.

#### Reach out to us for more information



info@maentae.com



www.maentae.com



@maentae.official



@maentae



maentae



@maentae.official

#### Headquarters

#### **Melbourne Office**

Life.Lab Building 198 Harbour Esplanade, Suite 606 Melbourne Docklands, VIC 3008, Australia

#### Middle East Division

#### **Riyadh Office**

Ans Ibn Malik, Al Malqa District, 13521 Riyadh, KSA E: office@kpiinstitute.org

#### **European Division**

#### **Sibiu Office**

Sibiu City Center Someşului Street, No. 3 550003 Sibiu, Romania

#### SE Asia Division

#### **Kuala Lumpur Office**

WISMA UOA II, Unit 14–13 Jalan Pinang 21, Kuala Lumpur, 50450 Malaysia

