



Unlock the Power of Play

Unlock Your Team's  
& Organization's  
Unique Potential

[www.thereforeplay.com](http://www.thereforeplay.com)





## MAKE YOUR ORGANIZATION A GREAT PLACE TO WORK

A collaborative and enabling organizational culture is one that celebrates difference, encourages risk-taking, and fosters growth and wellbeing. When your organization becomes a great place to work, it attracts and retains talent, and reduces burnout and turnover.

In the fast pace of business as usual, it is essential for teams to pause, reflect, and collectively build a culture that not only resonates with current members but seamlessly welcomes newcomers. Given the space and tools to communicate constructively, innovate boldly, and learn iteratively from their mistakes, your team will develop a heightened sense of meaning and purpose at work resulting in increased productivity and enhanced wellbeing.

At PL.:Y, we design customized, immersive, play-based experiences that bring your team together around your organization's vision, mission and values while developing key skills that bring out the extraordinary in them.





Our services include designing and facilitating bespoke organization-wide retreats, corporate conferences, and skill-building workshops that span:

- **Team-Building and Self-Care Retreats:** Build deeper bonds, reduce stress, enhance organizational citizenship, and get your team to experience one another in fresh new ways.
- **Vision, Mission, Values Workshops:** Develop and embed your organization's vision, mission and values in an inclusive, collaborative, and highly engaging way.
- **Leadership Capacity Building Workshops and Coaching:** Develop a creative and transformational leadership approach that inspires team members to take initiative and communicate openly.
- **Effective Communication and Listening Skills Workshops:** Build effective listening and communication skills and strategies to reduce conflict and enhance trust and collaboration.
- **Strategic Planning Workshops:** Craft a cohesive strategy that aligns seamlessly with your organization's vision and mission, fostering a shared commitment to success.
- **Creative Thinking and Brainstorming Skills Workshops:** Develop tools and strategies to boost individual and group creative thinking and brainstorming.
- **Organizational Culture Development Workshops and Retreats:** Build a positive and thriving work environment, fostering employee engagement, innovation, and resilience, ultimately driving long-term success and sustainability in today's dynamic and competitive business landscape.
- **Keynote Speaking and Emceeing:** Elevate your event with captivating keynote speaking and dynamic emceeing that not only entertains but inspires, leaving a lasting impact on your team and ensuring a memorable experience for every participant.
- **Customized Experiences and Solutions:** We explore what you and your team need and design solutions just for that. When needed, a pre-assessment is conducted to identify key areas or skills to be addressed.

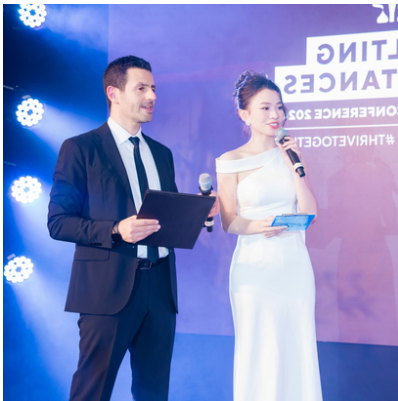


## About PL.:Y

PL.:Y is dedicated to unlocking the power of play to transform the way people live, learn, and work together.

Our work focuses on community and team building, organizational culture development, staff capacity building, self-care, and creative program and service design.

Former clients include Merck, ACCIONA Samsung Bouygues Joint Venture (ASBJV), Hershey, UNDP, USAID, UNIC, GIZ, forumZFD, ILO, World Learning, Jeddah Private International Schools, FES, Ministry of Education and Higher Education (MEHE), Center for Educational Research and Development (CERD), among others.



## Our Unique PL.:Y Methodology

We adopt a play-centric approach to provide participants with a safe space to openly and meaningfully interact with one another while addressing challenges and exploring solutions as a team and a community.

All activities are designed using play-based methodologies to engage the diversity of participants in joyful and inclusive ways.



مدارس جدة الخاصة العالمية  
Jeddah Private International Schools



الجمهورية اللبنانية  
وزارة التربية والتعليم العالي



International  
Labour  
Organization

WestConnex M4-M5 Link Tunnels





## Meet the founder of PL :Y

Dr. Mahmoud Natout is a consultant, trainer, speaker and university lecturer. He holds a PhD in Education and a Master's in Science and Religion from the University of Oxford. As a consultant and trainer, Mahmoud has worked with several local and international organizations in areas spanning strategic planning, organizational development, team building, and staff self-care including

UNDP, USAID, UNICEF, UNESCO, GIZ, forumZFD, ILO, World Learning, RTI, MEHE, MoSA, among others. In 2018, Mahmoud was tasked by UNESCO to draft the 2030 Education Strategy for Lebanon in partnership with the Ministry of Education and Higher Education (MEHE).

As a speaker, he has presented at several local and international events including TEDxBeirut, TEDxEast (New York), among others.

Mahmoud also teaches at the Departments of Humanities, Education, and Social Sciences at the Lebanese American University (LAU).

## Testimonials

*"The retreat gave us a chance to really connect, laugh and bond and discover we have so many shared struggles and problems but at the same time we have the same goals at the end."*

*Staff member at UNDP*

*"I've never felt the words of the vision, mission, and values as much as I felt them today because we expressed them in words that mean a lot to us. We saw how our personal values linked to the organization's values and this is something I've never seen done in any other workshop."*

*Staff member at Jeddah Private International Schools*



*“You can discover more about a person in an  
hour of play than in a year of conversation”  
Attributed to Plato*