QUANTARA AI

Bridging intelligence, Accelerating growth

CORPORATE LEARNING

Corporate Training & Development

Digital Transformation, AI & Entrepreneurship

Practical programmes that connect strategy, people, processes and technology with everyday business work.

48	08	EN / AR
Programmes	Training areas	Delivery languages

EXPLORE THE PORTFOLIO

Build capability. Create lasting change.

A connected portfolio for organisations, leaders, teams and founders.
Choose a focused workshop or combine programmes into a learning journey.

48 PROGRAMMES ACROSS EIGHT TRAINING AREAS

01	Digital Transformation, Strategy & Frameworks	7 programmes	03
02	Artificial Intelligence & Intelligent Automation	7 programmes	04
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English or Arabic

Corporate workshops | Practical labs | Mentoring

TRAINING AREA 01 / 08

Digital Transformation, Strategy & Frameworks

Connect strategic ambition with practical transformation. Explore structured frameworks, assess organisational readiness, prioritise investment, and translate opportunities into coordinated roadmaps with clear ownership and measurable business outcomes.

FOR Business leaders / Transformation managers / Operations directors / Project sponsors

01 Digital Transformation Fundamentals

Understand how digital transformation reshapes customer value, operations, and organisational capabilities, and identify opportunities across people, processes, data, technology, and culture.

02 Digital Transformation Frameworks & Methodologies

Apply practical transformation frameworks to structure discovery, analyse current capabilities, prioritise initiatives, and connect strategy, execution, adoption, and measurement within a coherent approach.

03 Digital Maturity & Transformation Readiness Assessment

Assess organisational maturity across people, processes, technology, data, and governance; identify capability gaps and define readiness priorities for a proposed transformation initiative.

04 Digital Strategy & Transformation Roadmap Development

Translate business goals into a digital strategy and phased roadmap, with prioritised initiatives, accountable owners, dependencies, resource considerations, and meaningful progress measures.

05 Business Model & Operating Model Transformation

Explore how digital capabilities can reshape value propositions, revenue logic, roles, processes, and service delivery, then outline a practical future operating model.

06 Building the Business Case for Digital Transformation

Develop a structured transformation business case by defining the problem, comparing options, testing assumptions, estimating benefits and costs, and establishing evaluation criteria.

07 Digital Transformation Governance & Benefits Management

Design governance routines that clarify sponsorship, accountability, decision rights, and escalation, while tracking adoption, delivery progress, expected benefits, and emerging implementation issues.

LEARNING OUTPUTS

- Assess transformation readiness
- Prioritise a transformation roadmap
- Define ownership and success measures

TRAINING AREA 02 / 08

Artificial Intelligence & Intelligent Automation

Build confidence in applying AI to business work. Connect practical experimentation with use-case selection, workflow design, output evaluation, and human oversight to support purposeful adoption across teams.

FOR Business leaders / Department managers / Operations teams / Digital champions

08 AI Fundamentals for Business Professionals

Develop a practical understanding of AI capabilities, limitations, and business applications, and learn to recognise suitable tasks, necessary inputs, and useful evaluation questions.

09 Generative AI, Prompting & Everyday Productivity

Use structured prompts to support writing, summarisation, planning, analysis, and communication, while practising source checks, iteration, and review within approved workplace tools.

10 AI Strategy & Adoption for Business Leaders

Shape an AI adoption approach that links business objectives with capability development, use-case selection, sponsorship, workforce involvement, governance, and a manageable implementation roadmap.

11 AI Use-Case Discovery & Prioritisation

Identify AI opportunities in everyday work and prioritise them using business value, feasibility, data readiness, complexity, and clearly defined pilot objectives and measures.

12 AI for Customer Experience & Service Operations

Explore AI-assisted responses, case summaries, knowledge support, quality review, and feedback analysis, with practical exercises that emphasise accuracy, service context, and employee judgement.

13 AI Agents & Workflow Automation for Business Teams

Map business workflows and explore how AI agents can support tasks, approvals, and handovers, with clear boundaries, exception handling, monitoring, and human intervention.

14 Responsible AI Use & Human Oversight at Work

Establish practical habits for reviewing AI outputs, handling information within company policies, recognising uncertainty, and assigning human responsibility for consequential workplace decisions.

LEARNING OUTPUTS

- Prioritise relevant AI use cases
- Design and evaluate assisted workflows
- Define human review and escalation

TRAINING AREA 03 / 08 | PART 1 OF 2

Entrepreneurship & Startup Development

Turn an early business idea into a structured venture proposition. Explore customer evidence, business models, product priorities, commercial planning, and founder execution through practical exercises and focused mentoring.

FOR Aspiring entrepreneurs / Startup founders / Incubator participants / Early-stage teams

15 Entrepreneurship Fundamentals & the Founder Mindset

Explore the responsibilities and decisions of entrepreneurship, develop a problem-solving mindset, and translate an initial ambition into clear assumptions, priorities, and achievable actions.

16 Customer Discovery & Business Idea Validation

Plan customer conversations and simple experiments to test problem, audience, and demand assumptions, then use the evidence to refine or reconsider a business idea.

17 Business Model Canvas & Value Proposition Design

Use the Business Model Canvas and value proposition tools to clarify customers, benefits, channels, revenue logic, key activities, resources, partners, and costs.

18 From Idea to MVP

Define a focused minimum viable product, prioritise essential features, establish learning goals, and plan iterative testing that informs the next stage of product development.

19 AI Entrepreneurship & Digital Product Development

Develop an AI-enabled venture concept by connecting a customer problem with suitable capabilities, realistic product scope, evaluation needs, and a practical route to validation.

LEARNING OUTPUTS

- Test a customer problem
- Define the value proposition
- Scope an initial product

TRAINING AREA 03 / 08 | PART 2 OF 2

Entrepreneurship & Startup Development



Move from an early venture proposition to commercial action. Develop practical approaches to market entry, B2B relationships, financial planning, investor communication, and focused founder execution.

FOR Aspiring entrepreneurs / Startup founders / Incubator participants / Early-stage teams

20 Go-to-Market Strategy & First-Customer Acquisition

Select an initial customer segment, shape an offer, test acquisition channels, and build an actionable plan for reaching, engaging, and learning from first customers.

21 B2B Sales & Partnership Development for Founders

Practise B2B discovery, offer development, proposal conversations, and partnership evaluation, with an emphasis on clear value, mutual expectations, structured follow-up, and relationship development.

22 Startup Business Planning & Financial Fundamentals

Build a practical startup plan covering objectives, revenue assumptions, operating costs, cash flow, runway, and scenarios that support informed commercial decisions and resource allocation.

23 Pitch Deck Development, Startup Storytelling & Investor Readiness

Structure a clear startup narrative and pitch deck, connect claims to evidence, explain the business model and funding needs, and prepare for investor questions.

24 Startup Mentoring & Founder Execution Programme

Work through founder priorities in structured mentoring sessions, translate goals into milestones, review assumptions and progress, and develop focused actions for the venture's next stage.

LEARNING OUTPUTS

- Plan early commercial activity
- Structure the venture story
- Set founder execution milestones

TRAINING AREA 04 / 08

Innovation, Change & Transformation Leadership

Help teams turn new ideas and transformation goals into shared action. Develop practical approaches to problem-solving, experimentation, stakeholder alignment, communication, and employee adoption through real organisational scenarios.

FOR Department heads / Change leads / Project managers / Innovation teams

25 Design Thinking & Practical Problem-Solving

Apply a human-centred problem-solving approach to understand needs, frame challenges, generate options, prototype potential solutions, and learn from feedback before committing to implementation.

26 Innovation & Intrapreneurship for Corporate Teams

Develop and evaluate new ideas within an established organisation, combining opportunity identification, experimentation, internal sponsorship, and practical planning for a small-scale innovation initiative.

27 Change Management & Employee Adoption

Plan employee adoption by assessing change impacts, involving stakeholders, communicating clearly, addressing concerns, and defining reinforcement activities that help new behaviours become everyday practice.

28 Leading Teams Through Digital & AI Transformation

Lead teams through changing roles, tools, and workflows by setting clear expectations, supporting capability development, maintaining dialogue, and establishing practical routines for adoption.

29 Stakeholder Management & Cross-Functional Collaboration

Map stakeholder interests and responsibilities, improve cross-functional communication, resolve handover challenges, and build agreements that strengthen collaboration, ownership, and progress on shared business priorities.

LEARNING OUTPUTS

- Frame and test improvement ideas
- Build stakeholder alignment
- Plan employee adoption and reinforcement

TRAINING AREA 05 / 08

Customer Experience & Service Excellence

Strengthen the everyday interactions and service processes that shape customer experience. Develop practical skills in communication, complaint resolution, journey improvement, channel consistency, and the use of customer feedback.

FOR Customer service teams / CX managers / Frontline supervisors / Complaints teams

30 Customer Service Excellence & Professional Communication

Practise listening, questioning, empathy, and clear communication across customer interactions, while managing expectations, taking ownership, and agreeing practical next steps that support consistent service.

31 Complaint Handling, De-Escalation & Service Recovery

Develop structured approaches to difficult conversations and complaints, practising de-escalation, investigation, response, escalation, and follow-up to rebuild confidence and clarify resolution responsibilities.

32 Customer Journey Mapping & Experience Improvement

Map a customer journey across touchpoints and internal handovers, identify friction and unmet needs, and prioritise experience improvements with clear owners and measures.

33 Omnichannel Customer Experience

Examine service across voice, email, chat, messaging, and other touchpoints, and design consistent communication, context sharing, ownership, and handovers throughout the customer journey.

34 Voice of the Customer & Customer Feedback Analysis

Organise customer feedback from different sources, identify recurring themes, distinguish evidence from assumptions, and translate insights into prioritised service improvements and follow-up actions.

LEARNING OUTPUTS

- Handle interactions with clarity and ownership
- Identify customer journey improvements
- Translate feedback into service actions

TRAINING AREA 06 / 08

Contact Centre Management & Service Leadership

Develop the management routines and operational structures that support effective service delivery. Explore team leadership, coaching, launch readiness, workforce planning, and provider management through practical contact centre scenarios.

FOR Contact centre managers / Team leaders / Operations heads / Service delivery managers

35 Contact Centre Management & Operational Excellence

Examine the operating model, workflows, roles, service controls, and management routines of a contact centre, and identify practical opportunities to improve coordination and delivery.

36 Supervisor & Team Leader Development

Build core supervisory skills in daily briefings, prioritisation, escalation handling, accountability, and performance conversations, supported by practical exercises and an actionable team development plan.

37 Coaching, Feedback & Employee Performance Development

Diagnose employee development needs, practise constructive feedback and coaching conversations, and create specific improvement actions with clear expectations, support, and structured follow-up.

38 Contact Centre Setup, Launch & Operational Readiness

Plan the processes, roles, channels, knowledge, training, and management controls needed for a contact centre launch, using readiness checks and clearly assigned responsibilities.

39 Workforce Planning & Capacity Management Fundamentals

Explore demand patterns, workload, staffing capacity, scheduling considerations, and service trade-offs, and use simple scenarios to identify gaps and inform practical resource decisions.

40 BPO, Outsourcing & Service Provider Performance Management

Define service expectations, governance routines, performance reviews, and escalation paths for outsourcing relationships, while examining provider accountability, operational risks, and opportunities for joint improvement.

LEARNING OUTPUTS

- Strengthen management and coaching routines
- Plan service capacity and operational readiness
- Manage provider accountability and performance

TRAINING AREA 07 / 08

Quality, Process Improvement & Performance

Build a disciplined approach to service quality and improvement. Use evidence, consistent assessment, clear documentation, and purposeful measures to investigate problems, strengthen processes, and sustain operational learning.

FOR Quality teams / Operations managers / Process owners / Service supervisors

41 Quality Assurance, Calibration & Coaching

Develop and apply quality criteria, practise consistent evaluation through calibration, and translate review findings into focused coaching, improvement actions, and follow-up discussions.

42 Root Cause Analysis & Continuous Improvement

Define an operational problem, examine available evidence, test potential causes, and plan corrective actions with ownership and measures that support learning and continued improvement.

43 Service KPIs, SLAs & Performance Management

Choose and interpret service indicators, clarify definitions and targets, and design review routines that connect performance results with customer outcomes, operational decisions, and accountability.

44 SOP Development & Knowledge Management

Create clear procedures and knowledge articles that support everyday work, with practical guidance on structure, usability, ownership, review cycles, and controlled content updates.

45 Service Process Mapping & Improvement

Map service activities and handovers, identify delays, rework, and bottlenecks, and design an improved process with defined roles, decision points, and measures.

LEARNING OUTPUTS

- Calibrate quality and performance reviews
- Investigate causes and prioritise improvements
- Create usable procedures and controls

TRAINING AREA 08 / 08

CRM Adoption, Digital Enablement & Business Analytics

Help employees use business systems and information with greater confidence. Connect CRM workflows, internal enablement, and dashboard interpretation to the practical decisions and tasks required in daily work.

FOR CRM users / Sales and service teams / Internal trainers / Business managers

46 **Salesforce & CRM Adoption for Business Users**

Practise the client's configured CRM workflows for customer records, leads, opportunities, activities, or service cases, with attention to useful information, consistency, and daily adoption.

47 **CRM Champions & Internal Trainer Enablement**

Prepare internal champions and trainers to explain CRM workflows, facilitate practical exercises, support colleagues, gather feedback, and reinforce consistent system use across teams.

48 **Data-Driven Decision-Making & Dashboard Interpretation for Managers**

Interpret business dashboards, examine data quality and metric definitions, ask better analytical questions, and translate performance patterns into evidence-informed management actions and follow-up.

LEARNING OUTPUTS

- Complete role-specific CRM workflows
- Equip internal champions to support adoption
- Turn dashboard insights into actions

DESIGNED AROUND YOUR TEAM

Turn learning into practical action.

Programmes are tailored to the audience, sector and business priorities.
Combine focused teaching with practical exercises, useful tools and clear next steps.

01 **Understand the need**
Clarify the audience, business challenge, existing capabilities and desired learning outcomes.

02 **Tailor the programme**
Adapt examples, case studies and exercises to the roles, workflows and context of the participants.

03 **Practise and apply**
Use guided activities, simulations, role plays or hands-on labs to build practical capability.

04 **Carry learning forward**
Provide useful templates, action plans and agreed follow-up activities that support application at work.

PROGRAMME LEAD

Ahmed Zoher

Founder & CEO, Quantara AI

MBA in Digital Transformation with AI. Selected startup mentor.
Experience across customer operations, service leadership and digital transformation.

LET'S SHAPE YOUR LEARNING PROGRAMME

support@quantaraai.ae
+971 52 233 1516
quantaraai.ae