

our business streams

★ Local

Based in Abu Dhabi, UAE

PROFESSIONAL SERVICES FIRM **SERVING GCC, SINCE 2000**

★ 21 years

Serving public and private sectors

PROFESSIONAL SERVICES FIRM **SERVING GCC, SINCE 2000**

★ 1,000+ projects

Short and long-term, multi-year engagements

POLICIES, PROCEDURES, TECHNICAL DOCUMENTS, **EMPLOYEE DEVELOPMENT** IMPLEMENTATION: WORKSHOPS, TRAINING

CONSULTING

IMPLEMENTATION &



CONSULTING

Objectives, scope and value defined and agreed

- PROCESS MAPPING
- **ANALYSIS**
- **DEVELOP PLANS AND PROGRAMS**

TECHNICAL WRITING

Changes and improvements defined and documented

- DEVELOP SOLUTIONS
- DOCUMENTATION (POLICIES, PROCEDURES, PROGRAMS)

IMPLEMENTATION & CHANGE MANAGEMENT

Changes and improvements in place, value and benefits achieved

- WORKSHOPS
- COACHING
- HANDS-ON SUPPORT



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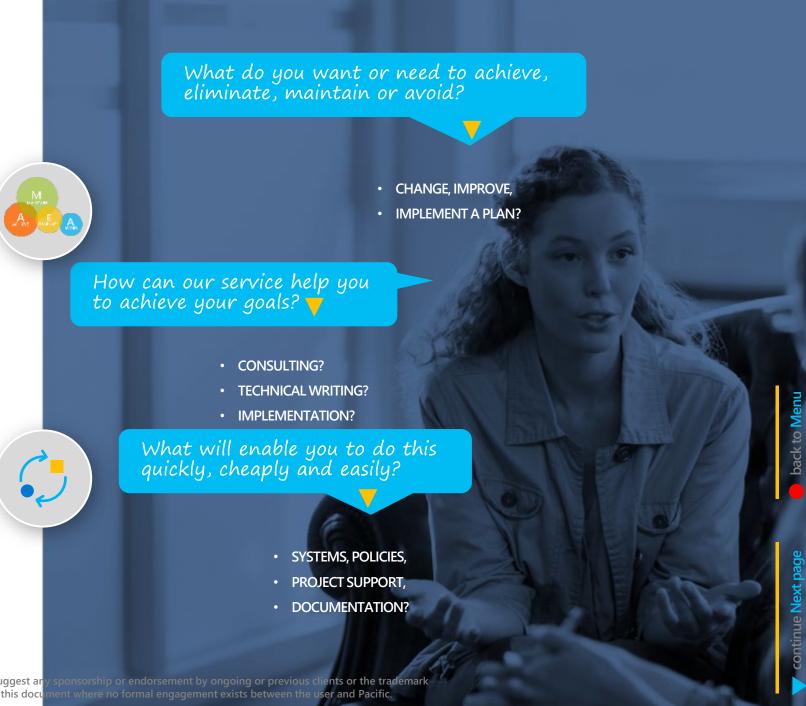
our focus

we help clients to define, plan and implement

useful changes and improvements

we assist our clients to execute

plans and projects



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WHO WE ARE AND WHAT WE DO all functional areas HR, LEARNING & DEVELOPMENT, **EMIRATISATION** CORPORATE COMMUNICATIONS ADMIN & GENERAL SERVICES **DOCUMENT CONTROL & RECORDS** MANAGEMENT CORPORATE GOVERNANCE, RISK STRATEGY, BUSINESS PLANNING AND AND COMPLIANCE MANAGEMENT PERFORMANCE MANAGEMENT **FINANCE & ACCOUNTS** SALES, MARKETING, DISTRIBUTION SUPPLY CHAIN **BUSINESS DEVELOPMENT OPERATIONS & PROJECTS** PROJECT MANAGEMENT QHSE IT & IS The information contained is for general information purposes only. Contents used do not suggest any sponsorship or endorsement by ongoing or previous clients or the trademark

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government and private sectors

















McKinsey&Company











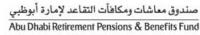




















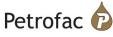




















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ENERGY





بلحيــة فــحيــنــة أبــوظـبـي ABU DHABI CITY MUNICIPALITY















































TÜVRheinland®













A project needs expertise but does not need a big international firm

 We are specialized in technical writing and implementation

 We are a cost-effective alternative to large firms, but we have wide experience and knowledge

A client knows what to do but does not have in-house resources or inhouse resources are too busy Periodic requirements

 Small, low-cost services (e.g., prepare a procedure or map a process)

• We support our clients from our offices in Abu Dhabi

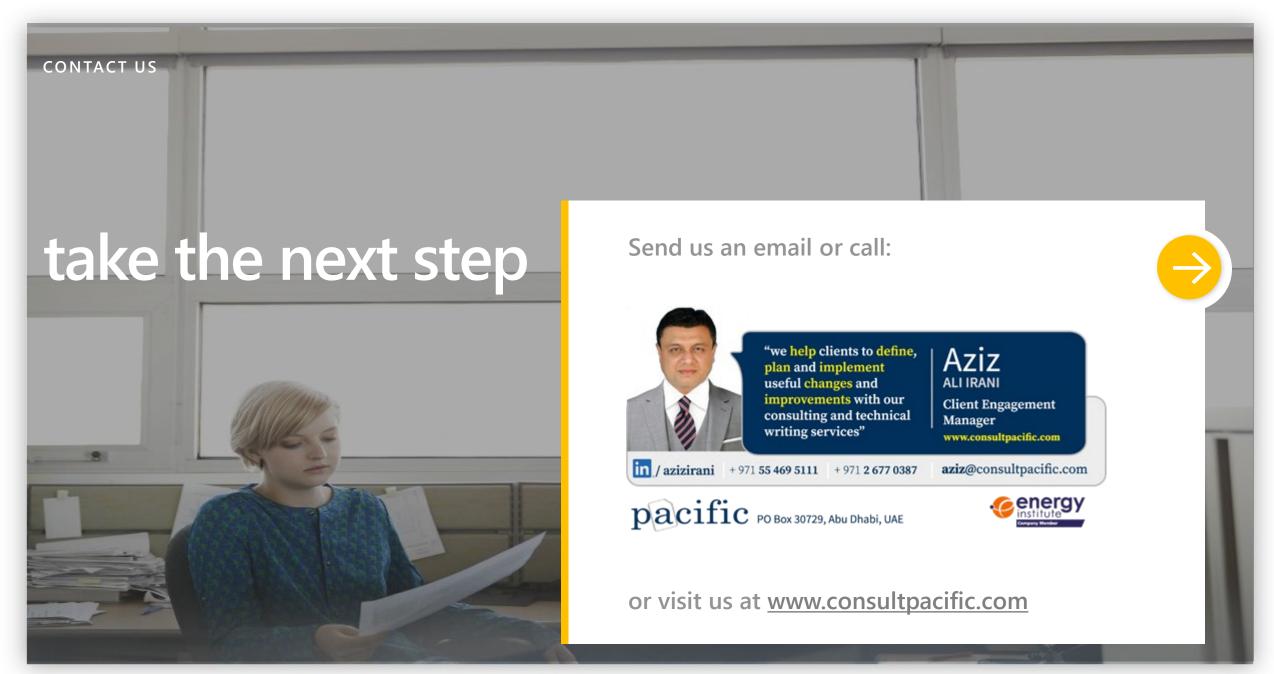
A client needs practical work at detail level

- All of our work is at detail (process or function) level
- We are not strategists or organizational planners
- Clients use our deliverables to execute tasks

A project is document-intensive

- We design and produce technical, business and management documents
- All our deliverables are documents of one kind or another





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