

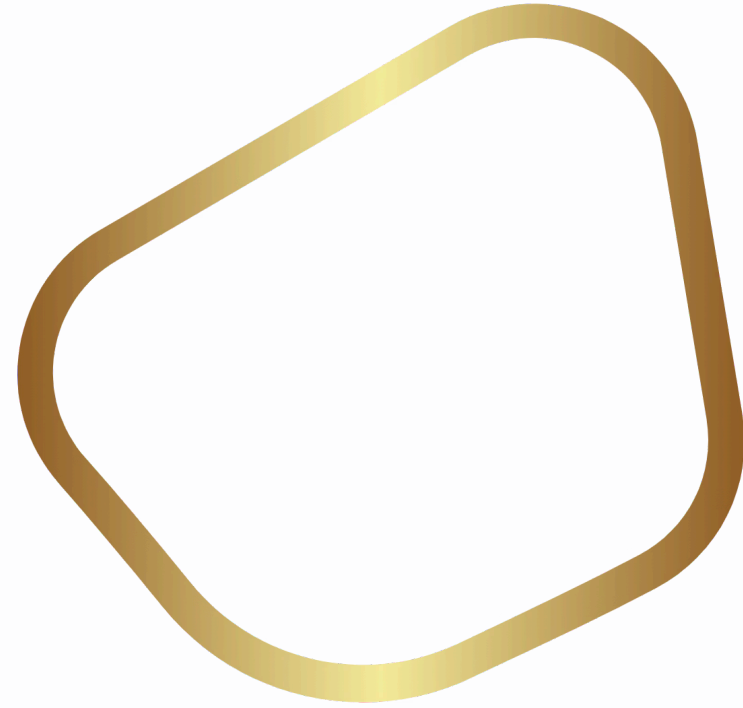


The Enablr Business Academy

Empowering Teams, Leaders, and Founders for the Future of Work

DUBAI, UAE

26 COURSES · 7 SECTIONS



Welcome to Enablr

Practical tools and frameworks that drive real, immediate business impact.



Practical
Frameworks



Real-World
Scenarios



Immediate
Impact



Why Enablr?

UAE's Leading Sales Enablement and Corporate Training Consultancy

Practitioner-led, bespoke, and built on 26 years of real-world experience.

Practitioner-
Led

Bespoke
Programme
s

End-to-End
Capability

26
Years
Experience

10,000+
Professionals
Trained

34%
Deal Size
Increase

Sustainable
Results

UAE &
Middle East
Expertise

95%
Satisfaction Rate

"We partner with your business to unlock its full potential." — Mark Bingham, Founder

01

Leadership & Management

Equipping managers and leaders at every level with the mindset, tools, and frameworks to lead people, drive performance, and navigate complexity with confidence.

SECTION 01

4 COURSES





LEADERSHIP & MANAGEMENT

COURSE 1

The First-Time Manager Bootcamp

Transitioning from Individual Contributor to Team Leader

The hardest leap in business — this bootcamp gives new leaders the essential toolkit to lead.

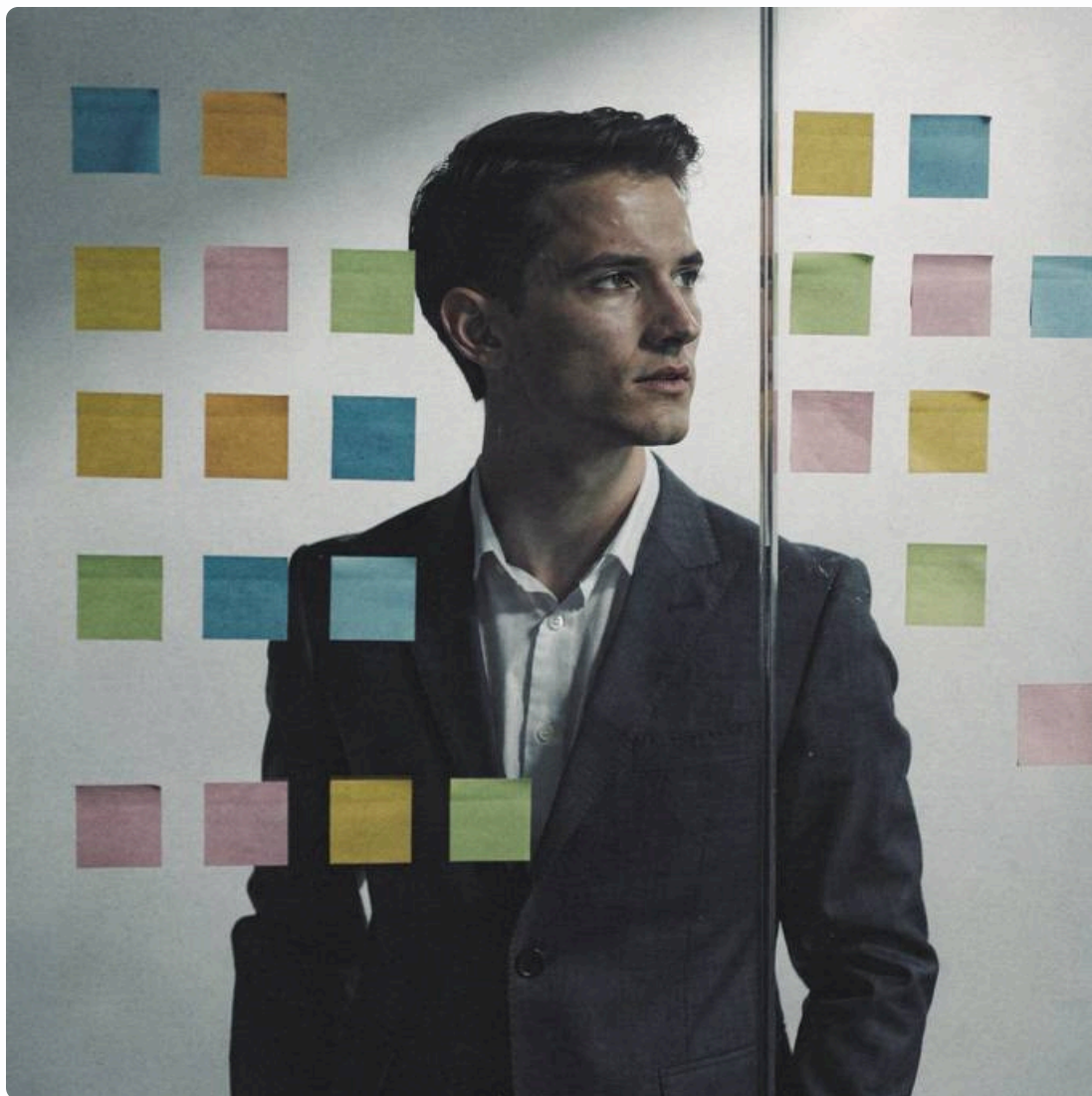
For newly promoted managers, team leads, and high-potential individual contributors.

What You Will Learn

- Escape the "Doer vs. Leader" trap
- SBI Feedback Model for clear, actionable feedback
- Delegation Matrix based on team maturity
- 3-step framework for conflict and peer management

Key Deliverable: Personalized Delegation and Feedback Plan

Duration: 1-Day Workshop (6 Hours)



LEADERSHIP & MANAGEMENT

COURSE 2

Strategic Decision Making & Problem Solving

Frameworks for Critical Thinking and Eliminating Decision Fatigue

Poor decisions cost money; delayed decisions cost momentum.

For mid-level to senior managers and high-stakes decision makers.

What You Will Learn

- Recognize and mitigate cognitive biases and fatigue
- Root Cause Analysis: 5 Whys and Fishbone Diagrams
- Eisenhower Matrix for rapid prioritization
- Weighted Decision Matrix for multi-variable choices

Key Deliverable: Completed Weighted Decision Matrix for a real challenge.

Duration: 1-Day Workshop (6 Hours)



LEADERSHIP & MANAGEMENT

COURSE 3

Performance Management & Feedback

How to Conduct Effective Reviews, Set SMART Goals, and Deliver Constructive Criticism

Continuous coaching replaces annual reviews as the new performance standard.

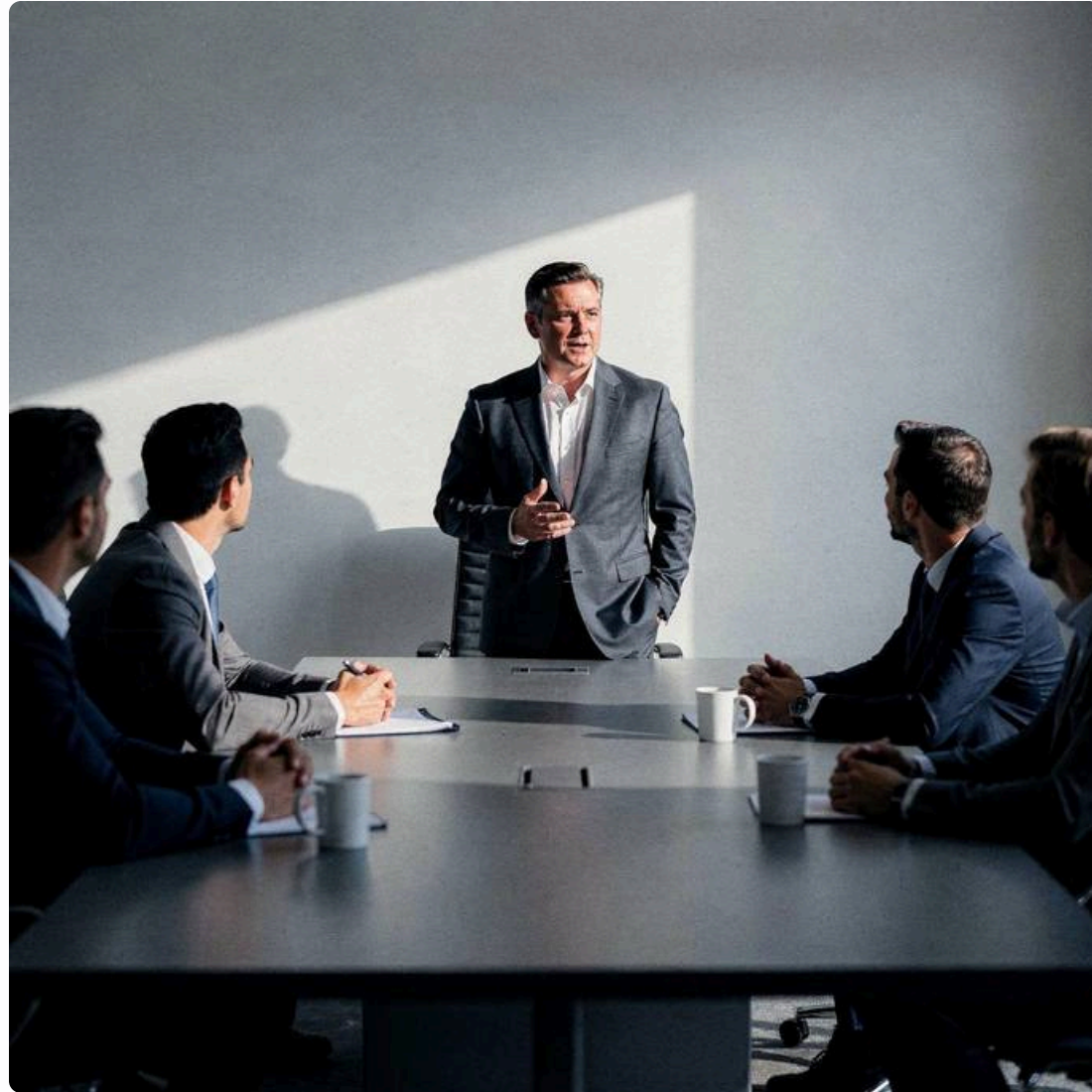
For managers, HR professionals, and team leaders.

What You Will Learn

- Shift from annual reviews to continuous coaching
- Construct measurable SMART goals (Output vs. Behavioral)
- Apply Radical Candor for empathetic tough feedback
- Structure and conduct forward-looking performance reviews

Key Deliverable: SBI-I feedback script for a challenging scenario.

Duration: 1-Day Workshop (6 Hours)



LEADERSHIP & MANAGEMENT

COURSE 4

Leading Through Change

Managing Team Morale and Productivity During Organizational Shifts

Equip leaders to guide teams through change while maintaining morale.

For leaders and managers navigating restructuring or strategic shifts.

What You Will Learn

- Map your team on the Change Curve
- Apply the 4 P's of Change Communication
- Navigate active and passive resistance effectively
- Maintain momentum with Micro-Goals and Quick Wins

Key Deliverable: 30-Day Change Communication and Action Plan.

Duration: 1-Day Workshop (6 Hours)



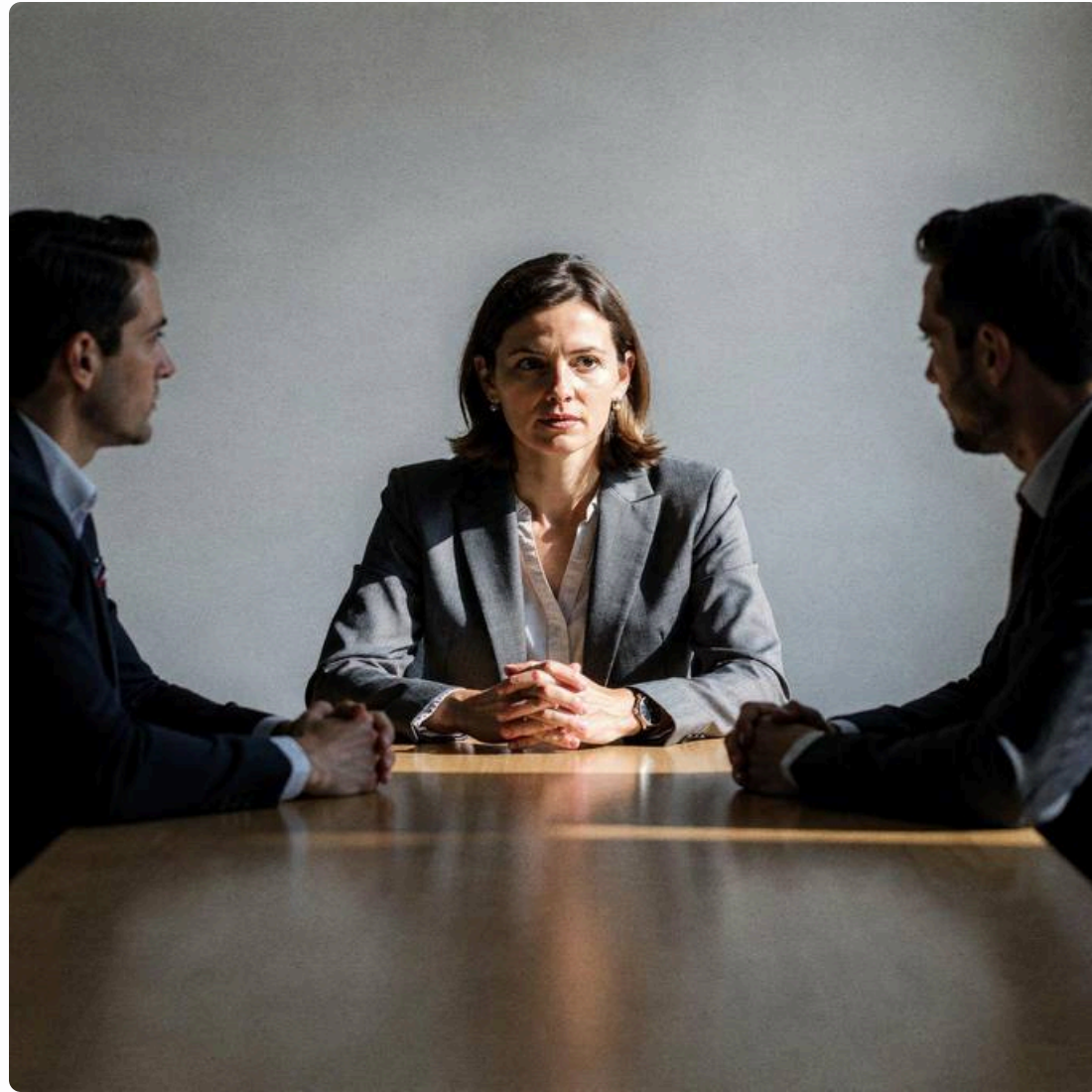
02

People & Communication

Building the interpersonal skills that drive collaboration, resolve conflict, and ensure every message lands with clarity, empathy, and impact.

SECTION 02

3 COURSES



PEOPLE & COMMUNICATION

COURSE 5

Conflict Resolution & Mediation

Handling Difficult Conversations and Workplace Disputes

Equip managers with mediation skills to de-escalate and resolve workplace disputes.

For managers, HR partners, and team leads navigating interpersonal conflict.

What You Will Learn

- Task Conflict vs. destructive Relationship Conflict
- Thomas-Kilmann styles and your default approach
- L.E.A.R.N. model for active listening and de-escalation
- 4-Step Mediation Process for peer-to-peer resolution

Key Deliverable: Completed Mediation Agreement Template

Duration: 1-Day Workshop (6 Hours)



PEOPLE & COMMUNICATION

COURSE 6

Effective Business Communication

Writing Clear Emails, Active Listening, and Professional Messaging

Poor communication drives almost all workplace inefficiency.

For all professionals seeking clearer written and verbal impact.

What You Will Learn

- Audience First principle and Channel Matrix
- BLUF framework for writing actionable emails
- 3 Levels of Listening for active focus
- Softening Strategy for declining requests professionally

Key Deliverable: Optimized business email template

Duration: 1-Day Workshop (6 Hours)



PEOPLE & COMMUNICATION

COURSE 7

Presentation and Public Speaking Skills

Structuring Content, Engaging Audiences, and Designing Effective Slide Decks

A great idea cannot survive a terrible presentation.

For anyone who pitches ideas, presents data, or speaks publicly.

What You Will Learn

- Four-part Presentation Story Arc framework
- Cognitive Load Theory and the 5/5/5 Rule
- Executive presence: posture, eye contact, filler words
- A.R.C. framework for handling Q&A gracefully

Key Deliverable: Story Arc Pitch Template for upcoming presentation

Duration: 1-Day Workshop (6 Hours)



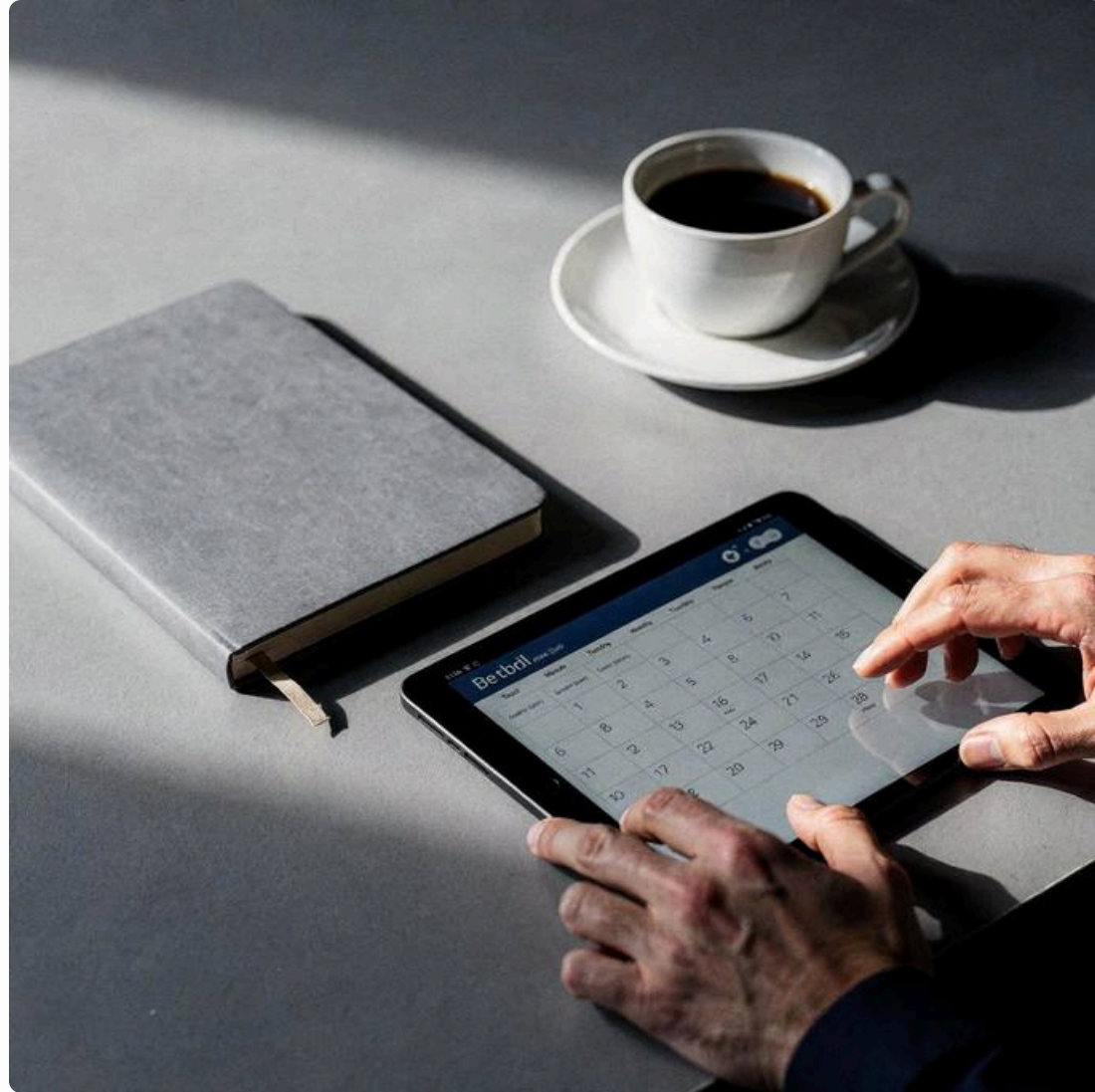
03

Personal Effectiveness & Wellbeing

Empowering individuals to manage their time, energy, and emotions with intention — building the resilience and self-awareness required to perform sustainably at their best.

SECTION 03

4 COURSES



PERSONAL EFFECTIVENESS

COURSE 8

Time Management & Productivity

Prioritization Techniques, Avoiding Burnout, and Managing Multiple Deadlines

Learn to protect your time and prevent burnout in always-on cultures.

For professionals overwhelmed by meetings, inboxes, and competing deadlines.

What You Will Learn

- Deep Work vs. Shallow Work and context-switching costs
- Eisenhower Matrix to escape the Urgency Trap
- Time Blocking, Calendar Boxing, and Pomodoro Technique
- Positive No framework for boundaries and delegation

Key Deliverable: Personal Energy Audit and Weekly Calendar Box

Duration: 1-Day Workshop (6 Hours)

PERSONAL EFFECTIVENESS

COURSE 9

Emotional Intelligence (EQ) in the Workplace

Self-Awareness, Empathy, and Relationship Management

EQ determines how far you go — master your emotions and relationships.

For leaders, managers, and individual contributors building interpersonal resilience.

What You Will Learn

- Goleman's 4 Pillars of EQ and Amygdala Hijack
- 6-Second Rule: reaction to deliberate response
- Three types of empathy and non-verbal cues
- Build Psychological Safety and Emotional Bank Account

Key Deliverable: Personal Trigger Audit and Empathy Map

Duration: 1-Day Workshop (6 Hours)





PERSONAL EFFECTIVENESS

COURSE 10

Stress Management & Workplace Wellbeing

Techniques for Managing Heavy Workloads and Maintaining Work-Life Balance

Burnout threatens performance — build science-backed habits to sustain energy and balance.

For all employees in high-pressure or high-workload environments.

What You Will Learn

- Biology of the Stress Cycle: Eustress vs. Distress
- 4 D's of Workload Management and Brain Dump
- Micro-Habits and Box Breathing for nervous system regulation
- Digital boundaries and daily Transition Ritual design

Key Deliverable: Stress Inventory and Habit Stacking Planner

Duration: 1-Day Workshop (6 Hours)



PERSONAL EFFECTIVENESS

COURSE 11

Diversity, Equity, and Inclusion (DEI)

Unconscious Bias Awareness, Cultural Competency, and Inclusive Leadership

True inclusion is a strategic advantage — build habits of active allyship.

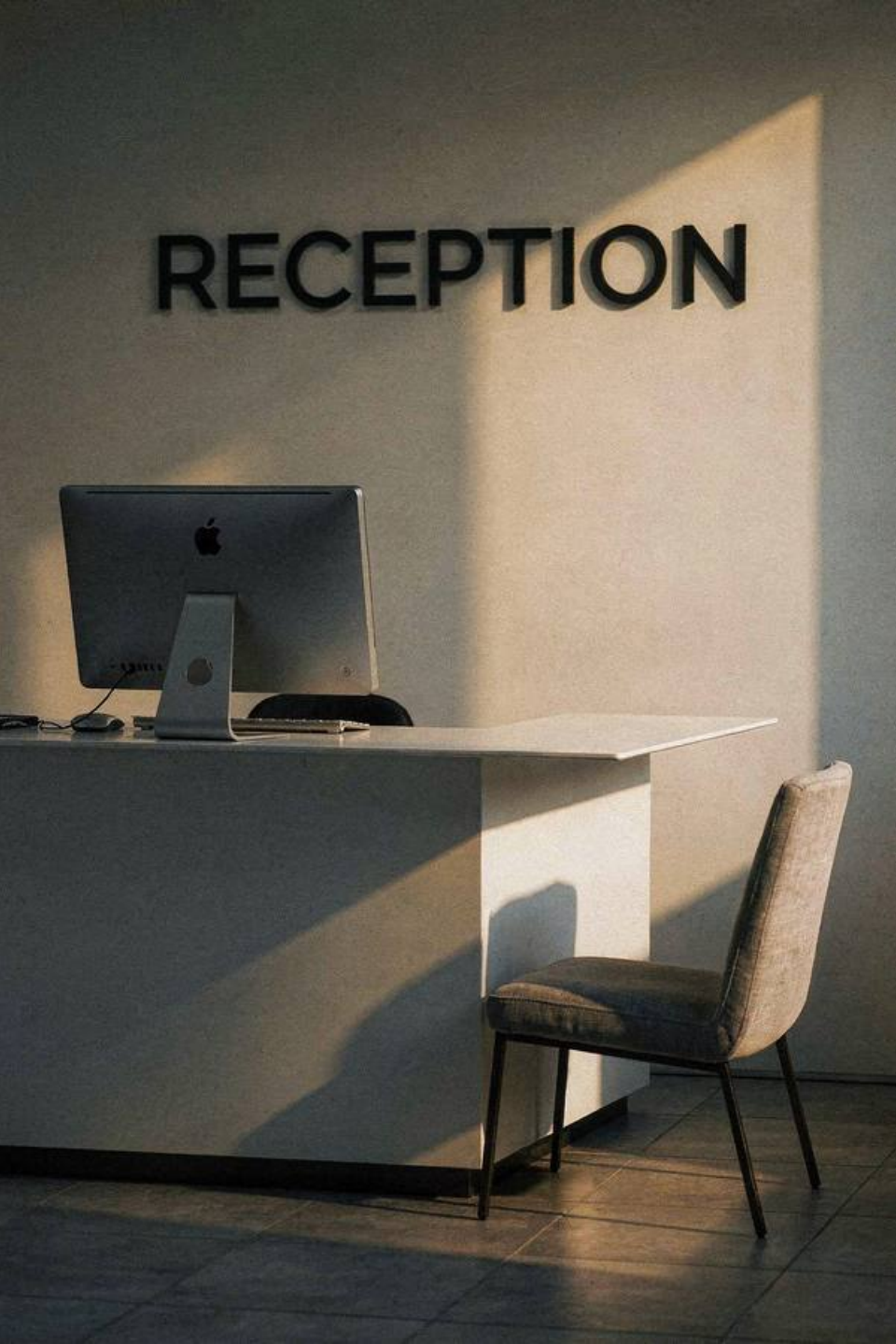
All employees and leaders committed to equitable, high-performing culture.

What You Will Learn

- Critical distinctions between Diversity, Equity, and Inclusion
- Neuroscience of System 1 thinking and workplace biases
- Intent vs. Impact and "Ouch and Educate" framework
- Inclusive Leadership: Amplify, Rotate, and Credit behaviors

Key Deliverable: 30-Day Allyship Action Plan

Duration: 1-Day Workshop (6 Hours)

A photograph of a modern reception desk. On the wall above the desk, the word "RECEPTION" is displayed in large, dark, sans-serif capital letters. The desk is white and minimalist, with a silver Apple iMac monitor on it. A modern, upholstered chair with dark legs is positioned in front of the desk. The scene is lit with warm, directional light from the left, creating strong shadows on the wall and floor.

RECEPTION

04

HR & Compliance

Creating safe, compliant, and deeply engaging workplace environments from an employee's very first day through their entire lifecycle.

SECTION 04

3 COURSES



HR & COMPLIANCE

COURSE 12

Effective Onboarding Strategies

How to Integrate New Hires Quickly and Effectively

A great onboarding experience accelerates productivity and dramatically reduces early turnover.

For hiring managers, HR professionals, and team leads welcoming new members.

What You Will Learn

- Cost of early turnover and the 4 C's framework
- High-impact pre-boarding and structured Day One schedule
- 30-60-90 Day Goal framework for early performance
- Buddy System and teaching unwritten cultural rules

Key Deliverable: Day One Schedule and 30-60-90 Day Template

Duration: 1-Day Workshop (6 Hours)



HR & COMPLIANCE

COURSE 13

Workplace Safety & Anti-Harassment

Standard Compliance Training for Safe Work Environments

Safety and respect are the non-negotiable foundations of every workplace.

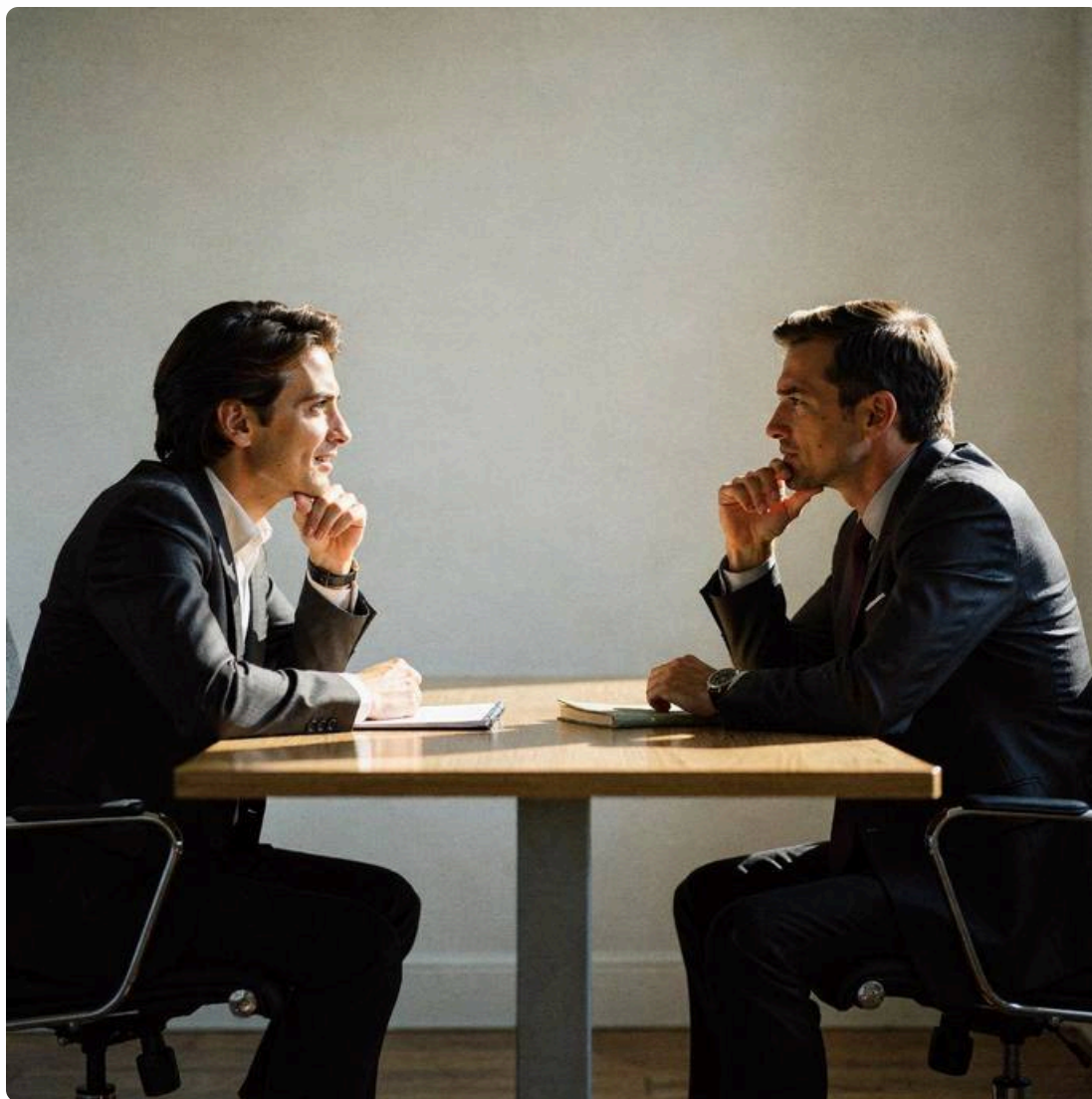
All employees (fulfills standard corporate compliance requirements).

What You Will Learn

- Shared responsibility and "See It, Report It, Fix It"
- Legal definitions of Quid Pro Quo and Hostile Environment
- Bystander Effect and the 4 D's of Intervention
- Anti-retaliation policy and correct escalation pathways

Key Deliverable: Reporting Roadmap and Safety & Respect Pledge

Duration: 1-Day Workshop (6 Hours)



HR & COMPLIANCE

COURSE 14

Talent Acquisition & Interviewing Skills

Best Practices for Hiring Managers to Identify and Secure Top Talent

Hiring is the most important financial decision a manager makes.

Hiring managers, department heads, and HR partners in recruitment.

What You Will Learn

- Define Ideal Candidate Profile based on 90-day outcomes
- Identify and mitigate Halo/Horns and Affinity Bias
- STAR Method for structured behavioral interviews
- Craft an EVP pitch to attract top talent

Key Deliverable: Custom ICP and 60-Second EVP Pitch

Duration: 1-Day Workshop (6 Hours)



05

Finance & Business Acumen

Demystifying the numbers and breaking down silos so every leader understands how their daily decisions impact the company's bottom line.

SECTION 05

3 COURSES



FINANCE & BUSINESS ACUMEN

COURSE 15

Finance 101 for Managers

Reading P&L Statements, Balance Sheets, and Cash Flow Reports

Master the three core financial statements and see how daily decisions impact the bottom line.

For non-financial managers, department heads, and emerging leaders building commercial acumen.

What You Will Learn

- Anatomy of a P&L: Gross vs. Net Profit
- Balance Sheet equation and key liquidity ratios
- Profit is opinion; Cash is fact (Accrual vs. Cash)
- Calculate ROI, Break-Even, and build a business case

Key Deliverable: ROI calculation and 3-bullet CFO Pitch

Duration: 1-Day Workshop (6 Hours)



FINANCE & BUSINESS ACUMEN

COURSE 16

Budgeting and Cost Management

How to Build, Manage, and Justify Departmental Budgets

Build a defensible, bottom-up budget based on real cost drivers.

For department heads and leaders managing a P&L or budget.

What You Will Learn

- OPEX vs. CAPEX and three budgeting methodologies
- Build a Zero-Based Budget to avoid sandbagging
- Calculate variances, Run Rates, and explain the numbers
- 3-Part Budget Defense: Alignment, Cost of Nothing, ROI

Key Deliverable: Zero-Based Budget and Budget Defense Pitch

Duration: 1-Day Workshop (6 Hours)



FINANCE & BUSINESS ACUMEN

COURSE 17

Business Acumen & Commercial Awareness

Understanding How the Business Makes Money and the Metrics That Matter

Break departmental silos by learning how your role drives commercial success.

For mid-level managers, high-potentials, and non-commercial staff.

What You Will Learn

- Map the company engine using Business Model Canvas
- Leading vs. Lagging indicators: CAC and LTV
- Analyze market forces using Porter's Five Forces
- Line of Sight: connect daily tasks to revenue

Key Deliverable: Business Model Canvas and Value Chain Map

Duration: 1-Day Workshop (6 Hours)



06

Operations & Technology

Streamlining workflows, executing complex projects, and harnessing the power of data and AI to build faster, safer, and more efficient operational engines.

SECTION 06

6 COURSES

Project Management Fundamentals

Introduction to Agile, Scrum, and Waterfall Methodologies

Master the Iron Triangle and choose the right methodology for any project.

For new project managers, team leads, and individual contributors managing cross-functional projects.

What You Will Learn

- Iron Triangle: Scope, Time, Cost trade-offs
- Waterfall: WBS and Critical Path methodology
- Agile mindset: Scrum roles, artifacts, and ceremonies
- Stacey Matrix for methodology selection and Risk Register

Key Deliverable: Work Breakdown Structure and Risk Register

Duration: 1-Day Workshop (6 Hours)



Process Improvement & Lean Thinking

Identifying Bottlenecks and Streamlining Workflows (Lean Six Sigma Basics)

Practical tools to map processes, identify waste, and drive continuous improvement.

For operations managers, team leads, and contributors streamlining daily workflows.

What You Will Learn

- Lean philosophy and the 8 Wastes (DOWNTIME)
- Map Current State and identify bottlenecks (Theory of Constraints)
- DMAIC framework and Fishbone Root Cause Analysis
- Apply 5S and foster a Kaizen culture

Key Deliverable: Current State Process Map and Fishbone Analysis

Duration: 1-Day Workshop (6 Hours)





OPERATIONS & TECHNOLOGY

COURSE 20

Change Management Implementation

Practical Steps for Rolling Out New Software or Operational Processes

Getting humans to adopt new systems is harder than installing them.

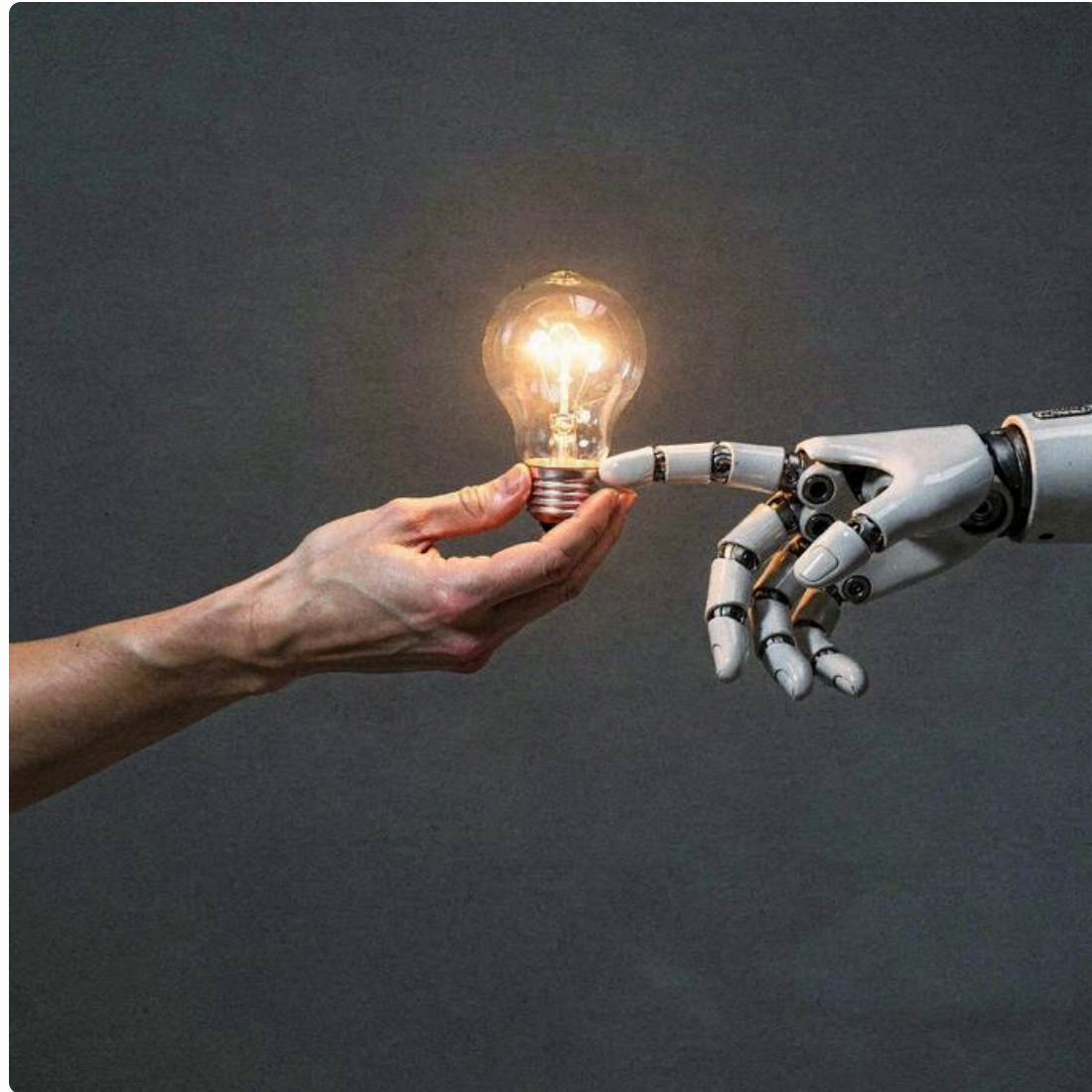
For project managers, IT leaders, and operations managers leading rollouts.

What You Will Learn

- Installation vs. Implementation and the 5-step ADKAR model
- Stakeholder mapping on Power/Interest grid and Change Champions
- Draft rollout communications that answer "WIIFM?"
- Manage the Valley of Despair with 30-day reinforcement

Key Deliverable: Stakeholder Map and 30-Day Reinforcement Plan

Duration: 1-Day Workshop (6 Hours)



OPERATIONS & TECHNOLOGY

COURSE 21

AI for Business Productivity

Practical Applications of ChatGPT, Copilot, and Other AI Tools for Daily Tasks

Generative AI transforms daily work — but only when you know how to use it.

For professionals and managers who want to save time without coding.

What You Will Learn

- AI mindset, Intern Analogy, and data security boundaries
- CREATE framework for effective professional prompts
- Chain Prompting to summarize documents and soften communications
- Extract data into tables and generate presentation outlines

Key Deliverable: CREATE Prompt Builder and Data-to-Deck workflow

Duration: 1-Day Workshop (6 Hours)

Cybersecurity Awareness for Employees

Phishing Prevention, Data Protection, and Secure Password Practices

One click can bypass a corporate firewall — cybersecurity is everyone's responsibility.

For all employees, contractors, and non-technical staff handling company data.

What You Will Learn

- Psychology of Social Engineering and 3 emotional triggers
- S.L.A.M. method for identifying phishing emails
- Eliminate password fatigue with Passphrases and Password Managers
- Physical security, Public Wi-Fi risks, and Shadow IT

Key Deliverable: Phishing Red Flag Log and Passphrase Creator

Duration: 1-Day Workshop (6 Hours)



OPERATIONS & TECHNOLOGY

COURSE 23

Data Analytics Basics

How to Read Dashboards, Interpret Data, and Make Data-Driven Decisions

Demystifying data analytics so non-technical professionals can drive business decisions.

For non-technical managers, team leads, and individual contributors using data.

What You Will Learn

- Data Hierarchy and Mean vs. Median explained
- 3-Second Rule for spotting misleading visuals
- Correlation $\neq$ Causation and confounding variables
- Insight-Action-Impact framework for data storytelling

Key Deliverable: Dashboard Critique Checklist and Data Storytelling Pitch Template

Duration: 1-Day Workshop (6 Hours)



07

Founder & SME Growth

Helping founders and SME leaders escape the operational weeds to build scalable, predictable, and systemized engines for long-term commercial growth.

SECTION 07

3 COURSES

2026 Strategic Roadmap

Q1	Q2	Q2	Q3
• Consistes	Redchenhys	→	↗
• Cloverled	Stouhy	→	↗
• Pulspriosis	Scake	→	
• A		→	
• C			



Strategic Planning for SMEs

Setting a 1-Year and 3-Year Vision and Executing Against It

Move leadership out of the weeds to define a clear, executable growth vision.

SME owners, founders, managing directors, and senior leadership teams.

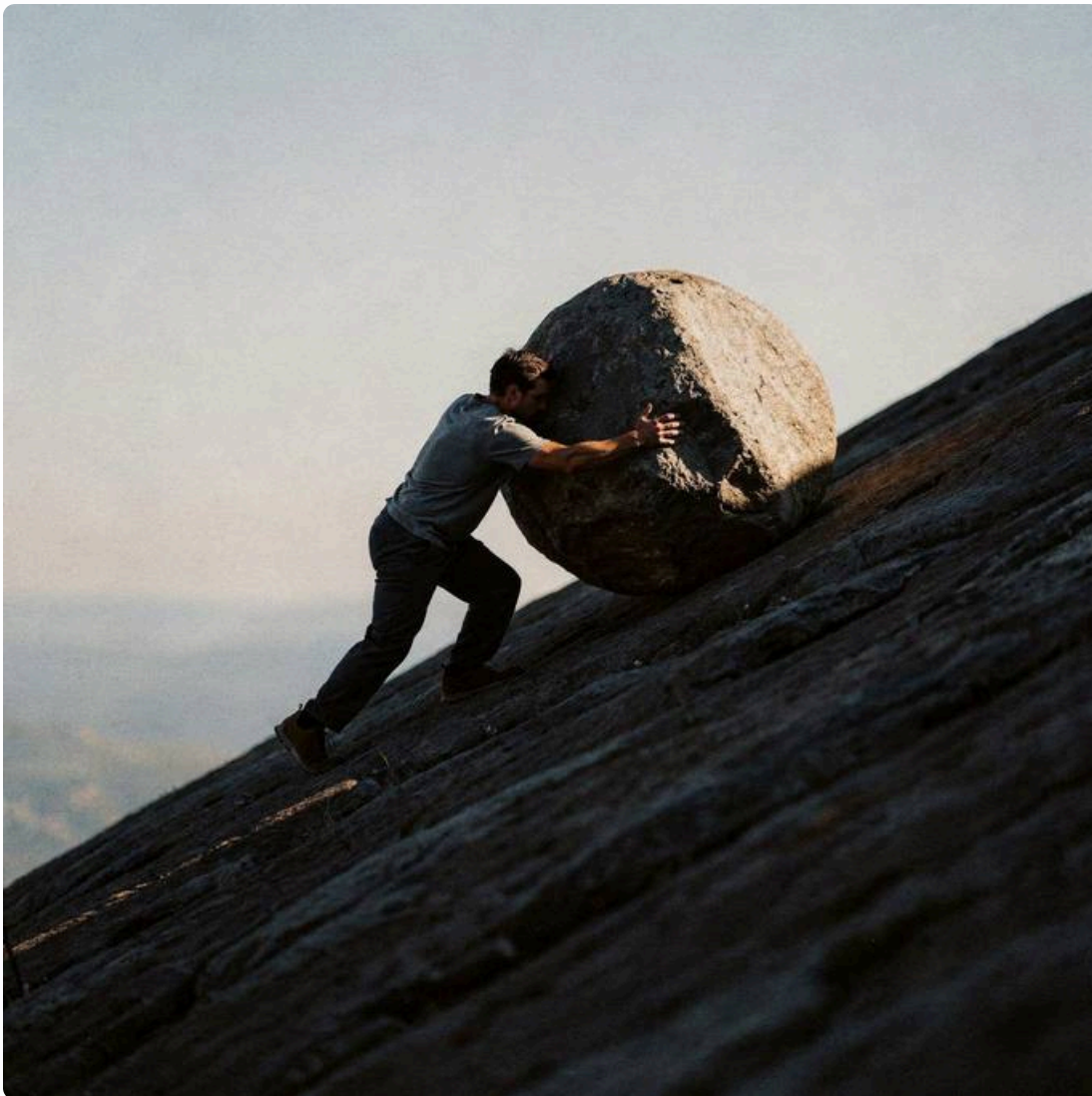
What You Will Learn

- Escape the Founder's Trap and define 3-Year Targets
- Rule of 3-5: reverse-engineer vision into 1-Year Priorities
- OKR framework for 90-Day Sprint execution
- Strategic Meeting Cadence and IDS accountability framework

Key Deliverable: 3-Year Vision, 1-Year Priorities, and Q1 OKRs

Duration: 1-Day Workshop (6 Hours)





FOUNDER & SME GROWTH

COURSE 25

Building a Scalable Business Model

Transitioning from Founder-Led Sales to Systemized Growth

Revenue plateaus when a company relies entirely on Founder Magic to close deals.

Founders, CEOs, and early-stage sales leaders who have hit a revenue plateau.

What You Will Learn

- Extract Founder Magic into a documented sales playbook
- Define an ICP that disqualifies 80% of the market
- Map a 5-stage sales process with Exit Criteria
- Hire the first Pathfinder Rep and manage with KPIs

Key Deliverable: ICP Definition, Pipeline Stage Map, Sales KPI Dashboard

Duration: 1-Day Workshop (6 Hours)

Marketing Fundamentals for Founders

Brand Positioning, Customer Acquisition Cost (CAC), and Go-to-Market Strategies

Marketing is math — learn positioning, unit economics, and Go-to-Market execution.

Startup founders and SME owners who struggle to acquire customers efficiently.

What You Will Learn

- Value Proposition formula and Category of One positioning
- Marketing math: CAC, LTV, and the 3:1 ratio
- Bullseye Framework for selecting Inbound vs. Outbound channels
- Build a 90-Day GTM sprint using Minimum Viable Campaign

Key Deliverable: Value Proposition and 1-page 90-Day GTM Canvas

Duration: 1-Day Workshop (6 Hours)





Ready to Transform Your Team's Performance?

Let's build something exceptional together — reach out to EnablR today.

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