

The logo for Multiplier Consultancy features the word "Multiplier" in a large, white, sans-serif font. The letter "M" is stylized with a light blue diagonal bar. Below "Multiplier", the word "CONSULTANCY" is written in a smaller, light blue, all-caps, sans-serif font.

# Multiplier

CONSULTANCY

**WE PARTNER TO ADD VALUE**

# WHO WE ARE

“Unlocking Potential,  
Igniting Growth”

At Multiplier Consultancy, we champion a holistic approach to business transformation, guiding organizations toward unparalleled success. With a dedicated team of experts committed to tailored solutions, we empower businesses to realize their unique potential and achieve sustainable, long-term growth.

A blurred background image of an office environment. Several people in business attire are gathered around a table, appearing to be in a meeting or collaborative work session. The lighting is bright, suggesting a window or large indoor lights.

## OUR APPROACH

- **Collective Expertise:** We leverage the combined wisdom of our partners and associates, ensuring a diverse and dynamic perspective on every challenge.
- **Tailored Solutions:** Crafted with precision, our solutions address each business's distinctive needs, unlocking opportunities and driving transformative change.

# OUR VALUES



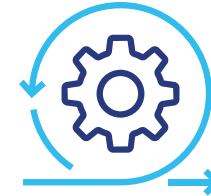
## LEADERSHIP

- We are all leaders committed to deliver results driven outcomes
- We have a clear vision of where we are going
- We focus our resources to achieve leadership objectives and strategies
- We develop the capability to deliver our strategies and eliminate organizational strategies



## INTEGRITY

- We always try to do the right thing
- We are honest and straightforward
- We operate within the letter and spirit of the law
- We commit to long & short-term value creation
- We are data-based and intellectually honest in advocating proposals, including recognizing risks



## AGILITY

- We are Intouch with market and business dynamics
- Embrace change and understand the volatility of the market
- We are disciplined, with can do, will do & do attitude
- We are practical with huge passion to achieve the results every time and everywhere

# **INTEGRATED BUSINESS SOLUTIONS**

**Seamless Integration: We specialize in offering integrated business solutions with end-to-end services that align all aspects of your organization, ensuring a harmonious and synergistic approach to growth. From strategic planning to execution, our comprehensive suite of services covers the entire business spectrum, providing a one-stop solution for your evolving needs.**



# **OUR AREAS OF FOCUS**

## 1. BUSINESS GROWTH STRATEGIES

- **Market Analysis, Entry, and Expansion Planning:** Conduct thorough market analysis to identify opportunities and develop successful market entry and expansion strategies.
- **Product and Service Innovation:** Drive growth through the development of innovative products and services that meet market demands.
- **Strategic Partnerships:** Facilitate strategic collaborations to expand market reach and drive business growth.





## 2. ORGANIZATION DEVELOPMENT

- **Human Resources Management:** Streamlining HR processes for enhanced efficiency and talent optimization.
- **Team Coaching and Training:** Cultivating high-performance organizations through targeted coaching and skill development programs.
- **Recruitment Strategies:** Designing innovative recruitment approaches to attract and retain top-tier talent.







### 3. CONSULTANCY AND BUSINESS COACHING

- **Strategic Planning:** Guiding businesses in developing comprehensive, actionable strategic plans aligned with their vision and goals.
- **Operational Excellence:** Identifying and implementing operational improvements to enhance overall business performance in both manufacturing and non-manufacturing organizations.
- **Change Management:** Assisting organizations in navigating change with minimal disruption through effective change management strategies.



## 4. LEADERSHIP DEVELOPMENT

- **Executive Coaching:** Tailored coaching programs to strengthen leadership skills, fostering innovation and resilience.
- **Succession Planning:** Developing robust succession plans to ensure the continuity of leadership excellence.
- **Cultural Leadership:** Instilling a culture of leadership at all levels, driving organizational success from within.





## 5. MARKETING COMMUNICATIONS

- **Brand Strategy:** Crafting compelling brand strategies that resonate with target audiences and differentiate businesses in the market.
- **Integrated Marketing Campaigns:** Designing and implementing cohesive, multi-channel marketing campaigns for maximum impact.
- **Digital Presence Enhancement:** Elevating online visibility and engagement through effective digital marketing and communication strategies.



# **OUR PORTFOLIO OF SERVICES**

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## 1. BUSINESS STRATEGY SETTING

- **Market Analysis and Research.**
- **Competitive Landscape Assessment.**
- **Strategic Direction setting and cascading goals.**
- **Business Model Development.**
- **Risk Assessment and Business Continuity Planning.**
- **Market Expansion Planning.**



## **2. BUSINESS LEADERS COACHING, DEVELOPMENT, AND PROFILING:**

- **Executive Leadership Coaching.**
- **Leadership Skill Enhancement Workshops.**
- **Succession Planning and Training.**
- **Leadership Assessment and Feedback.**
- **Leadership Profiling and Creating Personal Brands.**







### **3. TALENT MANAGEMENT AND LABOR RELATIONS**

- **Talent Acquisition and Recruitment Strategy.**
- **Performance Management System Design.**
- **Employee Engagement Initiatives.**
- **Employee/Labor Relations and Conflict Resolution.**

## 4. INTERNAL COMMUNICATIONS:

- **Communication Strategy Development.**
- **Internal Communication Audits.**
- **Crisis Communication Planning.**
- **Intranet and Digital Communication Platforms.**
- **Training in Effective Communication.**





## 5. MARKETING COMMUNICATIONS

### Brand Development:

- Brand Positioning and Messaging.
- Logo and Visual Identity Design.
- Brand Guidelines Development.

### Integrated Marketing Campaigns:

- Multi-channel Campaign Planning.
- Content Creation and Distribution.
- Social Media Marketing.
- Email Marketing.

### Public Relations and Content Creation:

- Press Release Development and Distribution.
- Content Creation and Storytelling.
- Crisis Communication Support.

### Digital Presence Enhancement:

- Website Optimization.
- Search Engine Optimization (SEO).
- Online Advertising Strategies.



**At Multiplier Consultancy, we are not just consultants; we are partners in your journey towards excellence. Let us be the catalyst for your success, unlocking possibilities, and propelling your business towards new heights.**

**Contact us today to embark on a transformative journey!**

## PARTNERS



**AHMED  
SULTAN**

Ahmed Sultan is a strategy and organizational expert with over 15 years in leadership positions with lead multinationals in the fields of FMCG, telecom, and education. Ahmed has led and managed various, diverse projects in Egypt, IMEA, Europe, and North America in different environments from commercial, and technology to manufacturing.

Being exposed to all disciplines of Human Resources management and strategy seeking – from startups to closures – Ahmed is recognized as one of the top HR strategists in the Middle East. Ahmed is a certified executive coach that has helped May executives in their growth journey over the past 10 years.

## PARTNERS



### MOHAMED EMARA

With over two decades of experience in marketing communications and public relations, Mohamed Emara has provided invaluable guidance to C-suite executives and business leaders from multinational corporations to hone their own individual capability while simultaneously working to increase the visibility of businesses through improved branding efforts and advocacy for critical issues related to growth. His combination of communication skills with a coaching mindset allows him to make tangible impacts on both performance outcomes as well as personal progression endeavors.

Through his business acumen, he has been instrumental in reshaping the image of multiple Fortune 500 corporations by providing key strategic advisement. He is also certified to train top leaders and CEOs on various aspects ranging from public speaking engagement to media communications.



## PARTNERS



### YASMINE EL SHAFEI

Yasmine is a strategist and a communication management specialist with over 15 years of experience in research, marketing communications, and Public Relations, supporting businesses to enhance their positioning and grow their potential. El Shafei has a diversified experience with multinationals, corporate giants, and government and internal organizations in multiple sectors. She has managed diverse projects, managed corporate reputations, and coached and trained c-suite executives in multiple facets. She has a passion for storytelling and crafting Corporate Social Responsibility direction and strategy.

With years of experience in marketing communications, Yasmine has successfully coached numerous CEOs and business leaders on a variety of topics ranging from strategic management to personal branding. Her area of expertise includes corporate social responsibility and crisis management - all fueled by her passion for enabling organizations' transformation through leadership development. Certified as a solutions- focused coach, she strives to help businesses reach their full potential.

## PARTNERS



**TAREK  
SADEK**

**An experienced innovation & product commercialization leader in innovation & technology with over 15 years of experience in new venture creation. A demonstrated ability in mentoring entrepreneurs in commercializing novel solutions to meet customer demands.**

**A refined ability to develop and present relevant business cases creating valued relationships with external and internal stakeholders. Currently the Executive Director of the Innovation Boost Zone IBZ and the Centre for Engineering innovation & Entrepreneurship at Toronto Metropolitan University (Formerly Ryerson University).**

*Thank you*

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