



TO SUCCEED,
IT'S TIME
TO EXCEED!



**INTRODUCING THE EXCEED
PROGRAM BY EXPAND**

EXPAND
BUSINESS STRATEGIES

**A LEARNING PATH OF THREE WORKSHOPS
TO GET YOU CLOSER TO YOUR BUSINESS GOALS THIS YEAR**



**ANY SERIOUS COMPANY NEEDS
THESE THREE WORKSHOPS
TO EXCEED THE DESIRED GOALS THIS YEAR.**

TAKE THEM IN ONE LEARNING PATH, OR PICK THE ONE YOU NEED THE MOST:

1- EXCEEDING PERSONAL POTENTIAL

2- EXCEEDING STRATEGIC PLANNING

3- EXCEEDING SALES TARGETS



TO SUCCEED, IT'S TIME TO EXCEED!

Jade W. Dagher is your helping hand to EXPAND

He has over 16 years' experience in banking, feasibility studies, and other financial planning services for individuals and small - and medium-sized businesses.

Jade is a **Certified Management Consultant, CMC**®. He has trained and operated in more than 13 countries in the MENA region and has acquired an outstanding experience dealing with more than 30 nationalities. Countries covered so far: Lebanon, Syria, Jordan, UAE (Dubai and Abu Dhabi), Kuwait, KSA (Riadh and Jeddah), Oman, Qatar, Iran, Egypt, Algeria and Cyprus.

Over 500 clients have participated in training workshops which Jade has conducted for the past 12 years. His Sales Team Development Program, which he has been delivering since 2006, has helped his clients realize significant growth ratios.

Jade is the **trainer for the Citi Foundation-funded Arab Women's Entrepreneurship Project (AWEP)**. He is also a **member of The Ideaz Prize's panel of experts**, a **trainer and mentor for the Women Empowerment (WE) initiative at BLC bank**, a **judge for the "Grow my Business" competition**, and a **mentor for the Mowgli Foundation**, and **SME toolkit Initiative**.

Jade was a university teacher in Sales Management & Risk Management.

He **founded the Business NET**, a group with members from different entrepreneurial backgrounds focused on the joint development of a positive mental attitude and a productive business approach, and is a volunteer consultant for INJAZ (a member of Junior Achievement Worldwide).

Jade became a **Certified Cisco Entrepreneur Institute facilitator** after successfully completing the Institute Program Manager and Facilitator training in December 2010. He earned his Bachelor degree in banking and finance from Notre Dame University in Lebanon.

He is also a **fire walker**; he attended the "Unleash the Power Within" with Anthony Robbins in London.

Now **Jade's mission is improving the standards of the entrepreneurship ecosystem in Lebanon and the region and building a bridge to cover the gap between the academic business world and the practical reality entrepreneurs are facing in these tough economics situations**. Many conferences, kits and tools will be soon published in this regard. He believes in playing an important role to reduce immigration, fight unemployment and enhance family bonding.

Jade believes that no one was born great but everyone can EXPAND!

1- EXCEEDING PERSONAL POTENTIAL

PROBLEM:

Have you ever considered a workshop that turns the major conflict of work-life balance into power? Are you having a hard time leaving personal issues back home? What is limiting your potential thus limiting your personal and business productivity?

SOLUTION:

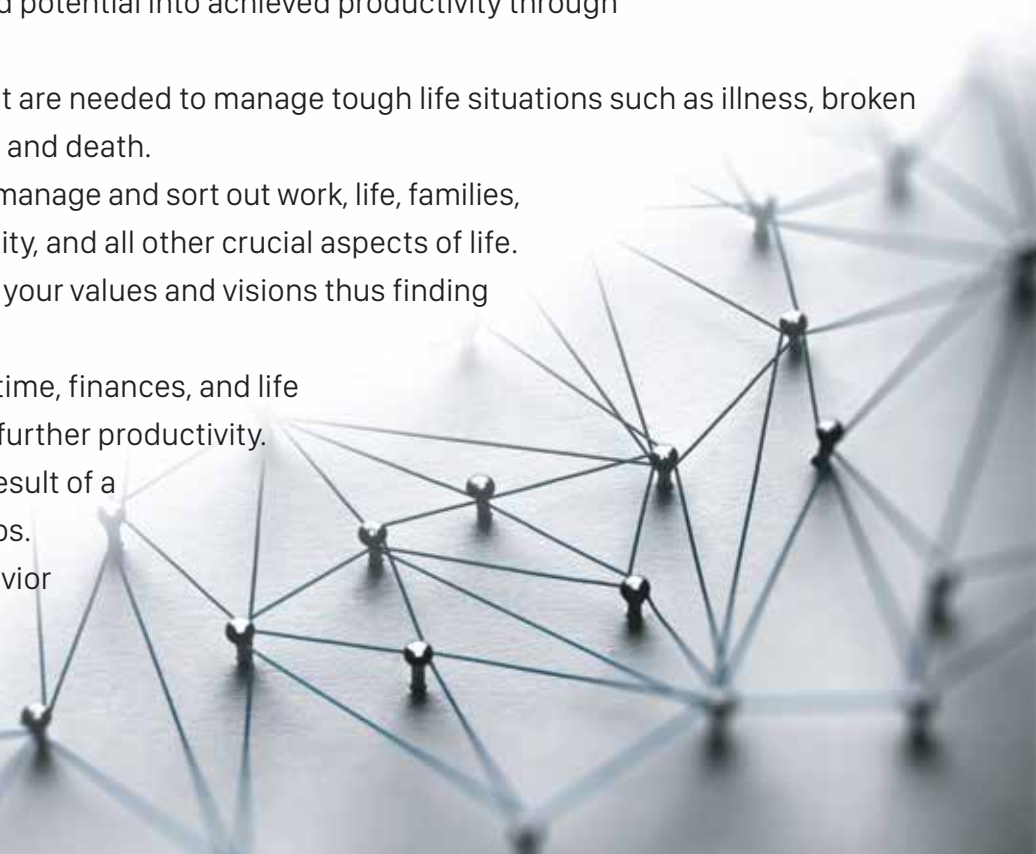
Appreciating time and allocating finances are key in personal development.

A problem in one area of life shouldn't affect all other areas. With the proper attitude, life skills, and financial and time management, you might not be able to solve tough problems. You will still definitely be able to deal with, manage, and proceed with your life despite all the typical inconveniences thus keeping productivity an everyday result.

While you cannot leave problems at home, you can definitely obtain the most advanced tools to deal with them. It's by management not luck that tough times should be dealt with. Our advanced Exceeding Personal Potential workshop has the secret recipe to a proper mindset that has the capability of dealing with all levels of personal and financial difficulties.

WHAT'S IN IT FOR YOU?

- Obtaining a variety of psychological, sociological, personal, decisional, habitual, and behavioral skills.
- Ability of turning unachieved potential into achieved productivity through self-empowerment.
- Gaining necessary skills that are needed to manage tough life situations such as illness, broken relationships, bankruptcies, and death.
- Acquiring practical tools to manage and sort out work, life, families, friendships, health, spirituality, and all other crucial aspects of life.
- Ability to align your life with your values and visions thus finding purpose in life.
- Ability to manage mindset, time, finances, and life balance in order to achieve further productivity.
- A better quality of life as a result of a better quality of relationships.
- Recognition of human behavior and self-management.



2- EXCEEDING STRATEGIC PLANNING

PROBLEM:

How many times have you thought about taking your business to the next level? What exactly does it take to go bigger? What is the backbone that holds and develops a business?

SOLUTION:

Just as engineers work with plans to construct outstanding projects, you, on the other hand, can only expect business development to result from strategic planning. Especially in rough times of financial instability, strategic planning is a must when expanding is a goal.

No business ever succeeded by using the trial and error method. Productivity and profitability are product of solid and strategic business development plans. Exceeding Strategic Planning makes it possible to turn your missions, visions, values, and added values into a lucrative, sustainable, and measurable strategic plan.

WHAT'S IN IT FOR YOU?

- Knowledge on how to analyze trends and competitors in the market.
- The know-how of aligning solid strategies with all departments despite obstacles and difficulties.
- Strategic launching of new products.
- Necessity of a clear and productive multidimensional strategy and avoidance of trial and error.
- Strategic obtainment of profit and productivity at a reasonable cost.



3- EXCEEDING SALES TARGETS

PROBLEM:

Sales targets are typically hard to achieve. Competition is rising, clients' purchasing power is declining, and online sales are rising. As a result, more burden is being placed on the sales team and its ability to ensure steady growth for the company.

SOLUTION:

Just like a phone needs software upgrade, your sales team needs to update its sales skills to the latest and most advanced techniques and practices.

Exceeding Sales Targets trains productivity and efficiency to the sales team so that no less than doubling and even tripling of profits is the outcome. Only then, the cash-flow would be covering company costs and everything else would run more smoothly. When the heart of business-sales-is well-recognized and executed properly, there is no reason why a company wouldn't expand.

WHAT'S IN IT FOR YOU?

- Acquiring not only the rules, technicalities, and basic skills of sales, but also the secret ingredients to a unique style in sales.
- Acquiring the best and latest skills in practicing traditional and modern sales approaches.
- Attaining means of finding, segmenting, filtering, approaching, meeting, and selling prospects.
- Planning sales strategies tailored to your target prospects.
- Developing skills for optimizing, planning, reporting, and analyzing your sales experience.
- Avoiding common mistakes done in sales: What not to say and





THESE WORKSHOPS CAN BE EITHER STANDARD OR CUSTOMIZED TO EACH COMPANY NEEDS, BASED ON A DETAILED ASSESSMENT AND DEVELOPMENT OF AN INTERNAL TRAINING LIBRARY.

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2- EXCEEDING STRATEGIC PLANNING




3- EXCEEDING SALES TARGETS





EXPAND


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A HELPING HAND FROM A BUSINESS PARTNER.

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