

**J&R Business Consultancy** FZE

*Mission to Empower*

Winner of the RAK Business Excellence Award  
for Best Small to Medium Size Business Enterprise



Welcome to

# J&R Business Consultancy

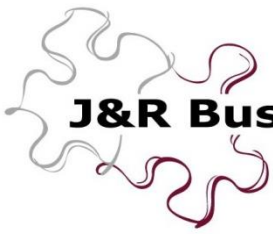
Delivering High-End Consultancy and Corporate Training in both  
**English & Arabic**

Company Profile

Silicon Oasis, Dubai, UAE  
Mobile: +971 50 831 7405

[samir@jrbusinessconsultancy.com](mailto:samir@jrbusinessconsultancy.com)

[www.jrbusinessconsultancy.com](http://www.jrbusinessconsultancy.com)



**J&R Business Consultancy** FZE

*Mission to Empower*

Winner of the RAK Business Excellence Award  
for Best Small to Medium Size Business Enterprise



## **Content:**

 **Who**

 **Why**

 **Whom**

 **What**

 **How**

 **Where**

 **When**



**J&R Business Consultancy** FZE

*Mission to Empower*

Winner of the RAK Business Excellence Award  
for Best Small to Medium Size Business Enterprise



**Who:**

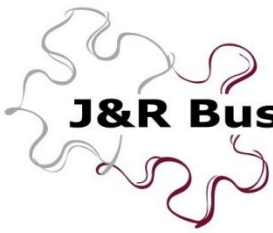
## **J&R Business Consultancy**

We are a management consultancy and training company  
licensed both in the UAE and the USA.

We love to offer our business consultancy services and  
passionately deliver high-end training programs  
in numerous Human/Soft Skills training programs  
to a wide range of industries.

We are proud to say that, so far, we have serviced a multitude of companies within  
39 different industries!

Yeyyyyyy 😊



**J&R Business Consultancy** FZE

*Mission to Empower*

Winner of the RAK Business Excellence Award  
for Best Small to Medium Size Business Enterprise

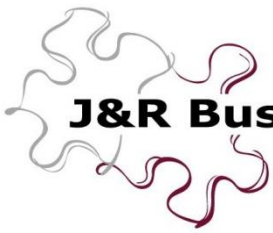


## Our Vision

**Continuing to be  
one of the most trusted and admired  
business consultancy boutiques in the region.**

**Our Mission is simply...**

*Mission to Empower*



**J&R Business Consultancy** FZE

*Mission to Empower*

Winner of the RAK Business Excellence Award  
for Best Small to Medium Size Business Enterprise



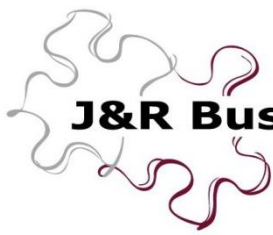
Our  
values

Make it **WOW!**



Spread inspiring





**J&R Business Consultancy** FZE

*Mission to Empower*

Winner of the RAK Business Excellence Award  
for Best Small to Medium Size Business Enterprise



## 39 Industries and Counting...

We are proud to have served all those industries over the past 15 years...  
and still on a "mission to empower"

Automotive  
Healthcare  
Pharmaceutical  
Legal  
Retail  
Banking  
Consultancy  
Government  
Educational  
NGOs  
Petroleum  
Waste Management  
Standards, Metrology and Quality Assurance

Aviation  
Nuclear  
Petrochemical  
Defense  
Police  
Utility  
Transportation  
Furniture  
Steel  
Technology  
Animal Feed  
Hospitality  
Recycling

Telecommunication  
Real Estate  
Tourism  
Financial  
Surveying  
Maritime  
Media  
Social Work  
Entrepreneurship  
Social Insurance  
Holding  
Manufacturing  
Milling and Grain Processing

Do you know what is the one common factor in all those industries?

**PEOPLE!**

the most valuable asset any company can have.



Winner of the RAK Business Excellence Award  
for Best Small to Medium Size Business Enterprise



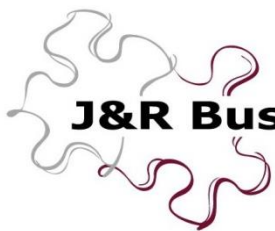
# J&R Business Consultancy FZE

Mission to Empower

## Whom:

### Some of our clients:





**J&R Business Consultancy** FZE

*Mission to Empower*

**Winner of the RAK Business Excellence Award  
for Best Small to Medium Size Business Enterprise**



**What:**

**Delivering High-end Corporate Training!**

Staying Safe and Healthy During Turbulent Times

Managing, Leading, and Beyond

The Art and Science of Negotiation

Habits of Success

Selling and Marketing During Unprecedented Times

Communicating Assertively, Virtually, and More

New Work Environment Habits

Professional and Personal Growth through Emotional Intelligence

Virtual Team Building and Performance

Personal Time and Energy Management

Communication Across Departments

Inspiration for Executives (CEOs discussed)

The Art and Science of Delegation

Coaching as a Powerful Performance Management Tool

The Fundamentals of Knowledge Management

The Fundamentals of Talent Management

Problem Solving & Conflict Resolutions

Optimal Decision Making

Adaptability & Resilience

Design Thinking for Improvement

Creativity, Innovation, and Beyond

Diversity, Inclusion, and Equality

Customer Centricity & Engagement

Organizational Culture for Success

Women Empowerment & Leadership (For your Company's Female Leaders and Potential Leaders)

Train The Trainer (Developing new Trainers)

Entrepreneurship Skills

Call Center Excellence (Fundamental Skills for your Call Center)

Managing Change Efficiently and Effectively

Personal and Organizational Wellness

Presentation Skills

Business Etiquettes (A to Z)

Planning, Organizing, and Controlling

Stakeholders Management

Building Long-term Relationships (Internal and External Customers)

Business Writing Skills

Critical Thinking

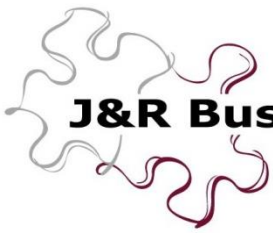
Learning from the Giants (Business Lessons)

The Power of Employees' Engagement

The World of Performance Management, Competencies, and KPIs

The Essence of Leadership





## How:

### Training Needs Analysis (TNA)

- Initial Consultancy
- Mystery Shopping
- Interviews
- Observations
- Reviews
- Pre-Tests
- Psychometric Tests

### Material Development

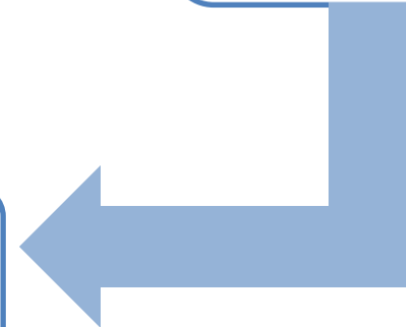
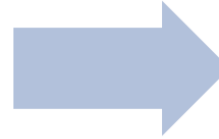
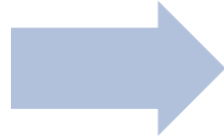
- Tailored Research
- Background Analysis
- Customization
- Best Practices
- Benchmarking

### Delivery

- Exercises
- Role-plays
- Games and activities
- Case studies
- video projections
- Metaphors and stories
- Virtual/face-to-face
- ....

### Evaluation & Follow-up

- Post Tests
- On the Job Performance Reviews
- Feedback



**J&R Business Consultancy** FZE

*Mission to Empower*

## Why J&R:

**Just because we love to give from the heart,  
make and impact, and change people's lives to the better!**



Our story goes back to 2008. Do you remember what was going on back then? Well, that's when the world was going through the most severe financial crisis ever since the "Great Depression." But guess what? That's exactly when both Lama and Samir founded J&R Business Consultancy, a boutique Consultancy and training company in the UAE...with a trade license also in the state of Michigan in the USA.

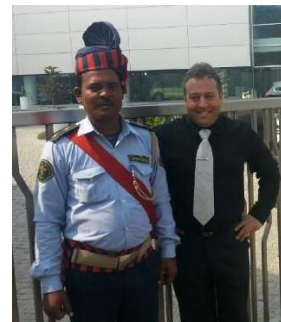
So, for over a decade and a half now, we have been offering training and consultancy services to a multitude of corporations and businesses from diverse industries and sizes ... a total of 39 industries so far. And by the way, if you're wondering what our initials J&R stand for, they are the initials of our 2 handsome and amazing boys, Jad and Rany. They were, of course, our inspiration to start this wonderful journey in consultancy and corporate training 😊.

Throughout these 16 amazing years, so far, our success has been attributed to the close attention that we devote to client's specific needs and to the exclusive customization and personalization of the training courses delivered to each and every company we get in touch with.

Believing wholeheartedly in our mission, "Mission to Empower," our main goal is to simply play a key role in the honing and development of people's skills and make an impact, especially when it comes to human/soft-skills development.



# Happy 17<sup>th</sup> Anniversary



*17 Years of Empowering...  
and many more to come*



# J&R Business Consultancy FZE

*Mission to Empower*

**Lama A. Makarem**

## Qualifications

- Master Soft-Skills Training Consultant / Trainer
- PhD candidate in Business Leadership – Capella University - Minneapolis, Minnesota USA
- Masters in Business Administration (MBA) -Wayne State University-Detroit, Michigan, USA
- Bachelor of Arts in Clinical Psychology - The Lebanese University - Beirut, Lebanon
- Bachelor of Science in Business Administration - Lebanese American University - Beirut, Lebanon
- 13 years of experience in higher education teaching
- 16 years of experience in consultancy and corporate training
- Fluent in both English and Arabic

## Biography

Lama's expertise lies in providing exclusive consultancy, coaching and training sessions tailored to fit and fulfill clients' specific professional needs.

Lama has an intensive and extensive background. The width and depth of her 20+ years of consultancy, teaching, and training experience is evident in the various contemporary and advanced business topics she has taught, consulted, and trained on in the USA and the UAE.

Lama's unique experience derives from the way her services have been offered and staged. Lama's delegates' caliber has been that of professional people looking for advancement by pursuing their long term objectives and goals.

Lama's people skills and rich knowledge along with her motivational and interpersonal skills give her modules a unique approach that exceeds expectations.

Lama has a dual citizenship; American as well as Lebanese, thus giving her the privilege of being exposed to both western and Middle-Eastern cultures and consequently being fluent in both languages; English and Arabic.



# J&R Business Consultancy FZE

*Mission to Empower*

## Samir Roger Makarem

### Qualifications

- Master Soft-Skills Training Consultant / Trainer
- Masters Degree in Monetary Economics-Wayne State University - Detroit, Michigan, USA
- Bachelor Degree in Economics-University of Michigan - Dearborn, Michigan, USA
- 30 years Higher Education Teaching Experience
- 20 years of Corporate Training Experience
- 20 years of University Online Teaching Experience
- 17 years of Business consultancy and corporate training experience
- Fluent in both English and Arabic



### Biography

A master Soft-Skills Training Consultant working with various industries, Samir has had over 20 years of extensive experience delivering a series of workshops and training courses to clients in the government, automotive, banking, media, retail, telecommunication, utility, education, pharmaceutical, medical, oil & gas, petrochemical, airport, military, and legal industries. His consultancy, teaching and training experiences are evident in the various positions, assignments and projects he has been involved with both in the USA and the Middle East.

A people and team oriented person, Samir works very effectively with people capitalizing on their strengths, and creating an environment where delegates feel valued and motivated to give their best.

Being born to an American mother and a Lebanese father has given him the privilege of having been exposed to both Western and Middle-Eastern cultures extensively, and consequently being fluent in both languages: English and Arabic.

In addition, Samir has kept up with his other passion, teaching economics. Samir currently teaches online for Davenport University.

Finally, in a world where nothing is constant but change, the dare is to keep up with this change and keep an open mind ready for all challenges ahead. For Samir, gaining this competitive edge is his goal, simply because he believes in peoples' potentials.

Samir's mission is to **"Empower People"** through honing their professional skills.

Mobile: +971 50 831 7405

samir@jrbusinessconsultancy.com

www.jrbusinessconsultancy.com



# J&R Business Consultancy FZE

*Mission to Empower*

J&R is incorporated as:



**J&R Business Consultancy FZE** under registration number RAKFT2A-F2E-4001206, a Free Zone establishment with limited liability, as of July 13, 2008. Address is RAK Free Trade Zone, P.O. Box: 10559, Ras Al Khaimah, UAE

J&R is incorporated as:



**J&R Business Consultancy, INC** in the State of Michigan, under ID number 04767E, Michigan Department of Licensing and Regulatory Affairs, a for profit incorporation as of July 30, 2012 USA-7869 Hamlet Ct. Canton, Michigan 48187 USA



[lama@jrbusinessconsultancy.com](mailto:lama@jrbusinessconsultancy.com)  
[samir@jrbusinessconsultancy.com](mailto:samir@jrbusinessconsultancy.com)



[www.jrbusinessconsultancy.com](http://www.jrbusinessconsultancy.com)



[www.facebook.com/jrbusinessconsultancy](http://www.facebook.com/jrbusinessconsultancy)



J&R Business Consultancy



@Lmakarem  
@samirmakarem



+971 50 719 1938 Lama Makarem  
+971 50 831 7405 Samir Makarem

*Mission to Empower*