



Mastermind Coaching Programme

About Murabbi Consulting

Murabbi is a London based training and consulting company specialising in values based HR and Ethical Leadership Development.



With clients in Europe, Middle East and Asia, we combine Western research with Eastern traditional wisdoms, making our bespoke programs nuanced, authentic, culturally inclusive and appealing to a diverse audience.



Murabbi Info and Accolades

Founded in 2008/09

Award winning trainers, recognised by CIPD et al

Access to Powerful Tools
e.g. MBTI, NLP, ACL, PML, Belbin, Heartmath, BASIS etc

Consistently rated **90%+** ...in training evaluation scores in UK, Middle East & Asia

Offering over **70 programs** in HR, Leadership, Strategy and Change



Murabbi has **2 of only 25** ACL Strategic level trainers in the world

Over **100 years** Collective experience of Murabbi consultants

Multi sector experience
We have private, public and third sectors insight

Over **50 countries** and **nationalities** reached through our programs

Our trainers have worked for top firms including **Boston Consulting Group, Accenture, Ford Motors, PWC, Deloitte, Tfl, Simmons & Simmons** etc

*“A teacher answers your questions,
A Coach questions your answers”.*

What is coaching, and why do it?

Coaching is a very personal and tailored process, involving a series of one to ones, where we journey with you to discover who you are, what you want to achieve and how you can get there.

Coaching accelerates your personal growth by helping to bridge the gap between where you are now, and where you would like to be in the short, medium and long term. Having a coach is proven to be far more effective than trying to work on your personal development by yourself. A coach helps to raise your self-awareness through powerful questioning techniques so you can find clarity about what you truly desire and who you are at heart.

For many, coaching is also a process of making personal shifts and finding the right path when one is at a crossroads in one's personal or professional life. To paraphrase Albert Einstein, it takes

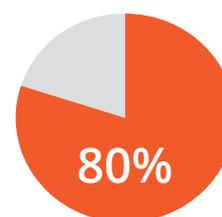
a different kind of thinking to solve a problem than the kind of thinking which produced the problem.

Coaching is also the process of helping you develop your capacity to think about things in life and work (such as day to day problems, people management, relationships, business ideas, your personal and professional future) in new and creative ways so that you can accomplish what you really want.

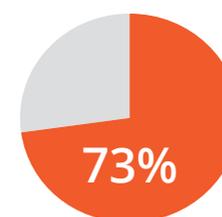
Coaching achieves this with the use of powerful tools and techniques (such as MBTI, NLP, Belbin, SWOT analysis among others) to help you uncover your own answers, gain clarity on what you want and what could be holding you back. This level of awareness and support helps you to break through any obstacles and go on to achieve your dreams.

Some of the many benefits of coaching:

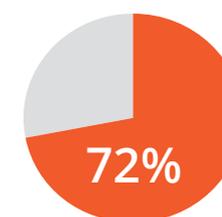
- Develops better self-awareness
- Helps improve individuals' performance/targets/goals
- Increases openness to personal learning and development
- Helps identify solutions to specific work-related issue
- Greater ownership and responsibility
- Improves specific skills or behaviour
- Greater clarity on personal objectives
- Corrects performance difficulties



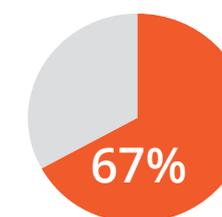
Improved Self-Confidence



Improved Relationships



Improved Communication Skills



Improved Life/Work Balance

Source: ICF Global Coaching Client Study was commissioned by the ICF but conducted independently by PwC

Why Join a Mastermind Group?

The concept of a Mastermind programme was created by Napoleon Hill around 75 years ago.

It involves creating a group designed to help you navigate through challenges using the collective intelligence of others.

A mastermind group helps you and your mastermind group members achieve success. Participants challenge each other to set powerful goals, and more importantly, to accomplish them.

Through a mastermind group process, first you create a goal, then a plan to achieve it. The group helps you with creative ideas and wise decisions-making. Then, as you begin to implement your plan, you bring both success stories and problems to the group. Success stories are applauded (loudly!), and problems are solved through peer brainstorming, shares resources and collective, creative thinking.

The benefits are:

- Mutual Support
- Differing Perspectives
- New resources
- Accountability towards goals
- Network
- Sharing contacts
- Stretch beyond personal boundaries
- Peer support

This Mastermind process will mainly be managed via a private whatsapp group, and integrated alongside your personal one-to-one sessions. There will also be some group gatherings and workshops as part of the Mastermind coaching process.

MBTI - The world's leading coaching tool

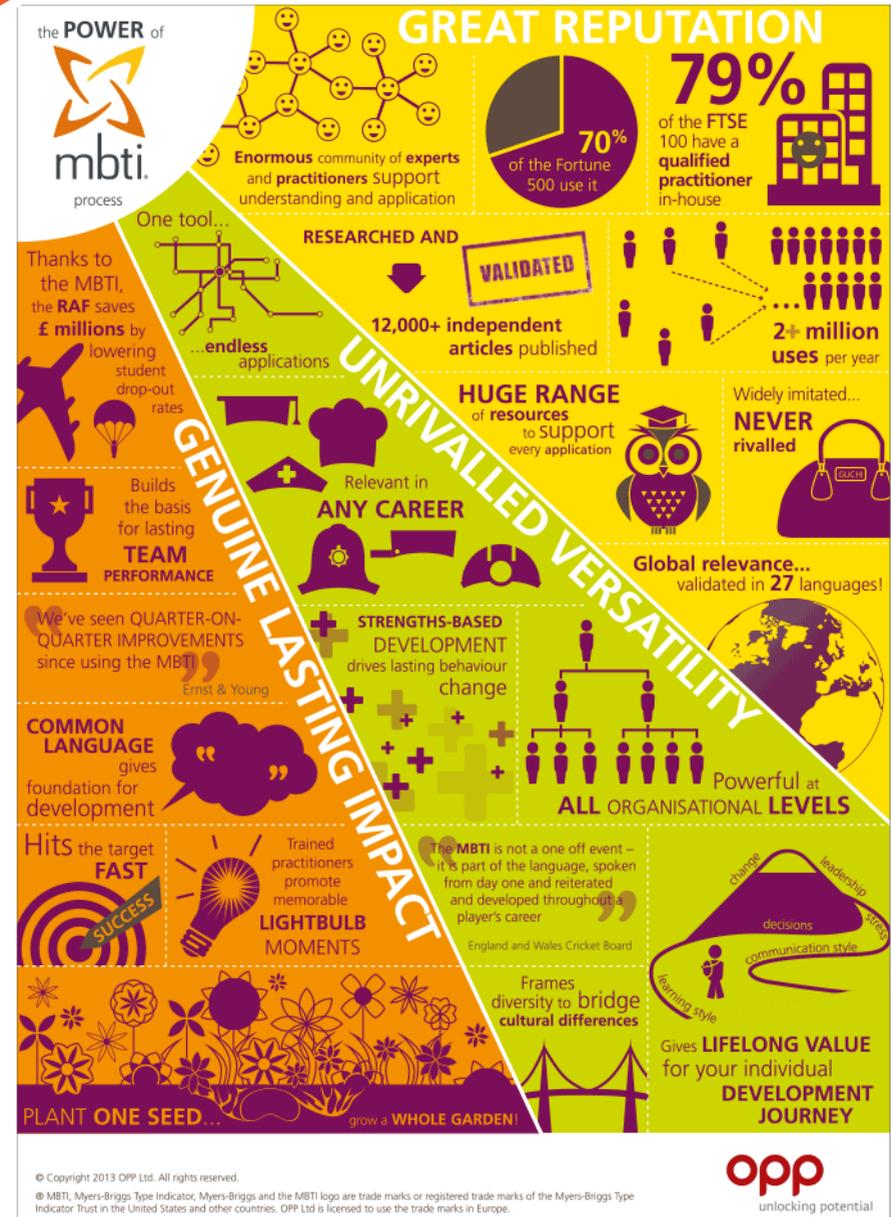
The Myers-Briggs Type Indicator (MBTI) is a questionnaire based introspective self-report indicating one's psychological preferences on how you engage with and perceive the world around you and make decisions. It is the best known and most trusted personality assessment on the market.

The MBTI was constructed by Katharine Cook Briggs (1875-1968) and her daughter Isabel Briggs Myers (1897-1980). It is based on the typological

theory proposed by renowned psychologist Carl Jung (1975-1961).

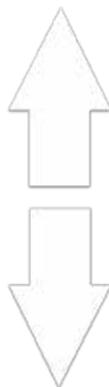
The MBTI profile reveals how we see and interact with the world, giving insight into our motivation and the motivation of others. This provides a strong foundation for personal growth and development, underpinning enhanced personal effectiveness.

The following is a useful infographic about the benefits of MBTI:



Heartmath

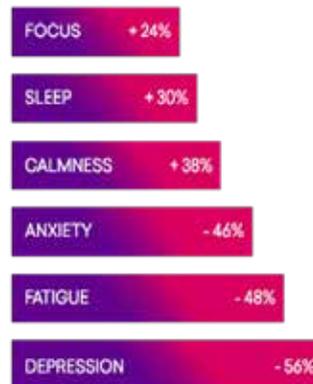
Heartmath, is a science-based technology and process for taking charge of one's life and work. It is proven to help reduce stress and anxiety by increasing inner balance and self-security. One can learn to access one's heart's intuition to become the best version of oneself more



HeartMath.

often, and see the results live on the bio-feedback screen.

Studies conducted with over 11,500 people have shown improvements in mental & emotional well-being in just 6-9 weeks using HeartMath based training and technology, as follows:



The HeartMath system provides breathing and meditative techniques, empowering people to self-regulate their emotions and behaviours to reduce stress, increase resilience, and unlock their natural intuitive guidance for making more effective

choices. This enables people to break through to greater levels of personal balance, creativity, insight and health. Over 300 peer reviewed independent studies utilizing HeartMath techniques or technologies to achieve beneficial outcomes have been published.

Other coaching tools to aid personal change

We take a comprehensive approach to coaching, and draw on a range of tried and tested tools in addition to MBTI.

These include:

- NLP – Neuro-linguistic programming is a field of psychology, which uses the power of words, tones and how our brain reacts to them in order to build a positive and productive state of being. We will use NLP exercises to help overcome psychological hang ups, create goals, improve communication with others, enhance emotional intelligence, aid stress management, and discover how to live a more rewarding life.
- Wheel of Life – This is a powerful coaching tool mapping ones priorities and rating how well they are going. It allows one to hone in on what they should work on in the immediate term.
- Belbin – Meredith Belbin's renowned team assessment survey will be used to reveal how you work with other people, providing useful insights on how best you can engage with others in your personal and professional journey.
- SWOT – The traditional analysis of ones strengths-weaknesses-opportunities-threats remains a useful exercise which we will use to enhance self awareness.

The Coaches

Nabeel Al-Azami

**BSc | MSc | ACL accred | NLP Prac
MBTI Prac | CIPD Assoc**



Nabeel Al-Azami is a founding director of Murabbi Consulting which specializes in values-based HR & ethical leadership development. He is a senior HR specialist, an executive coach (NLP & MBTI practitioner) and Adair Accredited Leadership trainer, who won the Chairman's Leadership award two years in a row (2007 & 2008), while working at one of the world's largest automobile firms. He has also been a finalist for the CIPD 'HR Professional of the Year 2015 and led a global department to win 'HR Team of the Year 2015'.

He has a long track record of coaching and developing professionals and leaders across different sectors, including entrepreneurs, professionals in large firms, SMEs, charities and leaders in the humanitarian world.

Nabeel has been listed as a leading global leadership trainer by the OIC's International Development Bank (IDB) where he has been a regular guest leadership trainer since 2010. He has also been endorsed as a leadership protégé by Prof. John Adair – the world's first leadership professor.

In his HR profession his roles spanned areas such as talent management, performance, business partnering, leadership development, values alignment, conflict resolution, and employment law.

He has been recognized for his strong track record of delivering results. For example, he lifted a major private sector client's diversity audit ratings significantly, and helped increase staff engagement scores even during the recession, when scores expected to drop, hence gaining senior management recognition. For a major global third sector organization that was struggling with disputes and under performance, he was able to reverse the trends going from four tribunals at one time to zero tribunals maintained for over four years.

He also built a performance culture by tripling appraisal submissions rates from 30% to 90%, and within three years the organization doubled in size financially from 90 to 180 million pounds.

Having completed his Bachelor's degree in Management and his Masters in HRM from the University of Manchester (incl. Manchester Business School), he went on to professionally qualify from the Chartered Institute of Personnel & Development (CIPD), having integrated a global body of management knowledge, drawn from the East and West, into his postgraduate research which was viewed as pioneering. He is also a certified practitioner of Neuro-Linguistic Programming (NLP), from The NLP School in London. In recent years he has focused his work on 'Leadership & Ethics'.

He has been invited to noted platforms to present on this area such as the CHS Alliance Humanitarian HR Conference in Malaysia, the Relationship Thinking Conference at Cambridge University, the Islamic Finance Leadership Program in Markfield Institute (Leicester, UK), and the INGO Learning Forum in London organised by Oxfam and Syracuse University (NYC).

Nabeel is a senior member of several community organizations, where he is engaged in HR & leadership development work. This includes his role guiding global HR strategy at IR Worldwide (a DEC charity). In addition he is currently authoring several forthcoming publications on Leadership and People Management, written for a global multicultural audience.

The Coaches

Junaid Ahmed

**Bsc | Exec MBA | Chartered MCIPD / ACL
MBTI Prac | Change Mgt Prac (APMG)
Prince 2 | MBTI Prac**



Junaid Ahmed is a Partner and Director of Murabbi Consulting leading the Organisational Development and Corporate Strategy aspect of the company. He is a senior management professional specialising in leadership development, HR, strategy, business, and community development. After his BSc, he completed his Executive MBA – being awarded distinction for his work on Organisational Development and Performance Management. He is a professional member of the CIPD, Prince II qualified Practitioner, and an Adair Accredited Leadership expert, listed as a global leadership trainer by OIC’s International Development Bank (IDB).

Professionally he has almost 15 years of senior management, leadership and training experience having worked in various capacities within private, public and the voluntary sector. He has been engaged in HR consultancy and delivering capacity building and leadership and management programmes to organisations of all size in various countries, particularly in Europe, Asia and the Middle-East. More recently he has been leading HR and corporate services functions within major international development agencies in the UK.

He is a qualified change practitioner, with experience in designing, developing and delivering Change Management and Org Transformation programmes in line with companies people agenda continuous improvement initiatives.

Previously Junaid has led and delivered a unique faith based local government project to help transform educational attainment levels amongst pupil in mainstream educational institutions – his effective and highly successful work played a pivotal role in earning the local authority its ‘beacon status’ as an example of unique, innovative and highly successful programme. He has also worked on central government funded regeneration initiatives where he engaged in delivering capacity building and network management programmes to third sector organisations.

He has considerable business and executive experience having directorships on the boards of several SMEs within the health and fitness, media and publication, and the food retail industry.

Junaid have been involved in executive coaching and mentoring staff at all levels (incl CEOs) and from diverse backgrounds (both formally and informally). As an MBTI practitioner, he brings a wide range of experience, credibility and influence - this allows him to engage with a greater level of impact with managers and senior leaders during both, one to one coaching, as well as facilitating workshops.

He has enormous interest and passion in the field of people and organisational development. He has served on boards of trustees in various organisations including Citizens UK (a powerful grassroots charity working for social, economic and environmental justice) and other major community and educational institutions in the UK.

Structure of the Coaching Journey

The coaching journey begins with an induction coaching session which explores your story and begins to tease out your values and dreams. This build onto the discovery phase which reveals your MBTI and other personality assessment results to provide deep self awareness and scientific insight. The exploration phase follows, where the coach journeys with you to experiment with new ways of thinking, working, and being. A group session is then facilitated

to allow peer learning on common areas of interest and development emerging from the initial one-to-ones, followed by a final one-to-one to crystallise your development direction, and empower you to manage your ongoing learning and development hereon. The journey ends with a special VIP session with leaders and experts to discuss the amazing possibilities that are before you as you spread your wings and fly.



→ Ongoing Access to Mastermind Discussion Forum →

Your Investment

Some of the most accomplished people in the world have had coaches from the former US President Bill Clinton to Oprah Winfrey. They all invested in their development. They also realised you cant put a price on personal development. Hence top leaders and entrepreneurs will spend significant amounts often anywhere between £15,000 to £50,000 per year on their self development.

Ask yourself how much do you invest in your development every year?

The standard professional coaching rate in the UK is £200-300 per hour. This may seem high, but the value of a powerful conversation with a skilled coach that could change your life and prospects is far greater. At Murabbi we pride ourselves at offering world class development at very accessible rates. Hence our standard rate is only £150-200 per hour. However we have designed this program to be even more affordable for you, as per the below:

Program Elements and Standard Value

- Four 1-to-1 Coaching Sessions - £600
- A Group Coaching Workshop - £200
- Wisdom and Tea (with VIPs) - £200
- Access to Mastermind programme - £200

(TOTAL VALUE: £1200)

50% offer - For limited time only.

On top of our very competitive rate, we are offering over **50% off**, hence **only £594, or £99 per month for 6 months.**

Only 10 spots are available on this exclusive Mastermind Coaching Programme.

Fee: £99/month

To reserve your spot email: tanim@murabbi.com

Cohorts starting every Summer and Winter

Tell us what you would like to achieve and...
...Discover How Far We Can Take You...



info@murabbi.com
www.murabbi.com