
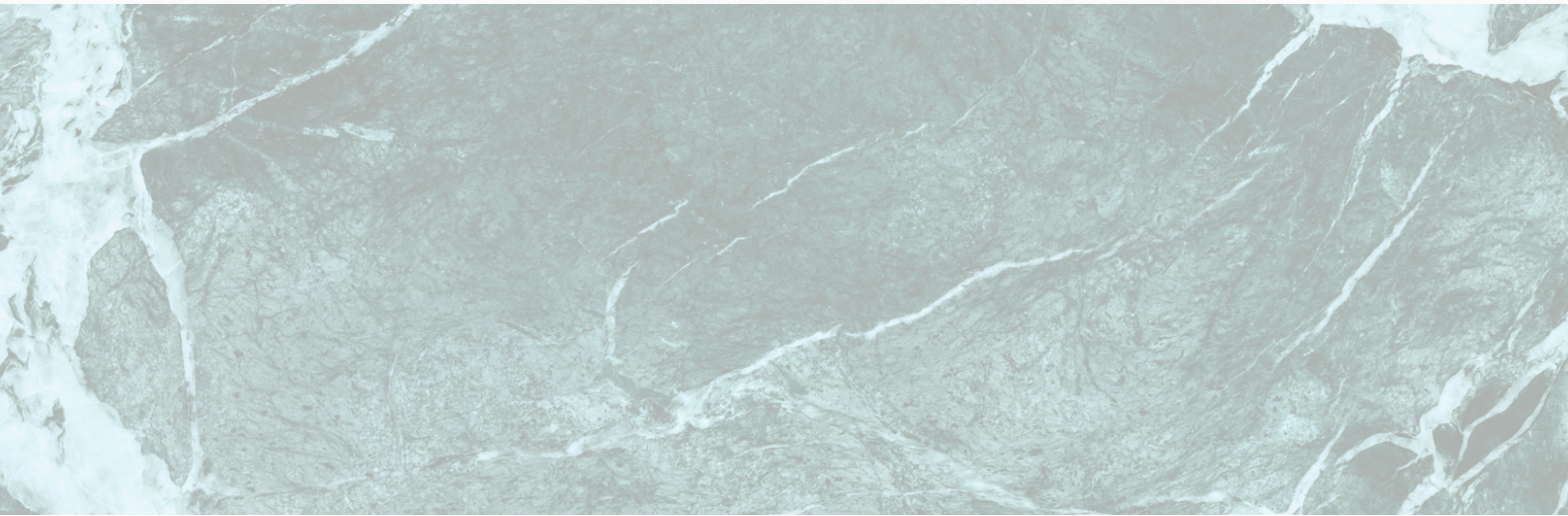


# Maharat Misr

مهارات مصر



Center for Capacity Development



**LEADERSHIP  
NEVER STOPS.  
LEADERS HAVE  
THE POWER TO  
EVOLVE, ADAPT,  
AND THRIVE  
IN THE FACE OF  
DISRUPTION.**

Our human-centered experiences  
ignite transformational change  
for Youth in the middle east.

**Maharat Misr**  
مهارات مصر ▲●■

A group of diverse people, including women wearing hijabs and a man, are seated in a room. The image is overlaid with a teal tint. The text is centered over the image.

# WE LIFT LEADERS WHO LIFT THE WORLD.

No matter how much or how quickly the world changes — how automated or disrupted work and life become — one constant and absolute fact remains: outstanding leaders create a positive path forward for us all.



At Maharat Misr, we work with individuals, organizations, and communities looking to turn today's challenges into opportunities to lead — with confidence, with clarity, and with a sense of optimism. As one of Egypt's top providers of experiential leadership and capacity development programs, we're driven to lift youth who lift the world. This mission is part of the fabric of who we are.

**In a world where change and disruption are constant, how will you, your organization, and your community survive and thrive?**

Years of research and practice have shown us exactly how. Capacity development is the critical lever for igniting positive, transformative, and sustainable change at a time when the world requires new thinking and vision to solve both local and global challenges. This holds true now more than ever. We customize our research-backed leadership solutions to best fit your needs. And we draw from a world of experience — across cultures, industries, and disciplines — to apply a global perspective to your real-world challenges. The result:

**MEANINGFUL,  
REAL, AND  
LASTING  
IMPACT.**

**The leaders of the future are being forged now, in this moment.**

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## **AT MAHARAT MISR, WE'VE EARNED A REPUTATION NATIONALLY AS THE PREMIER LEADERSHIP & CAPACITY DEVELOPMENT ORGANIZATION.**

### **Mission Driven**

We're guided by purpose and fueled by passion. Our work focuses on the areas where leadership & capacity development has the most potential to improve lives and create lasting change – from bottom-line business results to improved societal outcomes. Together, we lift the youth who lift our world.

### **Beneficiary Focused**

Your growth is at the center of everything we do. We take a deep dive into who you are and where you want to be – because your development journey should be as unique as you are. Our many talented employees and associates are dedicated to the partnerships we create with beneficiaries. One way or another, we're all with you on your journey.

## STEEPED IN RESEARCH

We've been at the forefront of the field for 50 years – studying, living, and honing what it means to lead well and to lead for good. As a pioneer of leadership research and development, we've created a reliable set of best practices and forged new directions for leaders and for what leadership can achieve.

## BUILT ON HUMAN-CENTERED EXPERIENCES

Leadership is a social process and requires human connections. The personalized, intuitive, relevant, and caring way we deliver our programs creates “psychologically safe” conditions for human connections that enable action and change on a truly personal level.

## POWERED BY INNOVATION

Finding new and creative solutions to leadership challenges is in our name and in our DNA. We never stop researching, learning, and asking ourselves how we can help you unlock your potential. For that reason, leadership is a journey for us as well. Together, we can forge new paths and better approaches.



**It isn't about what we can do. It's about what we can help you do – today and into the future.**

Leaders have the power to navigate challenges while preparing their organizations and communities for the transformed world that comes next. We know how to make that happen.

**LEADERSHIP IS ALL WE DO.  
UNMATCHED EXPERIENCES  
THAT IGNITE  
TRANSFORMATIONAL AND  
SUSTAINABLE CHANGE.  
TOP LEADERSHIP EXPERTS  
TO HELP CONNECT STRATEGY  
TO BUSINESS RESULTS THAT  
MATTER TO YOU.**

**These pillars reinforce each other in valuable ways – and together create sustainable organizational transformation that translates to real business results.**

# A portfolio of powerful leadership solutions: the building blocks for a holistic strategy to meet your goals.



## LEADERSHIP PROGRAMS

Experience transformational change through a diverse selection of face to- face and virtual experiences that match the right learning at the right time for each leader.



## CUSTOMIZED SOLUTIONS

Our dedicated design team members are skilled at understanding the unique needs of your organization and work to customize a capacity solution that drives the greatest impact.



## ASSESSMENTS

At Maharat Misr, we pioneered the use of 360-degree assessments and remain a leader in the field.



## COACHING

Our coaches use a variety of formats to help individuals, teams, and organizations unlock powerful insights and build a coaching culture that leads to more candid conversations and better business outcomes.



## LICENSING

Licensing our content takes many forms to meet different needs. Take our expertise and deliver training your way with the convenience and independence you want and the support you need.



## STRATEGIC PARTNERSHIP

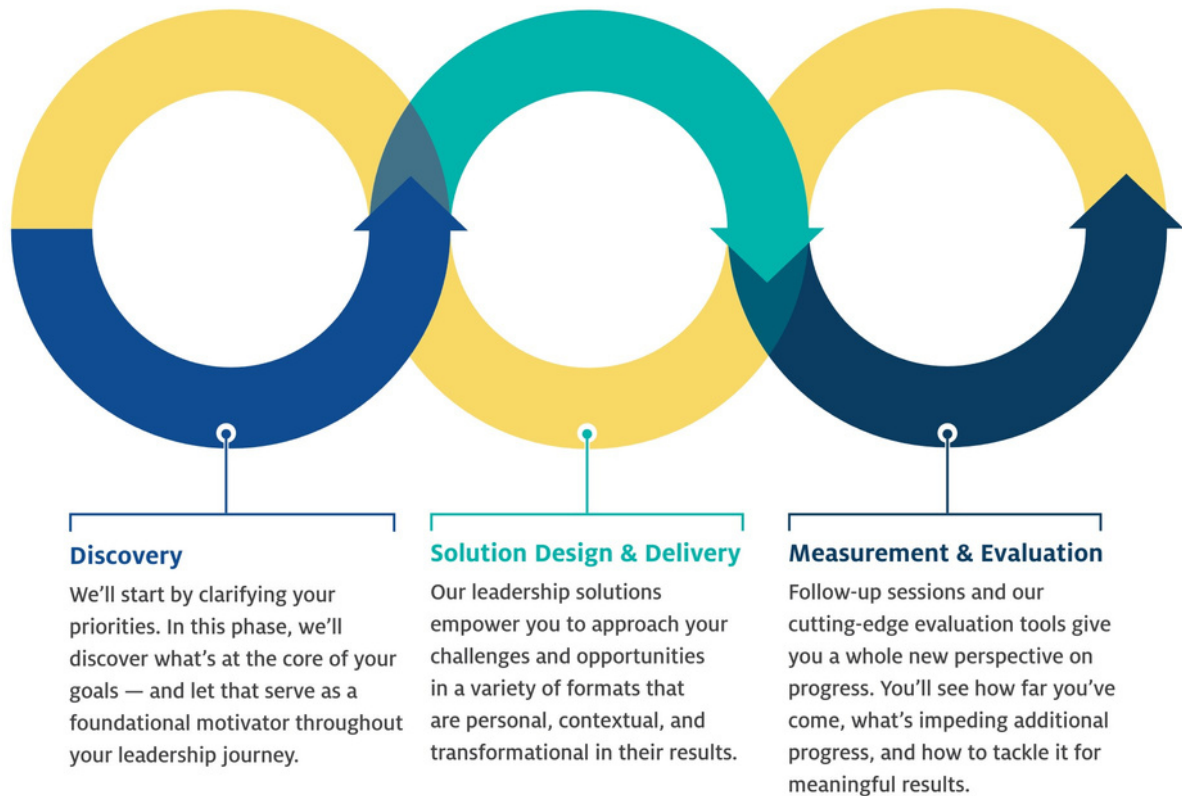
Expertise to lead discovery, strategic planning, delivery, and evaluation of your capacity development journey



**INDIVIDUAL IMPACT  
IS ONE PIECE  
OF THE PUZZLE.  
BUT SOLUTIONS TO  
IMPACT THE MANY –  
MEANS A  
BETTER WORLD.**

At Maharat Misr , we're committed to helping individual Youth at all levels navigate today's most challenging moments, drawing on our deep well of world-class leadership research, insights, and hard-won expertise. The other piece is creating scalable but personalized results that matter to your development – and to the world. We ask smart questions to uncover what's most important to you. Then, we help your people achieve transformational change in their capacity effectiveness with a combination of innovative tools, assessments, experiential training, and coaching. Finally, given our commitment to impact, we measure at critical points along the way to ensure we're on track to meet and exceed your goals.

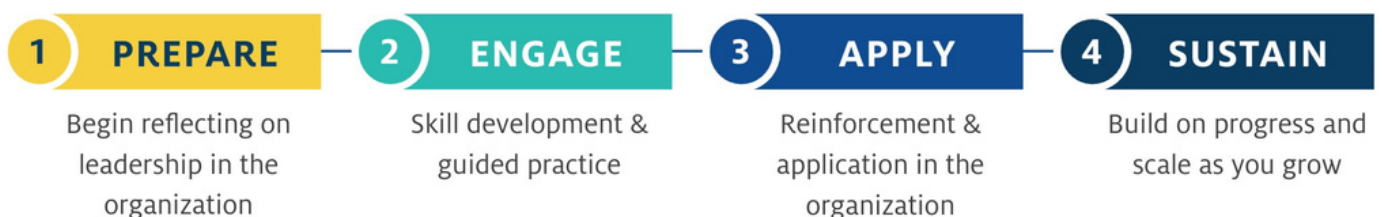
**Our capacity development method is applied to the design of every solution – transforming lives and creating measurable, sustained impact.**



**For every step of your capacity journey, Maharat Misr will be there.**

**You, your organization, and your community will have different needs at different, critical junctures. Whether you're working to develop better financial performance, greater organizational agility, a team that works more effectively, or looking to improve a particular set of leadership skills, we deliver results that truly matter and that build strong performance cultures with enduring value.**

**The 4 phases of our learning approach move you through capacity development in a way that sticks. Our human-centered experiences ignite change that both transforms and lasts. We're in the business of change, and capacity development is how Maharat Misr helps create change in the world.**



# LEADERSHIP SOLUTIONS FOR EVERY JOURNEY

## **Individuals who want to evolve, adapt, and thrive**

Whether you're a senior-level development or just starting out, our research-based programs will move you forward in your capacity journey. You'll be able to choose the right experience for where you are, whether that's one of our time-tested courses that have transformed hundreds of youth or a customized program addressing a specific need or goal. Our human-centered experiences will help you develop core capacity competencies, reimagine your own talent, and thrive in an era of uncertainty.

## **Organizations looking to face challenges in innovative ways**

No matter the size or focus of your business, we can help you find your way forward. We've partnered closely with small businesses, nonprofits, and teams of all sizes, industries, and sectors. We make lasting connections with organizations seeking culture change, strategic leadership goals, or an enhanced talent pool. All of our beneficiaries share the desire to face challenges in innovative ways – and as the world continues to change, we continue to adapt our curriculum to prepare for the future that comes next.

## **Communities that are ready for transformational change**

Some of the greatest and most important leadership change work is happening in communities all over the globe. Our leadership development work spans boundaries, going beyond boardrooms and reaching diverse communities facing unique problems with confidence. Leaders turn to us – from small towns, inner cities, villages in developing countries, anywhere leadership is needed for transformational change – and together, we make change happen that benefits their community and the world.

**GREAT CAPACITY  
DEVELOPMENT CAN BE  
TAUGHT; WE CARRY OUT  
THIS MISSION AND SEE THE  
EFFECTS OF IT EVERY DAY.**

**For us, great capacity development is the kind that improves bottom lines – and lives. Our human centered leadership experiences produce transformational and sustainable impact for every leader level, across industries and communities – from the boardroom to the classroom to societal sectors around the world.**

**AT MAHARAT MISR, WE  
MEASURE SUCCESS BY LIVES  
TOUCHED.**

**You have the power to ignite  
transformational change, navigate  
the crisis of the moment, and  
prepare for the transformed  
world that comes next.**

**LET'S GET  
STARTED.**