



Shaping

Tomorrow's Consultants

Today

**Elevate your Consulting Career**

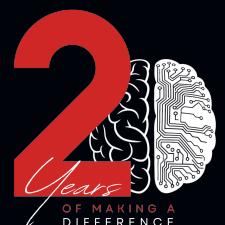
- Innovative Learning Journey
- Develop your Consultative Capabilities
- Facilitated and Coached by Top Experts
- For Seasoned Saudi Professionals

May - July  
**2025**

A learning journey from



Inspired by





## Shaping Tomorrow's Consultants, Today

An Innovative Learning Journey seeking to enhance the consultative capabilities of seasoned Saudi professionals.

**SESSION 1**  
27-28 May 2025

**SESSION 2**  
24-25 June 2025

**SESSION 3**  
16-17 July 2025

As we celebrate 20 Years of Making a Difference, and with the dynamic Vision2030 creating the need for change, TTM is utilizing this initiative to give back to Saudi society under our 'Reciprocate' initiatives, by helping to enhance the Consultative Capabilities of seasoned Saudi Professionals.

### Who Is It For?

- This initiative is for Saudi Nationals from various areas: HR, Digital Transformation, Advisory, Marketing, Sales and Strategy
- Minimum 8 Years of Experience is required, preferably in the General Manager, Director and/or Manager Level.
- Participants must complete all three parts to be certified
- Participation is complementary and participants need to be pre-qualified
- The employer's approval is required to participate in the journey
- Learning journey will be in English

### What We Will Cover?

- Enhance the consultative capabilities of seasoned Saudi professionals and align with Saudi Vision2030 priorities
- Strengthening and standardizing the ability to lead and execute strategic projects and initiatives ensuring sustainable growth and adaptability in a rapidly growing and evolving market
- Utilise practical techniques that will help them identify viable opportunity spaces, generate new ones, and create human-centred solutions with tools that have direct application and generate ROI
- Experience novel insights & cutting-edge consulting techniques
- Cross-functional exposure with peers from various industries

**50 hours** of world-class experiential learning experience over 3 months on consultative mindset

Experience a unique learning journey on the Consultative Mindset approach, powered by the Whole Brain Technology. Utilising Experiential Learning methodologies, this groundbreaking journey is designed to enhance the participants' critical capabilities and skills in the new demanding environment.

Apply Now at:  
**ca.ttmassociates.com**

**ca.** CONSULTATIVE  
ACADEMY  
ttm. YCL  
info@ttmassociates.com



## Sessions' Topics



### Part 1 - The Foundation

27-28 May 2025

- The skills and behaviors of a corporate advisor, painting the picture of what success looks like as an internal consultant
- Understand competitive analysis and industry benchmarking techniques
- Differentiate between Fit, Best and Next Practice and when to adopt each one of them
- How to Uncover the hidden stakeholders' perceived benefits and match their message to lift the service value proposed



### Part 2 - The Tools

24-25 June 2025

- How to establish an advisory & consultative mindset and improve problem-solving by identifying inefficiencies and bottlenecks
- How to build a business case for the complex problem/s & situation handled while at the same time offering deep and wider insight to the stakeholders involved



### Part 3 - The Application

16-17 July 2025

- How to optimize business processes for efficient & scalable execution
- Enhance the ability to influence leadership decisions
- Learn the importance of using emergent technologies such as Gen AI, and how to leverage these tools and identify and improve the outcomes
- How to use data to drive talent strategies

## Learning Methodology



Participants will be exposed to practical learning experiments, activities and discussions to develop people's understanding of key programme concepts



Participants will gain a different insight and perspective from their peers, they will gain the opportunity to share and discuss answers, ideas and views



Participants will Engage in interactive discussions with our expert faculty who are all strategy specialists and thought leaders



Participate in case studies with real-world examples of strategic challenges and opportunities faced by leading companies

## Acceptance Process



Apply on the website

1



Interview with a ttm Consultant

2



Line Manager Approval

3



Final Acceptance

## Learning Journey Prerequisites

Bachelor's Degree or Higher

Saudi nationals, both males and females

Minimum of eight years experience in HR, Marketing, Sales, Advisory, Strategy, or Digital Transformation

The Learning Journey will be in English

Apply Now at:  
**ca.ttmassociates.com**

**ca.** CONSULTATIVE  
ACADEMY  
ttm, YCL  
info@ttmassociates.com





# Facilitation & Coaching



**Dr. Magdi A. Ismail**

Dr. Magdi Ismail brings over 20 years of experience in strategy, marketing, sales, and customer management across the pharmaceutical industry and beyond. He has held senior roles at international companies including Rhone Poulenc (Sanofi-Aventis) and Organon NV in the Middle East. With deep regional expertise and a strong grasp of global business culture, Dr. Magdi now advises global organizations across the Eastern Mediterranean on leadership, strategy execution, customer engagement, and portfolio management.



**Hany Mwafy**

Hany Mwafy is a seasoned growth and marketing strategist with over 20 years of experience driving business transformation across leadership, innovation, branding, and communication. Having held senior roles at global brands such as Unilever, Nielsen, BP, and Nivea, Hany has consulted for top-tier clients including AstraZeneca, Vodafone, STC, and Sanofi. A two-time TEDx speaker and advisor to C-suite leaders, he is known for designing impactful growth playbooks and delivering game-changing insights across industries. Hany holds an MBA in International Marketing and degrees in Business and Law.



**Dr. Rawan Hassan**

Dr. Rawan Hassan is a psychologist, organisational culture consultant, and wellness expert with over a decade of experience transforming workplaces across the Middle East, Africa, and the UK. Her evidence-based approach draws from her background in neuroscience and public sector work, including with the NHS and the UN. A published researcher and international speaker, she helps organisations embed resilience, mindfulness, and inclusion into their culture, and has led high-impact projects in government, healthcare, telecom, and retail.



**Rob Hamblin**

Rob Hamblin is a senior HR and organisational development consultant with over 27 years of experience leading strategic transformation in both the public and private sectors across the UK and internationally. He advises senior executives on HR strategy, leadership development, and cultural change, and has chaired a charitable trust for over 12 years. With certifications in psychometrics, NLP, and coaching, he is a member of the Chartered Institute of Personnel and Development and is widely respected for his ability to align people strategies with business goals.



**Dr. Mohamed El Gawahergy**

Dr. Mohamed El Gawahergy is a business and marketing consultant with more than 26 years of experience helping organisations grow through strategy, training, and advanced business simulations such as Capsim. His expertise spans leadership, business management, and corporate education, with clients including AstraZeneca, Sulaiman Habib, Mobily, and various Saudi government bodies. He holds a Doctorate in Business Administration, along with an MPhil, MBA, and a B.Sc. in Electrical Engineering, and is also a certified marketing professional.



**Thomas Stoeckel**

Thomas Stoeckel is a cross-cultural communication trainer and change consultant who supports teams and leaders navigating transitions in culture, leadership, and generational dynamics. With a background in International Management and a strong belief in lifelong learning, he has delivered training for multinational clients across sectors since his early work with a European aerospace company. A volunteer firefighter and EMT since 2006, Thomas brings resilience, leadership, and service to every aspect of his professional and personal life.

Apply Now at:  
**ca.ttmassociates.com**

**ca.** CONSULTATIVE  
ACADEMY  
ttm, YCL  
info@ttmassociates.com



# About TTM Group



As a Saudi entity with Saudi employees, TTM Group has had a presence in the Kingdom of Saudi Arabia for over 20 years. Having established its regional office in Riyadh, the group is made up of two organisations: TTM and VCL.

## About TTM Group Consultative Academy



TTM Group Consultative Academy is a Saudi Vision2030 inspired CSR activity that has been developed as part of our 20 Years of Making a Difference celebration to give back to Saudi society. With the objective of shaping the consultants of tomorrow, today, this innovative Learning Journey has been designed and developed for seasoned Saudi Professionals to enhance their consultative capabilities, facilitated and coached by Top Experts in the industry.

- Enhance the capabilities of seasoned Saudi Professionals in a critical aspect in today's business world: The Consultative Mindset
- Empower organisations to enhance the consultative capabilities of their employees, transforming their behaviours to achieve the transformation objectives of Vision2030
- Enable organisations and society to develop new jobs for Saudi professionals
- Make a Difference in the lives of Saudi Professionals, enabling them to make an impact in the workplace
- Develop the ability of Saudi professionals to interact and manage within their networks as Consultants, enabling them to create Value and Make a Difference in the new reality
- Enabling Saudi Professionals to contribute to the new Digital Economy with new, innovative skills and competencies

Apply Now at:  
[ca.ttmassociates.com](http://ca.ttmassociates.com)

