

THE HUMAN SKILLS BEHIND PERFORMANCE.

I work with leaders and teams to solve the human problems that KPIs don't reveal.

Practical workshops and transformation journeys designed around real business needs – turning insight into better habits, better conversations and more consistent performance.

EXECUTIVE COACH · CORPORATE TRAINER · KEYNOTE SPEAKER

LEADERS

Lead with clarity

TEAMS

Work in alignment

COMMERCIAL

Create customer value

COMPANIES ARE BRILLIANT AT SOLVING PROBLEMS. **BUT ARE THEY SOLVING THE RIGHT PROBLEMS?**

KPIs make the visible symptoms easy to measure. The deeper human causes – how people think, communicate, align and act – often remain below the surface.



THE INSIDE-OUT PRINCIPLE

THE VISIBLE PROBLEM IS NOT ALWAYS THE REAL PROBLEM.

I help leaders and teams solve the human problems their KPIs do not reveal.

WHAT ARE YOU TRYING TO SOLVE?

The workshop comes later. First, we need to understand what is really happening, what is getting in the way, and what needs to change.

01 Low ownership or inconsistent execution

Self-Leadership

02 Overload, firefighting or poor prioritisation

Lead the Day

03 Communication gaps and misunderstandings

Communication That Connects

04 Avoided feedback, tension or conflict

The Conversations We Avoid

05 Low trust or team misalignment

Aligned Teams

06 Inconsistent sales performance

Sales Mastery: Beyond Sales Techniques

07 Weak or inconsistent service experiences

World-Class Customer Experience

08 Margin pressure or difficult negotiations

Strategic Negotiation

CHOOSE THE RIGHT DEPTH

A complimentary discovery conversation helps us look beneath the visible problem before choosing the pathway.

01 EXECUTIVE EDGE TALK

Open a conversation

45-60 min + interaction

02 TARGETED WORKSHOP

Build one capability

Half-day or full-day

03 TRANSFORMATION JOURNEY

Support deeper change

4-5 connected half-days

BUILT FOR DEEPER, LASTING CHANGE.

How many times have you attended a workshop, felt inspired... yet nothing really changed? These connected journeys create time to apply, reflect and build better habits between sessions.

01 INSIDE-OUT LEADERSHIP

Managers, senior leaders and executives

A practical journey that begins with how we lead ourselves, then expands to how we influence others, lead teams and make better daily decisions.

4-5 connected half-day sessions · spaced two weeks apart

02 TEAM OPERATING CULTURE

Teams and their leaders

A facilitated journey for teams that creates stronger alignment, healthier conversations and more consistent execution.

4-5 connected half-day sessions · spaced two weeks apart

03 SALES MASTERY: BEYOND SALES TECHNIQUES

Sales teams and customer-facing leaders

A working journey that connects sales mindset and habits with purposeful customer meetings, adaptive conversations and disciplined follow-through.

4 connected half-day sessions · spaced two weeks apart

Connected capabilities. Workplace application. Reflection. Better daily habits.

ONE SPECIFIC CAPABILITY. THE RIGHT DEPTH.

Half-day or full-day, depending on the context and depth required. Every workshop addresses a real performance problem and produces something participants can use at work.

01 LEAD SELF & EXECUTE

MOST REQUESTED

01 Self-Leadership: The Psychology of Execution

The mindset and habits that turn intention into consistent action.

Half-day focused · full-day for deeper application

02 Lead the Day

From reactive firefighting to intentional execution.

Half-day focused · full-day for deeper application

02 COMMUNICATE & COLLABORATE

MOST REQUESTED

03 Communication That Connects

Active listening, DISC and adaptive interpersonal communication.

Half-day focused · full-day for deeper application

MOST REQUESTED

04 The Conversations We Avoid

Building a culture of feedback, accountability and honest conversations.

Half-day focused · full-day with deeper practice

05 Aligned Teams

Building shared purpose, common understanding and psychological safety.

Full-day recommended · half-day focused

03 SELL, SERVE & NEGOTIATE

MOST REQUESTED

06 World-Class Customer Experience

Creating experiences people remember, value and want to return to.

Full-day recommended · half-day focused

07 Strategic Negotiation

Prepare intelligently. Create value. Protect what matters.

Full-day recommended · half-day foundation

EVERY WORKSHOP INCLUDES

- A real workplace challenge
- Practical insight and reflection
- Hands-on experience and practice
- A workplace output or commitment

30% essential concepts · 70% reflection, application, practice and commitment

A COMPLETE, CUSTOMISED LEARNING EXPERIENCE.

Every programme connects what happens before, during and after the session – from agreeing what success looks like, to practising what matters and reinforcing what begins to change.



LEARNING BY DOING

LEARNING STICKS WHEN WE PRACTISE, PARTICIPATE AND HAVE SOME FUN.

LEARNING ARCHITECTURE

30% essential concepts · 70% reflection, application, practice and commitment

EXPLORE REFRAME PRACTISE COMMIT REPEAT

01 BEFORE

GET CLEAR ON WHAT SUCCESS
LOOKS LIKE.

- Goals and priorities
- Desired behavioural shifts
- Pulse or baseline

02 DURING

TURN INSIGHT INTO PRACTICE.

- Practical insights
- Hands-on experience
- Real workplace situations
- Habit building

03 AFTER

SEE WHAT CHANGED. REINFORCE
WHAT MATTERS.

- Follow-up session
- Post-programme pulse
- Manager or sponsor observations
- Next-step recommendations

EVIDENCE PRINCIPLE

We look at what people start doing differently – not only whether they enjoyed the training.

WHAT THE WORK LOOKS LIKE IN PRACTICE.

Three short snapshots – the challenge, what we worked on and what began to change.

ECLOSIA GROUP

Building a Feedback Culture

CHALLENGE

Feedback needed to flow more consistently across levels.

WHAT WE WORKED ON

Shared language, appreciation, coaching and difficult-conversation practice.

WHAT BEGAN TO CHANGE

Feedback began to be treated as an everyday workplace habit.

MÉDINE x UNICITI

Creating Team Alignment

CHALLENGE

Strengthen communication and movement towards shared priorities.

WHAT WE WORKED ON

Reflection, facilitated dialogue, practical activities and shared agreements.

WHAT BEGAN TO CHANGE

Clearer understanding of how the team wanted to work together.

UBP LIMITED

Strengthening Team Performance

CHALLENGE

Build capability and confidence while staying close to day-to-day work.

WHAT WE WORKED ON

Essential concepts, reflection, hands-on practice, support and feedback.

WHAT BEGAN TO CHANGE

Stronger skills and confidence supported by practical application.

SELECTED ORGANISATIONS

Eclosia Group · ER Group · Médine · Unicity · UBP · Espace Maison
Phoenix Beverages · Avipro · Maurilait · Eclosia Technology Services · Labourdonnais · Le Suffren

"Hussein brought a unique blend of expertise, empathy and practical wisdom to our team." · Émilie Brissonnette, Espace Maison

CORPORATE EXPERIENCE. COACHING DEPTH. PRACTICAL FACILITATION.



After more than 15 years in multinational commercial leadership, I moved into executive coaching, leadership development and team transformation.

Today, I combine business experience with a practical inside-out approach to improve how people think, feel and act. My work is grounded in organisational reality and the belief that sustainable results begin with human behaviour.

15+

years of corporate experience

1,000+

executive and leadership
coaching hours

ICF ACC

Associate Certified Coach

3

languages spoken

FLUENT IN ENGLISH, FRENCH AND ARABIC

Sessions are primarily delivered in English, with French or Arabic used naturally for clarification, questions and interaction when helpful.

COMPLIMENTARY DISCOVERY CONVERSATION

LET'S HAVE A CONVERSATION.

Tell me what is happening, what feels stuck and what you would like to see change. The aim is not to deliver another workshop. It is to understand the real problem - not only what appears on the surface.

From there, we decide together on the right pathway and shape the content around what would genuinely help.

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