



THE POWER IN US

We help organizations grow by growing their people!

The Power in Us ©



Company Overview

The Power in Us Corporate is for professional development and corporate trainings, co-founded and co-owned by Ranim Habboushi and Ramadan Lawand, a powerful partnership uniting science, psychology, and human behavior with strategy, innovation, and business intelligence.

This division specializes in organizational transformation, helping teams and leaders grow from the inside out.

We design professional learning experiences that strengthen emotional intelligence, trust, communication, and wellbeing, while equipping organizations to integrate AI and automation for smarter, more sustainable performance.

Our belief is simple: When people feel well, aligned, prepared, and capable, organizations thrive.

Our Mission

To empower companies to cultivate emotionally intelligent, high-performing, and future-ready cultures where wellbeing, collaboration, and innovation drive long-term success.

Our Vision

To become the leading human-first training partner in the GCC and MENA, redefining workplace growth by merging applied positive psychology, leadership, and innovation into every level of organizational development.

Our Philosophy — Science × Soul × Systems

We integrate three essential dimensions into every corporate experience:

Science

Grounded in neuroscience, psychology, and leadership research for measurable growth.

Soul

Humanizing learning through empathy, trust, and emotional connection.

Systems

Integrating technology, automation, and AI to build scalable frameworks that optimize performance and decision-making.

This tri-lens approach transforms professional development from "training sessions" into sustainable culture evolution.

Our Corporate Growth Model

The Power in Us Corporate Journey is a 4-pillar model designed to move organizations from awareness to transformation:

01

Self-Awareness & Emotional Intelligence

Building insight, resilience, and self-regulation in employees and leaders.

03

Leadership & Wellbeing

Developing compassionate, strategic, and psychologically safe leadership cultures.

02

Communication & Collaboration

Strengthening trust, feedback, and engagement across teams.

04

Innovation & Adaptability

Empowering organizations to adopt AI, automation, and systems that drive progress while preserving human connection.

Core Services & Programs

We offer comprehensive professional development solutions tailored to organizational needs:



Leadership & Management Development

Coaching skills, emotional intelligence, trust, feedback, and leading with empathy and accountability.



Soft Skills & Communication

Practical trainings in communication styles, active listening, conflict resolution, and teamwork.



Corporate Wellbeing & Team Building

Experiential, play-based workshops integrating positive psychology and wellbeing science.



Performance & Mindset Coaching

1:1 and group coaching for self-leadership, focus, and mental agility.



AI & Innovation Integration

Strategic training on leveraging AI and automation tools to enhance workflows, creativity, and data-driven decisions.



Customized Corporate Journeys

1–6-month development pathways combining leadership, wellbeing, and innovation modules for measurable impact.

THE POWER IN US — HYBRID METHODOLOGY FRAMEWORK

Human-Centered. AI-Enabled. Experientially Driven.

At The Power in Us, we believe the future of learning lies in the fusion of human connection and intelligent technology. Our proprietary Hybrid Methodology Framework blends emotional depth, experiential practice, and AI-driven insight to create transformational learning that is as personal as it is powerful.

Rooted in the science of human flourishing and applied behavioral design, this approach combines the empathy and authenticity of human-centered facilitation with the precision and adaptability of artificial intelligence ensuring every participant experiences learning that feels relevant, responsive, and real.

The 7 Pillars of Our Hybrid Methodology

Our unique framework is built on seven foundational pillars, each designed to ensure a holistic, effective, and transformative learning journey.

1 **Human-Centered Learning Design**

Every program begins with empathy, belonging, and psychological safety. Learning experiences are built around how people think, feel, and grow, not just what they need to know.

Impact: Learners feel seen, supported, and inspired to engage fully.

2 **Experiential Learning Ecosystem**

Participants learn by doing through simulations, reflective labs, coaching circles, and real-world challenges that bridge knowledge with lived experience.

Impact: Builds immediate confidence and long-term behavioral change.

3 **AI-Driven Personalization & Insight (Upon Request)**

Artificial intelligence curates content, prompts reflection, and tracks progress, offering personalized nudges and insights at every stage of the learning journey.

Impact: Delivers continuous, adaptive learning tailored to individual growth.

4 **Neuroscience & Behavioral Design**

Programs are designed around how the brain learns best leveraging attention, emotion, and repetition to rewire habits and optimize performance.

Impact: Enhances retention, focus, and sustainable transformation.

5 **Continuous Coaching Loop (For Journeys)**

Each participant benefits from both human coaching and AI reflection companions that support practice, journaling, and feedback between sessions.

Impact: Ensures accountability and consistent growth beyond the classroom.

6 **Data-Driven Measurement & ROI (For Journeys)**

Integrated dashboards collect engagement, sentiment, and behavioral data to track impact and measure transformation across individuals and teams.

Impact: Demonstrates tangible ROI and long-term culture impact.

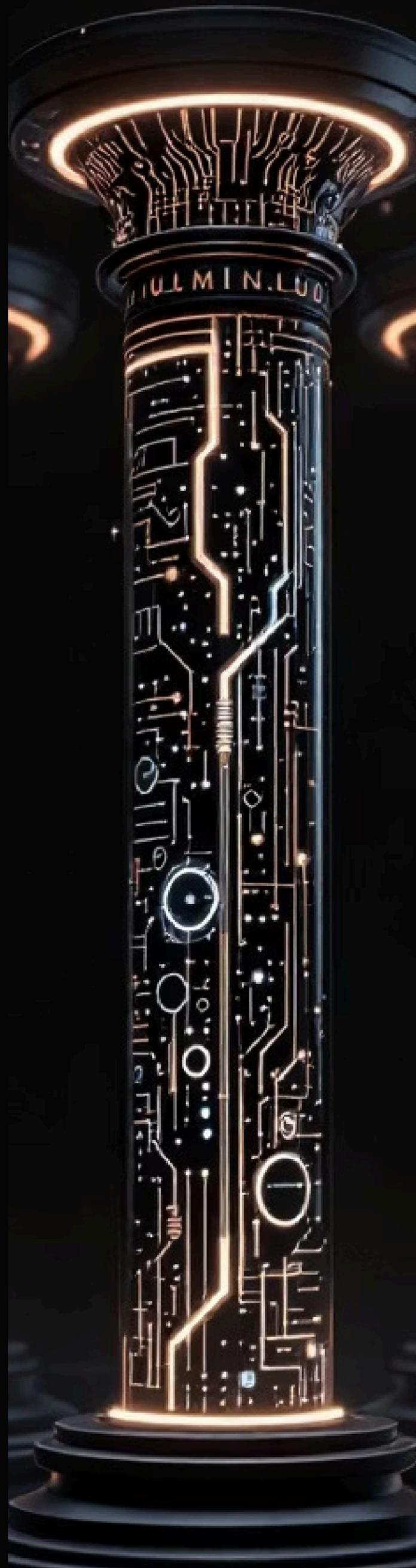
7 **Culture-as-a-System Approach (For Journeys)**

Training extends into the organization's culture, shaping everyday behaviors through emotional intelligence, inclusion, and shared values.

Impact: Transforms learning into lasting cultural change.

Our Promise

We don't just teach skills, we design human transformation. By uniting AI precision with human empathy, we create learning experiences that are intelligent, intuitive, and deeply human, empowering people and organizations to thrive together.



THE POWER IN US SOFT SKILLS CATEGORIES

At The Power in Us, we design and deliver science-based training experiences that unlock the human potential behind every role. Our Soft Skills Framework is built around eight interconnected categories, each addressing a fundamental dimension of personal and professional development.

Self-Mastery & Personal Effectiveness	Developing self-awareness, focus, and discipline to achieve clarity, confidence, and purpose.	Self-Awareness & Mindset • Personal Values & Vision • Time & Energy Management • Habit Building & Discipline • Motivation & Goal Setting • Productivity Mastery
Communication & Interpersonal Skills	Building clarity, confidence, and connection through conscious communication.	Effective Communication • Active Listening • Assertiveness • Feedback & Feedforward • Storytelling for Influence • Public Speaking & Presence
Emotional Intelligence & Self-Regulation	Understanding, managing, and transforming emotions into empathy, resilience, and self-leadership.	EQ Foundations • Managing Emotions Under Pressure • Boundaries & Emotional Maturity • Empathy & Awareness • Dealing with Manipulation • Emotional Agility
Teamwork & Collaboration	Fostering unity, inclusion, and trust to achieve shared goals.	Building High-Trust Teams • Psychological Safety • Collaboration & Collective Intelligence • Inclusive Teamwork • Conflict Management in Teams

Leadership & Influence	Inspiring others through authenticity, vision, and emotional intelligence.	Human-Centered Leadership • Situational Leadership • Coaching Conversations • Adaptive Leadership • Authentic & Vulnerable Leadership • Influence & Impact
Critical Thinking & Decision-Making	Developing clarity, logic, and creativity to solve problems effectively.	Critical Thinking Skills • Cognitive Bias Awareness • Analytical Problem Solving • Creative Innovation • Strategic Thinking & Foresight
Wellbeing & Resilience	Cultivating inner balance, focus, and vitality to sustain performance and mental health.	Science of Wellbeing (PERMA-V) • Work-Life Integration • Resilience & Growth Mindset • Neuroscience of Calm • Positive Habits for Wellbeing • Mind-Body Connection
Conflict Resolution & Culture Building	Turning differences into dialogue and shaping inclusive, high-trust environments.	Conflict Management • Negotiation Skills • High-Stakes Conversations • Building a Culture of Trust • Diversity, Inclusion & Belonging • Positive Organizational Culture

Our Soft Skills Framework is grounded in Applied Positive Psychology, Behavioral Science, and Experiential Learning. Each category is designed to build capability from the inside out, empowering individuals to master themselves, connect authentically, lead effectively, and contribute meaningfully to their teams and organizations.



AI & Digital Innovation



While human growth remains at the core of our philosophy, technology is the catalyst that sustains it. Our AI and automation solutions help organizations:

- Streamline workflows and reduce manual tasks
- Enhance communication and customer experience through intelligent systems
- Support data-based decision-making and predictive performance insights
- Build internal AI agents that increase efficiency across departments

📄 These solutions are always preceded by human-centric training, ensuring technology amplifies, not replaces human potential.

Customized Corporate Journeys

We don't believe in one-size-fits-all training. Every organization begins with a discovery and assessment phase, where we co-create a tailored journey blending:



Leadership & Soft Skills Training



Team Building & Wellbeing Programs



AI & Automation Workshops



Executive Coaching & Follow-Up Assessments

This ensures learning is strategic, contextual, and integrated into company culture for long-term ROI.



Industries & Clients

We proudly serve organizations across all major industries:

Aviation | Hospitality | Telecom

Education | Healthcare | Real Estate

Banking | Retail | Media

Government | Technology | NGOs

Regional Impact

Operating across the GCC and MENA regions, The Power in Us Corporate delivers bilingual programs (English & Arabic) with culturally adaptive approaches reflecting regional values and business needs.

Founders



RANIM HABBOUSHI

Co-Founder | Chief Strategy Officer

Human Development Strategist | Applied Positive Psychology and Positive Ed Expert

Ranim is a strategist, trainer and consultant specializing in leadership, wellbeing, and human development. She designs transformative frameworks that integrate science and humanity, empowering organizations to cultivate psychological safety and high-performance cultures.



RAMADAN ELLAWAND

Co-Founder | Chief Innovation Officer

Business & Digital Marketing Strategist | EdTech & AI Transformation Consultant

Ramadan is a business strategist, marketing and AI expert passionate about innovation, efficiency, and digital empowerment. He leads corporate AI integration, workflow automation, and systems transformation, bridging human potential with technology to help organizations operate intelligently and thrive sustainably.

Together, they combine Ranim's depth in human transformation and Ramadan's mastery of strategic systems to create corporate experiences that are both emotionally intelligent and future-ready.

Contact

The Power in Us

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