

PROGRAMMES & SERVICES BROCHURE

Context Intelligence for High-Impact Organizations

Calgary, Alberta, Canada | Global Delivery

WHO WE ARE

Edify Learning Forum (ELFA) is a training management firm headquartered in Calgary, Alberta, Canada. We specialise in designing and managing organisational learning processes for corporations, NGOs, executive teams, health researchers, and students — with a particular focus on Africa and emerging markets.

OUR MISSION

To ensure every investment in training creates real, measurable impact. We build Context Intelligence — the ability to interpret, adapt, and lead effectively in real-world conditions.

THE MAPS FRAMEWORK

- M Mindset**
Adaptive thinking for unfamiliar contexts
- A Authority**
Who holds power and how trust is earned
- P Power**
Visible and hidden forces shaping behaviour
- S Systems**
Formal and informal rules governing action

“Most training fails not because of poor content, but because it is disconnected from the environment in which it is applied.”

OUR SERVICES AT A GLANCE

01 Training Review & Design

We assess and redesign training programmes using the MAPS Framework for real-world alignment.

02 Short Courses & Programmes

MAPS-designed courses developing context intelligence for dynamic environments globally.

03 Corporate Advisory

Aligning strategy, capability and execution for organisations in complex markets.

04 Study Abroad Advisory

Academic and placement support for students navigating global education systems.

05 NGO Deployment & Advisory

Field preparation for NGO teams and programme leads working across Africa.

06 Global Learning Programmes

Pre-departure and cultural intelligence training for international students in Africa.

Programmes & Services — Full Detail

01**Organisational Learning**

Training Review & Design

We assess and redesign your existing training programmes to align with real-world operating contexts. Using the MAPS Framework, we identify the gap between what your training assumes and what your environment demands — then close it. The result is measurable behaviour change, not just completion certificates.

Best suited for:

HR managers, L&D leads, programme directors

02**Professional Development**

Short Courses & Programmes

A portfolio of MAPS-designed courses that develop context intelligence and help learners apply knowledge in dynamic environments. Topics include leadership in context, organisational systems, cross-cultural effectiveness, and market entry preparation. Available in-person, online, and blended formats.

Best suited for:

Professionals, managers, team leads, field officers

03**Executive & Corporate**

Corporate Advisory & Consulting

We support organisations in aligning strategy, capability, and execution within complex environments. Whether entering a new market, managing change, or building a resilient workforce, ELFA embeds context intelligence into your decision-making structures — not as a one-off workshop, but as a working practice.

Best suited for:

C-suite, strategy teams, corporate expansion leads

04**Students & Researchers**

Study Abroad Advisory

Personalised academic and placement support for students and researchers navigating global education systems. From assignment strategy and study skills to university application guidance, ELFA helps learners build the confidence and capability to succeed in international academic environments.

Best suited for:

Undergraduate & postgraduate students, researchers

05**NGO & Development Sector**

NGO Deployment & Field Advisory

Practical deployment preparation for NGO teams, field advisors, and programme leads working in Africa. We prepare staff to enter complex humanitarian environments with the contextual awareness and relational skills needed to build trust, deliver programmes effectively, and sustain impact beyond the initial assignment.

Best suited for:

Field staff, programme managers, country directors

06**International Programmes**

Global Learning Programmes

Pre-departure, cultural intelligence, and placement readiness training for students on international programmes in Africa. ELFA helps participants understand the systems, relationships, and expectations they will encounter — so they arrive genuinely equipped to contribute, not just participate.

Best suited for:

International students, coordinators, institutions

The MAPS Framework & Who We Serve

CONTEXT INTELLIGENCE — THE MAPS FRAMEWORK

Every ELFA programme is built around MAPS — our proprietary contextual intelligence model. It is a structured lens for reading any organisation or environment before you enter, act, or decide within it, giving your people a repeatable method for navigating complexity with clarity and confidence.

M

Mindset

Developing adaptive thinking to navigate unfamiliar contexts — shifting from assumptions to observation-based decisions.

A

Authority

Understanding formal and informal authority structures, how decisions are made, and how trust is earned in any environment.

P

Power

Reading underlying power dynamics — what is visible, what is hidden, and what drives behaviour in organisations and communities.

S

Systems

Mapping formal and informal systems that govern how things work, so your team can align with or constructively challenge them.

FLAGSHIP PROGRAMME

Leading Beyond the Map

A five-phase contextual intelligence programme for executive teams. Addresses what most expansion strategies overlook: the ability to read and lead within the real environment. Download at edifyelfa.com/resources

WHO WE SERVE

Corporations & Market Expansion

Context intelligence for strategy leads and investors entering Africa and emerging markets.

NGOs & Development Organisations

Deployment preparation and advisory for field teams and programme leads across Africa.

Health Systems & Research Teams

Bridging knowledge and application in global health research and programme delivery.

Executive & Leadership Teams

Leading Beyond the Map — our five-phase programme for senior leaders driving growth.

Students & International Learners

Academic advisory and cultural readiness for students on international placements.

HR & L&D Managers

Partnering with L&D teams to build responsive training strategies for real conditions.

EDIFY LEARNING FORUM

Context Intelligence. Real-World Impact.

We don't just train your people.

We equip them to read, adapt, and lead effectively in any environment.

Context-First

Every programme starts with your specific environment, not a generic curriculum.

MAPS Framework

A proprietary model built for real-world complexity and measurable outcomes.

Global Reach

Headquartered in Calgary. Delivering context intelligence worldwide.

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Ready to build Context Intelligence in your organisation?

Contact us: admin@edifyelfa.com | Visit: edifyelfa.com