SPIRIT MIND & BODY
COACHING & CONSULTANCY

EVENTS MANAGEMENT GROUP – KSA

Saudi Arabia · 2017 – 2020

Leadership & Culture Transformation at Scale



30%

Bottom-Line Performance Growth · 45% Leadership Impact Increase · $75M Organization

Real engagement. Measurable outcome. Delivered through the Sovereign Protocol ™

The Challenge & Solutions

THE CHALLENGE

Culture Transformation Need

$75M company needed to shift from task-driven to leader-driven organizational culture.

Leadership Gaps at Scale

10 Directors, 20 Senior Managers, 30+ Managers – all requiring simultaneous development.

Bottom-Line Pressure

Performance gaps directly impacting revenue growth and market competitiveness in KSA.

Collaboration Breakdown

Siloed departments and vendor relationships limiting operational efficiency.

LEP – LEADERS EMPOWERMENT PROGRAM

Spirit – Culture Architecture

12-month learning journey. Redefined leadership behaviors and organizational values at every tier.

Mind – Strategic Alignment

Skill-building workshops in KSA. Group coaching for managers. 1:1 executive coaching for directors.

Body – Execution Discipline

On-the-job assignments and structured follow-up. New workflow processes and task organization.

Market Expansion

Opened new business lines. Increased market share. Launched new services, generating KSA revenue.

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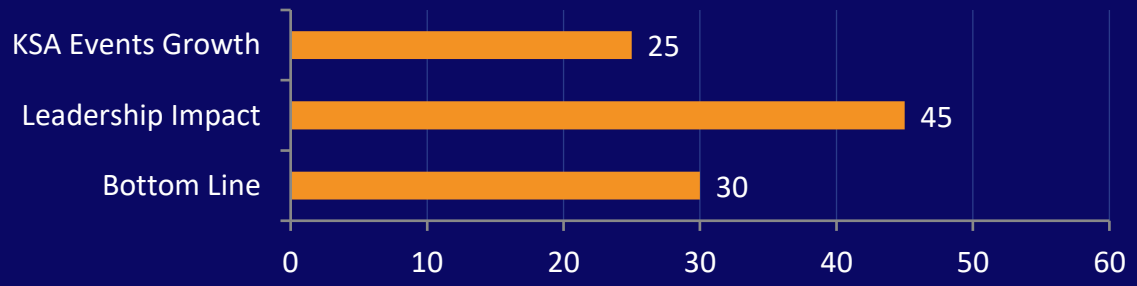
12 Months. $75M Organization. Measurable at Every Level.

30%
Bottom-Line Performance Growth

45%
Leadership Impact Increase

25%
Events Business Growth in KSA

> *LEP transformed the way we think, plan, execute, and practice our leadership. I merged departments, redesigned job descriptions, launched new services, and changed my team's market perspective. SMBmena literally helped us transform our organization and steer it in the right direction for continuous growth.*
>
> **– Yazeed Abo Jabal, Director, Innovation & Technology, KSA Events Management Group**



Book your free 15-min assessment

https://calendly.com/omarahosn/sovereign-audit

www.smb-mena.com