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01.

OUR BRAND STORY

The difference between being remembered and being forgotten is the impact we leave behind



OUR BRAND STORY

وَتَحَسَبُ أَنَّكَ جِزْمٌ صَغِيرٌ
وَفِيكَ انطوى العالمُ الأكبرُ.

Founded in 2018 as NGO as the Lebanese Association for Educational leadership to work on developing an ambitious educational vision that will produce generations of leaders.

Expanded in 2024 into a company serving the Middle East, providing training, development, and consultancy in education, business, and entrepreneurship.

Learn from those who have walked this path and be part of something greater

Our story started when people would say, “We can never forget this one thing you taught us—it shaped who we are today.” I never set out to leave a legacy; I simply poured my heart into my work.

This, we discovered, is the key to lasting impact.

No matter who you are—a homemaker, a CEO, an educator, or an entrepreneur—your legacy is defined by the change you inspire.





02.

MEET OUR TEAM

If your actions inspire others to dream more, learn more, do more and become more, you are a leader.



MEET OUR TEAM

ZEINA DBOUK *Founder And CEO*

- Zeina Dbouk is an internationally renowned trainer with 20+ years of experience in formal, informal and non-formal education, working with professionals in 30+ countries in the Euro-Med region and beyond. A US-educated expert, she has collaborated with global organizations like the European Union, ALF, YSI Ireland, MICC, ICAE, and Hardwired, leading intercultural initiatives across the USA, Britain, and China.
- She has held roles as Vice Principal, Curriculum Director, Consultant, and University Instructor, recognized for transforming theories into practical solutions. As an international consultant and published researcher, Zeina has revitalized struggling educational institutions, achieved accreditations, and led restructuring efforts.
- Her dynamic, interactive training sessions inspire participants and equip them with actionable strategies they can apply the very next day.



AYA HNEINI *COO*

- Aya is a business development professional and licensed pharmacist with a strong track record in driving growth across industries. She holds a Bachelor's in Pharmacy, an MBA, and an MA in Marketing from London. A Chevening Scholar, she brings a global perspective shaped by world-class training.
- With accolades like the Exeter University Commendation and multiple sales champion awards, Aya has managed large-scale projects, negotiated complex deals, and contributed to over \$55 million in sales annually. Her expertise spans business development, strategic marketing, sales, and project management.
- She has founded youth entrepreneurship initiatives, mentored thousands, and delivered 1,000+ training hours in business development, negotiation, sales, and digital marketing. Aya blends theory with business expertise to provide fresh perspectives and impactful strategies.



03

OUR METHODOLOGY

What you do has far greater impact than what you say.



OUR METHODOLOGY



NEEDS ASSESSMENT

- Conduct in-depth needs analysis through consultations, surveys, and data collection
- Identify challenges, skill gaps, and development objectives
- Customize training programs to address specific needs



TAILORED SOLUTION DESIGN & PLANNING

- Develop tailored content and interactive learning experiences
- Integrate real-world case studies, simulations, and industry best practices
- Align learning outcomes with participant goals and organizational needs



EXECUTION & ENGAGEMENT

- Deliver engaging, hands-on training sessions led by expert facilitators
- Apply a mix of workshops, group discussions, and problem-solving exercises
- Foster collaboration, critical thinking, and real-world application



FEEDBACK & CONTINUOUS SUPPORT

- Gather participant feedback and conduct post-training assessments
- Provide mentorship, follow-up resources, and reinforcement sessions
- Ensure long-term impact and measurable growth

04

WHAT SETS US APART?

Ideas will die on your lips,
unless you become a person
of influence





WHAT SETS US APART?

- Tailored Solutions, Not Templates – No one-size-fits-all here. Every program is tailored to fit unique client needs for maximum impact.
- More Than Training—It’s a Journey – Our follow-up coaching ensures learning continues beyond the session, providing ongoing guidance and support.
- We’re all in this together: Our team comes from various backgrounds with **+20 years** of expertise with fresh perspectives from Millennials, Gen Z, and Alpha, fostering a culture of mutual learning.
- Engaging, Practical, and Fun! – No boring lectures here! Our hands-on tools, interactive activities, case studies, role-playing, and simulations ensure you stay engaged and apply what you learn the very next day.

” Leadership is never a position; it is a skill all of us can have

“

GLOBAL VISION LOCAL HEART



We combine Western education and expertise with an Arabic twist, combining global best practices with a deep understanding of our local communities and cultures.

80,000+
CONSULTING HOURS

23+
YEARS OF EXPERIENCE

180+
CLIENTS SERVED

12,000+
PEOPLE TRAINED

**We
truly get it!**

05

WHAT CAN WE DO FOR YOU?

The task of the leader is to get his people from where they are to where they have not been.



We are raising the bar in education!

When we receive a child at 4 years old, we are preparing them for a world they will enter at 18.

What happens in between is our responsibility!

At Taatheer, we go beyond daily management—we shape minds, values, and futures. Every school decision directly impacts the adults these children will become.

In a rapidly changing world, schools must **adapt or fall behind**. The stakes are high—students need more than academics; they need skills to **thrive in an unpredictable future**.

01

02

03



WHAT CAN WE DO FOR YOU?

Training, development, consultation

FOR
EDUCATORS



FOR
WOMEN



FOR
SCHOOL LEADERS



FOR LEARNERS



FOR
EMPLOYEES



WHAT CAN WE DO FOR YOU?

FOR SCHOOL LEADERS

01 **Transformative Leadership:**

Coaching for Sustainable Change & Shared Leadership Models

02 **Strategic Planning & Visioning:**

Crafting Future-Ready Schools & School Development Plans (SDPs)

03 **Governance & Compliance:**

Strong Boards, Risk Management, and Policies

04 **Crisis Management:**

Strategies for Resilient Leadership

01

08

08 **Teacher Support & Evaluation**

Developing High-Quality Instruction

07 **Continuous Improvement Framework**

Pursuing School Excellence

06 **Curriculum Design & Development**

Building Relevant Learning Experiences

07

06

05 **Fostering Positive School Culture**

Building Climate for Success

05

04

02

03

01

08



WHAT CAN WE DO FOR YOU?

FOR EDUCATORS

01 Driving Educational Innovation
Strategies for Transformative Learning Methodology of teaching and learning

02 Assessment & Evaluation
Measuring Learning Innovation Outcomes

03 Personalized Learning & Differentiation
Tailoring Education for Every Student

04 Innovation Labs
Creativity and Entrepreneurial Thinking

05 Integration of critical thinking into school culture

06 Instructional Coaching

07 Integration of students in decision- making

08 How to create positive and innovative classroom environment

09 Interdisciplinary project / problem- based learning

10 STEM/STEAM & Problem-Based Learning
Engaging Students with Future Skills

11 Data-Driven Decision Making
Leveraging Information for Success

12 Inclusive Education
Fostering Equity, Access, and Differentiated Instruction

13 EdTech Integration
ICT Tools for Enhanced Learning

14 Student Success Coaching
Strategies for Holistic Achievement

15 Digital Learning Solutions
Enhancing Access and Engagement

16 Intercultural global citizenship

WHAT CAN WE DO FOR YOU?

FOR LEARNERS

Express and Impress:
Speak, Lead, and connect

**Food addiction
and healthy eating**



**Business
for Teens**

**Career
Counseling**

WHAT CAN WE DO FOR YOU?

FOR WOMEN



01

Women
entrepreneurship

02

Food Addiction &
Healthy Eating

03

The path to
Wellbeing

04

Mediation &
Conflict Resolution

05

Change
Management &
Workplace Resilience

WHAT CAN WE DO FOR YOU?

FOR EMPLOYEES

How to be someone
they can't replace

02

Change Management &
Resilience at the Workplace

04

Workplace Conflict
Resolution & Mediation

01

Business Development
for SMEs

03

The path to Wellbeing

05



Training . Consultancy . Development



CAN'T FIND THE PERFECT COURSE?

LET'S CREATE ONE JUST FOR YOU!

We believe learning should fit you, not the other way around! If you're looking for something specific or need a custom course, drop us a message—we'd love to hear from you and create something that fits your needs perfectly



Sample Courses For Learners

06

BUSINESS FOR TEENS

Leaders aren't born, they are made



FINANCIAL ILLITERACY IS A SILENT CRISIS

- The world is changing fast, the old ways of working are fading fast.
- Today's youth are digital natives, born into a world of endless possibilities.
- To succeed, they need more than just grades; they need skills to shape their own economic destiny.



GENERATION ALPHA

Tech-Savvy	Entrepreneurs	Self-motivated
Independent	Content creation	Globally aware
Self-taught	Learn by doing	Familiar with constant change
Visually engaging content	Don't value Direction	Start-ups
Impatient	Autonomous	Materially Endowed
Videos not texts	24/7 online	Social media

 **50**
Finished Project

 **3000**
Audience

 **40**
Schools enrolled

 **10000**
Total Revenue from projects

BUSINESS FOR TEENS

While many say, "It's never too late," we believe, "It's never too early!"

At TAAATHEER, we make learning engaging by transforming complex concepts into clear, enjoyable lessons that empower young minds to grow differently.

The ideal participant is a 13-18 years old curious, motivated student with an interest in business and their future career path.



I learnt how to initiate a business from scratch, even with no prior knowledge, experience or digital and financial literacy.

Our kid made 1,200\$ because of their summer entrepreneurial venture"



Students will be chosen based on a given task and an interview.

WHAT'S THE PROCESS?

STEP ONE



Needs Assessment & Student Selection

STEP TWO



Kick-off Orientation Sessions with parents and students' registration

STEP THREE



In-Person Training Sessions (5 Sessions, 3 Hours Each)

STEP FOUR



Ongoing Online Mentorship and Progress Check-ins

STEP FIVE



Final Ceremony: Business Plan Presentation and Project Follow-Up

01

Online quizzes

02

Pre & post surveys

03

Presentations

04

Networking

05

AI tools

06

Teambuilding games

07

Interactive workshops & seminars

08

Online resources & materials

09

Guest lectures from industry experts

10

Hands-on activities and projects

11

30 hrs (20 hrs in presence and 10 hrs online)

MODULES

UNLEASH THEIR POTENTIAL

Personality assessments, exploring the subconscious, and laying the groundwork for entrepreneurial thinking

FINANCIAL LITERACY

Building a strong foundation in personal finance, budgeting, saving, and investing

ENTREPRENEURSHIP

Cultivating entrepreneurial mindset, principles of starting and running a business, idea generation, market analysis

BUSINESS PLAN DEVELOPMENT

Practical guidance in creating effective business plans tailored to individual projects, emphasizing clarity in goals, objectives, strategy and financial projections

MARKETING STRATEGIES AND DIGITAL MARKETING

Traditional marketing strategies and digital marketing tools to enhance student's ability to promote and grow their businesses on social media



OUR ENTREPRENEURS

“If your child is poor in math but good at tennis, most people would hire a math tutor. I would rather hire a tennis coach”



6 REASONS WHY BUSINESS FOR TEENS ALIGNS WITH MYP AND DP PROGRAMS

Versatile Implementation

This program is flexible, fitting within curricular, co-curricular, or extracurricular frameworks, allowing schools to integrate it in a way that best suits their students' needs.



100% CAS

For DP students, this program serves as a 100% CAS project, promoting creativity, activity, and service through entrepreneurial initiatives while fostering ethical entrepreneurship and social responsibility.



Interdisciplinary Learning

It can be structured as an MYP interdisciplinary project, integrating Mathematics, Entrepreneurship, Languages, Art, Budgeting, Financial Literacy, and Individuals & Societies, promoting cross-subject connections.



Project-Based Learning & IB Learner Profile

Built on project-based learning, it aligns with the IB Learner Profile, fostering inquiry, reflection, and global engagement, ensuring students become active and responsible participants in the world.



Real-World Application

Rooted in design thinking, students engage in real-world business challenges and startup development, enhancing their problem-solving and innovation skills.



IB ATLs

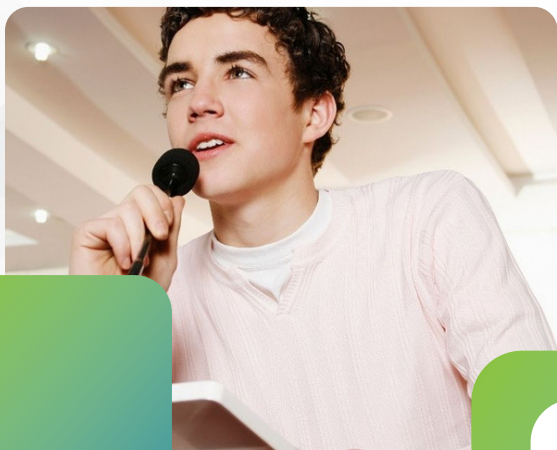
The program strengthens critical thinking, communication, research, and self-management, aligning with IB's Approaches to Teaching and Learning (ATLs) to develop lifelong learners.





Express To Impress

“Millions saw the apple fall, but Newton was the one who asked why.”



DO YOU HAVE STUDENTS WHO?

- Struggle with shyness, low confidence, or fear of speaking in public?
- Find it hard to express themselves or connect with others?
- Face bullying or social anxiety that affects their communication?

Express to Impress: Empowering Students to Find Their Voice
This program helps students develop essential communication skills, equipping them to:

- 1. Speak with confidence:** Overcome fear and express ideas clearly.
- 2. Master public speaking:** Engage audiences and own the stage.
- 3. Build social & networking skills:** Form meaningful connections.

Final Challenge "Taatheer Talk"

A platform where students showcase their growth, share their stories, and inspire others.



09

BE SOMEONE THEY CAN'T REPLACE



Lead with a Twist!



BE SOMEONE THEY CAN'T REPLACE

What happens if we invest in our employees and they leave us?

What happens if we don't and they stay?

OVERVIEW

- Do you ever wonder why one employee excels while another struggles?
- Or why someone with fewer technical skills gets promoted faster?
- The truth is, success isn't just about degrees or hard skills—it's a unique, powerful recipe with easy-to-apply ingredients that make you truly irreplaceable and help you stand out among hundreds in the office.
An employee struggling with confidence, communication, or leadership, then after a single training session, they return with a renewed sense of purpose and capability. Suddenly, they're leading teams, solving complex problems, and driving growth for their business.
Training isn't just about learning skills—it's about empowering people to realize their full potential.



ARE YOU READY TO TRY THIS FORMULA AND GET ADDICTED TO IT?

TRAINING MODULES



WORKPLACE SUCCESS & GROWTH

Workplace Success and Growth

- Challenges of today's market
- Key traits of high-performing employees
- Setting personal goals

Personal Branding and Professional Growth

- The importance of personal branding
- How to apply personal branding



COMMUNICATION & TEAMWORK

Effective Communication Skills

- Fundamental communication skills
- Practicing active listening
- Practicing conflict resolution
- Understanding work politics
- Discussing Facts and Figures
- Adapting to Changes



PROBLEM-SOLVING & LEARNING

Problem-Solving & Decision-Making

- Critical thinking and problem-solving skills
- Key decision-making tips
- Risk and benefit evaluation
- Avoiding logical fallacies

Continuous Learning & Skill Development


- Learning to prioritize
- Steps for effective learning



MANAGING WORK RELATIONSHIPS

Managing Your Manager

- Understanding your manager's type
- Understanding your manager's priorities and goals
- How to report challenges effectively
- Basics of report writing

 One Day Training (8 hours)

 Case studies, activities, discussions

TARGET AUDIENCE

Recent Graduates

C-level Professionals

Frontline Employees

10

CAREER COUNSELING

The key to successful leadership today is influence, not authority.



CAREER COUNSELING

We help students make informed choices that reflect their interests, strengths, and aspirations. Beyond just choosing a path today, we equip them with the skills to make confident career and life decisions in the future.



Career Path Guidance

Insights into various career options and how to pursue them.



Personality & Aptitude Assessments

Identify strengths, weaknesses, and interests through scientific testing.



Interest Mapping

Connecting personal passions to career opportunities.



One-on-One Counseling Sessions

Tailored advice to guide students in key decisions.

WAS "CONTENT CREATOR" A REAL JOB 10 YEARS AGO?

THE RIGHT TIME TO START MAKING CAREER DECISIONS IT ALL STARTS AT SCHOOL!

- Choosing academic streams like commerce, science, arts, or humanities shapes future opportunities.
- The challenge? Many students feel confused and pressured when making these decisions.
- The reality? Choices are often based on grades and external advice from parents rather than personal strengths and aspirations.

**BUT IS THAT ENOUGH TO DETERMINE
A STUDENT'S FUTURE?**



11

MEDIATION AND CONFLICT RESOLUTION

The challenge of leadership is to be strong but not rude; be kind, but not weak; be bold, but not a bully; be humble, but not timid; be proud, but not arrogant; have humor, but without folly



MEDIATION AND CONFLICT RESOLUTION



CONFLICT IS INEVITABLE, BUT HOW WE RESOLVE IT DEFINES THE FUTURE OF OUR ORGANIZATIONS



ABOUT US

In every workplace, conflict can either spark innovation or drive division—it all depends on how it's handled. Our Mediation and Conflict Resolution Committee believes that effective conflict resolution is a game-changer, transforming challenges into opportunities for growth and collaboration.

Led by a team of experienced lawyers, our mission is to equip leaders, teams, and organizations with the skills they need to navigate disputes constructively. Through cutting-edge mediation techniques, we teach you how to foster open dialogue, resolve tension, and build a workplace culture based on trust and respect.

MEDIATION AND CONFLICT RESOLUTION

INDUSTRIES WE SERVE

01.

Business Leaders

02.

Educators and School Admins

03.

Legal Professionals and Lawyers

04.

HR Professionals

05.

Community Leaders

06.

Healthcare Managers



NEEDS ASSESSMENT

Identifying specific conflict resolution and mediation needs within the sector.



PROGRAM DESIGN

Tailoring the training content to sector-specific challenges and objectives.



PARTICIPANT SELECTION

Choosing participants based on sector relevance and leadership roles.



TRAINING DELIVERY

Conducting workshops, practical exercises, and role-play sessions for skill development.



PRACTICAL APPLICATION

Participants engage in real-world mediation simulations under expert supervision.



EVALUATION & CERTIFICATION

Assessing performance and issuing certification to qualified mediators.



Addiction to Food and Electronics

Restore connection' is not just for devices,
it is for people too.



WELLBEING AND ADDICTION PREVENTION

FOOD | ELECTRONICS | DRUGS

How could food be possibly a drug?
How can we go from fast-food to slow – food?

HEY LET'S TALK

UNDERSTAND THE TRIGGERS.

- 01. Food Addiction:** Emotional eating, bingeing, and reliance on quick fixes.
- 02. Electronics Dependence:** Screen addiction, social media overuse, and digital fatigue.
- 03. Smoking & Substance Use:** Breaking the cycle of cravings and dependency.



FOR TEENS & ADULTS

Especially for those struggling post-weight loss (Ozempic, Mounjaro users) who couldn't maintain their progress.

ONLINE OR IN-PERSON SESSIONS AVAILABLE

OUR GOAL?

REWIRE HABITS, REGAIN CONTROL, AND BUILD A SUSTAINABLE, HEALTHY LIFESTYLE!

Step 1 Evaluation Interview

- Understand your story and the challenges that led you here.
- Clarify doubts about addiction and misconceptions.
- Determine whether it's a true addiction or a misinterpretation.

Step 2 Awareness & Diagnosis

- Conduct an in-depth interview to tailor your program.
- Fill out structured forms based on international guidelines.
- Define personal objectives while I assess physical and psychological conditions.

Step 3 Tailored Program Development

- Review assessments and finalize your custom plan.
- Schedule sessions and define clear progress parameters.
- Set the "zero point"—your detox start date.
- Begin the transformation with ongoing support and personalized coaching.

DON'T LET THEM SUFFER ALONE IN SILENCE.



MASTERING CHANGE: A STRATEGIC APPROACH TO WELL-BEING, IMPACT, AND RESILIENCE

Leadership is solving problems. The day soldiers stop bringing you their problems is the day you have stopped leading them. They have either lost confidence that you can help or concluded you do not care. Either case is a failure of leadership.



MASTERING CHANGE

A STRATEGIC APPROACH TO WELL-BEING, IMPACT, AND RESILIENCE

EMPOWERING LEADERS TO NAVIGATE CHANGE WITH CONFIDENCE & PURPOSE

- Change is inevitable—what sets great leaders apart is their ability to navigate it with confidence and resilience.
- This program is designed to empower senior managers to lead transformative change while fostering well-being and driving real impact within their organizations and communities.
- More than just adapting, leaders will take control of change, reshaping mindsets, behaviors, and strategies to create lasting success.

PROGRAM OVERVIEW

01

Practical strategies and real-world applications to lead change effectively.

02

Tools to break old habits, build new ones, and create a culture of growth.

03

A leadership approach that strengthens resilience, enhances performance, and drives meaningful impact.



KEY TOPICS COVERED

THE SCIENCE OF HABITS & BEHAVIORAL CHANGE

- .How habits shape behaviors & decision-making •
- .Proven strategies to break bad habits & build positive ones •
- .Leveraging habits to create a culture of well-being & growth •

ETHICAL LEADERSHIP & TRUST

- Leading with transparency, integrity & respect for local values.
- Building & maintaining trust during change through ethical decision-making.

RESILIENCE & LEADERSHIP IN UNCERTAIN TIMES

- Building personal & organizational resilience to navigate crises •
- Staying focused & motivated in times of rapid change •
- Stress management & mental well-being for peak performance •
- Fostering team adaptability in a psychologically safe environment •



INNOVATION, DIVERSITY & CULTURAL LEADERSHIP

- Fostering a culture of innovation & adaptability.
- Strengthening global team relationships through cultural diversity.
- Promoting inclusivity, female empowerment & leadership aligned with Vision 2030.

ESSENTIAL SKILLS FOR LEADING CHANGE

- Strengthening self-awareness, empathy & emotional intelligence •
- Mastering communication & relationship management •
- Making effective decisions under uncertainty •
- Encouraging creativity, critical thinking & problem-solving •

WELL-BEING & ORGANIZATIONAL SUSTAINABILITY

- Embedding well-being into workplace culture for long-term success.
- Integrating corporate social responsibility (CSR) to enhance trust & engagement.
- Leadership strategies that promote psychological & physical well-being.

Some of the clients we served



12

WHAT THEY SAY ABOUT US

Be the leader you wish you had.



WHAT THEY SAY ABOUT US?

01

"Miss Zeina's leadership training and follow-up sessions are highly engaging and have significantly contributed to our school's success in accreditation. Her team's deep understanding of the local community has fostered strong participant engagement."

Mrs. Najat Al Daheri



02

"The workshop was highly interactive and addressed a real need within our school. It provided practical solutions to existing challenges, equipping everyone with valuable tools and thought-provoking questions for future development."

Ms. Jamila Al Hassani



03

"Miss Zeina's training on inquiry-based methods & conceptual understanding transformed my team's mindset and teaching approach. She empowered our teachers to focus on crafting the right questions rather than just providing answers."

Mr. Roger Dagher



04

As school principals, we constantly seek the best ways to align teaching with official exams. Your training inspires us as leaders to foster lifelong learning among teachers, ensuring they stay open to growth and better serve our students. Thank you for your impactful approach.

Reine Yammine



WHAT THEY SAY ABOUT US?

01

"One time, Miss Zeina asked me a question about my mission in life, and it made me realize that our mission goes beyond our job and what we want to achieve. It made me dig deeper into my existence, and now, as a Harvard PhD student, I know that this question made my 'why' the core of all I do."

Layan, a student

02

"This training was one of a kind—highly engaging and interactive. I now have a variety of strategies to implement across my teaching, helping my classes 'GO Meta.'"

A teacher

03

"My kids have never been happier or more engaged. This training transformed their mindset, replacing procrastination with purpose. My daughter now looks forward to each session, approaching her plan with positivity and growth. I wish schools would adopt this approach, as much of their teaching still falls short of today's market needs."

A parent

04

"Zeina's interactive approach to education brings learning to life—you see education on the walls, reflecting both the curriculum and students' active role in the learning process."

A trainee

WHAT THEY SAY ABOUT US?

01

"This is the best course I've ever taken! The content is delivered through fun, interactive activities that also encourage deep thinking and real-world skill application."

**Rama Bayoud, B14
alumni**

02

"I wish this course was part of our school curriculum. Many kids need it, as it paves the way for our future. Unfortunately, schools are no longer teaching what truly matters."

Faten Dahshi, B14 alumni

03

"I highly recommend this course to all teenagers—it sets the foundation for a successful career path early on. Before, I knew nothing about pricing or planning, but now I feel confident turning any original idea into a business. I know where to start, how to think, and how to create a complete business plan from A to Z."

Abed Dada, B14 alumni

04

"Since I was a child, I always had a dream to have my own business. Within the push I took from this course and the confidence I built, I was able to make this dream a reality."

Lamar Hashisho, B14 alumni

THANK
YOU...

