



CORPORATE BROCHURE

LEADERSHIP AND DEVELOPMENT
FINANCE AND BUSINESS SKILLS
FINANCE QUALIFICATIONS
DIGITAL TRANSFORMATION

ABOUT KAPLAN

Our Journey to being one of the world's largest educators started over 80 years ago in a basement in Brooklyn, New York when Stanley Kaplan opened his first tutoring school at the age of 18. By answering his calling, he opened the door to empower millions of people to answer their calling as well. Till this day, Kaplan strives to continue his work of opening up access to education and believes that Knowledge is transformational – to people, to families, to lives, to communities, and we have never strayed from that as our mission.

Kaplan Professional Middle East is a leading provider of end-to-end training solutions for certification programs, leadership, and professional development. Our training solutions follow a balanced approach that combines technical competence and behavioral confidence, guided by diagnostics and simulations. Being one of the world's largest and most diverse education providers, we are a beacon for expanding educational access and instructional innovation. This has further driven us to become an early leader in digital learning.

Serving tens of thousands of clients globally- from Governments to Educators, Professional bodies and Corporations, Kaplan's solutions are diverse and our capability is endless. We serve organizations seeking to upskill their workforces, better serve their customers, increase employee performance, or enhance overall productivity and operational effectiveness.

We are reinvigorating our operations and driving investment to further enhance an already strong regional presence, with new offices in the UAE and KSA. Backed by a great team, and a global infrastructure of systems, talent and passion, we are committed to designing and offering organisation and region specific solutions.

80+

YEARS TRANSFORMING
LIVES

1K+

EDUCATION PARTNERS

1M+

DELEGATES WORLDWIDE

10K+

BUSINESS CLIENTS

FORTUNE 500

RANKED AMONG THE TOP
COMPANIES IN THE WORLD

100+

LANGUAGES USED IN TRAINING
AROUND THE WORLD

CORPORATE SOLUTIONS



FINANCE QUALIFICATIONS

FINANCIAL MARKETS

- Chartered Financial Analyst
- Chartered Institute for Securities & Investments Programs
- Capital Market Qualification Exam – KSA

FINANCIAL ACCOUNTING AND AUDITING

- Association of Chartered Certified Accountants
- Certified Public Accountant
- Certified Internal Auditor
- Association of Accounting Technicians

MANAGEMENT ACCOUNTING

- Certified Management Accountant

FINANCE AND BUSINESS SKILLS

- Corporate Finance and Investment Banking
- Commercial Acumen and Business Planning
- Public Sector Finance and Accounting
- Banking
- Audit Accounting and Taxation

LEADERSHIP AND DEVELOPMENT

- Work Readiness Program
- New Hires Program
- First Time Managers/ Emerging Leaders Program
- Senior Executives Program

DIGITAL TRANSFORMATION

- Digital Transformation Foundation
- Digital Transformation for Financial Services
- Project Management Practitioner
- PMI Agile Certified Practitioner
- PMI Certified Associate in Project Management
- Foundation in Design Thinking

BLENDED PROGRAMS

- NXG Banker's Program
- Family Business Program
- Nationals' Development Program
- Women in Leadership

OUR APPROACH



Elements of Effective Learning Experience

▶ ACTION LEARNING PROJECTS	▶ ON-THE-JOB ASSIGNMENTS	▶ FEEDBACK, COACHING AND MENTORSHIP
▶ DIGITAL BITE-SIZED LEARNING PLATFORM	▶ GLOBAL AND REGIONAL CASE STUDIES	▶ INTERACTIVE EXERCISES
▶ TRAINING ASSESSMENTS	▶ ONLINE BOARD GAMES AND SIMULATIONS FOR EXPERIENTIAL LEARNING	▶ CUSTOMIZED LEARNING SOLUTIONS

LEADERSHIP AND DEVELOPMENT

Kaplan accelerates and directs the development of professional and leadership skills at every level in your talent pipeline. Through our programs, we aim to help organisations strengthen teams, nurture high-potential talent, develop future leaders, and meet strategic goals by choosing the best in employee development.

Our carefully designed modules focus on 4 key stages of employee development: Work Readiness, New Hires, Managers/Emerging Leaders and Senior Executives.

In each of these specific stages of development, we are able to offer specialized and focused programs that enrich and develop employee skills in vital professional areas. Some of the programs include graduate development programs, team building programs, executive coaching and women in leadership.





Self



Team



Business

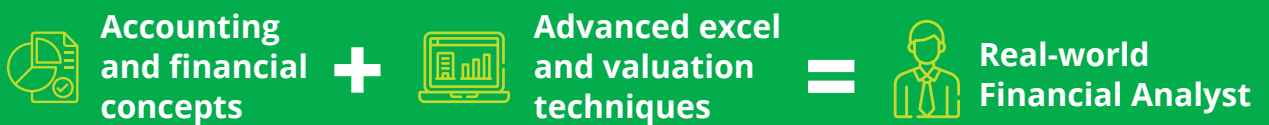
WORK READINESS	<ul style="list-style-type: none"> • Your brand • Getting ready for a Job interview • Art of networking • Critical thinking • CV writing 	<ul style="list-style-type: none"> • Effective followership • Understanding team dynamics 	<ul style="list-style-type: none"> • Business etiquette
NEW HIRES	<ul style="list-style-type: none"> • Being business ready • Business ethics • The power of communication • Driving your career • Introduction to business writing • Personal Impact • Presentation skills • Time Management • Building Personal Power 	<ul style="list-style-type: none"> • Building winning relationships • Influencing skills • Working together • Dealing with conflict • Diversity and inclusion 	<ul style="list-style-type: none"> • Engaging with organizational change • Problem solving and critical thinking • Adaptability • Creativity and innovation • Project Management
MANAGERS / EMERGING LEADERS	<ul style="list-style-type: none"> • Effective participation in meetings • Creating a leadership identity • Advanced presentation skills • Emotional intelligence & resilience workshop • Raising the performance bar 	<ul style="list-style-type: none"> • Mentoring skills • Appraisal training • Building / managing client relationships • Building a high performing team • Coaching for performance • Communicating with impact - masterclass • Delegation skills - masterclass • Women in leadership • Impact and influence • Interviewing skills • Manager essentials • Managing difficult conversations • Employee Wellbeing • Negotiation Excellence 	<ul style="list-style-type: none"> • Advanced decision making • Financial storytelling • Business critical thinking • Stakeholder management • Sales leadership identity
SENIOR EXECUTIVES	<ul style="list-style-type: none"> • Executive coaching 	<ul style="list-style-type: none"> • Leading senior teams • Strategic leadership 	<ul style="list-style-type: none"> • Driving organizational change • Mergers the acquisitions • Navigating through a VUCA environment • Value creation

FINANCE AND BUSINESS SKILLS

Kaplan's scale and experience across the financial services sector is promoted by the expert trainers, engaging delivery methods and customised resources that transform the learning experience and learners themselves. Our integrated solutions are driven by your organizational objectives and focus on maximizing your ROE to address challenges faced by the existing talent and the gap identified through the diagnostic process.

Our technical modules focus on 5 key aspects: Financial Modeling, Commercial Acumen, Accounting and Taxation, Corporate Finance and Treasury and Risk Management. Each module can be further enhanced to offer you a training solution that best suits your requirements and produces efficient, cost-effective outcomes.

Our delivery capabilities encompasses local expertise enhanced by international best practices to ensure you receive an 'end-to-end' partner for all your technical training needs.





Skills Development



Skills Enhancement



Advanced/ Follow on

CORPORATE FINANCE AND INVESTMENT BANKING	<ul style="list-style-type: none"> Excel for Finance Professionals Financial Statement Analysis Using Excel Introduction to Financial Modeling Understanding Project Finance 	<ul style="list-style-type: none"> Equity Valuation Three Statement Modeling & Valuation Project Finance Modeling Bank Modeling & Valuation Project Finance Masterclass Equity and Debt Capital Markets Mergers & Acquisitions Corporate Finance & Shareholder Value Creation Fixed Income Analysis & Valuation Analyzing Alternative Investments 	<ul style="list-style-type: none"> M&A Modeling LBO Modeling Advanced Financial Modeling Advanced Equity Valuation
COMMERCIAL ACUMEN AND BUSINESS PLANNING	<ul style="list-style-type: none"> Financial Literacy Commercial Acumen - Beginner Performance Management Introduction to Financial Management 	<ul style="list-style-type: none"> Finance for Non Finance Managers Commercial Acumen & Strategy Simulation - Kaplan Business Challenge Data Analysis & Dashboard Reporting Financial Story Telling Planning, Budgeting & Forecasting Strategic Planning, Effective Budgeting & Cost Control Working Capital Management Sources of Finance & Capital Budgeting 	<ul style="list-style-type: none"> Advanced Performance Management Strategic Financial Management
PUBLIC SECTOR FINANCE AND ACCOUNTING	<ul style="list-style-type: none"> Fundamentals of Macro and Economic policies Public Sector Budgeting Essentials Cash and Liquidity Planning Procurement Essentials Introduction to Public Sector Accounting and Finance Essentials of Revenue Management 	<ul style="list-style-type: none"> Introduction to International Public Sector Accounting Standards (IPSAS) Fiscal Policy Design and Execution Budgeting and Forecasting using Excel Capital Budgeting Techniques Macro and Economic Policies Public Sector Financial Analysis 	<ul style="list-style-type: none"> Advanced Budgeting and planning Public Sector Revenue Management & Control Advanced Public Sector Accounting and Finance
BANKING	<ul style="list-style-type: none"> Introduction to Wealth Management Introduction to Bank Financial Statement Analysis Introduction to Corporate Financial Statement Analysis Introduction to Risk Management 	<ul style="list-style-type: none"> Understanding & Analyzing Asset Classes Effective Asset Allocation for Private Banking Clients Technical Competence for Wealth Managers Wealth Management – Hedge Funds and Private Equity Corporate Financial Statement Analysis Asset and Liability Management Bank Analysis & Valuation Corporate Credit Analysis IFRS 9 and Impact on Banks "Understanding Basel III and Capital Adequacy" 	<ul style="list-style-type: none"> Applied Wealth Management Advanced Corporate Credit Analysis and Debt Restructuring
AUDIT ACCOUNTING AND TAXATION	<ul style="list-style-type: none"> Introduction to Accounting Introduction to VAT Corporate Governance and Internal Control Introduction to Audit and Assurance 	<ul style="list-style-type: none"> Accounting for Financial Instruments - IFRS 9 Accounting for Leases - IFRS 16 Financial Statement Analysis External Financial Reporting Managing VAT implementation IFRS Update VAT Updates Fraud Risk Management Risk Management & Internal Control 	<ul style="list-style-type: none"> Accounting for intercorporate investments Forensic Accounting Advanced Audit

FINANCE QUALIFICATIONS

Kaplan's qualifications and certifications vertical is focused on providing world-class learning solutions to corporate clients that want their executives to gain specialised industry-relevant insight and real-world skills in accordance to global benchmarks as a part of their learning and development strategy.

Our team of experts have wealth of experience in designing and delivering customized in-house solutions geared towards ensuring a holistic learning experience that empowers delegates and helps them thrive in the competitive industry.

The training methodology is designed to help candidates achieve desired program outcomes efficiently and effectively by employing a three-phase learning strategy. All of these phases are aligned towards accomplishing specific objectives.

Prepare

Prepare activities will provide the tools to begin acquiring new knowledge.

Practice

Practice will allow interaction with new knowledge and skills, identify gaps in performance, and build expertise.

Perform

Perform activities are designed to assess the level of mastery for intended program outcomes and identify what has been achieved.

KEY ELEMENTS - LEARNING SOLUTIONS

ENHANCER ELEMENTS

LEARNING RESOURCES

World-class study resources and learning solutions by Kaplan and its partners

WORK READINESS

Provide coaching and mentoring to delegates to help convert theory into practice

CORE ELEMENTS

PRE-ASSESSMENTS

Evaluates candidate readiness to identify an appropriate training solution

TUITION

Exam focused sessions that offer a thorough understanding of all key concepts

REVIEW

Reinforce key concepts through revision sessions and practice questions in a time-pressured environment

EXAM SIMULATION

Reduces the element of surprise and improves confidence through mock exams

ENHANCER ELEMENTS

SUPPORT SYSTEM

Assisting delegates in creating the right study plan, resolution of queries and motivational support

MONITORING AND FEEDBACK

Periodic feedback and corrective measures aimed to ensure exam success



CDV**Certified Diploma
in VAT (Middle
East region)**

The Certified Diploma in VAT (Middle East region) can help you establish knowledge of the various aspects of administration, collection, and enforcement listed by the Federal Tax Authority that all organizations need to implement and comply with.

FINANCIAL MARKETS

CFA**Chartered
Financial Analyst**

The most reputed finance certification globally, focused on the areas of asset management, financial analysis, and investment research.

 **1.5 years**
 **3 levels****FRM****Financial Risk
Management**



A risk management certification focusing on developing risk assessment and risk analysis in the area of banking, insurance, and financial markets.

 **1 year**
 **2 parts****CAIA****Chartered
Alternative
Investment Analyst**



A certification focused on developing understanding, analysis, and management of alternative assets like private equity, hedge fund and real estate.

 **1 year**
 **2 levels****CISI****Chartered Institute
for Securities and
Investments**

A professional body offering certifications in the area of operations, compliance & risk, capital markets & corporate finance, financial planning, Islamic finance, and wealth management.

 **0.25 years per
certification**
 **Upto 7 levels for
each qualification****CME****Capital Market
Qualification
Exam**



A series of qualifying examinations, which are required for the persons to be registered with the Capital Market Authority (KSA) in performing their registrable functions.

 **0.5 year**
 **3 exam series**

FINANCIAL ACCOUNTING AND AUDITING

ACCA**Association
of Chartered
Certified
Accountants**

A globally-renowned accounting qualification based on IFRS (UK) that focuses on financial reporting, financial management, financial reporting, management accounting, and taxation.

 **2 - 2.5 years**
 **3 modules****AAT****Association
of Accounting
Technicians**



A popular UK accounting qualifications that imparts learning in the areas of basic principles of accountancy, advanced bookkeeping, final accounts, budgeting, preparing financial statements, accounting systems and tax.

 **2 years**
 **3 levels****CIA****Certified Internal
Auditor**

A recognized qualification in the area of internal audit, it provides skill sets to carry out the internal audit responsibilities anywhere in the world.

 **1 year**
 **3 parts****CPA****Certified Public
Accountant**



A US based accounting qualification with a focus on financial reporting, auditing, compliance, and taxation.

 **1 - 1.5 years**
 **No levels****ACA****ICAEW Chartered
Accountant
Qualification**

A leading global professional qualification with a focus in accounting & reporting, audit & assurance, tax, law, financial management, business planning & business strategy.

 **2 years**
 **3 levels****CFAB****ICAEW Certificate in
Finance, Accounting
and Business**



CFAB is the practical business qualification for those interested in or working in business. Globally recognised, it provides essential business and finance knowledge.

 **1 year**
 **6 modules**



MANAGEMENT ACCOUNTING

CMA**Certified
Management
Accountant**

A globally recognized qualification in the area of management accounting that focuses on planning & analysis, risk management & internal controls, technology and analytics and performance management.

 **0.5 - 1 year**
 **2 parts****CIMA****CIMA Professional
Qualification**

A UK based certification focused on developing management accounting professionals that lead financial and management accounting, reporting decisions, risk management, and tax strategy.

 **2 - 2.5 years**
 **4 levels**

DIGITAL TRANSFORMATION

Over the last few years, technology has played a vital role in helping organisations improve their processes, engage with consumers and compete in the industry.

Kaplan's innovative digital programs provide your employees the right platform to master the digital expertise required to take your organisation to the forefront of the digital age and drive innovation. Some of the key areas our programmes focus on are design thinking, digital techniques and agile principles.

Every organisation is navigating their own unique digital transformation journey, therefore our programs can be customised to suit your needs and learning requirements.



CERTIFICATIONS

Project Management Practitioner (PMP)

This course is for project managers who want to benchmark their skills through hands-on experience and across various management techniques and tools necessary to successfully manage complex projects efficiently.

Agile Certified Practitioner (ACP)

ACP® is PMI's fastest growing certification which recognizes one's knowledge of agile principles and skill with agile techniques. The PMI ACP Course spans many approaches to agile such as Scrum, Kanban, Lean, extreme programming (XP) and test-driven development (TDD.)

Certified Associate in Project Management (CAPM)

The Certified Associate in Project Management (CAPM)® recognizes a project managers knowledge of the profession's preeminent global standard and effectiveness working on or with project teams.

OTHER PROGRAMS

Digital Transformation Foundation


Digital Transformation refers to an overall transformation of organizational activities aimed at leveraging opportunities created by digital technologies and data. This course will help understand the basics of Digital Transformation and learn the importance of adopting it in business.

Digital Transformation for Financial Services

To thrive in the digital era, financial services companies must unlock agility and innovation. This course will help explore how to create and extract value for financial service organizations via the application of key financial technologies, like blockchain and AI.

Foundation in Design Thinking

In this course, learn the core skills and mindsets of design thinking. Gain techniques to better understand the needs of your customers, use ideation techniques to develop and test new ideas and solutions and de-risk your ideas by gaining feedback through rapid prototypes.



Our flexible training delivery options

We work with our clients to design training programs that suit their needs, which could include various delivery methods.



Face-toFace

A scheduled program, with tutor-led classes at Kaplan training centres.



Live Online

Online classes delivered at a scheduled date and time.



OnDemand

Learn anytime, anywhere with our Kaplan online platform, pre-recorded videos, study resources and trainer support.



Blended

Combine the strengths of classroom, live online and OnDemand methods in order to give your learners a more engaging learning

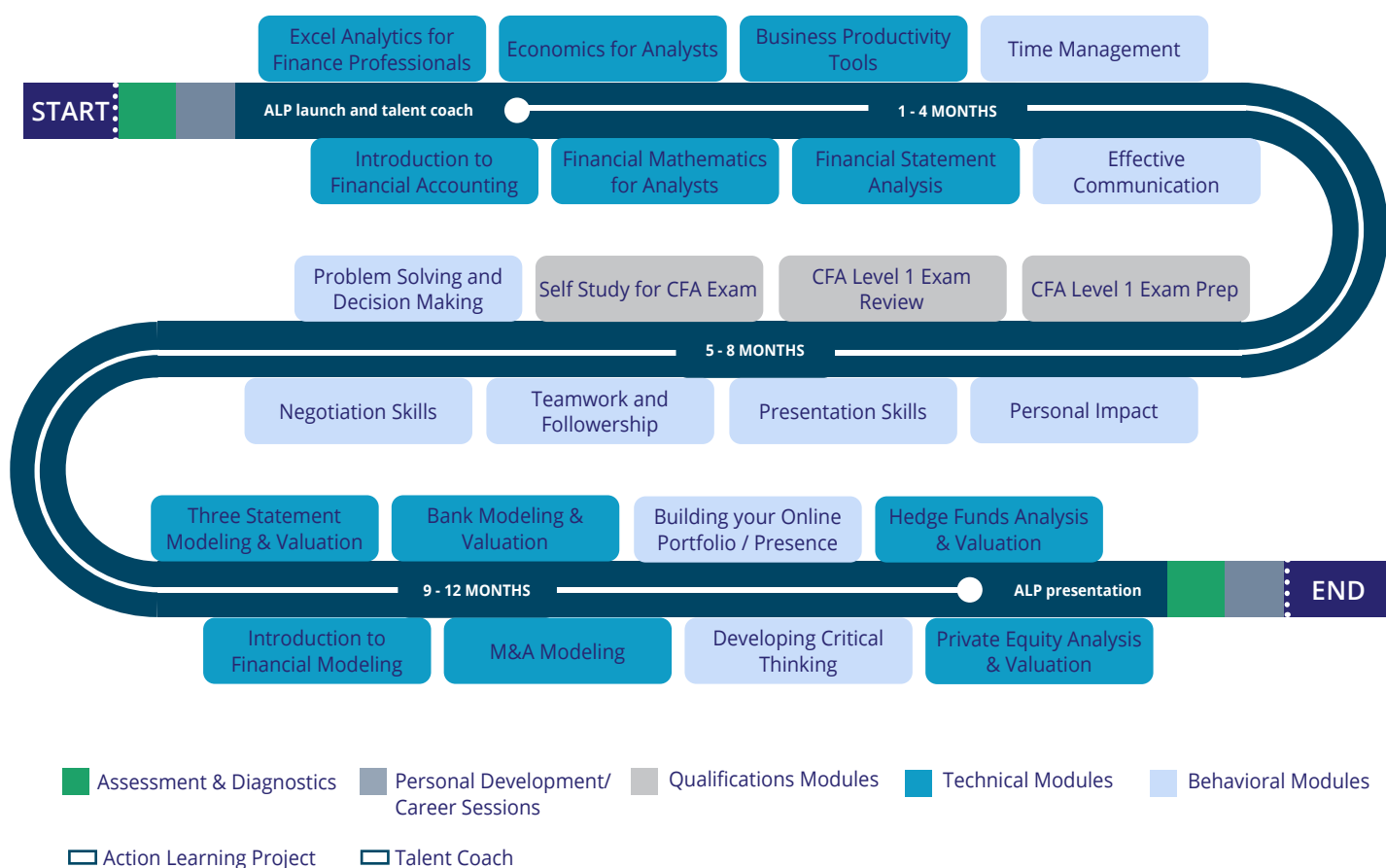
BLENDED PROGRAMS

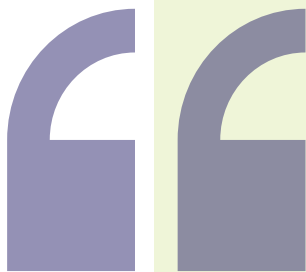
Kaplan's learning journeys include a blend of behavioral, technical and qualification elements as well tools such as coaching, assessments and diagnostics, Action Learning Projects (ALP) and on the job tasks, aimed at developing the competence and confidence of delegates. To develop the right learning journey, we assess the organization's culture, needs and challenges through collaborative customization.

It can be customized to the industry, organization, or department's needs and can also be integrated as a plug-in with an existing training program.

The below section is an example of how we would collaboratively create a learning journey that would benefit your employees and meet the needs of your organisation.

An Illustrative Learning Journey





The approach that Kaplan takes has always been focused on quality outcomes for clients. This manifests itself in a collaborative approach... This is refreshing, highly effective and brings out the best.

Head of L&D, Global Financial Services Firm



It has been a real delight working with this high performance supplier which certainly lives up to its quality reputation. We are already looking at working with Kaplan again for similar caliber offerings.

HR Director, Health Organisation



It was a resounding success. Everything was pitched at the right level, and the (team members) are still talking about it.

Director, Multinational Management Consulting Firm



I wouldn't hesitate to recommend partnering with Kaplan on any learning programme and I am glad they keep managing this programme every year.

Director, Planning Consultancy



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