

TRAINING CATALOGUE

Executive development, applied learning and professional practice.



PRO STRATEGIST ACADEMY / CORPORATE TRANSFORMATION ACADEMY

Innovative Practices

Strategy, transformation and capability development

Cairo, Egypt | Engagements across the Gulf and MENA

Learning programmes and corporate pathways | October 2026

PROGRAMME DESIGN

Learning designed around application

Select a focused programme or combine learning areas into a corporate pathway.

1 Identify the capability need

Agree the audience, business challenge and work participants should be able to perform. Identify relevant prerequisites and material the client can share.

2 Learn through decisions

Use concise concepts, business cases, facilitated exercises and application to work. Programmes combine individual outputs with peer challenge and feedback.

3 Produce a usable work product

Participants develop a diagnostic, roadmap, role map, governance charter, decision brief or consulting portfolio appropriate to the programme.

4 Transfer the learning

Agree an application task and a review point with the sponsor. Follow-up clinics and manager support can be added to the programme scope.

Delivery formats

In-house workshops, executive labs, facilitated virtual sessions, applied studios and tailored corporate academies. Scheduling and language are agreed with the client.

The hours shown are indicative guided learning hours, excluding breaks, preparation and workplace application. Courses are available for scoping; the final design and delivery team are agreed in the proposal. Attendance or assessed-completion certificates depend on programme requirements. External accreditation is not implied.

FOCUSED PROGRAMMES

Strategy and execution

Choose a programme with a clear audience and a tangible output.

S01

The 3Rs Executive Lab

8h

For Executives, founders and functional leaders.

Focus Resources, Relations and Results; evidence-led diagnosis; strategic choices; accountability.

Participant output Map one live business challenge and develop a decision brief with a 30-day application plan.

S02

Strategy Development and Alignment

16h

For Strategy teams, executives and business-unit leaders.

Focus Strategic direction; internal and external assessment; value gaps; shift agenda; strategy maps and initiatives.

Participant output Develop a strategy-on-a-page, a priority initiative portfolio and an alignment narrative.

S03

Strategiling and Adaptive Execution

16h

For Transformation leaders, PMOs and programme sponsors.

Focus Strategizing while implementing; assumptions; review signals; decision rights; adaptation and learning.

Participant output Build an execution rhythm, a decision log and clear conditions for adjusting a live initiative.

S04

Performance Measures and Strategic Reviews

12h

For Strategy, finance, HR and operational managers.

Focus Outcomes and outputs; KPI definitions; balanced scorecards; OKRs; baselines; benefit ownership.

Participant output Create a performance scorecard and run a review that leads to an accountable decision.

FOCUSED PROGRAMMES

Digital transformation and AI

Choose a programme with a clear audience and a tangible output.

D01

AI Readiness for Executives

6h

For CEOs, directors, business owners and senior managers.

Focus Business value; use-case selection; data and process readiness; human oversight; adoption priorities.

Participant output Produce an AI opportunity shortlist and a readiness action plan for one business area.

D02

Digital Transformation Strategy and Planning

16h

For Transformation teams, business leaders and technology sponsors.

Focus Customer value; business models; digital capabilities; governance; roadmap design; adoption.

Participant output Develop a transformation roadmap with priorities, owners, dependencies and measures.

D03

Responsible AI in Professional Work

12h

For Managers, analysts, consultants and knowledge workers.

Focus Problem framing; structured instructions; verification; data boundaries; workflow integration; human accountability.

Participant output Design and test a supervised AI-assisted workflow using permitted or illustrative information.

D04

Process Improvement and Automation Readiness

12h

For Operations, shared services, HR and transformation teams.

Focus Process mapping; bottlenecks; standardisation; exceptions; automation feasibility; ownership and acceptance.

Participant output Redesign one workflow and prepare an automation brief with controls and an adoption plan.

FOCUSED PROGRAMMES

Operating models and governance

Choose a programme with a clear audience and a tangible output.

001

Operating Model and Organisation Design

16h

For Executives, organisation development and HR leaders.

Focus Strategy-to-structure alignment; roles; governance; interfaces; service ownership; capability requirements.

Participant output Develop a target operating model and a role-and-interface map for one business unit.

002

Shared Services and Service Excellence

12h

For Corporate services, operations and shared-services leaders.

Focus Service catalogues; customer needs; service levels; process ownership; performance and improvement.

Participant output Create a service catalogue, a service-level agreement outline and an improvement backlog.

003

PMO and Transformation Office Enablement

16h

For PMO and TMO teams, programme managers and sponsors.

Focus Mandate; portfolio priorities; governance; dependencies; risk; benefits and executive reporting.

Participant output Build a PMO or TMO charter, portfolio review pack and escalation model.

004

Governance and Decision Effectiveness

12h

For Executives, functional heads and governance teams.

Focus Delegation; management committees; decision rights; policies; escalation; accountability and evidence.

Participant output Develop a decision-rights matrix and a management governance calendar.

FOCUSED PROGRAMMES

People leadership and change

Choose a programme with a clear audience and a tangible output.

P01

Human Capital Strategy and Job Architecture

16h

For HR leaders, organisation development and senior managers.

Focus People strategy; organisation structure; job families; role clarity; career and reward alignment.

Participant output Produce a human capital roadmap and a job-architecture outline linked to business priorities.

P02

Workforce Planning and Succession

12h

For HR, business leaders and talent teams.

Focus Demand and capacity; critical roles; competency requirements; succession; national talent development.

Participant output Build a workforce scenario and a critical-role development and succession plan.

P03

Leadership for Performance and Collaboration

12h

For Managers, team leaders and newly appointed leaders.

Focus Knowing; capability; empowerment; motivation; feedback; difficult conversations; collaboration.

Participant output Diagnose one performance issue and practise a coaching conversation with an agreed action plan.

P04

Change Leadership and Adoption

16h

For Change teams, project leaders, sponsors and people managers.

Focus Stakeholder analysis; sponsor alignment; communication; resistance; manager enablement; adoption evidence.

Participant output Create a stakeholder engagement plan, change narrative and adoption review.

FOCUSED PROGRAMMES

Growth and enterprise development

Choose a programme with a clear audience and a tangible output.

G01

SME Growth and Business Professionalisation

16h

For Founders, owners and SME leadership teams.

Focus Growth choices; business models; management roles; delegation; service economics; operating discipline.

Participant output Develop a practical growth plan and a 90-day professionalisation agenda.

G02

Family Business Roles and Continuity

12h

For Family-business leaders, successors and senior managers.

Focus Ownership and management roles; decision forums; succession conversations; management continuity.

Participant output Map decision responsibilities and prepare a continuity discussion agenda.

G03

Commercial Design for Service Businesses

12h

For Consulting leaders, service-business owners and business development teams.

Focus Client segments; positioning; offers; scope; utilisation; pricing drivers; recurring service models.

Participant output Build one clearly scoped offer and a commercial model with explicit assumptions.

G04

Fractional Leadership and Executive Advisory

8h

For Experienced executives, advisors and business owners.

Focus Mandate; authority; sponsor alignment; operating cadence; confidentiality; handover and accountability.

Participant output Develop a fractional leadership mandate and a first-90-days plan.

FOCUSED PROGRAMMES

Consulting and practice building

Choose a programme with a clear audience and a tangible output.

C01

The Pro Consultant Delivery Programme

24h

For Consultants, internal advisors and experienced specialists.

Focus Discovery; powerful questioning; evidence; proposals; scope; delivery governance; change and handover.

Participant output Build and defend a client engagement portfolio from discovery to acceptance.

C02

Structured Problem Solving and Discovery

8h

For Consultants, analysts and cross-functional improvement teams.

Focus Problem definition; hypotheses; interviews; evidence quality; root causes; alternative explanations.

Participant output Produce a defensible problem statement, evidence map and recommendation.

C03

Executive Facilitation and Advisory Communication

8h

For Consultants, facilitators, managers and programme leaders.

Focus Workshop design; questioning; stakeholder perspectives; executive storytelling; constructive challenge.

Participant output Facilitate a decision session and produce a concise executive recommendation.

C04

Practice Builder

16h

For Independent advisors, boutique firms and service providers.

Focus Niche and offers; client acquisition; proposals; consulting economics; managed services; partnerships.

Participant output Develop an offer portfolio, delivery model and practice-growth action plan.

INTEGRATED PATHWAYS

Signature learning journeys

These pathways organise related learning into a coherent experience. They are tailored pathways, rather than additional mandatory courses.

The 3Rs Executive Lab 8 hours

For Leaders and managers. A decision-focused introduction using one live challenge. **Output** 3Rs diagnosis, strategic choice and application plan.

Strategic Practitioner Programme 36 hours

For Cross-functional transformation professionals. Integrated study of strategy, operating design, evidence, execution and value. **Output** An individual application portfolio and a defended recommendation.

Enterprise Transformation Studio 16 hours

For Transformation, HR and PMO teams. A client-focused studio on operating models, governance and adoption. **Output** An integrated transformation design and implementation roadmap.

Professional Consulting Studio 24 hours

For Internal consultants and external advisors. A complete consulting engagement from discovery to handover. **Output** Discovery brief, proposal, delivery plan and acceptance criteria.

Digital and AI Transformation Studio 16 hours

For Business and digital transformation leaders. Business-led use-case selection, governance and capability development. **Output** A prioritised roadmap and a governed pilot brief.

Practice Builder Studio 16 hours

For Boutiques, advisors and service providers. Positioning, commercial design, delivery and recurring services. **Output** A viable offer model and a practice development plan.

The Self Strategist Lab 8 hours

For Professionals and leadership cohorts. Personal direction, resources, commitments and sustainable performance. **Output** A personal development and decision plan with review points.

The 8-hour Executive Lab and 36-hour Practitioner Programme form a 44-hour common pathway when both are commissioned. Equivalent prior knowledge can inform entry. Specialist studios and independent workplace application are additional.

PLAN A PROGRAMME

Build your corporate learning pathway

Connect the learning investment to a real organisational priority.

A useful commissioning brief

Tell us the business challenge, participant roles, current capability, intended workplace application, preferred format, timing and any accessibility or confidentiality requirements.

What the programme proposal defines

Learning outcomes and prerequisites; sessions and guided hours; facilitator and participant responsibilities; exercises and materials; assessment criteria; follow-up support; schedule and commercial terms.

Professional integrity

Programme activities respect client confidentiality and use permitted information. Participants receive feedback on observable work. Professional designation pathways are separate from course attendance or completion.

Hazem Hassanin

Strategy, Transformation and Executive Advisory

hazem@consultingbay.net

+20 100 770 7797

www.consultingbay.net

23, 151 St., Maadi, Cairo, Egypt