



**ascendere**

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elevating talent

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Importance of **L&D** is Increasing

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# Importance of L&D is Increasing

**94%** increase in employee retention

**50%** skill sets to change by 2027

**3<sup>rd</sup>** most prominent reason for pursuing new jobs is lack of opportunities to learn and develop new skills

**57%** companies prioritize leadership & management skill



## Our Background

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## More than a Training Company

At Ascendere, we believe in the boundless potential that resides within individuals and organizations. Our mission is to elevate talent, ignite growth, and unlock remarkable possibilities through world-class Learning & Development (L&D) programs. With a global presence and a special focus on the Middle East, particularly Saudi Arabia, we are dedicated to nurturing skills, fostering innovation, and propelling success.



## Vision

Our vision is to shape futures and enrich success stories across the Middle East, with a special emphasis on Saudi Arabia. We envision a world where each individual is empowered, and every organization thrives through continuous innovation and learning. By fostering a culture of excellence, we aspire to be the driving force behind the way talent is nurtured and potential is realized.

## Mission

We are committed to unlocking the hidden potential within individuals and organizations. We are driven by the belief that with the right guidance, resources, and strategies, each one of us can achieve greatness. By providing comprehensive, tailor-made solutions, we aim to equip you with the skills, knowledge, and mindset needed to excel in the VUCA world.

# Our Leadership Team



**Rajlain H. Qazi**

Director & CEO

Fellow Member – ICAP  
Worked with PwC New Zealand  
and Pakistan  
Experience: 10+ Years



**Husnain R. Badami**

Director

Fellow Member – ICAP  
Worked at Engro & EY Pakistan  
Experience: 15+ Years



**Farouk Shaikh**

Director

Member – ACCA  
Worked at PwC Middle East  
Experience : 20+ years



**Danish Noorani**

Director

Member – ICAP  
Worked at Siemens & EY Pakistan  
Experience: 20+ Years



**Arsalan Azhar**

Director

Member – ICAP  
Worked at PwC Middle East  
Experience : 15+ years



# Our Impact





# Our Aim for Kingdom of Saudi Arabia

At [Ascendere](#) we don't just offer training – we provide pathways to excellence. As we expand into the KSA market, our vision is intrinsically tied to the ambitious and transformative Saudi Vision 2030.

Here's how our mission aligns and contributes:

1 Elevate Expertise

2 Ignite Growth

3 Empowering a Digital Revolution

4 Localize Global Expertise



# What we do for Organizations

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# What we do for Organizations

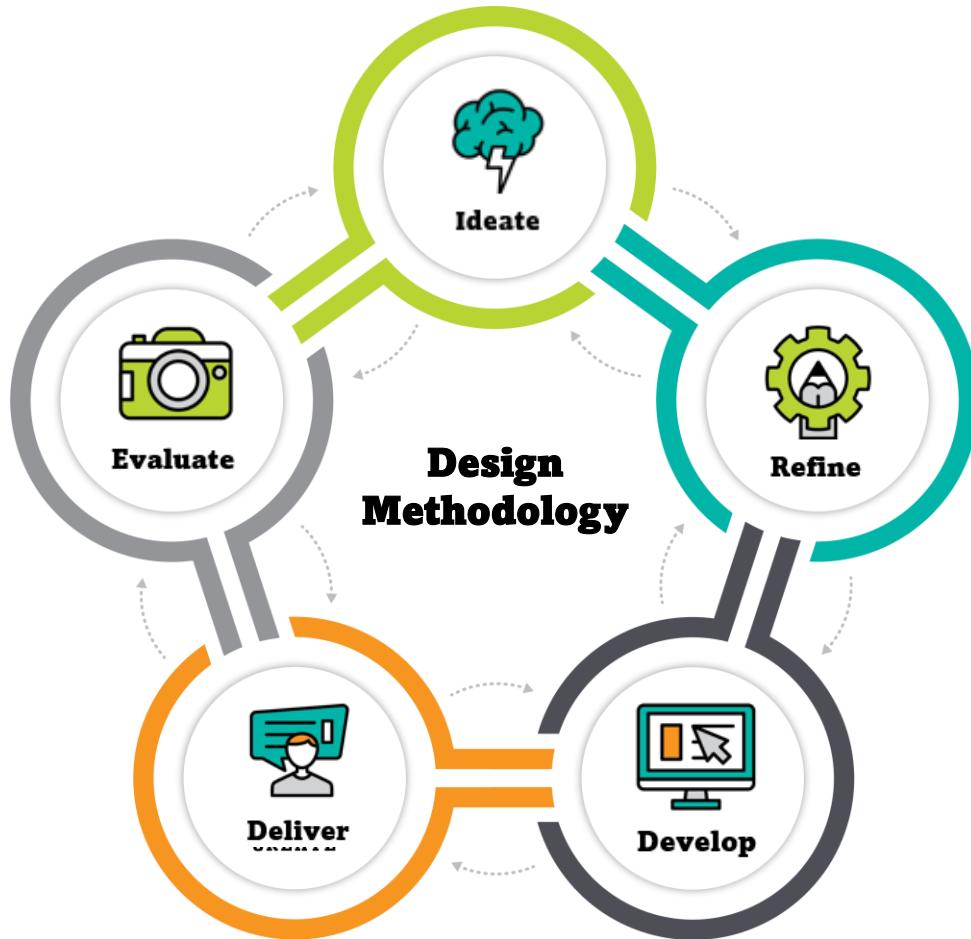


Align learning and development interventions with your specific business goals.

Foster leadership with the requisite acumen, technical and behavioral capabilities to scaffold the long-term success of the business

Develop people at all levels in the organization via custom learning interventions

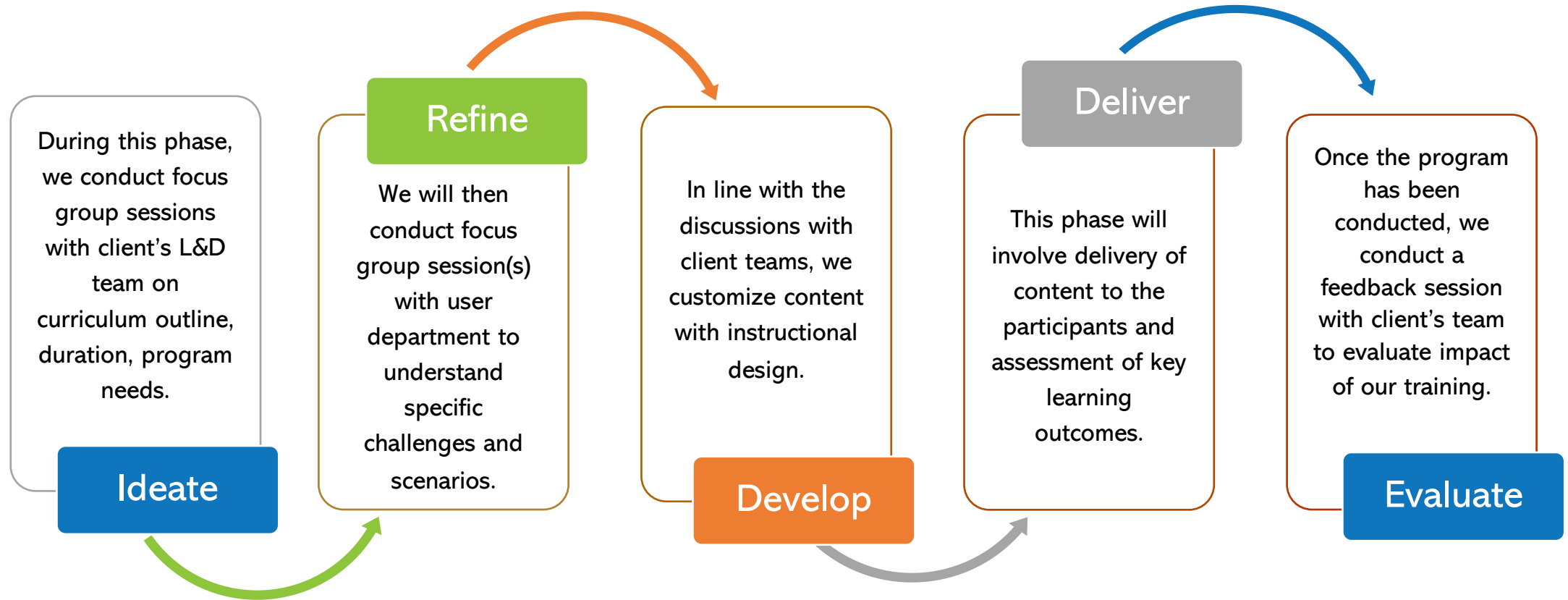
# Design Methodology



Ascendere's instructional design integrate experiential case studies, real-time polling, simulations, group competition, and bring in application via real-life scenario discussions to enable learners internalize the learning. This approach helps professionals to practice academic concepts in real business context rather than understanding them in isolation.

Each of our customized programs have dedicated instructional design consultants that helps curate engaging learning content for our clients.

# Design Steps





# Solutions for Organizations

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# Solutions for Organizations

## In-person Trainings

Our in-person training programs are designed to help organizations and individuals enhance their knowledge and skills through interactive and super-engaging learning experiences.

We offer customized training programs tailored to your specific needs and delivered by our expert instructors who have extensive industry knowledge and experience.

## L&D Consultancy Services

We offer a unique blend of practical guidance and strategic support to help businesses overcome their L&D challenges and reach their full potential. We work with clients to identify problems, design inventions, and create actionable plans, that drive success.

01



02



03



04



## Digital Academy

Our digital academy offers a variety of courses purpose-driven and experience-based courses through a holistic Learning Management System (LMS). These courses have been designed by expert instructional designers to ensure that the overall learning experience is engaging and impactful.

## E-Learning Academy

At our E-Learning Academy, we don't just provide off-the-shelf courses; we craft customized e-learning content that is designed with human-centered learning at its core.

Our team of expert instructional designers use the latest tools and technologies to create immersive and interactive learning experiences that make an impact.



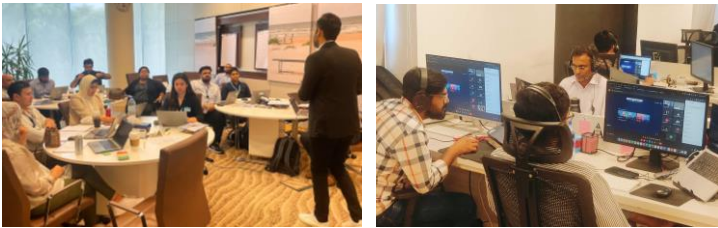


## Glimpse of Our Solutions

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# In-Person Trainings

(a few citations only)



## Technical Skill Programs

- Financial Reporting or IFRS Masterclass
- Annual IFRS Update Program
- Annual IFRS Update Program
- Auditing Standards Update Program
- Internal Audit Report Writing Skills
- Financial Modeling Masterclass
- Internal Audit Report Writing Skills
- Data Visualization & Storytelling
- Demystifying Data Analytics
- MS Excel Training Program
- Business Report Writing Skills

## Board Game Based Programs

- Business Acumen Program
- Finance Business Partnering Program

## Leadership & Soft Skill Programs

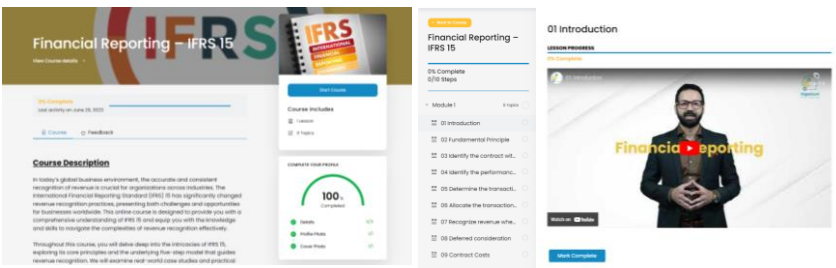
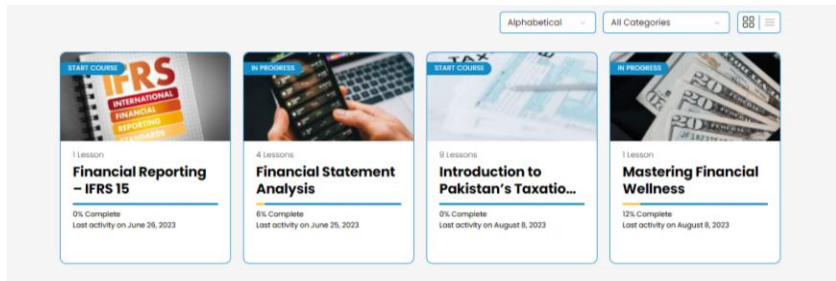
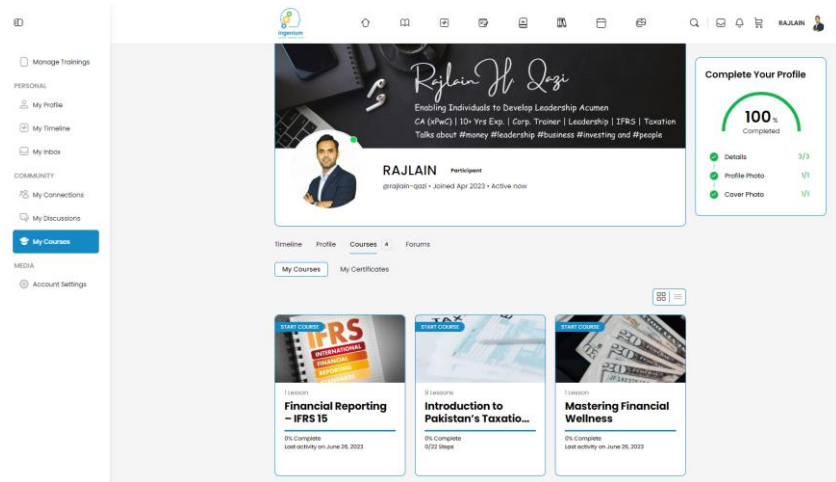
- Leading Forward
- Mentorship Masterclass
- Critical Thinking & Analytical Skills
- Competency Based Interview Skills
- Communication Skills
- Negotiation & Conflict Management
- Stress Management
- Train the Trainer
- Time Management
- Personal Effectiveness

## Compliance & Related Programs

- Anti-money Laundering Program
- Introduction to ESG Standards
- Internal Audit Masterclass
- Ethical Decision-Making
- Risk-based Auditing and COSO Framework

This is an indicative list only. Our team specializes in curating [tailor-made programs](#) to address unique challenges faced by each organization.

# Digital Academy



## Prominent Features

Quick Configuration

Secured Platform

Responsive Design

Access as per designation / role

Personalised Dashboard

Video-based Learning

Knowledge checks

Track Progress

Issue Certificates

Analytics & Reports

# E-Learning Academy

(specimen modules which can be designed)

## Employee onboarding modules

- Introduction to the Organization
- Organizational structure and reporting lines
- Code of conduct
- Data privacy and security training

## Technical learning modules

- Accounting fundamentals
- Bank reconciliation fundamentals
- Vendor creation and management
- Invoice processing
- Handling accounts receivable
- Receipts and payment vouchers
- Basic financial reporting
- MS Excel fundamentals / MS Excel for accountants
- MS PowerPoint fundamentals

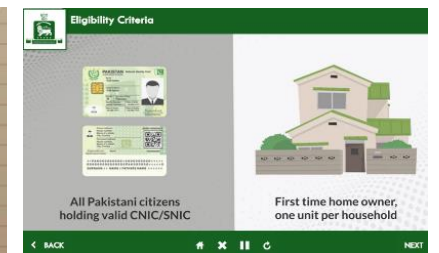
## Policies & procedures

- Overview of financial policies
- Expense management and reimbursement
- Capital expenditure policies
- Travel and entertainment policies
- Procurement policies and vendor management
- Emergency procedures and crisis management

## Other modules

- Gender sensitivity
- People management
- Problem solving and decision making
- Stress and time management
- Respectful workplace
- Personal grooming
- Communication skills
- Effective presentation and meeting
- Customer essential service

This is an indicative list only. All eLearnings are designed in accordance with the specific content received from the client..



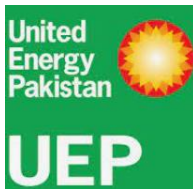


## Prominent Clients

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# Prominent Clients

(a few citations of lead trainers' clientele)





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## Contact Us:

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