



LEADERSHIP CONSULTANCY & PSYCHOMETRIC SOLUTIONS

Converting leadership potential into
performance.

"INSIGHTS THAT BUILD FUTURES."

INSIGHT. RIGOR. RESULTS.

JEDDAH, KSA • SERVING KSA & GCC





Who We Are

At ASASIQ, we combine science, psychology, and data to unlock human potential. We deliver validated assessments and talent insights that help organizations understand people deeply, make confident decisions, and build leaders for the future.

ASAS IQ helps organizations convert leadership potential into performance.

We operate at the intersection of psychology and business strategy, providing the rigor needed to make confident people decisions.





What We Do

We improve hiring, promotion, succession, and team effectiveness through a unique blend of:

- Validated Psychometric Assessments: Scientific tools to measure potential.
- Culturally Attuned Insight: Deep understanding of local nuances.
- Targeted Development: Actionable plans for growth.

REGIONAL FOCUS:

Delivered bilingually (Arabic/English) and aligned with KSA and GCC contexts.



OUR VISION & MISSION

VISION

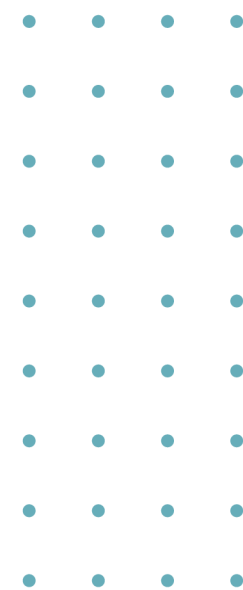


To be the region's most trusted partner in shaping future-ready leaders through science-backed insights and developmental experiences.

MISSION



To elevate leadership capabilities by offering strategic consulting and advanced psychometric diagnostics that drive measurable impact at the individual, team, and organizational levels.



INSIGHT. RIGOR. RESULTS.

The three pillars that define our approach to leadership consultancy and psychometric solutions.

INSIGHT



Culturally attuned diagnostics and bilingual facilitation (Arabic/English) that uncover deep organizational truths.

RIGOR



Validated psychometric assessments, precise role benchmarks, and strictly evidence-based decision making.

RESULTS



Measurable uplift in hiring quality, leadership capability, and team execution that impacts the bottom line.



WHY CHOOSE US

Our unique value proposition combines scientific rigor with local relevance.

WHAT SETS US APART



EVIDENCE-BASED

Tools and methods grounded in psychometric science.



BUSINESS-FIRST

Clear recommendations that inform real decisions.



CULTURALLY FLUENT

Arabic-localized content, facilitation, and reporting.



END-TO-END

From diagnostics to coaching and measurable outcomes.

THE CHALLENGES WE ADDRESS

Bridging the gap between problems and performance with actionable solutions.



UNCLEAR LEADERSHIP POTENTIAL

Role-aligned psychometric profiling with readiness indices and risk flags.



INCONSISTENT HIRING & PROMOTIONS

Decision workshops linking results to competencies to reduce bias and mis-hires.



LEADERSHIP GAPS DURING GROWTH

Targeted learning journeys and coaching sprints tied to business goals.



TEAM MISALIGNMENT

Team heatmaps and culture mapping to improve trust, clarity, and execution.



WEAK PIPELINES & SUCCESSION

HiPo frameworks, bench reviews, and tracked development plans.

OUR METHOD... THE 4D MODEL

A structured, evidence-based cycle that keeps every engagement outcome-anchored and measurable.

1 DIAGNOSE

Role benchmarks + assessments

Personality & Cognitive.
Motivation & Values.
EQ & Derailers.

2 DECIDE

Data-driven decision making

Readiness Scoring.
Risk/Strength Highlights.
Decision Workshops.

3 DEVELOP

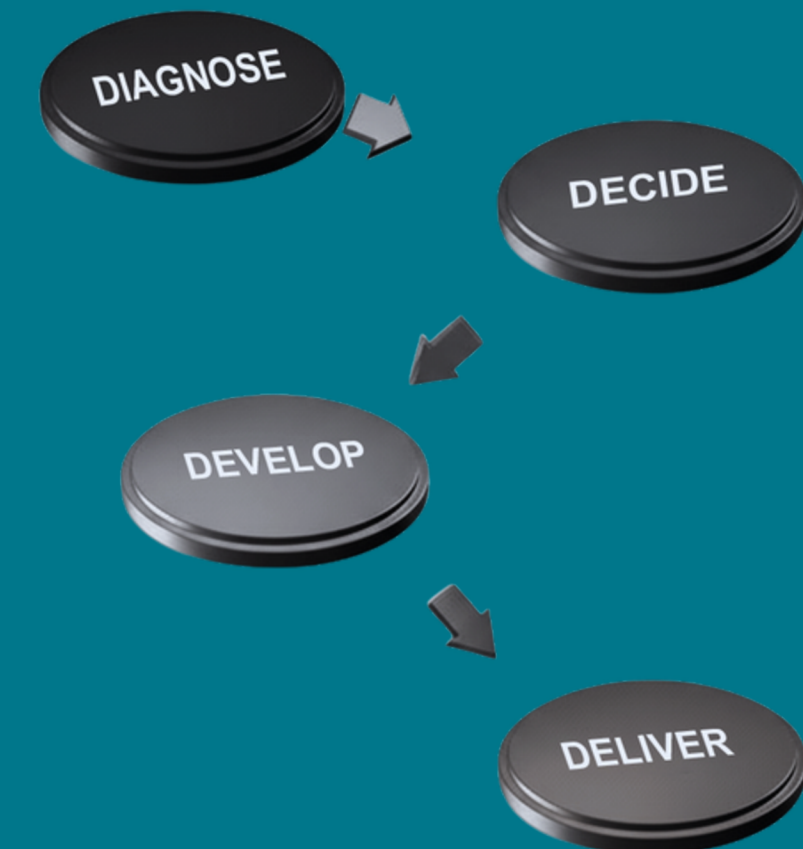
Role benchmarks + assessments

Personalized Paths.
1:1 & Group Coaching.
Modular Leadership Labs.

4 DELIVER

Role benchmarks + assessments

Dashboards & Deltas.
Pulse Checks.
ROI Narratives.



The 4D model creates a consistent language for leadership across the organization.

SERVICES OVERVIEW

Leadership & Team Effectiveness



LEADERSHIP DEVELOPMENT

Individual Growth Journey



DIAGNOSTICS

Assessment of current capabilities and gaps



TAILORED JOURNEYS

Customized learning paths based on data



FOCUSED COACHING

6–12 weeks of 1:1 guidance and support



MEASURED SKILL UPLIFT

Post-program assessment and ROI tracking



TEAM EFFECTIVENESS

Collective Performance Alignment



TEAM DIAGNOSTICS

Culture mapping & dysfunction analysis



ALIGNMENT WORKSHOP

Creating shared vision and commitments



EXECUTION RITUALS

Establishing operating rhythms



PROGRESS TRACKING

Monitoring team health & delivery

SERVICES OVERVIEW

Future-Proofing & Early Career



SUCCESSION & PIPELINES

Ensuring organizational continuity through robust talent bench planning.

HiPo Identification

Data-driven potential spotting

Bench Strength Reviews

Gap analysis & readiness check

Stretch Plans

Developmental assignments

Quarterly Follow-ups

Progress tracking & adjustment



STUDENT & EARLY-CAREER

Bridging the gap between education and professional effectiveness.

Admissions & Readiness

Valid assessments to predict academic and career success potential.

Strengths Reports

Individualized insights to help students understand their unique value.

Coaching & Employability

Skills workshops and guidance to ensure workplace readiness.

PRODUCT SUITE

SOLUTIONS



ASSESSMENT SUITE

Bilingual, role-aligned batteries with plain-language reports and fit indices tailored to regional norms.



360 LEADERSHIP FEEDBACK

Multi-rater feedback integrated with psychometric results for a holistic view of leadership impact.



DECISION WORKSHOPS

Facilitated sessions for hiring, promotion, and succession—guided by objective data, not anecdotes.



COACHING AT SCALE

1:1, group, and leader-as-coach enablement programs with clear milestones and progress tracking.



LEADERSHIP ACADEMIES

Modular micro-labs, action learning projects, and on-the-job application designed for busy executives.



PEOPLE ANALYTICS

Interactive dashboards, heatmaps, cohort comparisons, and exportable insights for HR strategy.





PROOF OF VALUE | IMPACT

Typical measurable outcomes driven by our evidence-based approach.



TIME-TO-COMPETENCE

↓ 20 - 30 %

Accelerated ramp-up time for new hires or leaders transitioning into expanded roles through targeted onboarding.



DECISION QUALITY

Higher Accuracy

Significantly fewer mis-hires and cleaner, data-backed promotion calls that reduce organizational friction.



BENCH STRENGTH

Clear Visibility

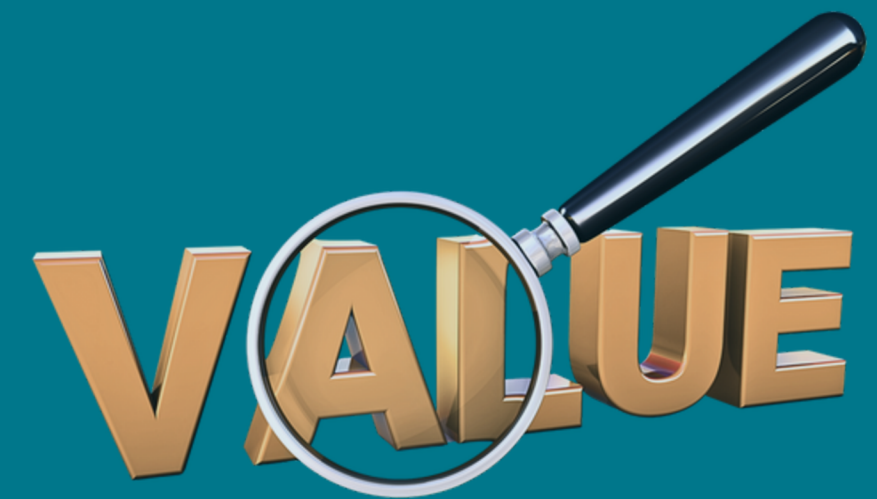
Transparent pipeline view identifying risks early and ensuring readiness for key succession roles.



TEAM ALIGNMENT

Delivery Discipline

Improved collaboration and trust leading to faster execution and consistent delivery of business goals.



Note: Targets are agreed per engagement and tracked with pre/post indicators.

GOVERNANCE & COMPLIANCE



DATA PROTECTION

PDPL-aligned handling; secure digital delivery and storage.



ETHICAL USE

Transparent consent, fair usage policies, and accessible reporting.



LOCALIZATION

Arabic/English tools, norms, and facilitation tailored to local contexts.



Strict adherence to global psychometric standards and local regulations.

ENGAGEMENT OPTIONS | PRICING & MODELS

Flexible delivery models tailored to your organization's scale and maturity.

START HERE

Pilot

Low-risk entry point to validate impact and leadership insights.

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- 20–50 Assessments
 - Full Dashboard Access
 - Initial Decision Workshop
 - Executive Summary Report

MOST POPULAR

Subscription

Ongoing value for steady growth and continuous development.

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- Monthly Assessment Quotas.
 - Access to Leadership Labs.
 - Quarterly Strategy Reviews.
 - Tracked Success Metrics.

STRATEGIC

Enterprise

Large-scale transformation and full organizational enablement.

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- Multi-BU Rollouts
 - Custom Analytics & Norms
 - Full Leadership Academies
 - HR Enablement & Transfer

Custom solutions available for government and semi-government entities.



READY TO TRANSFORM YOUR LEADERSHIP PIPELINE?

Book a demo to see your leadership pipeline—
measured, visualized, and actionable.

SCHEDULE CONSULTATION



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