



MAVEN

BUILDING GENERATIONS

Agenda

◆ <u>Who We Are & What We Believe</u>	3	◆ <u>Cultivate</u>	9
◆ <u>Our Purpose & The Values That Guide Us</u>	4	◆ <u>Talent Management Cycle</u>	10
◆ <u>What We Do</u>	6	◆ <u>Challenge</u>	11
◆ <u>Compass</u>	7	◆ <u>Why Maven</u>	12
◆ <u>IDEA Framework</u>	8	◆ <u>Industries We Served</u>	13
		◆ <u>Maven Clients</u>	14



Who We Are & What We Believe

Your organization's success isn't just about strategy, systems, or structures.

It's about your people.

When individuals grow, teams transform. When teams transform, organizations thrive.

That's what Maven exists to do: **support individuals in becoming better versions of themselves while building healthy, high-performing organizational cultures.**

Led by experienced talent strategists who have shaped development programs for 3,000+ employees across EMEA and APAC regions, we bring enterprise-level expertise to organizations throughout MENA.

With 17+ years of experience in learning and organizational development, we specialize in creating customized solutions that unlock human potential and drive measurable business impact.

[Back to Agenda](#)



MAVEN

A photograph of a white lighthouse with a green lantern room, situated on a rocky coastline. The sky is a mix of blue and orange, suggesting sunset or sunrise. The lighthouse is illuminated from within, and the surrounding rocks are dark and jagged.

Our Purpose

Supporting individuals to become better versions of themselves while building healthy, high-performing organizational cultures.

The Values That Guide Us

- ◆ Passion – We are fully committed — heart, mind, and soul
- ◆ Customer Focus – We put customers first in everything we do
- ◆ Integrity – We Are Genuine
- ◆ Quality – What We Do, We Do Exceptionally Well
- ◆ Collaboration – We bring together the best. Two minds are better than one.
- ◆ Fun – We believe in making learning engaging and enjoyable

[Back to Agenda](#)

The MAVEN Icon

MIND, HEART & SOUL

COMPASS NEEDLE — THE MIND

Strategic direction, clarity, and evidence-based thinking

We sharpen strategic thinking and build decision-making frameworks through training, consulting, and coaching. The compass represents your organization's mind: logical, directional, grounded.

SAIL — THE HEART

Harnessing individual potential to propel organizational progress

We identify and elevate high-potential talent through succession planning and talent management, building leadership pipelines that align individual purpose with organizational mission.

WAVE — THE SOUL

Energy, resilience, and the courage to challenge and grow

We create transformational team experiences that build resilience, spark courage, and forge authentic connections. The wave represents your organization's vital force and adaptive energy.

[Back to Agenda](#)



MAVEN

What We Do

Maven develops organizations through three integrated approaches:

COMPASS - Strategic Learning & Development Building capabilities through customized programs

CULTIVATE - Talent & Succession Nurturing potential and leadership pipelines

CHALLENGE - Team Building & Engagement Designing experiences that elevate performance and strengthen team dynamics.

**When you develop Mind + Heart + Soul together,
real transformation happens.**



[Back to Agenda](#)

Compass - Customized Learning Solutions

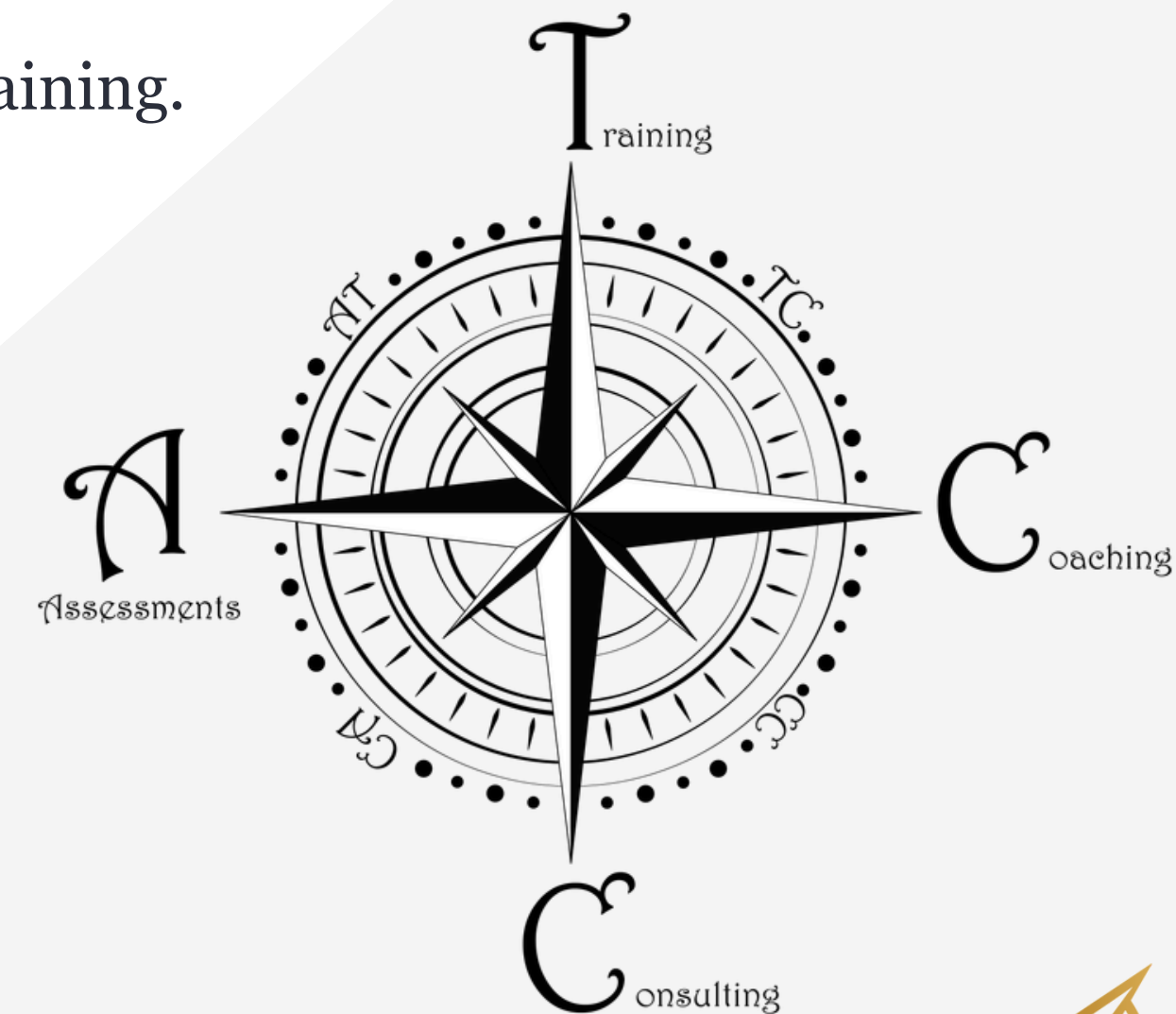
Our Mind: Strategic thinking in analysis, design, and delivery

We design learning experiences that lead to real transformation — not just training. Our unique “IDEA Framework” provides participants with practical tools to overcome obstacles in implementing new behaviors and skills.

Services Include:

- ◆ Leadership development programs and academies
- ◆ Management training and capability building
- ◆ Competency framework design
- ◆ Executive and performance coaching
- ◆ Development needs analysis and learning journey design
- ◆ Blended learning solutions (classroom, virtual, e-learning)

Impact: 3,000+ training hours delivered | 90%+ satisfaction ratings



[Back to Agenda](#)

IDEA Framework

The Maven Learning Methodology

- I** - Immerse in real challenges
- D** - Discuss experiences and insights
- E** - Evaluate learning and connections
- A** - Apply new skills immediately



We go beyond training — ensuring sustainable behavior change through our proven 4-step methodology
Our structured approach translates learning into lasting behavioral change and measurable business outcomes.

Cultivate - Talent & Succession

Our Heart: Nurturing potential and building leadership pipelines

We support organizations in building leadership pipelines through strategic succession planning, high-potential development, and targeted engagement strategies.

Services Include:

- ◆ Succession planning and talent review
- ◆ High-potential identification and development
- ◆ Competency framework design and implementation
- ◆ Talent pipeline strategy and 9-box assessments
- ◆ Employee engagement and retention programs
- ◆ Organizational development consulting

Impact: 70% improvement in performance | 50% increase in retention

[Back to Agenda](#)



Our Strategic Cycle for Enduring Leadership Pipelines



Our Talent Management Cycle is a strategic framework designed to help organizations identify, develop, and retain the leaders who will shape their future. Rooted in global best practices and refined through real-world impact, this cycle powers our Cultivate pillar and guides every step of our leadership development journey.



Challenge - Themed Team Building Events

Our Soul: Going beyond the comfort zone

Team building is one of the most effective tools successful organizations use to boost morale, increase motivation, and develop new skills through collaborative experiences.

Services Include:

- ◆ Themed team building events (10+ proven themes)
- ◆ Customized business simulations
- ◆ Performance workshops
- ◆ Immersive indoor and outdoor challenges designed to energize teams, foster trust, and enhance collaboration.

Impact: Enhanced communication | Increased motivation and trust



Why Maven

Enterprise Expertise, Accessible Solutions

- ◆ We bring International-level talent strategies refined for MENA realities. Global frameworks, local application, cultural intelligence.

Measurable Business Impact

- ◆ We focus on outcomes that matter to your business: improved performance, stronger leadership pipeline, higher engagement, and sustainable behavior change.

Customization at Our Core

- ◆ Every solution is tailored to your business context, culture, and objectives. We don't believe in one-size-fits-all approaches.

Complete Ecosystem, Not Just Training

- ◆ From competency frameworks to leadership academies to team building - we build integrated talent systems, not one-off workshops..



Industries We Serve

We have successfully partnered with organizations across diverse sectors

[Back to Agenda](#)

Financial Services:

National Bank of Egypt, Misr Takaful Insurance, EBI

FMCG & Retail:

Coca Cola, Pepsi, Abudawood, IKEA, EXTRA, Basamh

Telecommunications:

Etisalat Egypt, Vodafone Egypt

Government & NGOs:

British Embassy, GIZ, Special Olympics MENA

Healthcare:

Misr Pharmacies, Al Nahdi, EverPharma

Holding Companies

SEDCO Holding

Technology:

Fatura (FinTech), ADDiCTA, SITA

...and many more across the MENA region
and beyond.

Trusted by Leading Organizations



[Back to Agenda](#)



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