Values... Knowledge... Skills
قيمة .. معرفة .. مهارات
Values... Knowledge... Skills
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A small group of individuals with a shared vision…
Different professional backgrounds, Different experiences,
Different personalities,
Different in everything, Except for one…
The passion for change

People and Corporates invest heavily in training
But rarely anything change
So where did it go wrong?
It is the inner power which was not invoked…

We realized that before we attain the skills of communicating with “others”
We need to learn what “others” mean
Before we build the power to convince
We need to build the “spirit” we need when convinced
Before we learn to commit to organizational success
We need to understand what unleashes the power to “commit”

Learning to present is not learning to empathize
Learning to sell is not learning to help
Motivation is not raising people’s enthusiasm
to achieve organizational goals
It is appreciating, trust & sharing

In human empowerment we can’t walk backwards
starting with knowledge and skill
It all starts from down deep inside us…
From the human Belief System!
From this vision, this personal mission, and from this group
commitment, the decision was formed…
To establish Masar
Different.. in everything..
Except one...
Passion for change...
We established ‘Masar’ because...
We appreciate the role of organizations and business entities in the progress of nations.
We believe that modern governments are no longer solely responsible for the development, but rather with placing laws and regulations.
We value the influence of markets in building the present and defining the future. However, we also acknowledge their potential to demolish.
We believe that strong nations are founded on strong markets and strong markets are established through empowered people.
We understand that effective training develops people at a vocational, knowledge and value level.
This marked the launch of ‘Masar Center for Training and Development’ to empower people to develop their nations.

We established ‘Masar’ because...
We realize that there is a big gap and a recognizable lack of harmony between the requirements of the economy in general, and the labor market in particular on one side, and the outputs of traditional education commonly found in schools, colleges and universities on the other side, as the economy and the market are evolving much more rapidly than the progress of education in existing academic institutions.
With this vision we established ‘Masar Center for Training and Development’ to contribute to bridging the gap and to restore the missing harmony.

لماذا مسار؟
Why Masar?

أُنشئنا مسار لأننا أدركنا أهمية المؤسسات والشركات في بناء الأوطان وتطويرها، وعرفنا أن الحكومات الحديثة لم تعد هي المعنيَّة الأولى بعملية البناء بل مهمتها التنظيم والتقنين، وأن الأسواق هي محور البناء في الحاضر والمستقبل، وهي محور الهدف كذلك. ولا تُبنى أوطان قويَّة إلا بأسواق قويَّة، ولا أسواق قويَّة إلا بشركات قويَّة، ولا شركات قويَّة إلا الإنسان قوي، والتدريب الفعال بني الإنسان حرفيًا ومعنويًا وقيمًا. من هنا انطلقتنا نحو تدشين مؤسستنا التدريبية "مركز مسار للتدريب والتطوير"، لكي تمكن الإنسان من بناء الأوطان.

أُنشئنا مسار لأننا أدركنا بأن هناك فجوة كبيرة بين متطلبات الاقتصاد بشكل عام وسوق العمل بشكل خاص من جهة وبين مخرجات التعليم التقليدي من المدارس والمعاهد والجامعات من جهة أخرى، وهناك غياب واضح للانسجام والموازاة بينهما، فالاقتصاد والسوق يتطوران ويتقدمان بسرعة أكبر بكثير من تطور وتقدم مناهج التعليم في المؤسسات الأكاديمية. بهذه الرؤية أُنشئنا "مسار للتدريب والتطوير" للمساهمة في تحسين تلك الفجوة قدر الإمكان ولإعادة حالة الانسجام والموازاة.
Effective training develops people at a vocational, knowledge and value levels.
We established ‘Masar’ because...
We believe that the training process is not a passing event in the scientific and professional journey of humans nor it is an urgent need imposed on us by the market from time to time due to a sudden discovery of knowledge gap. The process of effective training is a journey of knowledge. It is consecutive and cumulative. It is a path planned with skills and professionalism, with a pre-determined speed and direction where the destination is known from the beginning. Like a train journeying on its set track (rail) where it passes by preset stations all the way to its final destination. This is the secret behind the meaning of our name "Masar"; “Track”.

We established ‘Masar’ because...
We know that any effective training must be based on a three-dimensional path; Knowledge, skills and values. No dimension can fully exist without the others, as these three dimensions constitute pillars of the human empowerment process. Any training process without the three dimensions is considered incomplete and will not achieve its goals. Therefore, the strategic plan of ‘Masar’ is based on these three pillars to ensure the quality and wholesomeness of trainings.

Anشأنا مسار لألّننا.
تؤمن بأن عملية التدريب ليست حدثاً عابراً للرحلة الإنسان العلمية والعملية، ولا هي حاجة طارئة تفرضها علينا السوق من وقت لآخر، ولا هي ثورة معرفية تكشفها فجأة فنسناها بدورها من هنا وورشة من هناك... فعملية التدريب الفعالة عبارة عن رحلة معرفية، متتالية ومتراكمة، ومسار مخطّط له بمهرة وحرفية، مُحدّد السرعة والاتجاه، معروف منذ بدايته، تماماً كالقطار الذي يسير على مسار (سكّة) محدد له سلفاً ليمر بكل محطاته القروية وصولاً لتحطته النهائية. وهذا سّر اسمنا "مسار".

Anشأنا مسار لألّننا.
نعلم بأنّ أيّ رحلة تدريب فعالة لا بدّ وأنّ تعتمد مساراً ثلاثةً للأبعاد؛ معرفة ومهارات وقيم، لا يُستغني أيّ بُعد عن الآخر الآخر، ولا يتكامل إلاّ به، حيث تشكّل هذه الأبعاد الثلاثة جوهر عملية البيان والتمكين، وأنّ أي عملية تدريب دون ذلك تُعتبر فاصلة ولن تحقق أهدافها. فالتمكّن من الخطّة الإستراتيجية تأسس "مركز مسار للتدريب والتطوير" هذه الأبعاد الثلاثة لضمان جودة التدريب.
Effective training is a three-dimensional path; Knowledge, skills and values..
Our Mission

Through our commitment to our national and humanitarian role, we aim to stimulate the creativity of the trainee, promote the principle of free thinking and invest the best of human knowledge to take part in developing a leading knowledge-based society in a professional environment.

Our Vision

To contribute to building human capacities on the basis of knowledge and values. To accumulate their knowledge, kindle their strengths and cultivate their talents. To enable them to perform their role in the development of their nation.
We aim to stimulate the creativity of the trainee, promote the principle of free thinking.
Our Goals

1. Provide training and consultancy to individuals and organizations through employing a hybrid of modern science and human values.

2. Develop modern training programs to meet the needs of the individuals and organizations and conduct periodic studies to identify knowledge and skills required by the market.

3. Develop and implement innovative training methods that ignite the capabilities of trainees, rendering them core to the training process.

4. Provide consultancy and special training opportunities to trainees who have not obtained academic credentials, in order to qualify them for the labor market and to direct them towards choosing their new roles in the development of their community.

5. Communicate with the public and private sector to study their training needs and develop compatible training programs to fulfill their needs.

1. تقديم استشارات تدريبية للمؤسسات والهيئات والأفراد بالاستفادة من موافقة العلوم الحديثة مع منظومة القيم الإنسانية المشتركة.

2. إعداد وتطوير برامج تدريب حديثة لتلبية حاجات المؤسسات والهيئات والأفراد، وإجراء دراسات دورية منتظمة للعثور على أنواع المعارف المهارات المطلوبة.

3. اعتماد وتطوير طرق وآليات للتدريب، خلاقة ومبتكرة، تكشف عن القدرات الذاتية للمتدرب، وتجعل منه محوراً أساسياً في العملية التدريبية.

4. تقديم استشارات وتوفير فرص تدريب خاصة للمتدربين الذين لم يحصلوا على شهادات أكاديمية، وذلك لتأهيلهم للسوق العمل، ولتوجيههم نحو اختيار مواقعهم وأدوارهم الجديدة بناء المجتمع.

5. التواصل مع مؤسسات القطاع العام والخاص لدراسة حاجاتهم للتدريب، وتطوير برامج خاصة تتلاءم مع تلك الحاجات.
Delivering customized consulting and training services by employing modern sciences and invoking the human belief system.
What sets us apart?

1. Kindling core human values inside trainees and channeling them towards building of knowledge and the development of individual and institutional skills.

2. Strengthening trainees’ spirit of initiation, sense of responsibility, discipline, and instilling in them the principles of cooperation and collaboration. Also, strengthening competence and confidence towards achieving personal and corporate goals.

3. Adopting measurable outputs of recognizable quality that are in accordance with international standards of excellence, and developing mechanisms to assess the impact of programs on the progress of trainees.

4. Establishing strategic partnerships with leading training providers worldwide to keep up with the latest programs and mechanisms for training and development.

5. Relying on professional and highly qualified trainers with professional and humanistic approach.

6. Attracting pioneers of knowledge and creativity from all over the world to harness their thoughts and experiences towards enriching the knowledge in the community.

What sets us apart:

1. Tapping the human values of trainees and channeling them towards building of knowledge and the development of individual and institutional skills.

2. Strengthening trainees’ spirit of initiation, sense of responsibility, discipline, and instilling in them the principles of cooperation and collaboration. Also, strengthening competence and confidence towards achieving personal and corporate goals.

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5. Relying on professional and highly qualified trainers with professional and humanistic approach.

6. Attracting pioneers of knowledge and creativity from all over the world to harness their thoughts and experiences towards enriching the knowledge in the community.
Kindling core human values and channeling them towards building individual and institutional capabilities.
Billions and billions of dollars are spent every year on training, yet, management are less impressed with the impact of this training investment on their employees, and even lesser impressed with overall impact of training on the whole organization. Common organizational challenges such as inability to manage change, inability to work cooperatively, poor interpersonal relations, lack of motivation for learning and improving, lack of adequate self-discipline, inability to lead, and unwillingness to take initiative, are all still bold in most organizations. Masar declares that highly knowledgeable/skilled employees does not mean highly productive employees, and does not mean more successful organizations.

There are different views and perspectives on how to drive change in the organization through training strategies. One of the most critical challenge of training today is that majority of training programs/workshops work on skills and behaviors rather than what drives them. We at Masar have a different vision. We believe that for any change to be effective and long lasting, it needs to ignite change in the human Belief System, and should be in-line with the employee internal values. We, at Masar, believe that this vision is the most effective and robust one that stimulates learning and encourages change in behavior. This is Masar core strength. We work with employees to help them develop and empower their personalities to sustain deep-rooted change, to be more focused and responsible, to be proactive and creative, not just employees with more knowledge and skills. Masar training and coaching strategies help individual employees demolish the separation wall standing between themselves and the organization they work for. This is done through building a linking bridge between their personal progress and the organizational success. Only then employees would be motivated towards achieving organizational goals, and only then they can take the lead in building culture of empowerment.

Masar enjoys a unique position to provide effective successful training solutions to organizations. Masar's highly qualified multi disciplines' consultants, trainers and coaches possess the right in-depth education and wide range of experiences to deliver on all Masar promises to the local and regional markets. All Masar team spent long career years in senior management and leadership positions in reputed organizations, in both the private and public sectors. Masar has developed its own unique training formula derived from latest scientific developments in human studies. Masar formula benefited from latest trends and techniques such as management and leadership theories and researches, Emotional Intelligence, personality types, Neuro Linguistics Programming, thinking patterns, language and behavior profile (LAB), etc.

Masar recognizes that every organization is unique with special culture and unique requirements. We believe that there is no one way or one defined empowerment solution that works for all organizations. Through professional organizational consultancy, high quality training programs/workshops and coaching, Masar provides highly customized and effective solutions to address different challenges. Masar Center for Training & Development has developed five broad empowerment strategies that maybe even customized further to suit organizational requirements:

1.  
2.  
3.  
4.  
5.  

نحن مركز مسار للتدريب والتطوير لدينا فلسفة في التغيير الفردي والمؤسساتي، حيث أننا نعتقد بأن التغيير الحقيقي لا يبدأ بمراكة المعارف وتطوير المهارات، بل بدأ من الداخل، عبر تحفيز وتصحيح نظام القيم والمعتقدات الإنسانية. وذلك بعد الإيمان الصادق بالحاجة للتغيير، ما يعني أننا مركز للتدريب - علينا أن نحقق في ومبادئ الموظفين والمؤسسات لتهيئة الأرضية لذلك يمكننا من معرفة ومتابعة نحن على يقين بأن هذا هو السبيل الأمثل لإحداث تغيير جذري وحقيقي في العمل والحياة.

هذه هو حجر أساس إستراتيجية مسار للتدريب، فنحن نعمل مع المتبرعين لنساعدهم على الوصول إلى الجذور الحقيقية التي تؤدي إلى التغيير الشامل في شخصياتهم. لتمتعوا بعد ذلك بخصائص المؤلفة التالية من الاعتقاد الراشد بأهمية ذلك، وليحذروا اتأججهم في الحياة، فينعكس ذلك على روح المبادرة والإبداع لديهم، ومن ثم يتشرؤوا باللهارف ويجدوا المحارب التي تشكل سلوكهم وعاداتهم.

مركز مسار للتدريب والتطوير نعمل على ردم الفجوة التي تفصل بين طموح الوظائف الشخصي ورؤية مؤسساتهم، بتوحيد الوجهة للأفراد والإدارات ليدركوا جميعاً بأن إنجازهم الشخصي جزء لا يتجزأ من نجاح المؤسسة التي
Billions and billions of dollars are spent every year on training, yet, management are less impressed with the impact of this training investment on their employees, and even lesser impressed with overall impact of training on the whole organization. Common organizational challenges such as inability to manage change, inability to work cooperatively, poor interpersonal relations, lack of motivation for learning and improving, lack of adequate self-discipline, inability to lead, and unwillingness to take initiative, are all still bold in most organizations. Masar declares that highly knowledgeable/skilled employees does not mean highly productive employees, and does not mean more successful organizations.

There are different views and perspectives on how to drive change in the organization through training strategies. One of the most critical challenge of training today is that majority of training programs/workshops work on skills and behaviors rather than what drives them. We at Masar have a different vision. We believe that for any change to be effective and long lasting, it needs to ignite change in the human Belief System, and should be in-line with the employee internal values. We, at Masar, believe that this vision is the most effective and robust one that stimulates learning and encourages change in behavior. This is Masar core strength. We work with employees to help them develop and empower their personalities to sustain deep-rooted change, to be more focused and responsible, to be proactive and creative, not just employees with more knowledge and skills. Masar training and coaching strategies help individual employees demolish the separation wall standing between themselves and the organization they work for. This is done through building a linking bridge between their personal progress and the organizational success. Only then employees would be motivated towards achieving organizational goals, and only then they can take the lead in building culture of empowerment.

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We believe that for any change to be effective and long lasting, it needs to ignite change in the human Belief System.
Masar enjoys a unique position to provide effective organizational empowerment and only then employees would be motivated towards their personal progress and the organizational goals. This is done through building a linking bridge between themselves and the organization they work for. We believe that for any change to be successful, it needs to ignite change in the organization through training strategies. One of the most critical challenges of training today is that the majority of training programs/workshops work on skills and behaviors rather than what drives them. We at Masar have a different vision. We believe that for any change to be more successful, it needs to ignite change in the organization. Change in the organization through training strategies. One can start achieving organizational goals, and only then they can take their development and empower their personalities to sustain this long-lasting, not just employees with more deep-rooted change, to be more focused and responsible, to develop and empower their personalities to sustain this long-lasting. This is Masar core strength. We work with employees to help them develop and empower their personalities to sustain this long-lasting. We, at Masar, believe that this formula benefits from latest developments and is derived from latest scientific developments in human knowledge and skills. Masar training and coaching strategies are proactive and creative, not just with employees. We believe that every organization is unique and requires customized and effective solutions to address different challenges. Masar Center for Training & Development has successfully developed five broad empowerment strategies that maybe tailored to the specific culture and unique requirements. We believe that Masar recognizes that every organization is unique and that this requires customized and effective solutions to address different challenges. Masar has developed its own unique training formula based on the latest research, Emotional Intelligence, personality types, and behavior profiles (LAB), etc. Neuro Linguistic Programming, thinking patterns, language studies. Masar formula benefited from latest trends and developments in the field.
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التمكين من القمة إلى القاعدة

هذه الاستراتيجية تعتمد على تطبيقها على مبدأ الهرميات في المؤسسات، بمعنى أن التدريب والتمكين سيركز على الأفراد الموجودين في مواقع القيادة والإدارة، وسيتم بعدها تزويدهم بالمهارات والعناصر اللازمة ل التابعة عملية التمكين من القمة إلى القاعدة، إلى جميع المستويات في المؤسسة.

التمكين المتخصص

هذه الاستراتيجية تعتمد على إعداد برامج للتدريب والتمكين متخصصة ومخصصية لفئة مستهدفة تحددها المؤسسة بناءً على حاجاتها وأهدافها، مثل:

. السياقون: الأفراد الذين يراد إعدادهم لمنصب إداري أو قيادي عليا.
. العدّاءون: الأفراد الذين بحاجة لتغيير طبيعة وظائفهم بما يتناسب مع قدراتهم.
. الصانعون: الأفراد العاملون في الخط الأمامي.

التمكين عبر برامج تدريبية ووحدات متخصصة

من خلال هذه الاستراتيجية، بإمكان المؤسسة اختيار أي من البرامج المتاحة التي تطرحها مسار بما يحقق حاجتها التدريبية كمؤسسة، هذه البرامج بالإمكان تعديلها وتفصيلها بحسب رغبة المؤسسة وأهدافها الخاصة.

وعليه، فقد اعتمدت في مركز مسار للتدريب والتطوير، خمس استراتيجيات أساسية لتطوير المؤسسات مع إمكانية تخصيصها أكثر بما يتناسب تماماً وحاجة كل مؤسسة وهي:

التمكين من خلال التركيز على مفهوم (أو قيمة محددة) للمؤسسة

هذه الاستراتيجية تعتمد على اختيار المؤسسة المعنوية قيمة (أو مفهوم أو هدف) ذات أولوية بالنسبة لها مثل: مفهوم الالتزام بالمؤسسة، أو الشفافية، أو خدمة الزبائن، أو غيرها من القيم والمفاهيم التي ترى أنها بحاجة لعرسها في مسؤوليتها وتدريبهم عليها، وقيم مركز مسار للتدريب والتطوير بإعداد محتوى معرفي، وأدوات تدريبية لجنس هذا المفهوم لدى الموظفين بحيث يصبح هذه القيمة بمثابة هوية المؤسسة التي بها تعرف وتتميز.

التمكين من خلال التركيز على مجموعة مفاهيم (أو قيمة أو أهداف) لمجموعة من الأفراد في المؤسسة

من خلال هذه الاستراتيجية، بإمكان المؤسسة اختيار مفهوم رئيسي، أو مجموعة مفاهيم مثل: العمل كفريق، النشاط المتبادل، التحفيز الفردي والجماعي، الانضباط، وغيرها من الفئات التي تكون ذات أهمية كبيرة لمجموعة مختارة من المدارس أو الموظفين، أو تقسم من أقسام المؤسسة، وقيم مركز مسار للتدريب بتطوير محتوى معرفي، وأدوات تدريبية لجنس هذا المفهوم أو المفاهيم لدى هذه المجموعة المحددة.
Empowerment by objective for the whole organization
In this strategy, the organization may choose one valuable concept (such as loyalty to the organization, transparency, customer care, etc.) that it needs the most in order to undergo major enhancement to its culture for more effectiveness. Masar will develop the needed content and techniques to instill the particular concept to all employees, and help the organization make the concept a living culture within the whole organization.

Empowerment by objectives for a group of employees
In this strategy, the organization may choose many valuable concepts (such as loyalty, transparency, self-discipline, teamwork, communicating trust, motivation for self and others, accuracy and reliability, etc.). The chosen concepts may be needed the most to be instilled in one specific group of employees, or one important department within the organization. Masar will develop the needed content and techniques to instill those particular concepts to the group of employees, and help the group make the concepts a living culture within the whole group/department, which may inspire all employees in the organization for change.

Empowerment from top down
In this strategy, Masar will focus on empowering leadership and management of all levels with powerful deep qualities and values. Masar will also provide them with the right tools/techniques/skills they need in order to empower their subordinate with the same qualities and values. This strategy follows a top-down dissemination approach.

Empowerment by Category
In this strategy, Masar will provide specialized and customized empowerment programs for specific categories of employees defined by the organization itself and according to their own plans and goals. Below are sample of Masar defined categories:

- **Racers**: employees whom need to be prepared for promotion to managerial and leadership positions.
- **Fast Trackers**: employees whom need to be prepared for a change in their types of jobs.
- **Builders**: employees in the frontline.

Empowerment by specialized training programs and modules
In this strategy, the organization may choose from a wide range of high-quality specialized empowerment training programs/workshops that Masar offers to the market. All the chosen training programs and modules are customizable according to the organization needs and requirements. Masar can also build training programs or specific modules from scratch just to fit the exact needs of the organization.
It is Passion for change that got us together..
we believe in “no limits”.
no delusionary walls..
 it is all unreal..
just in the mind..
we can change..

come along..
we invite you to a journey..
to break your illusionary limits..
to reach the far distances within..
where no one has taken you before..

We are a team.. on a Mission..
It is Passion for change that got us together.. we believe in “no limits”..
مدرسونا

Our Trainers

مدرسون مركز مسار للتدريب والتطوير مدرسون بحرينيون، يتمتعون بدراية ثابتاً بثقافة المنطقة الدارجة، ويحيطون علمًاً بتحديات و نقاط قوة وضعف الفئة المستهدفة.

ذوي مناصب إدارية وقادة، جاءوا من خلفيات متنوعة، وعملوا في مختلف التخصصات والخلفيات، كما تبوءوا مناصب إدارية وقادة في مؤسسات عريقة مثل شركات الاتصالات، بنوك مصرفية، مؤسسات حكومية، شركات النفط والغاز، شركات المواد الغذائية والمشروبات، والشركات التجارية وغيرها.
Are Bahrainis, deeply familiar with the GCC culture (challenges, strengths, weaknesses, hot and cold buttons, etc.).

Came from different professional backgrounds. They have previously held high managerial and leadership positions spanning multiple sectors such as telecommunications, banking & finance, government, oil & gas, food & beverages, business firms, etc.

Are widely experienced in conducting consultancies, training and coaching in both government and private sectors, in Bahrain, the GCC and the wider Middle East.

Focus on addressing the root-causes of organizational problems rather than the symptoms.

Start with the deeply-rooted human & professional belief system, then shift to knowledge, skills and behaviors. Not the other way round.

Associate self-empowerment and self-satisfaction with organizational success. Linking individual’s mission & success to the organization’s mission & success.

Offer customizable training & empowerment strategies that suits each organization’s unique needs and requirements.
المجموعة الاستشارية المهنية
Vocational Consulting Group (VCG)

لا مكان للشهادات الصورية في برامج مركز مسار للتدريب والتطوير مسار للتدريب والتطوير لا يؤمن بإعطاء شهادات دون إجراء تقييم علمي صارم، ومعايير تقييم علمية ومهنية واضحة. فنحن في مركز مسار نعتمد نظاماً تقييمياً خاصاً لتقييم مستوى التحصيل والاستفادة والنجاح.

ويقوم بوضع النظام ومتابعة تنفيذه "المجموعة الاستشارية المهنية" لدى مركز مسار.

لا مسار لا نؤيد ولا نعتمد تقييم المتدربين على أساس الحضور فقط كدليل على اكتسابهم المهارات والتفاهم، بل سيقيمن كل متدرب من قبل المدرب مدعوماً من "المجموعة الاستشارية المهنية" بناء على معايير علمية محددة وواضحة.

ومرفاً بتقييم المدرب مع تقييم المجموعة إذا تطلب التعليق، وبعدها يتم استصدار الشهادات المطلوبة.
NO PLACE FOR MEANINGLESS CERTIFICATES IN MASAR PROGRAMS
Masar Center for Training and Development do not believe in providing training certificates without implementing scientific grading and evaluation system, using clear & measurable KPIs. Masar established the internal Vocational Consulting Group (VCG) to establish and monitor our self-established grading and evaluation system.

Masar do not consider, nor endorse, mere attendance of a training program as evidence of acquiring the needed knowledge, skills and values. Masar will thoroughly evaluate every trainee before issuing any kind of certificate. Rather than issuing “certificates of attendance”, all Masar certificates will have a specific evaluation grade along with a report of comments written by each individual trainer and reviewed by Masar Vocational Consulting Group.

THE VOCATIONAL CONSULTING GROUP (VCG)
Masar has established this - 6 members VCG group for a specific objective. This group of professional volunteers is currently, or was previously, holding senior positions in different establishments from different industries; government, banking, oil & gas, business, ICT, etc. The importance of this group draws upon its member’s long-standing experience in their professional environment which qualifies them to assess our trainees in a proficient manner to make sure they meet the designated criteria for achieving the given grade for the program they attended.

VCG GRADING SYSTEM / VCG REPORTS
Masar established an evaluation/grading system for all its programs, and would train the VCG group to use it. Then, the group would benefit from a mixture of their professional
الجماعة الاستشارية المهنية

تكون من ستة أعضاء، تم اختيارهم لأهداف محددة، هؤلاء الأعضاء يعملون حاليًا أو كانوا يعملون سابقًا في منصب إداري عليه، وتمت خبراتهم لألعاب طويلة في مسارات متعددة في القطاع العام أو الخاص، ويتم مراجعة مختلفة:

كالطاقم المصرفي، البترول والغاز، القطاع التجاري، تقنية المعلومات، وغيرها.

تقوم أهمية هذه المجموعة الاستشارية في خبرة أعضائها الطويلة في البيئة المهنية التي كانوا يعملون فيها، التي أفلحت للفهم العميق والتقدير المتقدم في احتفالية تامة. تتكون شهاداتهم في حفظ مدارس شهادة خبير يستحقها المتدرب الذي

اجتاز دورات مسار بكفاءة.

نظام الدرجات والتقارير للمجموعة الاستشارية المهنية

استنادًا إلى مسار التدريب والتطوير نظام تقييم يعتمد على الدرجات لجميع برامجه، وسريعًا المجموعة الاستشارية على استخدامه، وعليه فسيمزح فريق التقييم بين خبرته المؤهلة الطويلة ونظام مسار للدرجات من أجل الحصول على النتائج الأمثل لكل متدرب قبل إصدار الشهادات ووضع

ال الاحتياجات المناسبة لتحديد المتدرب بمستقبل.

 يتضمن تقرير المدرب، والذي يترجم ويفصل عن المجموعة الاستشارية المهنية، يتضمن ملاحظات تقييم جوانب متعددة تم تطبيقها في البرنامج التدريبي الذي خضع له المدرب، مثل: مستوى استيعاب المدرّب الأم، ومواقف القوة المهنية، تمثله للفهم التي تم التدريب عليها، إضافة إلى اقتراحات حول

الجوانب والمهارات التي يحتاج المدرب التركيز عليها ليواصل مسار تطوره.
THE VOCATIONAL CONSULTING GROUP (VCG)

Masar has established this 6 members VCG group for a specific objective. This group of professional volunteers is currently, or was previously, holding senior positions in different establishments from different industries; government, banking, oil & gas, business, ICT, etc. The importance of this group draws upon its member's long-standing experience in their professional environment which qualifies them to assess our trainees in a proficient manner to make sure they meet the designated criteria for achieving the given grade for the program they attended.

VCG GRADING SYSTEM / VCG REPORTS

Masar established an evaluation/grading system for all its programs, and would train the VCG group to use it. Then, the group would benefit from a mixture of their professional experience and the established Masar grading system to evaluate the trainer's evaluation report for each trainee, and then issue the graded certificate and the VCG report with VCG comments on trainee status and further needed developments.

Trainees report will include comments on their understandings of key concepts, professional strengths, comments on trainee's morals and values, proposed areas for further improvements, further skills to be acquired, etc. This report will be handed along with Masar trainee certificate; both signed by the VCG group members or delegates from the group.

BENEFITS OF VCG GRADING SYSTEM

The VCG grading system makes sure trainees get maximum benefits from the attended training programs. Benefits of the VCG group and the Masar trainee unique VCG evaluation system includes:

- Knowing they would be evaluated using the Masar VCG grading system, trainees will take training more seriously and would pay maximum attention.
- VCG system would make sure key concepts, knowledge, skills, values & principles are delivered and comprehended by all trainees.
- Trainees will receive transparent evaluation on their current status, and will receive professional advice on roadmap for further developments and improvements.
- Trainees may benefit from some industry-specific comments that may extend their understanding in specific industries.
الاستشارات

CONSULTANCY

مركز مسار للتدريب والتطوير يقدم أنواع مختلفة من الاستشارات، منها:

تحليل حاجة الشركات للتدريب

نحن مركز مسار للتدريب والتطوير نؤمن بأن لكل مؤسسة حاجاتها التدريبية الخاصة بها، ويمكن التوصل إليها من خلال إستراتيجية "تحليل الحاجة للتدريب TNA" التي يعتمدها مركز مسار قبل الشروع في إعداد البرامج التدريبية الخاصة للمؤسسة.
TNA CONSULTANCY FOR ORGANIZATIONS
Masar provides Consultation for organizations on Human empowerment. We believe that each organization has its own unique training requirements that need to be identified and addressed. This is conducted via Training Need Analysis (TNA) and feasibility studies to specify the organization’s training requirements. Masar Center for Training and Development works all the way through the identification process, the development of training plans for the organization and subsequently the delivery of customized training to meet the human empowerment requirements of each organization.

PERSONAL EMPOWERMENT CONSULTANCY
Masar also offers personal empowerment consultancy. This is done by designing a comprehensive plan for employees or individuals who aim to have specific skills or are subject to promotion or change of responsibilities, which requires specific skills. Masar works on identifying the individual requirements and how well they fit with the overall mission of the organization.

TRAINING PLANS
Masar also develops training plans which will not only provide the employees with the required skills, but would also get them motivated toward the organization goals by perceiving the organization’s success as their own. In addition, Masar provides training plans which take into consideration all the aspirations and goals of the individual.

الاستشارات الشخصية للتطوير

كما يوفر مركز مسار استشارات شخصية للتطوير، ويتم إعداد هذا النوع من الاستشارات بوضع خطة شاملة تُعنى بالأفراد المراد تأهيلهم لتصبح عليه رؤية المستقبل، أو من هم بحاجة لاكتساب مهارات معينة تحتاجها المؤسسة، لتتَّزِّرّ حجاج الأفراد بشكل دقيق لضمان انخراطهم في المؤسسة بشكل فعال.

خطط عمل البرامج التدريبية

مركز مسار يطور خطط تدريبية لا تُعنى بتطوير مهارات الموظفين فحسب، بل تشجّعهم للعمل ضمن خطط المؤسسة وتهيئهم الرغبة والحماس لذلك، بحيث يكون نجاح المؤسسة جزءًا من نجاحهم الشخصي.

بالإضافة إلى ذلك، ففي مسار نعتقد بأن خطة الأفراد الشخصية لتطوير ذواتهم وتحقيق أهدافهم جزء أساسي في العملية التدريبية.
الإرشاد والتوجيه

COACHING

خدمات مسار للتدريب الخاص

يُعَدُّ مركز مسار للتدريب والتطوير نوّفر خدمات الإرشاد والتوجيه والدعم المهني للمؤسسات والأفراد. هذه الخدمات تندرج تحت عناوين مختلفة مثل: الإرشاد القيادي، الإرشاد والتوجيه من أجل التطور المؤسسي والتجاري، الإرشاد والتوجيه من أجل التطور الوظيفي، الإرشاد والتوجيه من أجل التطور الشخصي، بالإضافة إلى الخدمات الإرشادية الأخرى، من قبل إعداد برامج تدريب معدة خصيصًا للجهة التي سوف يقوم بتمكينها.

تمكين القيادي

يُعَدُّ مركز مسار للتدريب والتطوير ندراً بأن القيادة بحاجة ماسة لرؤية تبدأ بها مسيرتها، وأهداف واضحة تستمتع لتحقيقها، فلم يعد من السهل قيادة مؤسسة تتحرك وفق الرؤية التي وضعتها لنفسها، كما أنه من الصعب إدارة المؤسسات لإحراز أهدافها التجارية بنجاح، فاليوم إذن، قادة الشركات ومدروكيها
MASAR COACHING SERVICES
Masar provides coaching services to individuals and organizations. These coaching services include Leadership Coaching, Corporate/Business Development Coaching, Career Development Coaching, Life Coaching as well as other types of coaching services. Masar customizes our coaching services to suit the individual and corporate needs.

LEADERSHIP COACHING
It is no longer easy to lead a corporation and make it drive behind its vision. It is also becoming hard to manage companies to achieve their business goals successfully. Sometimes, today’s leaders and executives require to consult with the right coaching expertise to get some help. Masar understands the challenges of today’s leaders and executives, and ready to be called-in at any time. Masar believes that leadership starts with a vision, a mission, clear objectives and finally the massive energy and power for achievements. Masar knows that path and ready to take you through it. Masar Leadership Coaching services delivers the knowledge, skills and techniques necessary to build a strong, confident, visionary leader and achiever.

When planning your career, you may need some help. Masar offers individuals of all calibers customized, focused, innovative and thoroughly thought-through Career Development Coaching services. Masar does not envision you within the limits of your current capabilities, Masar un-limits you and unleashes your internal powers to reach your future dreams and aspirations. Masar coaching services benefit from industry-leading research and development in the field of training and coaching as well as the sound experience enjoyed by Masar's specialized trainers and coaches. We, at Masar, commit to delivering the necessary knowledge, skills and values you need to succeed.

CORPORATE/BUSINESS DEVELOPMENT COACHING
Sometimes, corporations face difficult times in developing their business, their products, their offerings, their differentiations, their corporate image, their internal operational processes, etc. Masar Corporate Development Coaching services take the individuals in-charge of the above through the process. Corporate/business development requires in-depth knowledge and skills in order to achieve success. Call Masar now to understand how we can help you achieve your corporate/business objectives.

LIFE COACHING
One primary drive for success is when individuals understand the extent of power and amount of energy existing within them. Power of the mind and power of the sole are massive driving forces if discovered and put into the right contexts of life. Positive thinking, confidence, self-esteem, self-awareness and other traits are important for individuals to be in control of their lives and to achieve success. Call in Masar to help you unleash your internal powers and surface your unlimited potentials. The roads to success and happiness in your life are massive in numbers, you just need to focus on shedding light on them. Masar Life Coaching services will take you through that path.

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مركز مسار للتدريب والتطوير يكون آخر ما توصل إليه مجال التدريب والتمكين من نظريات وأفكار حديثة. ويتبع إلى جانب ذلك بخيرة مدربة الطولة والتميزة. نحن في مسار نضمن لك الحصول على المعرفة والمهارات والقيم التي تحتاجها لإجراك النجاح الشخصي والوظيفي.

الإرشاد والتوجيه من أجل التدريب المؤسسي/التجاري أحياناً كثيرة تواجه المؤسسات صعوبات لتطوير خدماتها، منتجاتها، وhootها التجارية، عملياتها الداخلية، كيف تتميز على منافسيها في السوق، وغير ذلك. نحن في مسار للتدريب والتطوير نقدم برامج إرشاد وتوجيه من أجل التدريب المؤسسي/التجاري حيث يتأهل الأفراد القائمون على المؤسسات لتحقيق كل ما تقدمه باتباع خطوات وإجراءات منهجية محددة.

الإرشاد والتوجيه مواجهة تحديات الحياة أحد أهم محركات النجاح هي عندما يدرك الإنسان مقدار الطاقة والقوة
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When planning your career, you may need some help. Masar offers individuals of all calibers customized, focused, innovative and thoroughly thought-through Career Development Coaching services. Masar does not envision you within the limits of your current capabilities, Masar un-limits you and unleashes your internal powers to reach your future dreams and aspirations. Masar coaching services benefit from industry-leading research and development in the field of training and coaching as well as the sound experience enjoyed by Masar’s specialized trainers and coaches. We, at Masar, commit to delivering the necessary knowledge, skills and values you need to succeed.

CORPORATE/BUSINESS DEVELOPMENT COACHING
Sometimes, corporations face difficult times in developing their business, their products, their offerings, their differentiations, their corporate image, their internal operational processes, etc. Masar Corporate Development Coaching services take the individuals in-charge of the above through the process. Corporate/business development requires in-depth knowledge and skills in order to achieve success. Call Masar now to understand how we can help you achieve your corporate/business objectives.

LIFE COACHING
One primary drive for success is when individuals understand the extent of power and amount of energy existing within them. Power of the mind and power of the sole are massive driving forces if discovered and put into the right contexts of life.

Positive thinking, confidence, self-esteem, self-awareness and other traits are important for individuals to be in control of their lives and to achieve success. Call in Masar to help you unleash your internal powers and surface your unlimited potentials. The roads to success and happiness in your life are massive in numbers, you just need to focus on shedding light on them. Masar Life Coaching services will take you through that path.
Masar Center For Training & Development

Values... Knowledge... Skills