



Enable My Growth

FERAS BANNA

PERSPECTIVE CHANGES WHAT BECOMES POSSIBLE.

CAPABILITY STATEMENT | 2026

Workshops & Facilitation

Learning experiences built around the decisions leaders actually face.

Leadership development, professional workshops, Hogan practitioner development, assessment-integrated learning, and facilitated dialogue across the GCC and MENA.

25+

Years of experience

1,000+

Professionals trained annually

100+

Leaders coached annually

GCC / MENA

Regional experience

HOW THE LEARNING IS DESIGNED

Learning should change more than what people know.

For more than 25 years, I have designed and delivered learning experiences across government, banking, energy, healthcare, telecommunications, and infrastructure. Every program begins with the audience, organizational context, and the performance that matters.

The most valuable learning experiences create moments of reconsideration where something previously accepted is examined more carefully, and something new becomes possible as a result.

O1

Context before content

The design begins with the organization, audience, and situations participants actually face.

O2

Application over information

Concepts connect to real decisions, relationships, responsibilities, and performance expectations.

O3

Constructive challenge

Participants examine assumptions and consider alternatives - not simply absorb prescribed answers.

O4

Transfer into practice

Activities, reflection, and follow-through help learning survive beyond the workshop.

THE INTENDED MOVEMENT

See more clearly. Decide more deliberately. Apply the learning where it matters.

ESTABLISHED PORTFOLIO

Workshop capabilities across six areas of practice.

Topics are selected and adapted according to audience seniority, organizational priorities, and the situations in which participants need to perform.

Leadership & People Management

- Leadership development programs
- Supervisory essentials
- Developing and coaching people
- Managing performance
- High-performing teams
- Leading change
- Motivation and engagement

Communication, Coaching & Influence

- Communicating with influence
- Presentation skills
- Giving effective feedback
- Coaching skills for leaders
- Conflict resolution
- Negotiation

Talent, Assessment & Performance

- Competency-based interviewing
- Assessment centers
- Training needs analysis
- Train the trainer
- KPI development
- High-potential assessment

Decisions & Organizational Effectiveness

- Problem solving and decision making
- Planning and delivering results
- Decision-making under pressure
- Business ethics and professional judgment
- Time, priority, and stress management

Sales & Customer Excellence

- Consultative selling
- Managing sales teams
- Service excellence
- Internal customer experience

Modern Workplace & AI

- Generative AI for professionals
- AI tools for productivity
- AI-supported learning and performance
- Using AI as a thinking partner

A broader topic listing is available on request. Programs can be delivered as focused workshops or combined into longer development journeys.

SPECIALIST CAPABILITY

Responsible, confident Hogan practice.

As a certified Hogan assessor and experienced facilitator, I deliver dedicated practitioner workshops covering certification, advanced interpretation, and advanced feedback. The emphasis is not only technical knowledge, but the judgment required to apply assessment evidence responsibly.

PRACTITIONER FOUNDATION

Hogan Certification Workshop

A structured certification experience that develops the knowledge and practical foundation required to interpret and apply Hogan assessment results responsibly.

ADVANCED PRACTICE

Hogan Advanced Interpretation Workshop

A deeper examination of how assessment scales interact, how patterns should be interpreted, and how context changes the meaning and relevance of a profile.

ADVANCED PRACTICE

Hogan Advanced Feedback Workshop

Developing the judgment and conversational skill required to translate assessment evidence into constructive, balanced, and development-focused feedback.

ASSESSMENT-INTEGRATED DEVELOPMENT

Hogan insights can strengthen wider leadership and team development.

Executive assessment and
debriefing

Team assessment workshops

Assessment-based
development planning

Leadership risk conversations

Assessment provides evidence and vocabulary. It should deepen the inquiry - not become a verdict about the person.

DELIVERY FORMATS

The format follows the context.

Duration, sequence, and delivery method are determined after understanding the audience, desired outcome, and environment in which the learning must be applied.

In-House Workshops

Focused programs adapted to organizational priorities and participant needs.

Development Journeys

Multi-stage experiences combining workshops, application, reflection, and follow-through.

Executive & Team Retreats

Facilitated sessions focused on leadership priorities, decisions, alignment, and team effectiveness.

Public Programs

Open-enrolment learning for professionals from different organizations and sectors.

Partner-Led Engagements

Delivery within the frameworks and client relationships of training, consulting, and assessment partners.

Flexible Delivery

In-person, virtual, and blended formats designed around access, participation, and application.

A SIMPLE BEGINNING

Begin with the outcome - not the course title.

O1

Bring the context

Describe the audience, challenge, and why the learning matters now.

O2

Define the movement

Clarify what participants need to understand, decide, or do differently.

O3

Shape the experience

Agree the content, format, sequence, and supporting elements.

O4

Support transfer

Connect the experience to application, reflection, and follow-through.

Tell me what your people are being asked to do differently. From there, we can shape the right learning experience.

[DISCUSS A PROGRAM](#)

REGIONAL EXPERIENCE

Work across sectors and organizational contexts.

The organizations below provide a representative view of the environments in which I have designed, delivered, assessed, coached, or facilitated.

GOVERNMENT & PUBLIC SECTOR

- UAE Ministry of Labor
- Environment Agency Abu Dhabi
- The Executive Council of Dubai
- Qatar Museums
- Qatar Development Bank

ENERGY & UTILITIES

- ADNOC Distribution
- QatarGas / RasGas
- DEWA
- SABIC
- Saudi Arabian Chevron

BANKING & FINANCIAL SERVICES

- Qatar National Bank
- HSBC
- Riyadh Bank
- Kuwait Finance House
- Bank Muscat

TELECOMMUNICATIONS & TECHNOLOGY

- Vodafone Qatar
- Ooredoo
- Omantel
- Oman Data Park
- Thales

HEALTHCARE

- Primary Health Care Corporation
- Sheikh Shakhboub Medical City
- Dar Al Shifa Hospital
- AstraZeneca

INFRASTRUCTURE & REAL ESTATE

- Qatar Rail
- Qatari Diar
- Msheireb Properties
- RTA Dubai

BEGIN A CONVERSATION

What do your people need to do differently?

Bring the audience, the context, and the outcome that matters. We can determine the useful form of work from there.

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