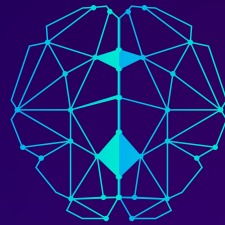


Empowering Minds Elevating Futures.



SCALEUP

TRAINING & CONSULTING

Empowering Minds Elevating Futures.

Stepping into Dubai marks the beginning of a new chapter in training and consulting—one that blends innovation, strategic vision, and measurable impact.

Business Profile

SCALE UP
Empowering Minds.
Elevating Futures.

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About us!

Scale Up Training & Consulting is a UAE-based professional development institute that provides transformational learning experiences for individuals, companies, and government entities.

Our mission is to go beyond conventional training by offering programs that awaken potential, align purpose with performance, and equip learners with future-ready skills.

Whether it's a business leader, government employee, or aspiring entrepreneur, our programs are designed to spark growth from the inside out.

Our Vision

To become the leading human-centric training provider in the region, where every session is an opportunity for lasting transformation, not just learning.

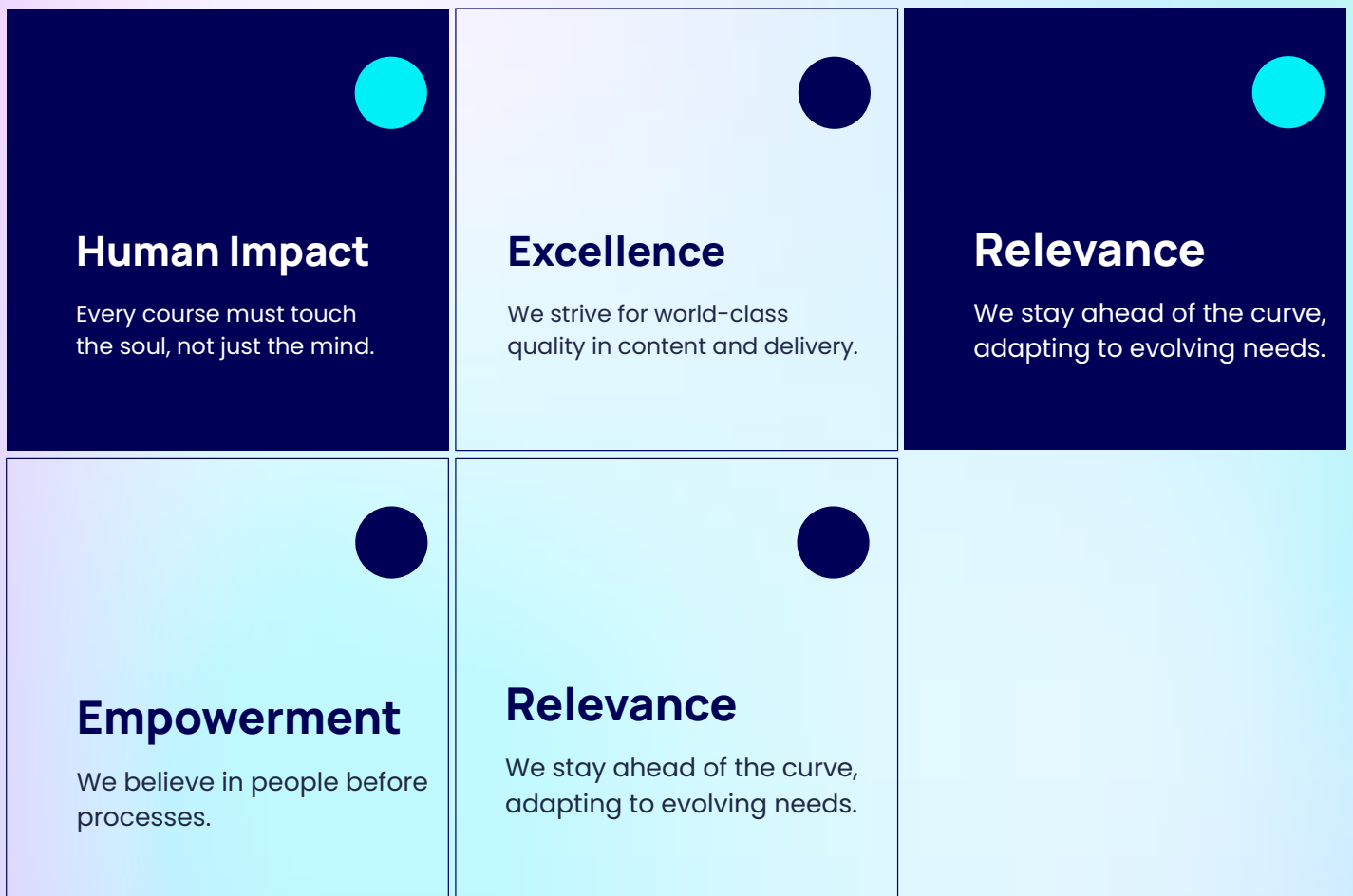
Our Mission

To deliver intelligent, purposeful, and emotionally engaging training that bridges psychology, business, and innovation.

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Core Values



- Training is not a lecture , it's a transformational experience.
- We blend psychology, business, and AI to deliver multi-dimensional growth.
- Our programs are designed by experts, executed with empathy.
- We focus on long-term retention, not temporary motivation.
- Emotional intelligence and human connection are central to our approach.

What Makes Us Different ?

Key Programs

- Business Persona™ – Personality-driven leadership development
- Sales with Soul – A redefinition of selling as emotional influence
- AI in Everyday Life – Practical use of ChatGPT & future tools
- Media Advisor Masterclass – Strategy, influence, and public image
- Customized Corporate Programs – Tailored training based on your industry and goals



Target Clients

- Government Departments
- Private Sector Corporates
- Entrepreneurs & Startups
- Professionals & Teams
- Students & Future Leaders



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Strategic Vision

2025–2027

- Expand regional partnerships across GCC and MENA
- Launch a digital training platform with AI-based personalization
- Develop certified trainers' programs under the Scale Up model
- Collaborate with international thought leaders and psychologists
- Release book(s) and toolkits aligned with our signature courses

The founder's

Vision

"To ignite a new era of personal and professional development in the Arab world where every training experience is rooted in science, delivered with soul, and designed for meaningful results that last."



Empowering Minds Elevating Futures.



Dr.
Sana Ben Hamadi
Founder

About the Founder

Dr. Sana Ben Hamadi is a visionary entrepreneur, certified psychological consultant, and the founder of Scale Up Training & Consulting. With over 20 years of experience in business, branding, and human development, she brings together psychology, strategy, and soulful leadership to design learning experiences that go beyond information and truly transform lives.

She holds a professional doctorate in psychology and a professional master's degree in business administration and is the author of the book: Psychological Terminology Between Mainstream and Diagnostic.

Dr. Sana's multidisciplinary expertise includes certifications in NLP, coaching, dialectical behavior therapy, trauma-informed practice, and personality development. Her work is known for blending emotional depth with business clarity empowering individuals to grow from the inside out.

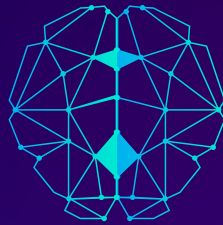
Empowering Minds Elevating Futures.

Mehdi is the mind behind the agency's structured and strategic edge. With a refined sense of logic and a commitment to excellence, he ensures that every project reflects a classy, result-oriented vision. His leadership adds precision, balance, and clarity to our creative process. Together, they form a powerful duo merging soulful branding with smart execution to deliver outstanding results.



Mehdi Bkhairi

Founder



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