

# ANTWORKS CONSULTING

# OUR CREDENTIALS





# OUR PURPOSE



We partner with our clients and help them transform to be the best version of themselves. Led by inspiration  
- **INSPIRE**, driven with engagement - **ENGAGE**, aiming for sustainable impact  
- **IMPACT**.

# OUR STORY



**2019**

Antworks

**2019**

Partners  
Consultants

**2018**

Partner  
Agencies

**2004**

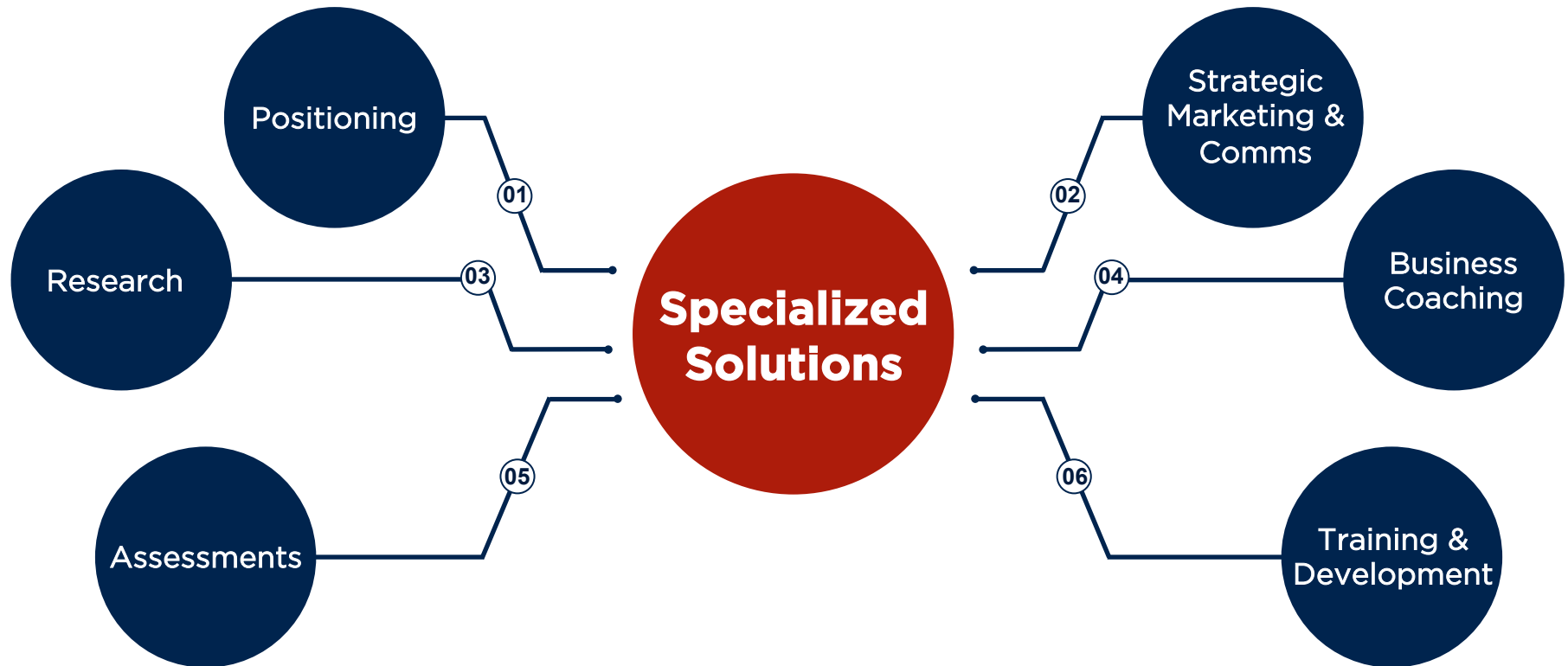


**1984**

Brian  
Tracy

**Business Growth Experts**

# OUR CONSORTIUM





**WHAT WE CAN DO FOR YOU**

# OUR SOLUTIONS

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POSITIONING

STRATEGIC  
MARKETING &  
COMMUNICAION

RESEARCH

BUSINESS  
COACHING

ASSESSMENTS

TRAINING &  
DEVELOPMENT

# OUR SOLUTIONS

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**POSITIONING:** Developing relevant and long-lasting sustainable impact to the organizations “positioning”.

## POSITIONING

1. brand positioning & strategy, 2. product positioning 3. service positioning. This is done based on the objective, strategy & desired results. Positioning Audit is carried out as a hygiene factor.

## ANTWORKS POSITIONING TOOL

We map out and analyze the key dynamics at play namely:

1. the culture, 2. the sector, 3. the offering and most importantly the 4. consumer

# OUR SOLUTIONS

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## STRATEGIC MARKETING & COMMUNICATION

### MARKETING & COMMUNICATION AUDIT

We carry out a full audit across the entire channel mix. Capturing: 1. Content 2. Channels 3. Consumer Sentiment. Digital audit is mapped out in detail.  
Marketing & Comms divisions evaluation, structure & processes

### CRISIS COMMUNICATION

1. We help organisations in establishing protocols for crisis management
2. Guidelines on How to deal with a crisis
3. Simulations on how to solve a crisis

### STAKE HOLDER MAPPING & KEY MESSAGING

1. Stakeholder mapping: we identify & prioritise the key stakeholders that have most impact on the organisation
2. Key messaging: we will identify with corporate leaders the strategic key messaging & establish a 'key message house'

### INTERNAL COMMUNICATION

1. Consultancy, 2. IC Strategy, 3. IC Campaigns, 4. IC Newsletter, 5. Workshops,
6. Channel Optimization, 7. Collaterals

# OUR SOLUTIONS

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**RESEARCH:** Our solutions mirror the strategic engagement to deliver results in multiple areas such as:

## QUALITATIVE AND QUANTITATIVE

1.brand positioning & strategy, 2.customer experience, 3.product life-innovate-launch-track, 4.consumer behavior understanding and 5.communications.

## THETHREE

1. Technology: Integration of Cutting-Edge Technology in (A. Data Collection; B. Interviewing Interface; C. High-level Analytics)
2. Quality: (Best Quality in all phases of the research process from design, to data collection to delivery and presentation)
3. Experience: (our teams integrate themselves within your business to improve the Return on your Insights Investment)

# OUR SOLUTIONS



## BUSINESS COACHING FRAMEWORKS

### PROFESSIONAL BUSINESS COACHING

Individuals:

You'll work 1-on-1 with one of our certified professional business coaches to develop a plan for change that is **100%** customised to you and your needs.

### COORPORATE & EXECUTIVE

Large corporations:

They use FocalPoint coaches to drive increased results.

### PERFORMANCE COACHING

Individuals; Small & Medium businesses:

This is a high intensity program designed for maximum effect in a short timeframe.

# OUR SOLUTIONS



## ASSESSMENTS

### JOB BENCHMARKING

Analyse the key objectives for the role  
Build a template and measure all applicants against the benchmark for the job.

This leading-edge assessment can save at least one year's salary!

### DISC, EMOTIONAL INTELLIGENCE (EQ) AND TALENT INSIGHTS

What's your behavioural style? What's their style? What are their key drivers and values and how should you remunerate them?

By presenting to everyone the same way, you could be losing up to **75%** of your opportunities!

### SALES DISC AND SALES SKILLS INDEX

Individuals; Small & Medium businesses:  
This is a high intensity program designed for maximum effect in a short timeframe.

# OUR SOLUTIONS



## TRAINING & DEVELOPMENT

### PROFESSIONAL DEVELOPMENT

For Entrepreneurs, Managers or Professionals looking to get the most out of life, business & career.

### MINDSET TRAINING

This is a Foundational workshop. For new Leaders or current Leaders looking to build their Career.

### SALES TRAINING

For a new salesperson, a seasoned pro or a sales team looking to become the ultimate sales professionals.

### LEADERSHIP TRAINING

For new Leaders or current Leaders looking to build their Career.

**70+ WORKSHOPS**

Attitude. Engagement. Leadership. Culture. Sales.  
Productivity. Goals. Communication. Performance.

# OUR SOLUTIONS

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## TRAINING & DEVELOPMENT

### CORE INNOVATION KNOWLEDGE & CONCEPTS

This is a Foundational workshop. For new managers or senior managers looking to build themselves; their careers & corporations.

### TACTICAL INNOVATION & THE INNOVATION PROFESSIONAL

For new managers or senior managers looking to build their innovation skills to a professional level.

### INNOVATION MANAGEMENT & THE INNOVATION

This workshop builds on the previous two and focuses more on your role as an Innovation manager.



### INNOVATION WORKSHOPS

Focused on working professionals who have the appetite to demonstrate an advanced understanding of key topics relating to business innovation and innovation management



**HOW WE DO THINGS DIFFERENTLY**

# WHAT MAKES US DIFFERENT

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## ANT vs. ELEPHANT

Antworks Consulting is a boutique consulting firm that sits at the intersection of six disciplines in the overall business consulting landscape.



# OUR APPROACH & METHODOLOGY



## DISCOVER

We create understanding and inspiration stemmed from your vision. Hence **INSPIRE.**



## DESIGN

We are fully engaged in designing the suitable effective solution tailor-made to your needs. Hence **ENGAGE.**



## DELIVER

We support you to ensure that each solution is delivered and turned into something tangible focused on ROI. Hence **IMPACT.**

# OUR PLANNING TOOL

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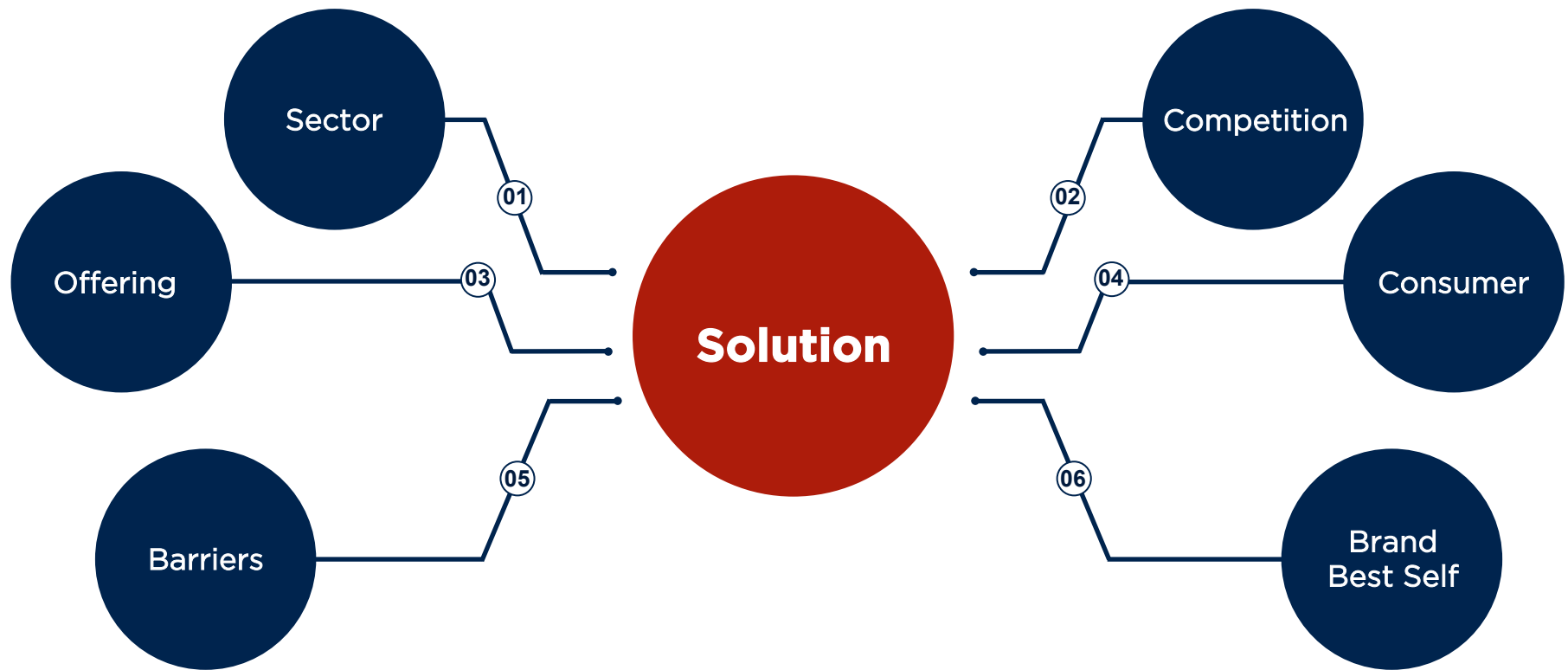
**ANTWORKS PLANNING TOOL (FIRE-ANT):** This is a proprietary planning tool that assess the brand, product or service from various angles to derive the desired solutions & ROI.

**ANTWORKS CONSULTING** Largely depend on its **proprietary tool (FIRE-ANT)** that help us in simplifying the complex. The key outputs that we extract from this tool are:

- Defining the Business/Brand Purpose/Positioning
- Building a 3-5 year operating plan based on our Purpose/Positioning
- Identifying the key insights on all our target groups and stakeholders
- Plan strategic effective and measurable communication tactics
- Apply consistency to all communications seamlessly

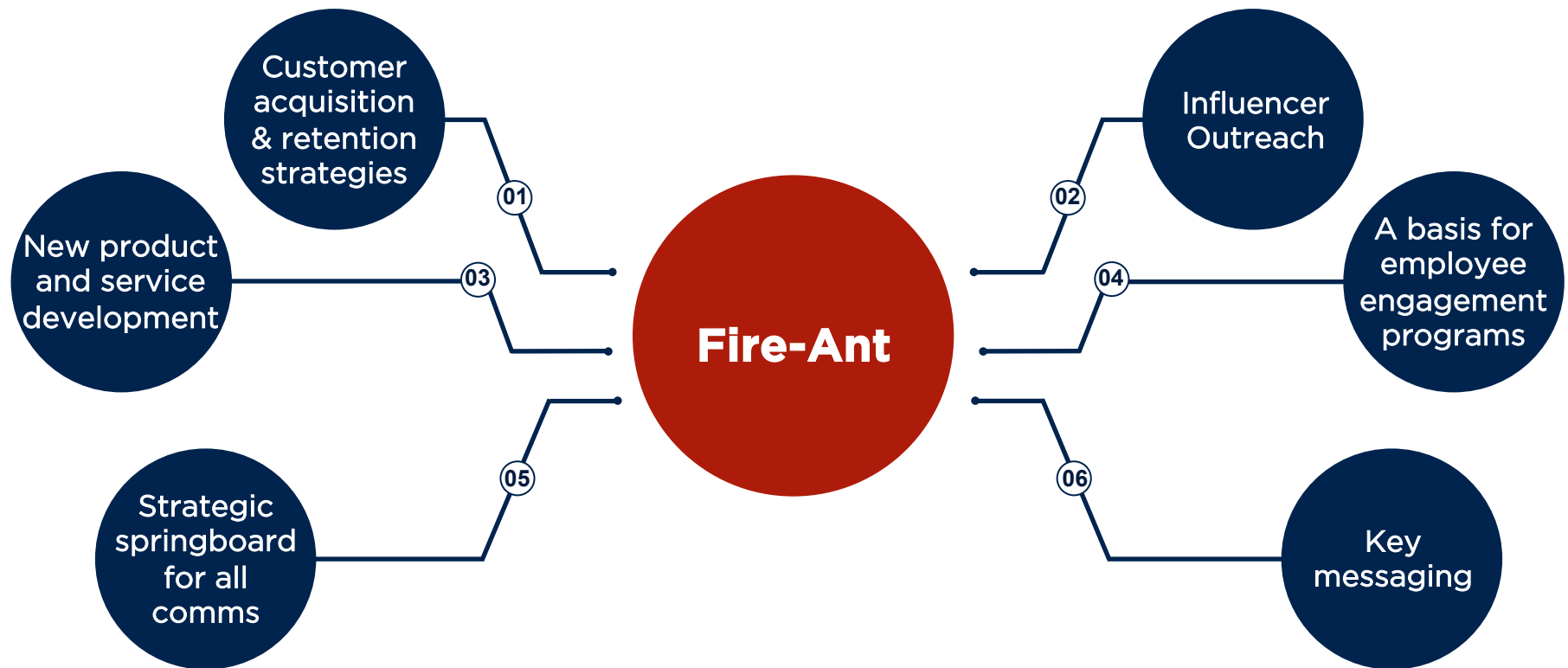
# OUR PLANNING TOOL

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# OUR PLANNING TOOL

**ANTWORKS PLANNING TOOL (FIRE-ANT):** How can it be used?



**WHY US**



# WHY US

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As a consulting firm that carries the ANT name, and just like ANTS our behavior and values sets us apart in the way we operate through:

TEAMS

TRUST

OPEN  
COMMUNICATION

FOCUS

CLARITY OF  
PURPOSE &  
DIRECTION

RESILIENCE

# WHY US

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Our Business model is built reflecting Ants Success. To translate this in the business world we have six differentiating factors:

FOCUSED  
OFFERING

MULTIDISCIPLINARY  
TEAM

PRINCIPLE LED  
ASSIGNMENTS

PRAGMATIC LED  
APPROACH

PROPRITERY  
TOOLS & BEST  
PRACTICES

ROI DRIVEN

# **OUR PARTNERSHIP WITH FOCALPOINT INTERNATIONAL**



The background of the slide features a close-up of hands placing white puzzle pieces together. Overlaid on this is a complex network diagram with white nodes and lines on a blue and purple gradient background.

# OUR NETWORK



## Wide Global Network

- More than 235 coaches worldwide
- Present in 35 countries
- Head Quarter in USA and Canada

**OUR DELIVERY**



# OUR DELIVERY

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Success at its best

**1,000 +**  
companies

**5,000,000 +**  
customers

**4,000 +**  
seminars

**35 +**  
countries

**250,000 +**  
inspired

**6 x**  
ROI

## OUR CLIENTS



# OUR CLIENTS - GLOBAL

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**Canon**

**FedEx**

**Gillette**



**HSBC**



**GE Money**

**citibank**



**QANTAS**

**HYATT**

**Mobil**

**VOLVO**



**TOYOTA**



**MOTOROLA**



**AT&T**



# OUR CLIENTS – LOCAL & REGIONAL



# OUR CLIENTS – LOCAL & REGIONAL



**WHO ARE WE?**



# LOCAL & GLOBAL TEAM LEADERS

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## LOCAL TEAM LEADERS

PAUL BOULOS – Business Lead

RONALD HOWES – Business Lead

BILA KAISSI – Research Services Lead

MOE MINKARA – Creative Services Lead

MIKE HABER – Digital Services Lead

HOUDA AIMEUR – Coaching & Training Lead

## GLOBAL SUPPORT TEAM LEADERS

DR. JENNIFER ROGOSIN – Assessments – FocalPoint International

ANDREW PHILLIPS – Business Lead – FocalPoint International



# Paul Boulos

Founder & CEO Antworks Consulting  
Managing Partner- FocalPoint  
International



Australian born of Lebanese descent, Paul is a well seasoned business growth professional. Business leader. Highly skilled expert, certified facilitator and business coach who invested in his own business and continuous learning to remain at the forefront of business excellence.

He is also a personal & life coach, an educator/trainer with high entrepreneurial drive. He is Creative, Resourceful & Resilient.

# PAUL BOULOS - BIOGRAPHY



## EXPERIENCE

- 20 years of rich & in-depth business growth experience working in fast-paced, blue-chip global & regional corporations. (Ogilvy & Mather, Leo BURNETT; DENTSU, HENRY FORD HEALTH SYSTEM etc.)



## ASSIGNMENTS

- Spread in Turkey and MENA region across various markets.
- Launched several brands and business in the region also set up multiple offices and new business territories during his professional career.



## DEGREES

- He holds three degrees from **Australia, Lebanon & USA** spanning across: Psychology; International Affairs & Strategic Media Management.



# Ronald Howes

Executive Consultant / Business Coach



Business leader with full P&L responsibility and a track record as an effective turnaround specialist with considerable multi-market experience that builds organisations for sustained growth, expansion, reputation and profitability.

# RONALD HOWES - BIOGRAPHY



## EXPERIENCE

include Automotive, Banking, Finance, FMCG, Aviation, Pharmaceuticals, Tobacco, Insurance, Beverage, Luxury goods, retail, government, TV stations, Technology, Telecommunications and Hospitality (Coca-Cola, NBAD, Barclays, Gulf Air, Qatar Airways, Lufthansa)



## WORKS

- Working both on the client and agency side, at a global level.
- Clarify the task ahead so that all are in agreement about expectations and deliverables.
- Care is taken to ensure that we simplify processes and communication
- Look at how I can unify resources and effort for greater efficiency



## ACHIEVEMENTS

- 7 new companies in UAE and Qatar
- Managed 750 people across 13 markets handling over 180 local and international brands.
  - In 2016, company revenue reached USD 49 million.

# Bilal Kaissi

Founder & Managing Partner/Symmetry Research



A enthusiastic researcher with a strong entrepreneurial spirit. Extremely knowledgeable of the Saudi market and the overall MENA region.

25+ Years in Marketing Research spanning the US, Saudi Arabia, UAE and the entire MENA region.

Working closely on several government projects with Strategy & teams in KSA with a focus on understanding the housing needs and requirements for under-privileged Saudis in eight cities across Saudi Arabia

# BILAL KAISSI - BIOGRAPHY



## WORKS

- Worked with public utilities in Saudi Arabia and UAE.
- Worked extensively on large scale Corporate Reputation studies for Fortune 500 companies in the US.
  - Tested and audited advertising campaigns for efficiency and the ability to push the business for over 10,000 ads.



## EXPERIENCE

- Started & Managed the Ipsos Saudi Arabia office until 2011.
- Started and Managed the Ipsos Advertising & Brand Tracking Practice from 2001 and until departure from Ipsos in 2016.
- Started career in the US with Roper Starch Worldwide (now GFK) in Princeton NJ



## DEGREES

- Graduated from the US with BA & MBA and moved back to the region in 2001 Working closely across varied FMCG categories.



# Moe Minkara

Founder & Chief Creative Officer/MINK



Personal life circumstances moved me to Zagreb Croatia after my masters where I spent the 10 years. Back then I joined a creative hot shop named Bruketa & Zinic where I became partner and together we grew it into an advertising agency of 70 people. We also started the first branding agency in Croatia (Brandactor). The agency Bruketa& Zinic has now been sold to Grey as part of WPP group.

# MOE MINKARA - BIOGRAPHY



## EXPERIENCE

- Marketing Communications & Advertising field,
- Copywriter for Publicis, and then for Impact BBDO.
- Ogilvy & Mather as the Regional Executive Creative Director for the Levant & North Africa region.
- Leo Burnett as their Executive Creative Director.



## WORKS

- Founder of Mink Agency.



## DEGREES

- Masters in Marketing Communications from Bournemouth University (UK).



# Michel Haber

Founder & CEO Synnefo Global & VZBLT.com



Michel "Mike" Haber is the CEO at Astrofi-the Social WiFi where Michel "Mike" Haber is also the founder and CEO at Nepho (Synnefo) Global, and VZBLT.com, having an experience of working in the Digital sphere, advertising, development and digital marketing industry.

# MICHEL HABER - BIOGRAPHY



## EXPERIENCE

- Marketing and Distribution Manager in IDM SAL for approximately three years where he learnt the expertise of IDM shop and IDM character Scoodo.  
(GT Digital by Golden Telemedia Limited, ACTEL, Nahamet as an Operation Manager, Regional Marketing Manager, and Marketing Consultant)



## WORKS

- Expert in digital strategy, Integrated marketing, web apps, artificial intelligence, android, mobile app developer, Search Engine Optimization (SEO) and marketing management
- Virtual reality, Ecommerce platform, Mobile app development, video production, motion graphics, 3D mapping and infographics projects.



## DEGREES

- Bachelors of business administration (BBA) with the specialization in Marketing Management.
- Practised the digital media services, influencer marketing outreach and marketing manager for Email and SMS.



# Houda Aimeur

Business Coach/Human Resource Expert  
& Certified Trainer



Houda is a rising young entrepreneur, a highly trained professional certified facilitator and business coach. She has invested in her own business and continuous learning to remain at the forefront of business excellence.

# HOUDA AIMEUR - BIOGRAPHY



## WORKS

In 2016, Houda began her university research project at the CNAM- Paris in the air transport sector. Her professional commitments did not prevent her from being an effective part of society. She held the position of coordinator of cultural and scientific projects before becoming an occasional speaker.



## EXPERIENCE

- Professional world at the age of 16 in a family business. For 12 years, she had the opportunity to interact with older and experienced employees.
- Engaged in the Algerian business.
- Organize workshops and lectures for a young audience on the following themes: Innovation, Design thinking: like a designer, public speaking



## DEGREES

- A PhD student at the National Conservatory of Arts and Crafts in Paris, Houda specialized in the human resources management.



# Dr. Jennifer Rogosin



Global Lead/Assessments & Human Resource Expert. FocalPoint International

She specializes in Executive Leadership and Assessments/Competencies Analysis, with a focus on defining the “what” (hard and soft skills), the “how” (behavior), and the “why” (attitudes and values) people do what they do. She works with our clients to translate this insight into bottom line results, including: (1.Effective hiring/selection processes; 2.Effective leadership and management; 3.Increased sales; 4.Increased productivity and performance; 5.Increased employee satisfaction and morale; 6.Enhanced communication throughout the organization; 7.Increased employee retention)

# DR. JENNIFER ROGOSIN - BIOGRAPHY



## WORKS

- Collected and analyzed data for her clients to demonstrate such favorable business outcomes as those listed above.
- Operating on the premise that each organization and its employees bring unique talents to the table, Jennifer tailors her approach to each project so as to ensure maximum value and effectiveness of her services.



## EXPERIENCE

- She has obtained a thorough understanding of organizational effectiveness issues, including: organizational behavior and development, executive leadership, management coaching, team building, performance-based compensation strategies, and worksite health promotion.
- Designed and managed projects in these areas for organizations.



## DEGREES

- Ph.D. in Industrial/Organizational Psychology



# Andrew Phillips

Global Business Lead / Coaching, Training  
& Development. FocalPoint International



*"The way we think precedes and predicts  
our future levels of performance."*

# ANDREW PHILLIPS - BIOGRAPHY



## EXPERIENCE

- 25 years of experience in business development and his aim is to help business coaches achieve their goals and make a lasting impact on their communities.
- Andrew was behind the major international franchise expansion for FocalPoint International in Europe, Asia & the Middle East.



## WORKS

- Oversees International Franchising for FocalPoint International.
- His role is to recruit, train and work with forward-thinking entrepreneurs throughout the world. He leads by example and has logged over 10,000 training hours.



## DEGREES

- Masters in Marketing Communications from Bournemouth University (UK).

# THANK YOU

Reach Us

[Paul.boulos@antworksconsulting.com](mailto:Paul.boulos@antworksconsulting.com)  
[pboulos@focalpointcoaching.com](mailto:pboulos@focalpointcoaching.com)

Call Us

+966 56 7344 184 | +961 3 444 611

Location

5th floor, Tarim Tower, Al Olaya Street  
P.O.Box 10923, Riyadh 11443, Saudi Arabia  
Offices: KSA | Algeria | Lebanon | Turkey

