

# NUQTAT TAHAWUL TRAINING INSTITUTE L.L.C

## BUSINESS PROFILE

2025 2026



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[www.turning-point.ae](http://www.turning-point.ae)

## ◆ About Us?

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At NUQTAT TAHAWU, it means: Turning Point, we understand that training doesn't end in the classroom—it begins there. What sets us apart is how we turn that learning into real results. We work closely with companies to create training experiences that are grounded in the day-to-day realities of the workplace. Our focus is on helping people not just learn—but actually apply what they've learned, where it matters most: on the job.

## ◆ Who We Are?

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Turning Point Training Institute is a Dubai-based training provider that partners with organizations looking to strengthen performance in practical, measurable ways. Our team designs training programs rooted in real workplace situations and follows through with field support to make sure learning sticks and results show.

## ◆ Our Vision, Mission & Values

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Before you discuss your brand guidelines, it is best to introduce your brand identity first. Share what your brand symbolizes and stands for and how it relates to the company's customers/users.

### Our Vision

To be the first choice for forward-thinking organizations that want real change—not just training events.

### Our Mission

We exist to help organizations grow by delivering practical training tailored to their reality, supporting application on the ground, and measuring what matters. We're not here to check boxes—we're here to make training count.

### Our Values

Brand principles serve as guiding pillars of the brand. It states how brands are presented and communicated to the audience.

## ◆ Our Philosophy

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Too often, training becomes a temporary boost that fades quickly. We believe real development happens when training is linked to what people actually do. Our approach is about working hand-in-hand with teams, supervisors, and leaders to embed skills into the work itself—so that development becomes part of the culture, not a one-time event.

## ◆ Our Approach

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We follow a process that's simple in concept but powerful in practice:

### **1- We Listen First:**

We dig deep to understand your challenges and goals.

### **2- We Build Around You:**

Every training solution is designed around your work reality.

**3- We Stay With You:** After the training, we support applications on the job.

**4- We Track Progress Together:** You'll see where growth is happening and where to focus next.

## ◆ Our Training Programs

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We deliver more than 50 approved corporate training programs through the Knowledge and Human Development Authority (KHDA). These programs are tailored for teams across industries, and include both technical and behavioral skills.

### **Some of Our Most In-Demand Courses:**

- Leadership & Management Development
- Enneagram Corporate Program (ECP)
- Cybersecurity & Cloud Security Fundamentals
- Strategic Human Resources Management
- Customer Service Excellence (Global Standards)
- International Financial Reporting Standards (IFRS)
- Kaizen for Government Organizations
- Thermal Load Analysis (HAP)
- Detecting Forged Documents Using Scientific Methods
- Web Applications Penetration Testing
- Strategic Financial Decision Making
- ...and many more.

We regularly update our offerings to meet evolving industry needs.

## ◆ Why Organizations Choose Us

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We don't deliver pre-packaged content—we co-design learning that fits your people and your environment.

We provide direct workplace support that helps transfer new skills into actual behavior. Our team tracks progress with you to ensure learning is sustained—not just delivered.

We offer reasonable and competitive pricing to maximize value.

A free one-hour online seminar helps you meet the instructor and experience our approach before committing.

You'll have a dedicated account manager from start to finish—ensuring smooth coordination and quick support.

## What Challenges Do We Help Solve?

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- Employees attend training but struggle to apply what they've learned.
- Training content feels disconnected from daily operations.
- There's little follow-up after training to ensure progress.
- ROI on training is unclear or hard to measure.

We work to change all that—bringing training into real-time, real-life results.

## Why Partner With Turning Point?

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- Alignment with your strategic goals from the start.
- Practical skills development that shows up in performance.
- Post-training follow-up tools that help reinforce change.
- Impact measurement methods that reveal what's working.
- Transparent communication, proactive support, and a real relationship—not just a transaction.

## Our Approach - A 6-Phase Methodology

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### **Our Practical Performance Development Methodology**

#### **1- Training Needs Analysis**

We begin by understanding your day-to-day challenges and desired outcomes. This helps us build something truly relevant.

#### **2- Custom Design, Built Around Your Work Environment:**

Environment

We create field-based training programs tailored to your operating conditions, priorities, and teams.

#### **3- On-The-Job Application**

We stay involved to help participants implement their learning where it matters—on the ground.

#### **4- Performance Tracking Logs**

We use simple yet structured tools to document skill use, progress, and next steps.

## 5- Shared Oversight & Accountability

We work alongside your supervisors and team leads to ensure consistent progress and support.


## 6- Outcome Evaluation & Review


We use measurable indicators to assess the impact of the training. These insights feed back into your development plans and help guide future investments.

## Contact Us

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