

**Virtual Corporate**

**Training Courses**

# **Executive Summary**

This document is in response to a request to provide information about training courses that can be created and delivered to executives in the United Arab Emirates.

It has been requested that the training courses are in the following key areas:

* Innovation and Technology
* The Future of the Workplace
* Leadership and Management
* Core Business Skills for Managers
* Internal Communications

Thus, in this document, we have outlined some of the courses that can be delivered in these areas. Please note that the courses included in this document are not all the courses we offer, and that we have more courses available. We can also provide customised courses and those for specific industry sectors.

eWavelength delivers world class training to businesses and organisations, globally with its partners The Learning Doctors.

This training spans multiple key areas of business and is created and delivered by subject matter experts with in-depth knowledge of what they teach, having worked with major brands worldwide.

All training courses will be delivered in an expert manner by some of the best and most experienced trainers in the world. They will be up-beat, motivational, highly interactive, include multiple activities and discussions as well as many case studies and resources.

If there are any questions arising from this document, we are happy to answer these and provide any other information required.

**Innovation and Technology**

**Description**

Today the evolution of innovation and technology is moving faster than ever before. For successful businesses and organisation, it is vital that the decision makers and managers within them have a good understanding of how to plan, implement and work with these technologies and future proof their strategies, tactics and processes for further innovation and changes in technology.

The course can be customised to suit an organisation's needs, with practical activities created to address company-specific issues. Participants will leave the course with a working knowledge of key concepts, methods and tools, which they can then directly deploy within their organisation.

**Learning Objectives**

* Understand changing technologies and how they are being applied to businesses both on and offline
* Learn to use new technology to improve businesses processes, efficiency, and data
* Learn how to plan, implement, manage and measure the benefits from innovation and new technology within an organisation.

**Course Plan**

Modular; 9 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 12 discussions, 15 activities and 11 examples from the real world

**Modules**

1. The Drivers of Innovation, what are they?
2. New methods of using data to improve business performance
3. Machine learning and AI and their application
4. Technical transformation
5. Feedback Loops, how they can improve performance
6. Advanced Personalisation but improved user experience
7. The impact of The Internet of Things (IOT)
8. The new customer and changes in customer behaviour
9. New organizational structures now and for the future

**Agile Innovation**

**Description**

Today, most forward-thinking businesses are increasingly using Agile across their organisations to improve performance. In-depth knowledge of Agile is now considered a must-have by them.

This course delivers expert training in multiple aspects of Agile Innovation. It is delivered by expert Agile training consultants with extensive hands-on practical experience. Having spent many years helping others introduce, implement and embed Agile practices and process improvements within their organisations, the trainers have substantial knowledge about what works in the real world and how to overcome specific challenges.

They will share their insights throughout the training and illustrate principles with their own client experiences.

**Course Plan**

Modular, 10 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 13 discussions, 14 activities and 23 examples from the real world

**Learning Objectives**

* Recognise why Agile and Innovative solutions are critical to delivering the company’s strategy
* Get motivated to harness insights and techniques that will help you build a more Agile organisation
* Understand what works and what does not work when applying Agile Innovation in the real world

**Modules**

1. Trends and Context of working with Agile
2. A Framework for Agile Working
3. Reframing Business Challenges
4. Creating a Roadmap and Vision
5. Move Faster by being Adaptive
6. Work Collaboratively Under Pressure
7. Identify and Prioritise Agile Projects
8. Putting Agile into Practice
9. Implementation, Conclusions,
10. Commitments

**Leadership and Management for the 21st Century**

**Description**

This leadership and management course enhances and develops skills on how to steer an organisation properly, decision making, communicate with people, build teams, have positive relationships, manage and motivate.

It covers multiple important areas on how to be a successful leader and manager. It also helps attendees to become capable, inspirational leaders in areas such as conflict-handling and performance appraisal.

**Course Plan**

Modular, 9 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 12 discussions, 12 activities and 18 examples from the real world

**Learning Objectives**

* Learn vital business skills for effective leadership and management
* Understand best practice in business leadership
* Know how to apply successful and effective leadership and management in the real world

**Modules**

1. Defining vision, a mission and core values for success
2. Business planning and strategy
3. Setting objectives
4. Motivating and managing personnel
5. Leadership and Communication
6. Team Building
7. Running Meetings and Groups
8. Performance Appraisal
9. Hiring and Retaining Staff

**The Future of the Workplace**

**Description**

More and more companies are realising that there are now new ways of doing things that result in improved performance and productivity. At the same time the evolving digital economy has driven changes to some of the more traditional processes and internal structures and introduced new ones.

This course considers and explores some of the concepts and ideas related to the Workplace of the Future. This includes those that are connected to behaviour and well-being.

The current reduction in travel and the increased number of employees working at home in front of their computers means many organizations are now focusing on how to manage their current workforce to maximize downtime and deliver value and reassurance to their employees. However, it is likely that there are changes being made that will last well beyond the current global crisis.

Remote, online solutions are seeing a surge in usage. In addition, employees want to learn new skills, stay ahead and adopt new practices such as mindfulness and resilience training to help cope with the abrupt change in work-life balance. This course looks at these as well as other methods of embracing the concepts of the future workplace.

**Course Plan**

Modular, 9 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 14 discussions, 14 activities and 12 examples from the real world

**Learning Objectives**

* Understand how the workplace is going to evolve in the future
* Learn how to prepare and plan for the workplace of the future
* Analyse the most important elements that will affect the workplace of the future

**Modules**

1. The Impact of Innovation on the Workplace
2. Remote Team Leadership
3. Building Resilience and Sustainable Team Performance
4. Business Risk Management
5. Creative and Innovative Problem Solving
6. Motivating Remote Teams
7. Future Communication Methods
8. Matrix Management
9. Building a Digital First Culture

**Change Management**

**Description**

The Change Management course has been created to help people within organisations manage change and provides techniques to effectively plan and implement successful transformation initiatives. This course explores how change affects, and is affected by, individuals, teams, organizations and change leaders, and equips individuals with the necessary knowledge, theories and techniques to manage successful change.

**Course Plan**

Modular, 8 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 10 discussions, 11 activities and 16 examples from the real world

**Learning Objectives**

* Learn how to manage end to end change management
* Be motivated the meet the challenges of change in an organisation

**Modules**

1. The People Challenge of Change
2. The Importance of Leadership during Change
3. Cascade Change
4. Making the Case
5. Ownership
6. Change and Communication
7. Change and Culture
8. Continuous Reassessment

**The Best Practice in Internal Communications Course**

**Description**

The Future of Internal Communications Course is for anyone who wishes to know more about developing a communications strategy or is interested in learning more about how to align a strategy to an organisation's overall objectives. The primary focus is on internal communications and includes multiple topics relevant to internal communications including how this relate to external communications. Most importantly it covers key aspects of best practice in internal communications,

**Course Plan**

Modular, 8 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 12 discussions, 10 activities and 14 examples from the real world

**Learning Objectives**

* Understand how collaboration and participation techniques build strong internal communications.
* Learn how to manage internal communications.
* Discover tools and processes used for internal communications.

**Modules**

1. Creating and aligning a shared vision from the start
2. Clear direction and realistic planning
3. Turning organisation into successful collaboration
4. Planning, creating and implementing processes that work
5. Finding the right communication platforms
6. Achieving optimal participation
7. Involving partners to enhance internal dialogue
8. Nurturing culture

**Outside In Thinking**

**Description**

Outside-in thinking describes the activity of looking at your business from the customer’s perspective and subsequently design processes, tools, and products and make decisions based on what’s best for the customer and what meets the customer’s needs.

You make decisions because you know it’s what’s best for your customers. This is because you listen to them, and you understand them and the jobs they are trying to do.

In the Outside In course we look at the key elements of this approach, explore why it so important to organisations. Attendees learn how to apply Outside In thinking in the real world and the benefits from doing so.

**Course Plan**

Modular, 8 modules, total 14 hours

Delivery method; Virtual, e.g. Zoom, Google Meet, Microsoft Teams

Format; Live online, activities, discussions, activities, case studies, templates

This course includes 12 discussions, 14 activities and 14 examples from the real world

**Learning Objectives**

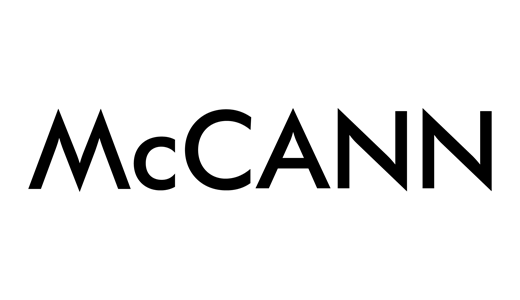
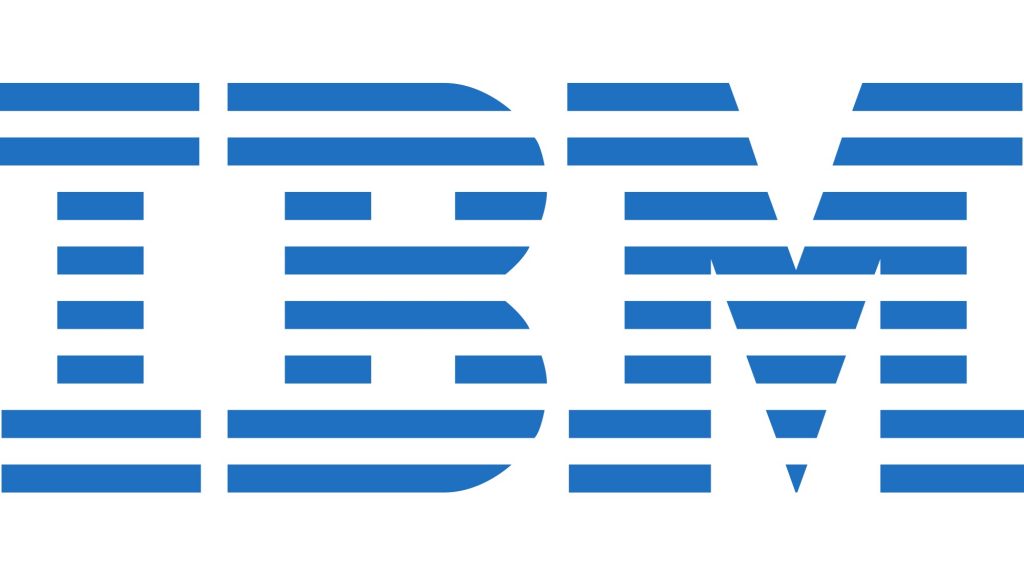
* Understand the role of outside in thinking for business performance
* Learn the benefits of Outside In thinking
* Discover how to apply Outside In

**Modules**

1. Empathy maps for customer types
2. Data and tools to validate personas
3. Methods to connect with segments
4. Build customer journeys
5. Analyse Gaps and opportunities
6. Activities and content to improve the funnel
7. Segment audiences for personalisation
8. Team innovation and idea creation

**Appendix 1; Clients**

Below are just some of the brands that eWavelength Subject Matter Experts have delivered training for.



**Appendix 2; About Your Trainers**



**ROSIE SELDON**

*Digital Transformation & Marketing*

Rosie Seldon is a digital marketing professional and Google Trainer who is based in the UAE, where she runs eWavelength Marketing Consultants. She was part of the dot com boom in 2000, and helped many of the top companies in London, launch their 'first ever websites' and digital offerings.

After launching the UK’s first ever online fund supermarket in the UK, she then went on to work with many banks, launching their first ever share trading, investments, insurance, mortgages and bank products online, in a variety of marketing roles. Rosie spent 3 years working at HSBC responsible for heading up the digital strategy and customer experience teams. She then went on to Lloyds Bank, where she led mobile, website, and digital marketing initiatives as part of the Digital Transformation team.

Currently she runs eWavelength, providing marketing plans, training and high-quality marketing consultants to companies across the UAE. When she is not back at HQ with the eWavelength team she is running Digital Training Labs for Google and their clients.



**COLIN SMITH**

*Learning & Performance Design*

Colin helps businesses enhance the capability and corporate culture of their leadership and talent through contemporary learning. He has a clear focus on learning design to achieve tangible, measurable outcomes and consistent intervention are at the core of everything that he does

Colin has worked in digital for twenty-two years and has designed and delivered programmes for leadership, data/analytics, marketing and sales. He is a Google Masterclass Partner (programmatic, mobile, brand solutions), a certified LEGO SERIOUS PLAY facilitator and a lecturer for Squared Online. Before that he ran commercial teams for companies such as LinkedIn, Yahoo!, Advertising.com and Aol., as well as previously working as a UK Government Growth Coach.

Colin is also the Chair of the London Tech Advocates DataTech group, with a mission to provide learning and support for London's world class Data and Analytics technology community.



**Jeremy Spiller**

*Course Designer & Trainer*

Jeremy is a trainer, speaker, and consultant with 25 years of experience working with senior management, both client side and within agencies.

He is a Lecturer and Professor at EDHEC University in Lille and ISDI in Barcelona, has been a visiting Professor at Hult in Dubai, Westminster University and The Stockholm School of Economics. He has wide experience and expertise in areas such as strategy

and planning, leadership, digital transformation, and marketing. Jeremy is also a facilitator and trainer for the Google Digital Academy.

Jeremy has also worked directly for many leading global brands such as Microsoft, IBM, Google, Vodafone, Johnson & Johnson, Ely Lilly, 3i, Jumeirah Group, British Airways, and Hilton Hotels and Resorts.

With a solid background leading hundreds of successful campaigns for enterprise, SMEs and Start-ups, he uses this experience in designing and delivering training and mentoring businesses and their teams to improve their performance.

Jeremy is passionate about teaching, training, sharing knowledge and improving the expertise of people worldwide. He is often invited to be the keynote speaker at events around the world and has spoken at events in New York, Las Vegas, Moscow, and London and for brands such as Oracle, IBM and Adobe.



**Nigel Sheldon**

*Strategy & Digital Transformation*

Nigel has extensive experience in advising clients on strategic marketing and delivering projects in response to specific business challenges. His work has ranged from focusing on media planning and innovation within agencies to working directly with businesses on their digital strategy and transformation.  
  
Nigel’s career at WPP agencies involved managing media strategy for clients, such as Rolex and Nestle, and setting up the digital functions at JWT and Mindshare. On the client side, he helped develop and manage Barclays' global media strategy as part of its One Barclays transformation and was part of Jaguar's in-house strategic and creative agency (Spark44) planning the global re-positioning of the Jaguar brand and the launch of key models such as the F-TYPE. Nigel worked closely with home improvement business, Kingfisher, as part of the core digital transformation team. This involved developing their content and social media strategy for the launch of new brand GoodHome.  
  
Since 2016 Nigel has worked as a Google Partner on its Digital Marketing Transformation programme delivering regular two-day Labs for global brands and agencies on both Brand Activation and Programmatic Strategy.



**Dave Katz**

*Educator & Business Development*

Dave is a trainer/facilitator, co-founder of a data insight/activation platform and champion of innovation.

He has worked for over 20 years in digital advertising, half of that time in media agencies, and half on the supply/sale side; for the last 5 years Dave has been delivering training on programmatic (display) advertising, consulting to brands large and small, and working as an independent business development resource.

Since Covid struck in 2020, he has been part of The Learning Doctors, has co-founded both Intuizi and The Pivot Plant, and has also found the time to conceptualise and create The Innovation Sessions with New Digital Age.



**Pilar Barrio**

*Digital Transformation & Marketing Trainer*

Since 2005, Pilar has advised hundreds of brands looking to cut through the noise of the digital space. They include Sony Pictures, Playstation, Coca Cola, Chevrolet, BBC, Microsoft and many more. Most recently, in the past 5 years, she has trained and coached over 5,000 business professionals around the world, in more than 50 face to face workshops and over 20 online courses.  
  
Pilar became a Lead Facilitator for the Google Digital Academy in 2016, where she now trains their top clients in mobile strategy, programmatic advertising and user-centric marketing. Her facilitation style is straightforward, energising, stimulating discussion and regularly inspiring listeners into action.

Pilar has also been a Course Leader for the Emeritus Institute of Management since 2017, advising students in the Columbia Business School and MIT online courses of Digital Marketing, Digital Strategy for Business and Platform Strategies.  
  
She founded her own business in 2014, with a vision to help evolve an industry. Barrio Digital is a collective of digital professionals from all over the world, who use the power of community to deliver best-in-class consultancy and training. Pilar is deeply involved in learning and development, with a strong focus on e-learning. In 2018 and 2019 she helped IESE Business School in Barcelona create two of their star online courses Digital Mindset and Women Leadership.



**Jeff Colclough**

*Digital Learning & Transformation*

Jeff works closely with his clients to fulfil the sourcing and training of digital professionals across the display advertising industry in programmatic advertising markets.

This includes helping publishers, networks, agencies and tech providers to find talent for their trafficking, optimising, analytics and product management teams. Roles that involve client services and account management with a technical edge are also part of his remit.

Jeff believes that the 'people' fit is just as important as skills and experience, so works hard to maintain good business relationships with every client and candidate that he meets to make sure he understands them and create the best matches.

Jeff is a Lead Facilitator for the Google Digital Academy and trains their clients in mobile strategy, programmatic advertising and user-centric marketing.

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