

YOUR HELPING HAND TO

EXPAND
IDEAS • PEOPLE • BUSINESS • SALES • CASHFLOW

"NO ONE WAS BORN GREAT BUT EVERYONE CAN EXPAND"

RETAIN KEY PEOPLE ● BUSINESS SUCCESSION ● CORPORATE SOCIAL RESPONSIBILITY ●

INTERNAL TRAINING ACADEMIES ● BUSINESS PLANNING ●

COMPANY PROFILE ●

WHO WE ARE ●

EXPAND is a training and development firm specialized in cash flow management that offers key solutions for businesses in need of business planning, guidance and management support.

Our mission is to guide businesses maintain a positive cash flow throughout their expansion. To do so we understand the human behavior behind all financial decisions. Then we create customized solutions to fit every business model.

WHY WE EXIST ●

Companies either expand or shrink. Successful expansion entails three main factors:

Great planning

Great people

Great sales

First, we make sure that the business has a strategic plan. Second, we develop the key people and follow up on the implementation. Finally, we focus on sales and business development to ensure constant growth.

WHAT WE DO ●

Training and development focused on sales, management and personal development

Retreat workshops on business planning and business development

Business planning and feasibility studies for startups, expansion or to acquire external funding (loans, investors, etc.)

Specialized programs in succession planning and key people retention for medium and large businesses

Management support and guidance

Establish internal training academies in sales and business development

OUR VALUES ●

Problem solving: we look at problems as opportunities

Ethics: we don't sell services that are not needed

Commitment: we always meet our deadlines

Productivity: we work in creative ways to boost performance

Adventure: we "routout" to break your routine

OUR ADDED VALUES ●

Value based pricing

Practical and proven approach with very useful tools

We make sure to bridge the gap between academic learning and real life business practices

We are always available and very flexible to adapt to the changing environments

HOW WE DO IT ●

We meet with decision makers

We conduct a needs/wants analysis

We design customized solutions

WHO'S BEHIND EXPAND ●



JADE W. DAGHER IS THE OWNER OF EXPAND, THE MANAGING DIRECTOR OF WIDE SARL, A PARTNER IN ACTUARIAL CONSULTING SERVICES SAL (OFFSHORE) AND THE FOUNDER OF SAF7A BAYDA. HE IS KNOWN AS THE BUSINESS STRATEGIST.

He has over 14 years' experience in banking, feasibility studies, and other financial planning services for individuals and small – and medium-sized businesses.

Jade has trained and operated in **more than 13 countries in the MENA region** and has acquired an outstanding experience dealing with more than 40 nationalities.

Countries covered so far: Lebanon, Syria, Jordan, UAE (Dubai and Abu Dhabi), Kuwait, KSA (Riyadh and Jeddah), Oman, Qatar, Iran, Egypt, Algeria and Cyprus.

Over 500 clients (More than 15,000 people) have participated in training workshops which Jade has conducted for the past 9 years. He has helped his clients manage their businesses and realize significant growth ratios in sales and business development.

Jade is the trainer for the **Citi Foundation-funded Arab Women's Entrepreneurship Project (AWEP)**. He is also a member of The Ideaaz Prize's panel of experts, a trainer and mentor for the Women Empowerment (WE) initiative at BLC bank, a judge for the "Grow my Business" competition, and a mentor for the **Mowgli Foundation**, and **SME toolkit Initiative**.

Jade was a university teacher in Sales Management and Risk Management.

He founded the **Business NET**, a group with members from different entrepreneurial backgrounds focused on the joint development of a positive mental attitude and a productive business approach, and is a **volunteer consultant for INJAZ** (a member of Junior Achievement Worldwide).

Jade became a **certified Cisco Entrepreneur Institute facilitator** after successfully completing the Institute Program Manager and Facilitator training in December 2010. He earned his Bachelor degree in banking and finance from Notre Dame University in Lebanon. In March 2012, he received a Certificate of Appreciation from The Cisco Entrepreneur Institute-AMIDEAST in the recognition for the dedication to the Institute and to the Lebanese Entrepreneurs.

He is also a **fire walker**; he attended the "Unleash the Power Within" with Anthony Robbins in London.

Jade recently launched **Saf7a Bayda**: a training and guidance workshop for women entrepreneurs who wish to start or expand small projects from home in order to be financially independent, spend more quality time with the family and create job opportunities in their areas. More information available at www.saf7a-bayda.com.

Jade writes in **Moms and to be monthly business tips** articles since almost 2 years. He also gives financial and business awareness on several TVs and radio Stations. Links available on the website.

Now **Jade's mission is improving the standards of the entrepreneurship ecosystem** in Lebanon and the region and building a bridge to cover the gap between the academic business world and the practical reality entrepreneurs are facing in these tough economic situations. Many conferences, kits and tools will be soon published in this regard.

OUR TRAINING PROGRAMS ●

ALL OUR PROGRAMS ARE **TAILOR-MADE** TO EACH INDUSTRY AND CUSTOMIZED WITH EACH CLIENT BASED ON THEIR DAY-TO-DAY OPERATIONS. WE USE **PRACTICAL** TOOLS THAT KEEP YOU UP-TO-DATE WITH THE LATEST TRENDS AND BEST PRACTICES AROUND THE WORLD. **ASSESSMENTS** TO BE DONE BEFORE AND AFTER EACH WORKSHOP TO MEASURE IMPROVED **RESULTS** ●

PERSONAL DEVELOPMENT

LEADERSHIP SKILLS
GOAL SETTING
DEALING WITH FEARS
MANAGING HABITS
LIFE-WORK BALANCE

STRESS MANAGEMENT
RESILIENCE & FLEXIBILITY
BUSINESS ETIQUETTE
OUTLOOK / ANDROID
INCOME MANAGEMENT

SELF MOTIVATION
BODY LANGUAGE
COMMUNICATION
LISTENING SKILLS
TIME MANAGEMENT

SALES

PERSONAL BUSINESS PLANNING
PROSPECTING
ROUTING
TELEPHONE CALLS
APPROACH
FOLLOW UP

HANDLING OBJECTIONS
CLOSING
SERVICING
HIDDEN MISTAKES
BODY LANGUAGE
PERSONAL DEVELOPMENT

SELF MOTIVATION
REFERRAL TAKING
REPORTING
SELF MANAGEMENT
DATABASE MANAGEMENT

MANAGEMENT

MANAGING CHANGE
INTERVIEWING PEOPLE
DELEGATING SUCCESSFULLY
TIME MANAGEMENT
LEADERSHIP SKILLS

STRESS MANAGEMENT
COMMUNICATING CLEARLY
DECISION MAKING
MANAGING TEAMS
MOTIVATING PEOPLE

MANAGING MEETINGS
NEGOTIATING SUCCESSFULLY
PRESENTING SUCCESSFULLY

BUSINESS PLANNING

EVALUATE IDEAS
VISION
MISSION
VALUES
TARGET MARKET
LOCATION

LEGAL
SWOT ANALYSIS
COMPETITION ANALYSIS
MARKET ANALYSIS
HUMAN DEVELOPMENT
WORKFLOW

SALES
ADVERTISING & MARKETING
FINANCIAL ANALYSIS
RATIOS
FUNDING OPTIONS

BUSINESS DEVELOPMENT

STRATEGIC PLANNING
HR: RECRUITMENT, DEVELOPMENT & RETENTION
ADVANCED ACCOUNTING

FINANCIAL ANALYSIS
WORKFLOW PLANNING & MANAGEMENT
KEY PERFORMANCE INDICATORS
CUSTOMER RELATIONSHIP MANAGEMENT
CASHFLOW DEVELOPMENT

TECHNOLOGY INPUT
BRANDING
JOIN VENTURES
CORPORATE SOCIAL RESPONSIBILITY

LOCATION

MAR MOUSSA (METN)-MOUNTAIN VIEW
HOTEL IN NATURE
BOAT TRIP

TIMING

FULL DAY: 10AM-5PM
HALF DAY: 4 HOURS/SESSION
WEEKEND RETREATS

DETAILS

CUSTOMIZABLE PROGRAMS
ATTENDEES: 30 MAX
DELIVERY: POWERPOINT / SHARING / ROLEPLAYS
MANUAL INCLUDED

CAN YOU AFFORD NOT TO DEVELOP YOUR STAFF? IMAGINE IF YOU DON'T AND THEY STAY...

EMA-ENTREPRENEURS MANAGEMENT ASSISTANCE ●

BEING AN
ENTREPRENEUR
IS NOT EASY

Being an entrepreneur is not easy. When you are starting or developing your business, you work as a one-man show leaving no time for your personal life. We help you manage your company allowing you to focus on your workflow.

AREAS OF EXPERTISE:

HUMAN DEVELOPMENT

SALES AND MARKETING MANAGEMENT

FINANCE MANAGEMENT

OUR PLANNING SERVICES ●

You might have the capital, the idea and the potential, but an accurate feasibility study or business plan will guide you as you put your concept into action. We structure your business plan wisely, study your market accurately, and provide you with all the business and financial assistance to implement it.

BRAINSTORMING SESSIONS

Our brainstorming sessions help you analyze your ideas objectively. Our role is to help you think deeper, play the devil's advocate, and make you see things from different perspectives. Decisions always remain yours.

BUSINESS PLANNING

THE PROFILE >> Concept description / Products & services / Vision / Mission / Values / Objectives / Owners profiles

THE STRATEGY >> Target market / Legal / Location / SWOT analysis / Competition analysis / Market analysis / HR / Workflow / Sales / Advertising & marketing

BUILDING FINANCIAL PROJECTIONS >> Income statement / Cash-flow statement / Break-even analysis / Ratios

USES >> Bank loans / Acquiring investors / Franchising / NGO fund search & application

SOME TESTIMONIALS ●

“ Jade recruited and trained three of our sales people who then realized a 60% increase in revenues during their first year with the company ”

Ralph Mouawad, Administrative Manager, Middle East Granite

“ We really liked the training. We felt the sales people benefited from the program, changed on the personal and the business levels and we were all very happy ”

Nadia Rai,
Administrative Manager,
Medatco

“ The participation of 40 of our sales agents in this workshop resulted in a 46% growth of revenues during a tough business year ”

Joseph Younan,
Agency Manager,
Metlife-Alico

“ Jade Dagher has helped us establish KAOS and is still a very valuable member, helping us evolve constantly. His Experience, wittiness, and brilliance in his field, made him a necessity for every decision making within our company. He showed a high level of professionalism and know how in his business planning, problem solving, company development including HR kit and recruiting. A great exposure to law and business law reinforced his opinions to get the best results ”

Charbel Abou Jaoudeh, Managing Director, Kaos

“ I owe it to Jade that I am living my dream now. Jade helped me start my business, plan it better, and guided me every step of the way ”

Mahyar Yahfoufi, Managing Director, Middle East Granite



TESTIMONIALS FROM PREVIOUS INDIVIDUAL PARTICIPANTS ●



ZIAD HARB

BCC

The facilitator and the interaction were the strengths of the program

ANGELIQUE SABOUNJIAN

TASCHE BAGS

The way it is divided into parts, it's very well presented

LYNN HAJJ

EXTRAVAGANT

Clear points / valuable info regarding sales / interactive / current sales stories with classmates / valuable tools to organize and sell. Jade's enthusiastic approach gives me the push and confidence to understand and perfect my selling techniques and to enjoy the sales process. Thank you

GEORGE ATTARIAN

SOFTWARE INDUSTRY

Includes most of the key parts to be a successful sales person (personal development, sales, organizational skills...)

RAYA KALASH

AMIDEAST

The trainer's enthusiasm and motivational style; a very interactive and practical workshop. It was a great workshop that I would definitely recommend to others

JIHAD ZOGHBY

ERICSSON

Clearly communicated with interaction

REFERENCE LIST

COMPANY NAME	INDUSTRY	CONTACT PERSON	TITLE
City Bank's Arab Women Entrepreneur Program	Entrepreneurship	Elissar Farah Antonios	Managing Director / Citi Country Officer
BLC-Fransabank: Women Initiative	Entrepreneurship	Karyl Akilian	Head of Women in Business Section
The IdeazPrize	Entrepreneurship-MTV	Marc Dickinson	Manager
Hawa Chicken	Manufacturing	Antonio Hawa	Sales Mgr
Cre8mania	Digital Marketing	Kabalan Samaha	Owner
So7i Wa Sarih	Diet Clinics	Monique Bassila Zaarour	Owner
W. Productions	Production House	Walid Nassif	Owner
Soda Fresh	Beverages	Roger Chalhoub	Owner
Joseph Chalhoub	Contracting	Roula Chalhoub	Manager
Ayanian Group	Lighting	Serj Ayanian	Manager
Future Training Center	Training Center (Jeddah, KSA)	Rajaa Moumena	Owner
Zed Marble & Granite for Women	Manufacturing	Michel Zed	Owner
MindField	Web Development	Mahyar Yahfoufi	Owner
Altronix	Mecatronix Engineering	Alain Nammar	Owner
Medatco	Pharmaceutical	Naya / Nadia Rai	Owners
Cyan 2 (Veer)	Resort	Elie Mchantaf / Hagop Tekeyan	Owners
Alico-Lions Agency	Life Insurance	Joseph Yuonan	Manager
Bachir Ice Cream	Manufacturing	Maurice Bachir	Partner
Detect	Water Leaking Detection	Philippe Girod	Owner
Gafo Energy	Geothermal Energy	Dr. Rachad Naqaweh	Owner
Kaos	Events Designers	Charbel Abou Jaoudeh	Owner
Yu:Sol	SPA	Patrick Khoury	Owner
Menuiserie Sakr	Wood Production	Tony Sakr	Owner
Middle East Granite	Granite Production	Michel Hachem	Owner
Sterita	Factory	Anwar Daou	Owner
Contact	Printing	Abdo Khoury	Owner
Evolve	Web Engineers	Lucien Matar	Owner
Spanish Gourmet	Food	Rindala Kodeih / Salvador Artigas	Owners
Beauty for men	Beauty Institute	Maguy Nassar	Owner
Novartis Oncology	Pharmaceutical	Lamis Chahoud	Manager