



EXECUTIVE ADVISORY & COACHING

COMPANY PROFILE

Empowering and developing people is the most powerful catalyst to elevate organizations, transform culture, and unlock sustainable success."

FOUNDER OF ELEV8



OUR STORY

Established in 2018, **ELEV8** was created to address a fundamental challenge facing modern organizations: how to align people development with strategic transformation.

While companies invest heavily in building different capabilities , many overlook the critical enabler .. their people.

Through evidence-based coaching, leadership development, and culture transformation programs, **ELEV8** helps organizations translate human potential into measurable performance and sustainable growth. Because when people thrive, organizations elevate, and growth becomes sustainable.



COMPANY OVERVIEW

ELEV8 is a leadership and culture transformation firm that helps organizations turn strategy into reality through people.

Positioned at the intersection of leadership development, culture transformation, and strategy realization, we partner with clients to unlock potential, align talent with purpose, and build high-performing teams that drive measurable impact.

Blending global expertise with a deep understanding of local workplace culture, **ELEV8** bridges ambition with execution, enabling organizations to elevate their people, performance, and long-term growth.



VISION

To be the trusted partner that transforms how organizations grow through empowered people, aligned cultures, and purposeful leadership.

MISSION

To empower organizations to translate strategy into results by developing leaders, transforming culture, and aligning people with purpose.



Credibility

Always delivering with integrity and honesty.

Partnership

We work as true partners for mutual growth.

Empowerment

Equipping individuals and teams to realize their full potential.

Sustainability

Building solutions that support long-term growth and enduring results.

Privacy

Safeguarding client information and respecting confidentiality at all times.



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THE SUCCESS PATH

07 Profit

Sustainable financial success
↳ Gallup: Highly engaged organizations achieve %23 higher profitability.

06 Growth

Expanding capabilities and market presence
↳ Gallup: Engagement fuels innovation, scalability, and growth.

01 Employee

The starting point of every transformation
↳ Thriving employees are the foundation of performance.

02 Right Fit

Aligning talent with the right role
↳ Strengths-based placement boosts engagement and retention.

03 Engaged Employee

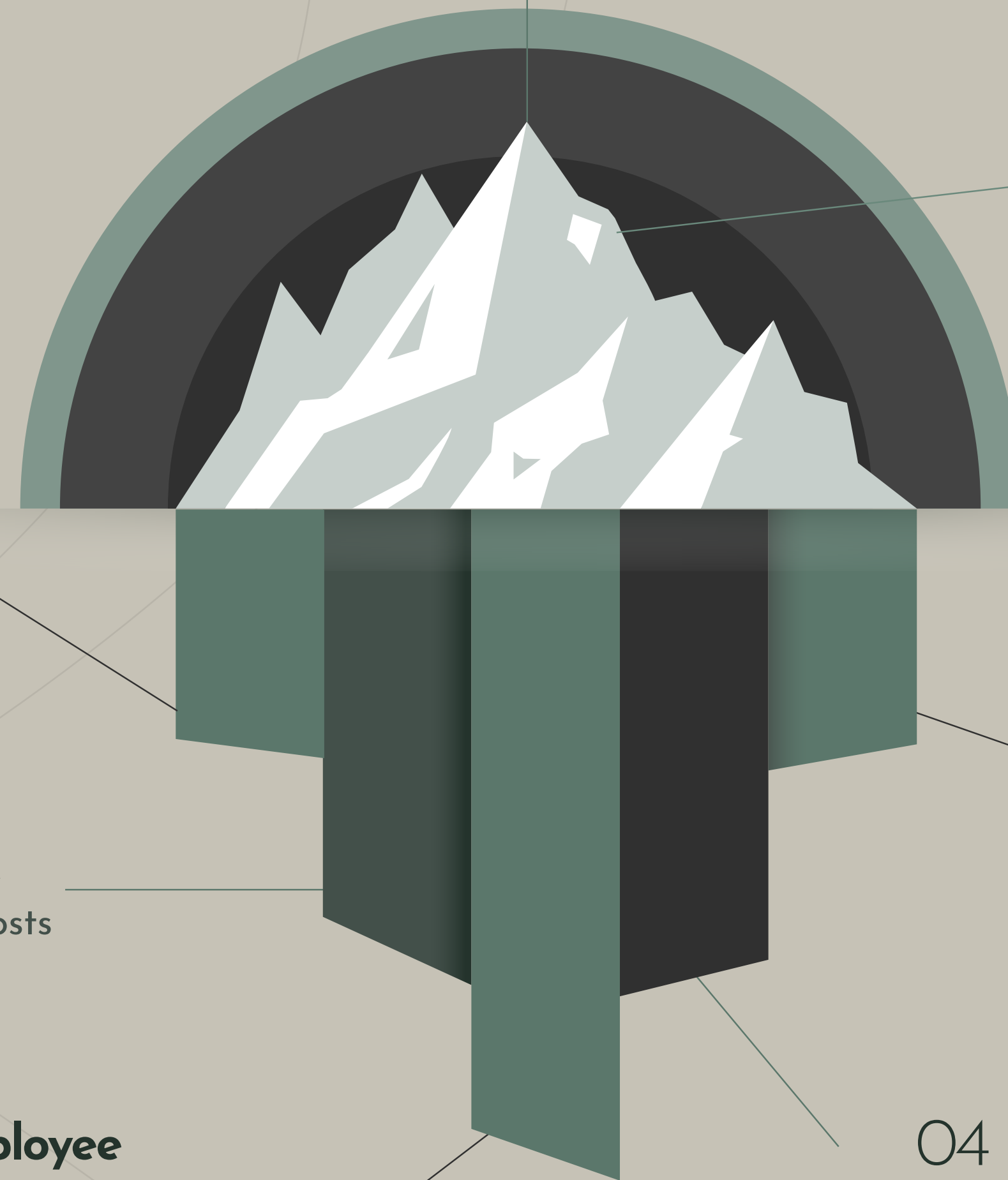
Positive culture and committed teams
↳ Gallup: Engaged employees are %21 more productive and %43 less likely to leave.

05 Loyalty

Strong, lasting relationships
↳ Loyalty builds trust, retention, and sustainable advantage.

04 Engaged Customer

Customers who feel valued and understood
↳ Gallup: Engaged employees create loyal, repeat customers.



YOUR CHALLENGES & OPPORTUNITIES

01 High Turnover & Talent Drain

- ✓ Strong engagement strategies reduce turnover by %43.
- ✓ Retaining top talent fuels continuity, loyalty, and innovation.

02 Lack of Succession & Leadership Gaps

- ✓ Succession planning builds leadership pipelines.
- ✓ Future-ready leaders secure stability and long-term resilience.

05

Resistance to Transformation

- ✓ Companies that invest in leadership are 2.4x more likely to hit performance targets.
- ✓ Strong leaders inspire engagement, transformation, and sustainable growth

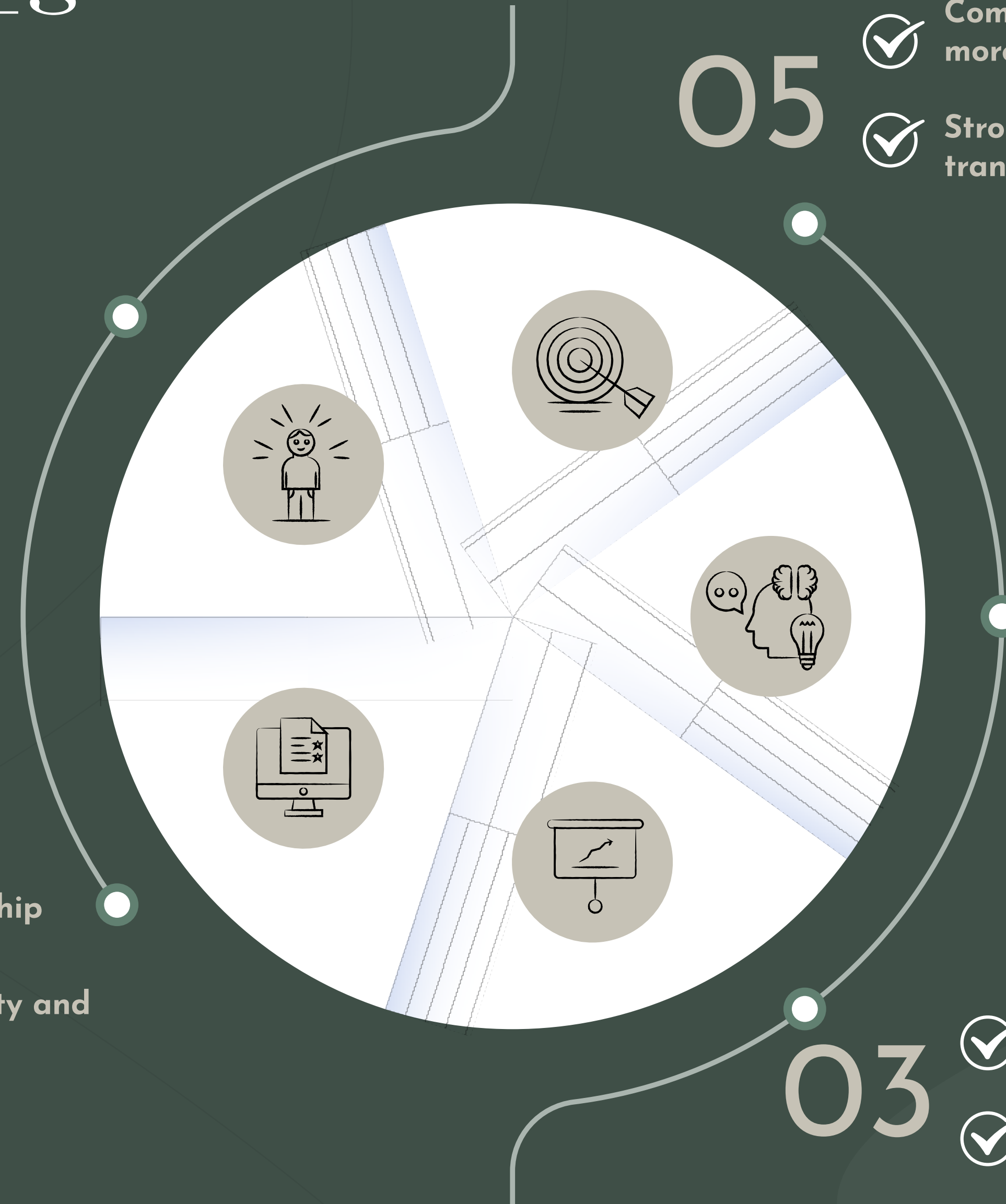
04 Productivity & Engagement Crisis

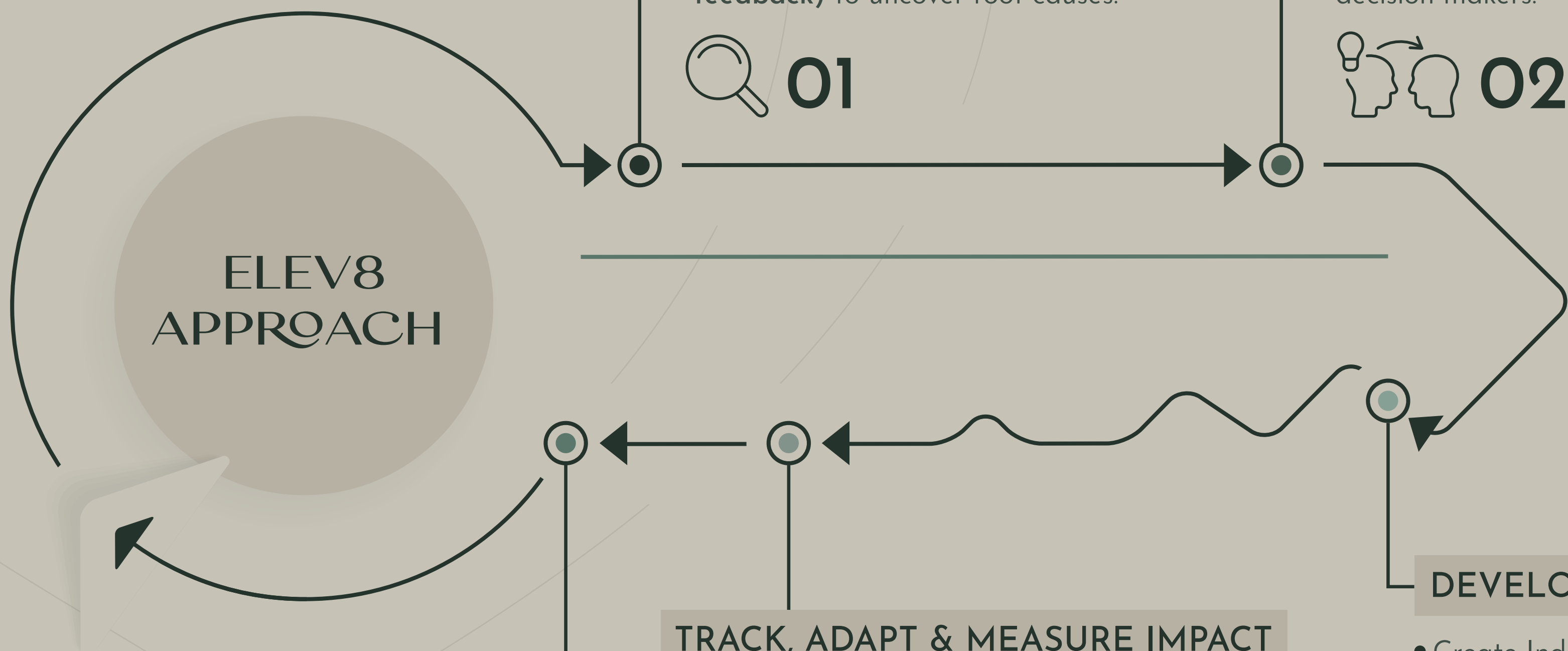
- ✓ Engaged teams deliver %21 higher profitability.
- ✓ A culture of trust and purpose unlocks performance.

Leadership Growth & Development

03

- ✓ With leadership alignment, success rates triple.
- ✓ Employees connected to purpose accelerate innovation and execution.





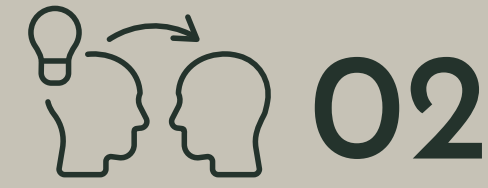
DIAGNOSE & UNDERSTAND

- Deep dive into **organizational challenges**, culture, and goals.
- Use assessments (**individual & 360 feedback**) to uncover root causes.



CO-DESIGN TAILORED SOLUTIONS

- Collaborate with leadership to **design customized interventions**.
- Ensure alignment and sponsorship from decision-makers.



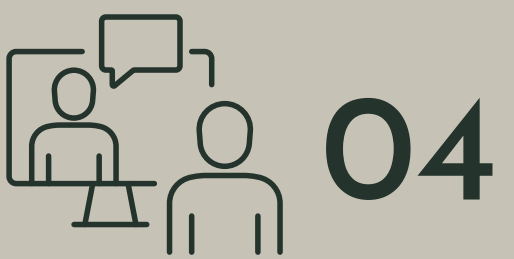
ENABLE TRANSFORMATION

- **Provide strategic advisory** on organization development, people growth, and cultural transformation.
- Support leaders in overcoming resistance and driving alignment.



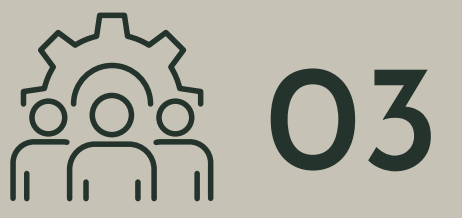
TRACK, ADAPT & MEASURE IMPACT

- Collect ongoing feedback and insights.
- **Provide consolidated reports**, highlighting progress, outcomes, and ROI.

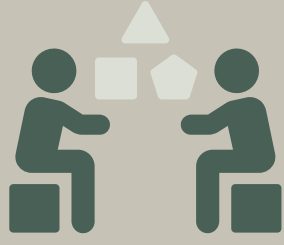

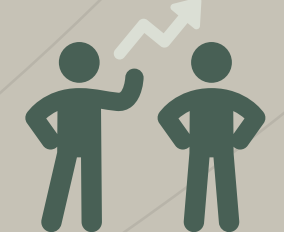




DEVELOP LEADERS & TEAMS

- Create Individual Development Plans (IDPs).
- Deliver one-on-one and team **coaching** to build capability.



SERVICES

Service Area		Core Focus	Key Outcomes
Executive & Leadership Coaching		Personalized 1-on-1 coaching for senior and mid-level leaders	<ul style="list-style-type: none">• Enhanced self-awareness and confidence• Improved leadership impact and decision-making• Greater alignment between vision and execution
Team Coaching & Collaboration Labs		Group coaching and experiential workshops to strengthen trust and synergy	<ul style="list-style-type: none">• Increased engagement and collaboration• Stronger team harmony and accountability• Elevated collective performance
Assessments & Individual Growth Plans (IGP)		Data-driven insights that turn awareness into measurable growth	<ul style="list-style-type: none">• 360°/OBA assessments• Clear, tailored IGPs with measurable milestones• Accelerated personal and professional growth
Succession Planning & Competency Frameworks		Building future-ready organizations through leadership pipelines	<ul style="list-style-type: none">• Identification of high-potential talent• Competency mapping aligned with strategy• Sustainable succession and leadership continuity
Strategic Insights & Advisory		Turning human capital data into actionable business strategy	<ul style="list-style-type: none">• Data-based strategic decisions• Advisory on culture, engagement, and performance• Informed leadership and transformation outcomes

OUR EXPERTS

Abdullah Al Jawi
GM & Co-founder



Abdullah Aljawi is a seasoned operations and technical consultant with over 15 years of experience in the automotive and logistics sectors. He is specialized in strategic planning, process optimization, and business transformation, driving operational excellence and sustainable growth across diverse business environments.

Abdullah Noor
Executive Coach



Abdullah Noor is an accomplished Saudi executive and certified Gallup Strengths Coach with over 22 years of leadership experience across business development, logistics, marketing, and culture transformation. His career spans leadership roles in Saudi Arabia, Australia, and Kuwait, giving him a unique global perspective on strategy, performance, and people development. As Executive Coach at ELEV8, Abdullah empowers leaders and organizations to achieve growth, strengthen culture, and drive sustainable transformation aligned with Vision 2030.

Robert Abbanat
Strategic Partner / Advisor



Rob is the CEO and Co-Founder of GloCoach, a pioneering platform that links leadership talent with AI-driven, human-centric talent development solutions. The vision is simple: to transform talent development and prepare people for success in a world that is increasingly integrated with artificial intelligence. He spearheaded the creation of the industry's first comprehensive platform that leverages advanced AI to improve the entire talent development lifecycle, markedly boosting both efficiency and effectiveness.

OUR EXPERTS

Rosman Mohamed

Advisor



Dato' Seri **Rosman Mohamed**, an MBA holder, is a leader in his own way. Having served in C-suite roles including as a CEO of a Malaysian Bank for more than 30 years. He has exposure at both local & international levels, working in USA, Japan, China, Australia, Saudi Arabia, India & Indonesia to name a few.

Dato' Rosman is a competent talent who flourishes at delivering results, equipped with the necessary skills of a leader, including but not limited to people management, strategic thinking & turnaround strategy.

Ali Zoabi

Advisor



With over 20 years of experience in risk management, data, and enterprise software, **Ali** has held senior roles at Equifax, Dun & Bradstreet, CreditorWatch, Arctic Intelligence, Suncorp Insurance and NSW Treasury. He specializes in credit and procurement risk, AML/CTF compliance, business development, and commercial strategy. At ELEV8, Ali advises on risk intelligence, data-driven decision-making, sales leadership, sales strategies, commercial negotiations and leadership growth to help organizations build resilience and achieve sustainable success

Feda Kujk

Project Manager



With over 15 years of experience in events management, education, consulting, and coaching, **Feda** brings extensive expertise in project execution and client relationship management. Her strong discipline, customer-centric approach, and commitment to excellence ensure that every project is delivered seamlessly, achieving outstanding results and measurable impact.

WHY US



Cultural
Alignment



Human-Centered
Approach



Aligned with
National Vision



Data-Driven
Methods



Global
Alliances



ELEVEN

OUR METHODOLOGY

At ELEV8, we believe in bringing the best of global expertise to the Middle East market. To achieve this, we collaborate with world-class partners and leverage proven tools that enhance the quality, precision, and impact of our coaching and consulting services.



ELEV8 is proud to partner with GloCoach, a global leader in technology-driven coaching solutions. Their AI-powered platform enables advanced assessments, 360° feedback, and competence mapping, ensuring every coaching journey is personalized, data-driven, and measurable.

We believe artificial intelligence
won't replace people...

But people who use AI will replace people who don't



That's why we created

The industry's first fully-integrated,
human-centric and AI-enabled
talent assessment and development
platform...

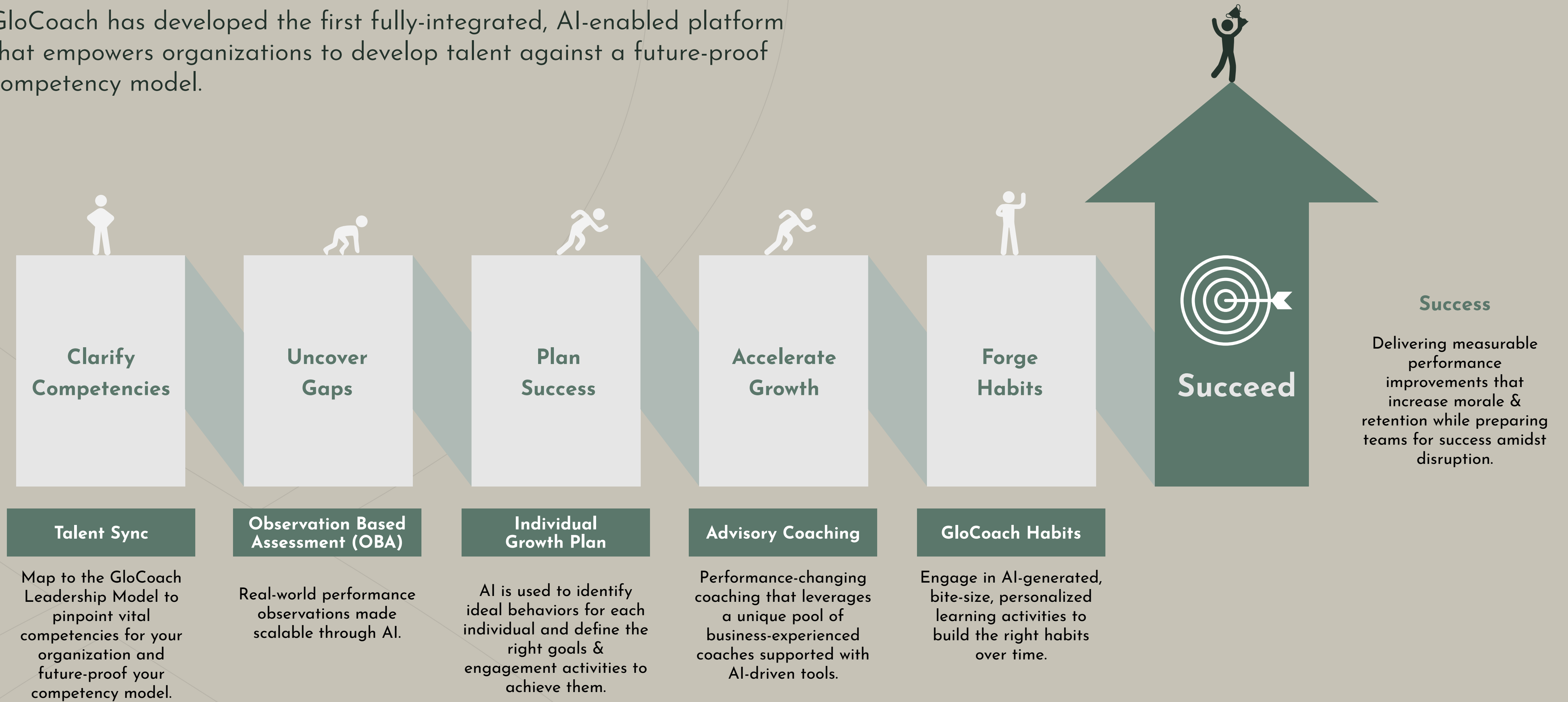
So businesses can

Enable individuals and teams to
achieve peak performance in as little as 3 months.



THE PATH TO SUCCESS

GloCoach has developed the first fully-integrated, AI-enabled platform that empowers organizations to develop talent against a future-proof competency model.

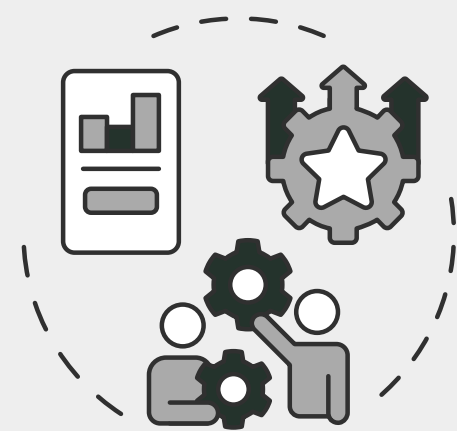


SOLUTIONS FOR LEADERS & TEAMS

The first fully integrated platform with personalized and measurable solutions to accelerate performance at scale.

Talent Assessment

- Talent Sync
- Observation Based Assessment
- Individual Growth Plans



Tools & Reports

1. Leadership Model
2. Talent Builder Matrix
3. OBA Report
4. LANCE

Talent Development



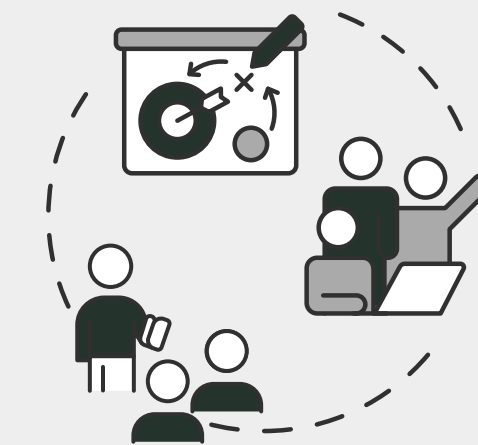
- Advisory Coaching
- GloCoach Habits

Tools & Reports

1. Business-Savvy Coaches
2. SMART Goals
3. Engagement Activities
4. PostCoach Report

Team Development

- WorkforceAnalytics
- Team Growth Plans
- Team Facilitation & Group Coaching



Tools & Reports

1. Workforce Analytics Report

OBSERVATION BASED ASSESSMENT

Integrating AI with real world, on-the-job behavior observations, uniquely gathered from the perspectives of each professional's stakeholders.

Live, Interview-Based

Rooted in live interviews, crucial insights are systematically captured in the Talent Builder Matrix (TBM) and validated by stakeholders.

Elimination of Biases

AI eliminates bias from the process of observing behaviors

Comprehensive Reporting

A detailed report is generated, highlighting each talent's distinct strengths and critical areas for growth, and briefed to key stakeholders.



WORKFORCE ANALYTICS

Revolutionizing the way organizations assess and plan their human resource strategies by leveraging AI to provide decision-makers with comprehensive, customized reports.

Team Analytics Reports

Detailed insights into leadership competencies across your team, highlighting strengths and areas for development.

Strategic Alignment

Ensures organizational goals and workforce capabilities are in harmony, driving success and growth.

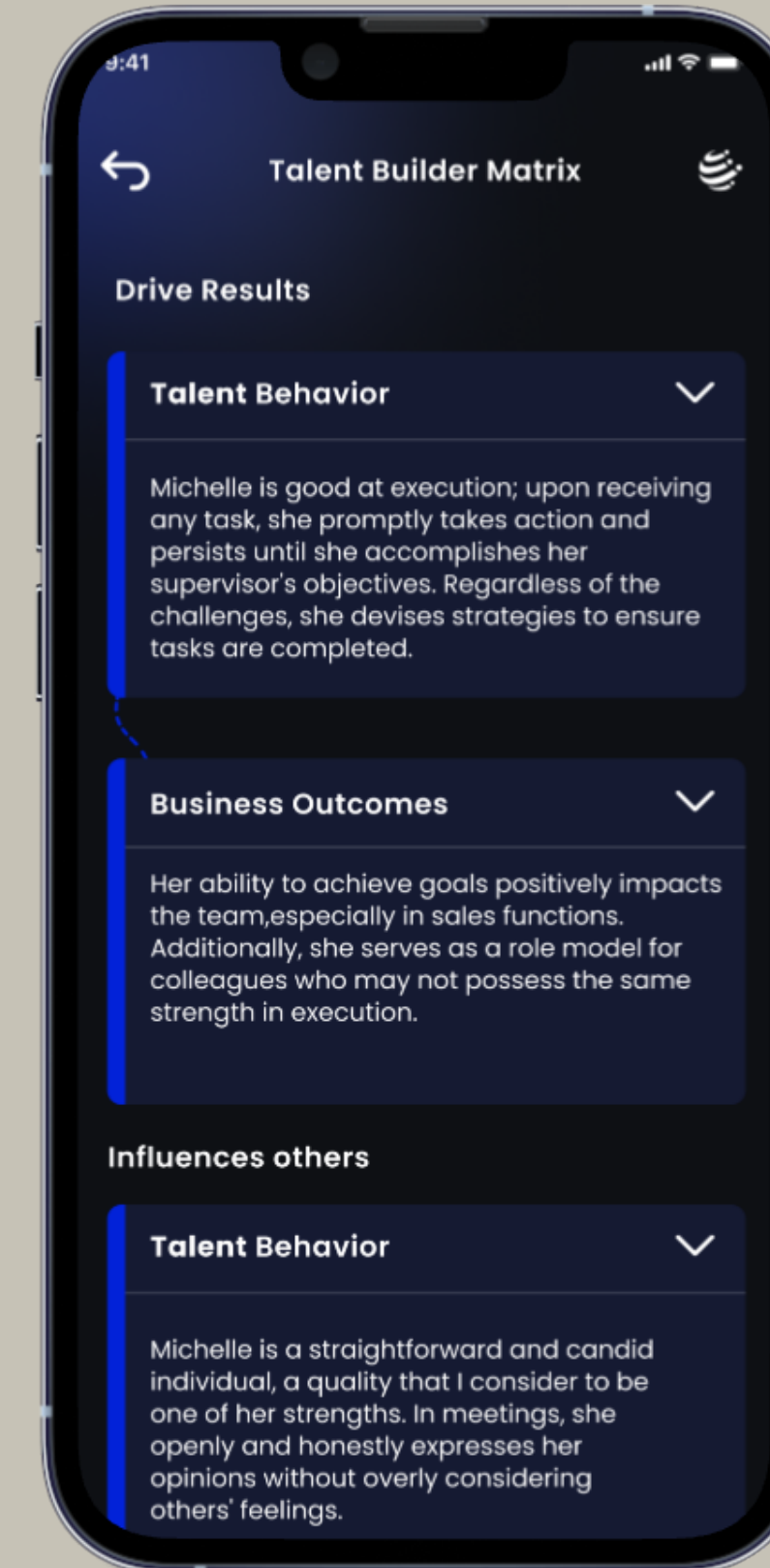
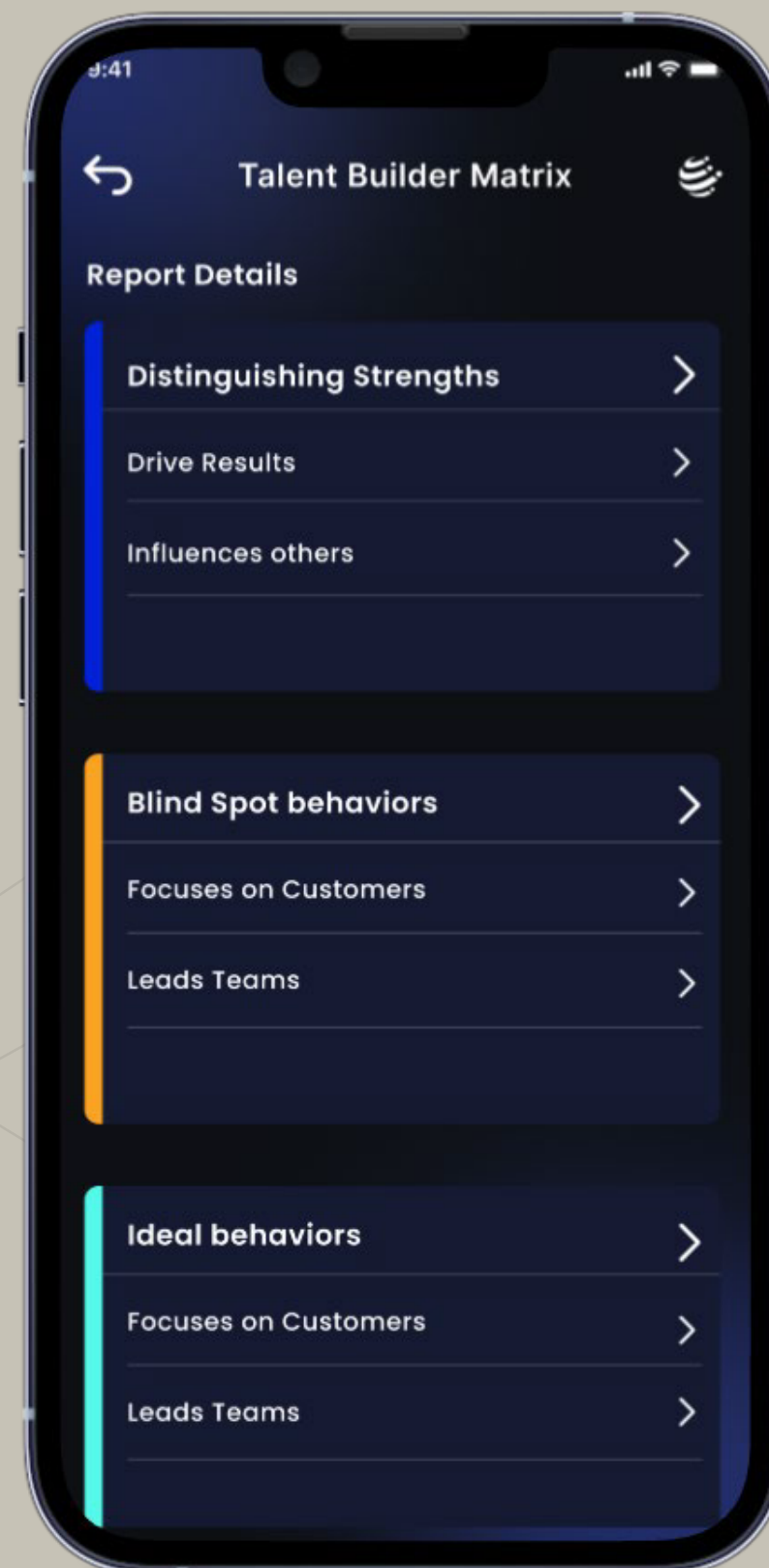
Informed Decision Making

Empowers leaders with actionable insights for informed strategic decisions.



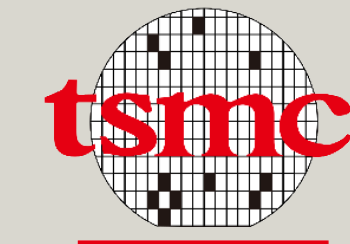
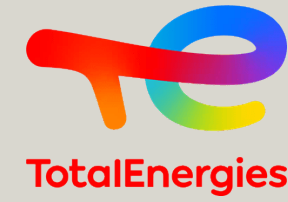
MEET LANCE

The Premier AI Consultant. Elevating the scope of GloCoach's Observation-Based Assessment to new heights, LANCE ensures comprehensive accessibility for all organizations, irrespective of budgetary constraints.



80+ ENTERPRISE CLIENTS GLOBALLY

GloCoach presently delights some of the most demanding customers.



WE
RISE
TOGETHER



CONTACT US

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