



Impactful Learning Experiences

Empowering innovation,
expertise, and excellence to
elevate professionals worldwide.



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

THE KPI INSTITUTE



2004
Year of Establishment



250+
Research reports published to date



20+
years spent on researching KPI best practices



500+
staff members worldwide



4 Offices



Australia



Europe



Middle East



Southeast Asia

6 Continents

On which we delivered trainings

115 global partner organizations

60 countries where we delivered educational programs

128 countries with research clients

smartKPIs.com
The smart choice in performance management



21,500+
KPI examples published



81,000+
Companies registered



148,200+
Members on our online communities



2,532,500+
Professional reached

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

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

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

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

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

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 Coccan

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 Cirnar

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 average
World-class learning delivery

Diploma Programs



 **START** by maentae

Diploma in Work Organization

Duration: 120 hours + 3-month internship

 **Overview**

This program builds deep expertise in structuring modern work systems across hybrid, remote, and in-person environments. Participants gain practical skills in workflow design, productivity systems, digital infrastructure, and team collaboration using the IWSL Work Organization Framework.

 **Learning Objectives**

- ❖ Understand systems thinking for modern work environments
- ❖ Apply tools to organize roles, routines, and workspaces
- ❖ Design effective digital and hybrid collaboration structures
- ❖ Improve personal & team productivity across time horizons
- ❖ Use data, AI, & risk management for informed work planning

 **START** by maentae

Diploma in Training Excellence

Duration: 120 hours + 3-month internship

 **Overview**

Designed for professionals responsible for developing others, this program covers instructional design, delivery techniques, training impact evaluation, and digital enablement. It ensures participants can create and manage effective learning experiences aligned to organizational goals.

 **Learning Objectives**

- ❖ Conduct training needs assessments using established models
- ❖ Design learner-centered programs using instructional frameworks
- ❖ Deliver impactful sessions with strong facilitation techniques
- ❖ Evaluate training effectiveness and measure ROI
- ❖ Align training strategy with organizational capability goals

 **START** by maentae

Diploma in Learning Excellence

Duration: 120 hours + 3-month internship

 **Overview**

This course empowers learners to master how they learn. It focuses on metacognition, emotional regulation, digital learning agility, and peer collaboration, equipping participants to become intentional, resilient, and self-directed learners in the AI era.

 **Learning Objectives**

- ❖ Develop effective habits for lifelong, self-directed learning
- ❖ Strengthen memory, focus, and critical thinking skills
- ❖ Manage stress, motivation, and emotional barriers to learning
- ❖ Integrate digital tools and peer strategies for better outcomes
- ❖ Build a personalized, sustainable learning system

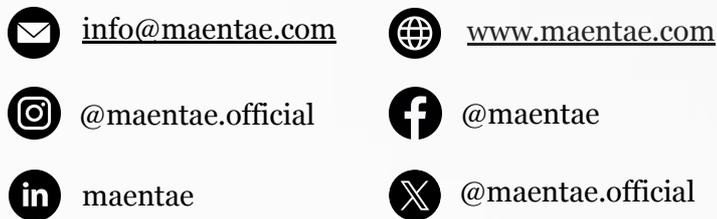


Interested To Collaborate With Us?

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



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