



Transform Mindsets. Deliver Impact.



المؤسسة العامة للتدريب التقني والمهني  
Technical and Vocational Training Corporation



رؤية  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

# About CHANGE**x**periences

**CHANGE**x**periences** is Saudi Arabia's leading **ACMP Qualified Education Provider (QEP)**, trusted to deliver world-class change management consulting, leadership coaching, and bilingual training. Led by **Dima Baltagi**—one of only 30 global experts behind the ACMP Standards Adaptation (2nd Edition) with 20+ years of transformation experience—we bridge knowledge with practice to prepare professionals for the **CCMP exam** and empower organizations to thrive. Our frameworks, unlock transformation through strategic change management, culture redesign, and leadership excellence—aligning vision with agile execution to achieve sustainable, measurable impact.



## Purpose

To empower organizations and leaders across Saudi Arabia and the GCC to navigate and master transformation. We believe that sustainable change begins with shifting mindsets, building capabilities, and aligning culture with strategy to create lasting impact.



## Vision

To be the region's most trusted and influential change management partner, shaping agile, future ready organizations that thrive under Vision 2030 and beyond.



## Mission

We deliver bilingual frameworks and premium advisory services that:

- Prepare leaders and professionals for global certifications (CCMP & MCMP)
- Redesign cultures to foster agility, resilience, & innovation
- Equip executives and teams to lead transformation with measurable impact
- Align organizational vision with execution to achieve sustainable results



## Values

**Integrity:** Safeguarding trust through transparency and ethical practice

**Excellence:** Setting the highest standards in training, consulting, and coaching

**Impact:** Driving measurable outcomes that endure beyond projects

**Agility:** Adapting global best practices to local contexts with precision

**Empowerment:** Enabling leaders and teams to own transformation journeys

# The Current Landscape

**Saudi organizations  
are navigating an era  
of rapid transformation  
and ambitious growth  
under Vision 2030.  
Yet, the journey is  
complex.**

## Transformation

Many organizations face operational and cultural hurdles in executing strategic change amidst evolving digital, regulatory, and market landscapes.

## Culture Alignment

Legacy systems, hierarchical structures, and deep-rooted **norms** challenge efforts to build adaptive, collaborative cultures central to Vision 2030.

## Employee Engagement

While engagement is rising, stress and talent mobility remain high, impacting productivity and retention.

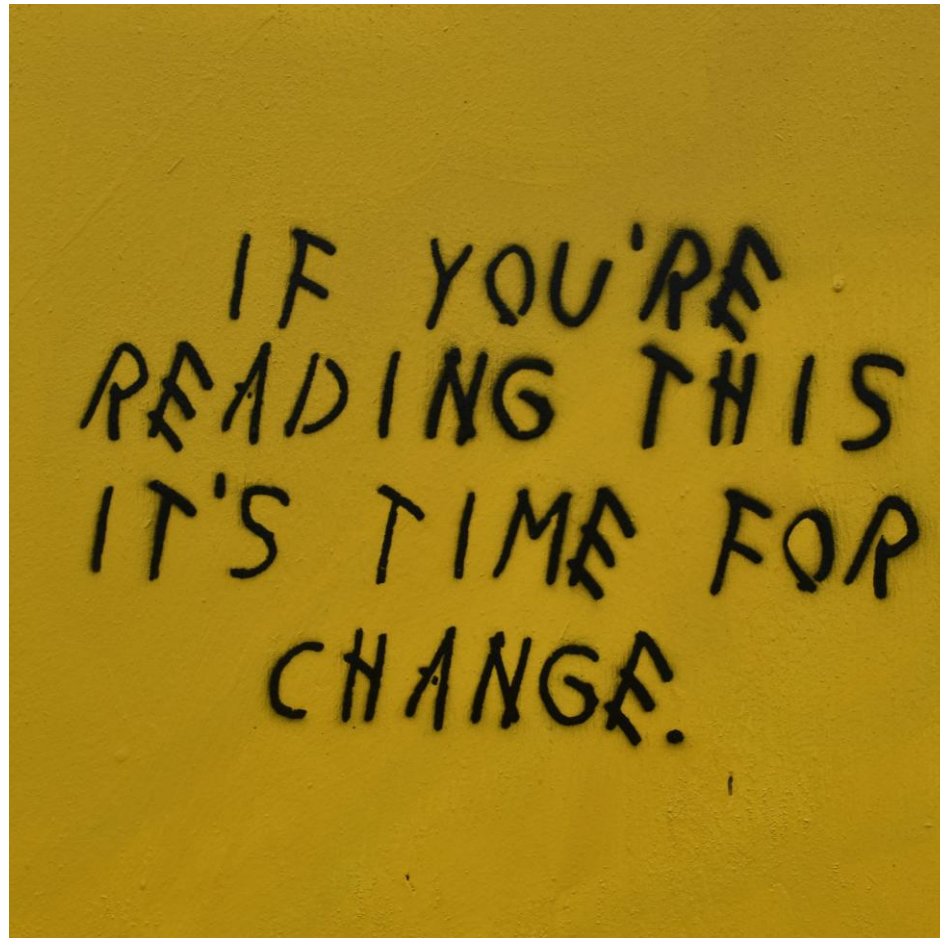
## Adaptive Leadership

Success increasingly depends on leaders who can balance vision with agility, resilience, and inclusive decision-making in a volatile environment.

# The Core Challenge and Market Reality

## The Persistent Challenge

Absence of structured change management processes—leading to stalled initiatives, resistance to new ways of working, and inconsistent performance outcomes.



**57%**

Report their organization lacks a coherent transformation strategy—leading to fragmented efforts and stalled progress<sup>1</sup>.

less than **10%** of senior executives see their current organization as highly agile today,”

while over **90%** rate agility as a high priority<sup>2</sup>.

**32%**

Of leaders considered agile enough for transformation<sup>1</sup>.



# What's **Missing** in the Market



## Generic Solutions

Most consultancies rely on generic, one-size-fits-all solutions—lacking **true customization** and hands-on implementation.



## Limited Support

**Ongoing support** for sustained, embedded change is rare, leaving clients vulnerable to backsliding.



## Prohibitive Costs

Access to global expertise frequently comes with prohibitive cost, limiting the **reach and impact** for local organizations.



# Why **CHANGE**xperiences?

## What Sets Us **Apart**



### **Saudi DNA, Global Brainpower**

Deep market mastery combined with global alliances across South Africa, Switzerland, Austria, Singapore, Italy, Norway, Canada, and USA

### **Original Frameworks**

Proprietary methodologies designed for bold transformation and sustainable organizational change

### **Lasting Impact**

Comprehensive follow-through for institutionalization and embedding change at every organizational level

### **Proven Management Team**

Blend of direct industry backgrounds and top-tier global consulting expertise, with Saudi and international experts residing in KSA for decades

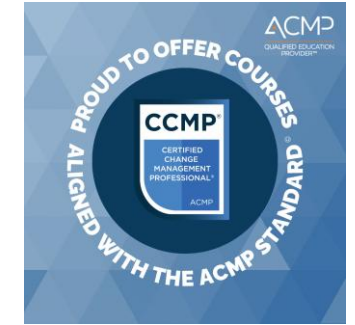
### **Accredited Excellence**

ACMP Qualified Education Provider™ and ICF memberships, fully aligned with Vision 2030 objectives and international standards

### **Bilingual Delivery**

Seamless English and Arabic program delivery tailored to your organizational needs

# Our Signature **Impact** across 6 Domains



## **Change Management**

Accelerate and sustain enterprise transformation through our proprietary OBI (Own, Build, Implement) framework—empowering teams to lead change confidently, manage resistance, and deliver measurable outcomes.

### **CCMP Exam Preparation and MCMP Training**

Prepare professionals for global certification with targeted CCMP™ and MCMP™ training—aligning skills to ACMP standards and elevating organizational change capability.

## **Transformative Leadership**

Develop agile, resilient leaders equipped to inspire, adapt, and drive change—future-proofing organizations for strategic success through a customized blend of leadership training, coaching and mentoring programs.

## **Culture Transformation**

Unleash high-performance cultures with our 5A Culture Catalyst Program—turning aspiration into achievement, engagement, and a shared sense of purpose at every level.

## **High-Performance Teams**

Build inspired, accountable, and collaborative teams—cultivating trust and aligning collective strengths to deliver breakthrough business results.

## **Board Advisory & Governance**

Empower boards and CEOs to lead with clarity—facilitating meetings, reviewing strategies, and guiding informed decision-making..

# How Do We Deliver Our 6 Domains?



## Change Management Advisory & Consulting

We offer end-to-end transformation support through our proprietary OBI Framework (Own, Build, Implement), combining global best practices from PROSCI, AIM, and Kotter.

Our approach empowers organizations to lead change with clarity, embed it sustainably, and scale it confidently.



## Culture transformation

We drive deep culture shifts with our exclusive "5A Culture Catalyst Program: From Aspiration to Achievement"—powered by global AI-driven diagnostic tools, tailored interventions, and robust ongoing support.

We activate purpose, engagement, and sustainable performance at every level of your organization.



## Transformational Leadership & Change Leadership Coaching

We empower leaders at every level—with the emotional intelligence, adaptability & resilience needed to lead change with confidence.

Across all programs, we equip leaders to inspire others and navigate transformation in today's dynamic business environment.

Our coaching approach strengthens individual & team leadership, with a special focus on advancing women.

**CCMP Exam Preparation:** Training led by **Dima Baltagi**, one of only 30 global experts behind the ACMP Standards Adaptation (2nd Edition), with 20+ years of global transformation experience.

**MCMP Training:** Advanced programs that equip leaders and teams to drive organizational change with confidence.



## High-Performance Team Building

A research-driven, bilingual program built for the Saudi context by guiding teams through a dynamic journey—from assessment to hands-on workshops to ongoing support—building trust, agility, and the collaborative behaviors that drive sustainable high performance.



## Board Advisory & Governance

We bring transformation expertise into the boardroom—supporting boards and executive committees to lead with clarity, agility, and impact. Through structured meeting facilitation, strategic reviews, and evidence-based advisory, we help boards sharpen focus, identify opportunities, and make future-ready decisions.

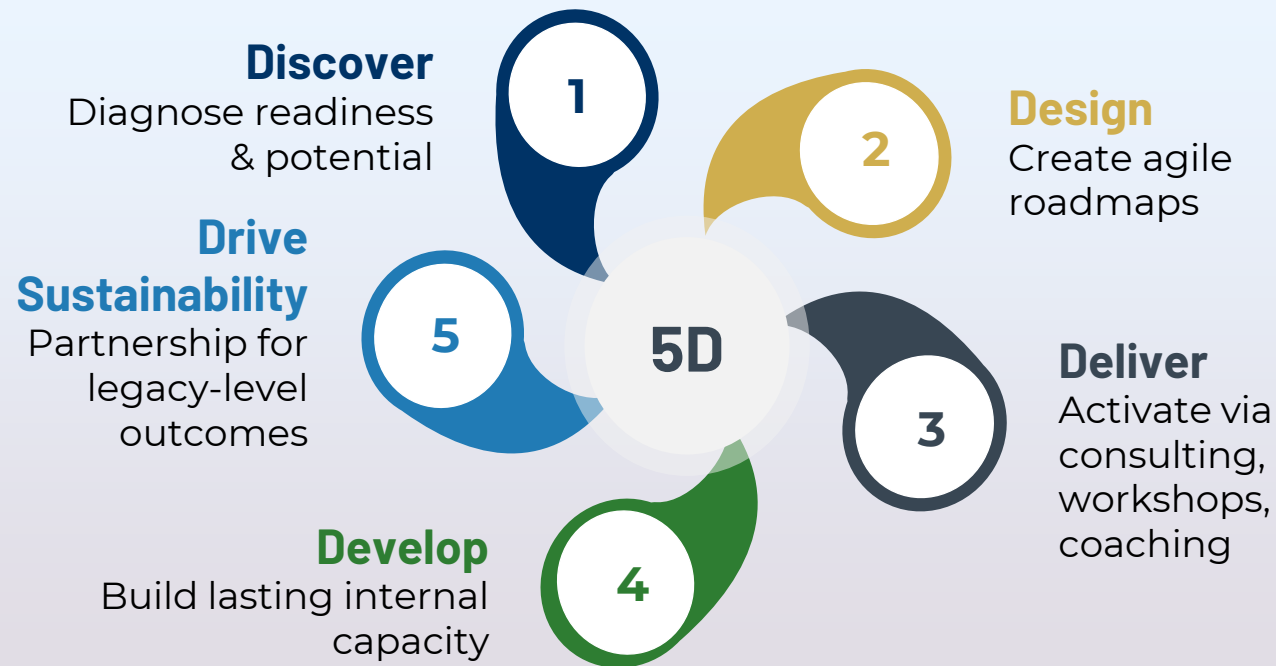
Our tailored coaching and governance support strengthen effectiveness, align priorities with Vision 2030, and ensure that transformation is not only implemented but also championed at the highest level of leadership.

All solutions are customized for sector, size, and maturity—delivered in-person, online, or hybrid.



# The 5D Model

## Our Proven 5D Transformation Methodology based on our OBI® Change Management Framework



لَا  
تَغَيِّرَ الْإِلَهَ بِدَاخِلِكَ  
كُلَّ شَيْءٍ  
حَوْلَكَ رَاحَ يَتَغَيَّرُ



# Platinum Network

## Global Excellence, Local Mastery

### World-Class Alliance

Our alliance spans world-class experts, thought leaders, and innovation partners across North America, Europe, Africa, and Asia—selected for their deep expertise and proven impact.

### Customized for Saudi & GCC

**CHANGE**periences by WIJHA for Business harnesses global best practices, then customizes and localizes solutions to meet the unique opportunities and challenges of Saudi Arabia and the GCC.

### Privileged Access

Through our network, clients gain privileged access to cutting-edge insights, benchmarking, and collaborative opportunities—delivering transformation with global perspective and local excellence.



# Our Promise

We don't just design change—we **embed it**. Every solution is crafted to deliver measurable impact, empower leaders, and create cultures that thrive long after the project ends.

**CHANGE**xperiences by WIJHA for Business—where **local mastery meets global standards**, and transformation becomes legacy.

# Our Leaders

Driving Transformation Excellence



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# Dima Baltagi, MSc., CICM, Prosci, PCTC (ICF & ACMP professional member)

**A Change Management Expert, Trainer and Coach passionate about assisting leaders in driving impactful transformations by crafting human-centric experiences that truly make a difference**

## Educational Background and qualifications

- MSc. Strategic Management
- BSc. Chemistry
- Certified International Change Manager
- PROSCI Licensed
- AIM Accredited
- ACC Coach (ICF)

## Key Competencies

- Change Management
- Change leadership coach
- Strategic Communication
- Employee Experience & Engagement
- Trainer
- University Instructor
- Key note speaker in global conferences

**Dima** is the founder of CHANGEperiences and Managing Director of WIJHA for Business, the consulting arm of WIJHA Training Center—a Saudi-based company at the forefront of transformation advisory in the region.

Dima is a globally recognized change leader with 20+ years' experience driving transformation for governments, private sector companies and NGOs across six countries—including Saudi Arabia, Canada, Oman, UAE, Egypt, and Lebanon. She has led major programs in healthcare, energy, utilities, aviation, and the public sector, managing landmark projects for organizations such as the World Health Organization (WHO) ORPIC (Oman), the Lebanese Ministry of Economy, PIF Companies, MATARAT Holding and King Faisal Specialist Hospital, and overseeing multi-million-dollar initiatives- one of them exceeded \$6B USD.

As a corporate trainer and former university instructor, Dima certified 1,900+ professionals worldwide in change management, transformational leadership, organizational effectiveness and communication. She is the author of a recognized change management framework, Own, Build and Implement® and the 5A Culture Catalyst Program®, an engaging global keynote and guest speaker in global change management forums and conferences.

Dima actively contributes to setting global standards—serving as an ACMP Global Change Excellence judge and taskforce member advancing change management best practices. She is a featured change management expert who knows how to create impact and achieve success and will be a featured speaker at #CHANGEORLANDO2026 (May '26)

Her awards include Excellent Contribution & Leadership at King Faisal Hospital and EY's #PurposeinFocus global video recognition—being one of only 12 standout employees in EMEA region.

Dima is uniquely positioned with hybrid experience as an in-house transformation leader – industry based and as a leading advisor with global consulting firms Ernst & Young and Korn Ferry, working on multiple culture and change management transformations programs across Saudi Arabia and the Gulf.

# Ready to transform mindsets and deliver lasting impact?

Partner with **CHANGE**xperiences by WIJHA for Business—  
where local mastery meets global thinking to deliver results that last.

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