



Empowering people. Enabling change.

Founded in Riyadh, Saudi Arabia
Since 2015

Tamakkun.sa

Click titles to navigate

01 [Who we are](#)

02 [What sets us apart](#)

03 [Why choose us](#)

04 [What we do](#)

05 [Our learning philosophy](#)

06 [Our regional footprint](#)

TABLE OF CONTENTS

From our founder

At Tamakkun, we believe that meaningful growth starts with people. I founded this company in 2015 with a vision to build a platform that empowers individuals and organisations to lead with purpose, clarity, and resilience.

From the beginning, my goal has been to create solutions that are not only relevant to our region but also grounded in international best practices in coaching, learning, and development.

Tamakkun has grown into a trusted partner for both public and private sector clients, offering practical, tailored approaches that build leadership, strengthen teams, and unlock potential at every level. Whether we are facilitating a strategic retreat, delivering a coaching programme, or leading a transformation initiative, our focus is always on sustainable impact.

As we move forward, I remain committed to supporting the goals of Vision 2030 by cultivating human capital, driving innovation, and enabling change. It is a privilege to contribute to this journey and to work alongside leaders who are shaping the future of our region.

Thank you for taking the time to explore Tamakkun. I look forward to partnering with you to create lasting value.

- Lamyia Al Kadi



From our CEO

At Tamakkun, everything we do starts with a simple belief: learning should be meaningful, relevant, and create real change. Our mission is to empower individuals and organisations to grow in ways that truly matter.

We are proud to support Saudi Arabia's Vision 2030 by combining local understanding with global thinking. Every solution we create is tailored, practical, and built with purpose. From coaching and retreats to training and consulting, we design experiences that are thoughtful, impactful, and measurable.

As we expand our services, we are integrating AI and digitisation to enhance how we deliver value. Whether it's through data-driven insights, smart tools, or virtual learning environments, our focus remains on keeping the human connection at the core of everything we do. Technology is a tool, not a replacement, and we are committed to balancing innovation with authenticity.

I am genuinely excited about the journey ahead and especially honoured to be working alongside Lamya, whose vision and leadership continue to shape the heart of Tamakkun. Her passion is contagious, and it is a privilege to bring that energy into everything we do.

Thank you for taking the time to explore this profile. We look forward to building something meaningful together.

- Natalie Brown



Who we are



Tamakkun, meaning "Enablement" in Arabic, is a human capital development firm established in 2015 in Riyadh. We specialise in unlocking the potential of individuals, teams, and organisations through transformative learning, strategic consulting, coaching, and immersive retreats.

Rooted in the Saudi context and aligned with Vision 2030, our approach blends local insight with global expertise. Every programme is tailored, practical, and designed with measurable impact in mind. Our work is people-centred, purpose-driven, and supported by digital tools, AI, and analytics.

From initial engagement to post-delivery support, we focus on meaningful outcomes and long-term value.

At Tamakkun, we are passionate about creating environments where people grow, leaders thrive, and organisations transform.

**Tamakkun – Empowering
Growth, Enabling Change**



Our clients in Saudi

Trusted by industry leaders, innovators, and changemakers, our client base reflects the confidence placed in us to deliver results that matter. These partnerships stand as a testament to our expertise, reliability, and commitment to driving lasting impact.



Our clients in Saudi

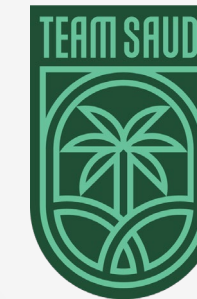
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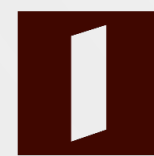


الهيئة العامة للصناعات العسكرية
General Authority for Military Industries



endeavor

مصرف الإنماء
alinma bank



&more
Event Management

BASE
MIND TO MATTER

Our clients in Saudi

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مجلس الصحة
لدول مجلس التعاون
Gulf Health Council



جامعة الأميرة
نورة بنت عبدالرحمن



BANOON بانون

مشبك
MESHBAK



مؤسسة الملك خالد
KING KHALID FOUNDATION

الإلكترونية الحديثة
modern electronics



Our clients in MENA region

Trusted by industry leaders, innovators, and changemakers, our client base reflects the confidence placed in us to deliver results that matter. Guided by the in-depth experience of our CEO who has worked extensively with these companies over many years, these partnerships stand as a testament to our expertise, reliability, and commitment to driving lasting impact.



Our clients in MENA region

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Who we are

Our mission

To empower businesses with cutting-edge human capital development solutions that enhance employee performance, leadership effectiveness, and organisational success.

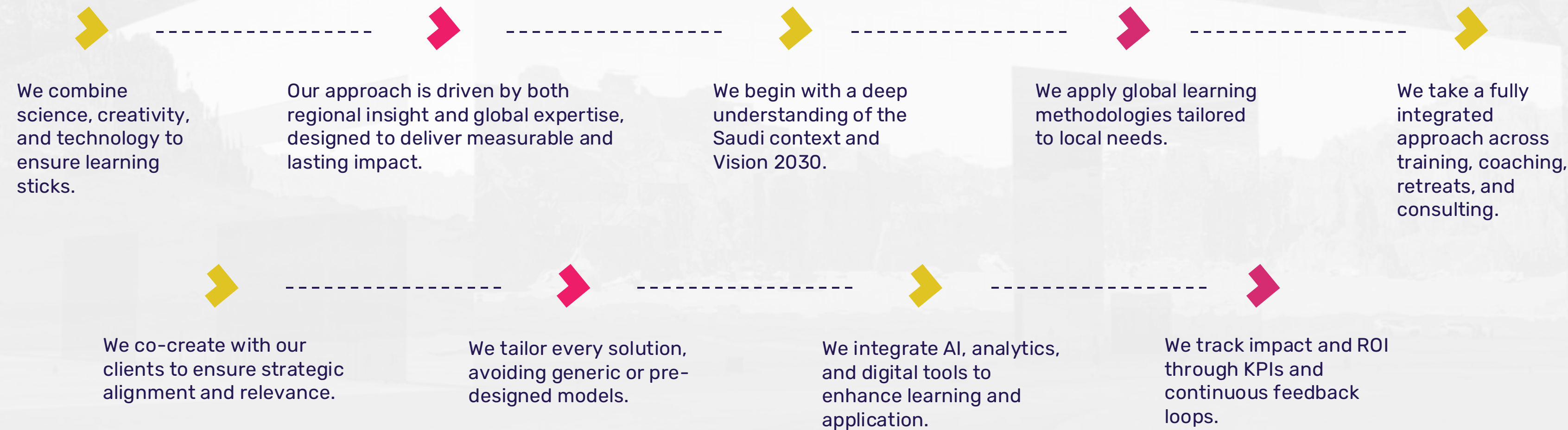
Our vision

To be the leading human capital consultancy in the region, recognised for revolutionising workplace culture, driving sustainable growth, and fostering future-ready talent.

What sets us apart



Our approach



Why choose us

Why partner with us?

Rooted in Saudi Arabia

We co-create with our clients to ensure strategic alignment and relevance.

Global Expertise, Local Relevance

Our facilitators bring experience from the following countries ensuring world-class delivery with a regional understanding.

- Saudi Arabia
- UK
- USA
- Australia
- New Zealand
- Singapore
- South Africa
- Jordan
- Syria
- Egypt
- Oman

Bespoke Experiences

Every game and activity is designed to be fully tailored to your industry objectives, and the level of your participants.

Quality You Can Trust

We don't offer generic solutions. Each programme is built around your organisation's goals, ensuring measurable impact, and long-lasting results.

Why choose us

Our promise

A team building experience that is engaging, culturally aligned,
and designed to inspire performance long after the event

What we do

Our services



Click titles to navigate

Customised Training Development

Dynamic learning, designed to deliver results. Our training programmes are tailored to your business objectives, skill gaps, and talent strategy. We blend experiential learning, gamification, and real-world scenarios to make learning stick.

Sample programmes:

- Executive leadership labs
- Coaching skills for managers
- Communication and emotional intelligence
- Digital transformation for non-tech teams
- Project management and agile thinking
- Time management, productivity and work-life balance

Delivery options:

- In-person, virtual, or hybrid
- Modular or intensive formats
- Designed from TNA, IDPs, or EPM reviews
- Available in English and Arabic

Outcomes:

- Upskilled workforce
- Increased engagement and retention
- Enhanced team collaboration
- Direct application to day-to-day tasks

Strategic Human Capital Consulting

Turning strategy into people-powered execution. We help organisations align people strategies with business goals. Our consulting engagements are designed to build internal capability, improve workforce planning, and drive long-term cultural transformation.

Services included:

- Talent acquisition and employer branding
- Workforce planning and organisation design
- Succession planning and capability mapping
- Employee engagement and culture transformation
- Development of competency frameworks
- Internal mobility and career pathing

Tools and frameworks

- Leadership and role readiness assessments
- Performance management analysis
- Behavioural competency mapping
- Benchmarking and best practice models

Outcomes:

- Greater business agility
- Pipeline of future-ready leaders
- Optimised talent utilisation
- Stronger retention and engagement

AI-Enhanced Team Building Experiences

Fun with purpose. Measured by data.

We deliver team building experiences that are as insightful as they are engaging and enhanced with AI, digital tools, and real-time data tracking.

Our approach:

- AI-driven scenario games
- Simulations that mimic real-world challenges
- Competency-specific game design
- Data dashboards to track group performance
- Pre- and post-assessments to measure shift

Formats included:

- Indoor and outdoor experiences
- Virtual and hybrid challenges
- Custom game design (Brand/theme aligned)
- Strategic debriefs and action planning

Outcomes:

- Measurable improvements in team collaboration
- Real-time insights into communication and problem-solving styles
- Deeper interpersonal connections and morale boost

Coaching and Mentoring Solutions

We provide personalised coaching experiences for executives, managers, and emerging leaders. Each coaching journey is tailored to specific business outcomes and incorporates measurable development goals.

Our approach:

- One-on-one executive coaching
- Leadership and career coaching
- Team coaching for performance and cohesion
- Group coaching for peer learning and accountability
- Coaching clinics (Drop-in model for specific needs)

Integrated with:

- Hogan, Gallup, TLC, DISC, MBTI, and other psychometric tools
- 360° feedback and self-assessments
- Action plans and follow-up dashboards
- KPI-aligned milestones and reports

Outcomes:

- Stronger decision-making
- Higher self-awareness and confidence
- Sustainable performance shifts
- Succession-ready leadership pipelines

Immersive Offsite Retreats

Strategic alignment meets meaningful connection.

Our retreats combine leadership development, strategy alignment, wellness, and culture activation—all in unique, distraction-free environments.

Types of retreats:

- Visioning and strategy alignment retreats
- Leadership reset retreats
- Team bonding and communication labs
- Culture-building and values activation retreats
- Mental wellness and renewal getaways

What we manage:

- Retreat design and objectives
- Venue sourcing and logistics (local/international)
- Facilitation, guest speakers and materials
- Meals, transportation, entertainment
- Post-retreat debrief and reporting

Outcomes:

- Aligned leadership and team direction
- Deeper relationships and trust
- Space for strategic thinking and innovation
- Renewed energy and commitment

Leadership Development

Transforming managers into visionary leaders.

Our Leadership Development programmes are designed as long-term growth journeys that go beyond traditional training. We focus on building the mindsets, resilience, and strategic capabilities leaders need to navigate complexity, inspire people, and deliver impact aligned with Vision 2030.

Key activities:

- Executive leadership journeys and labs
- Scenario-based simulations for real-world challenges
- Adaptive leadership and change management
- Innovation and strategic foresight modules
- Purpose-driven leadership models

Delivery approach:

- Multi-phase journeys (diagnostic – learning – application – follow-up)
- Blended formats (in-person, virtual, hybrid)
- Customised to organisational strategy and culture
- Peer learning, coaching integration, and real case studies

Outcomes:

- Leaders equipped to drive transformation, not just manage tasks
- Strong pipeline of succession-ready executives
- Enhanced agility and resilience under pressure
- Alignment of leadership behaviours with organisational vision

Leadership Assessment

Clarity that powers leadership decisions.

Leadership Assessment provides organisations with strategic, evidence-based lens on their leadership capability. By combining global psychometrics, 360° feedback, and readiness mapping, we give decision-makers actionable insights to identify high-potential talent, succession gaps, and targeted development priorities.

Our approach:

- Psychometric and behavioural assessments (Hogan, Gallup, MBTI, DISC, TLC)
- 360° leadership feedback and stakeholder input
- Leadership readiness and succession mapping
- Competency benchmarking against global and local standards
- Development roadmaps with measurable KPIs

Formats included:

- Digital dashboards and customised reporting for executives
- Individual and group debriefs with certified consultants
- Integration with HR, talent, and succession strategies
- Standalone service or foundation for Leadership Development journeys

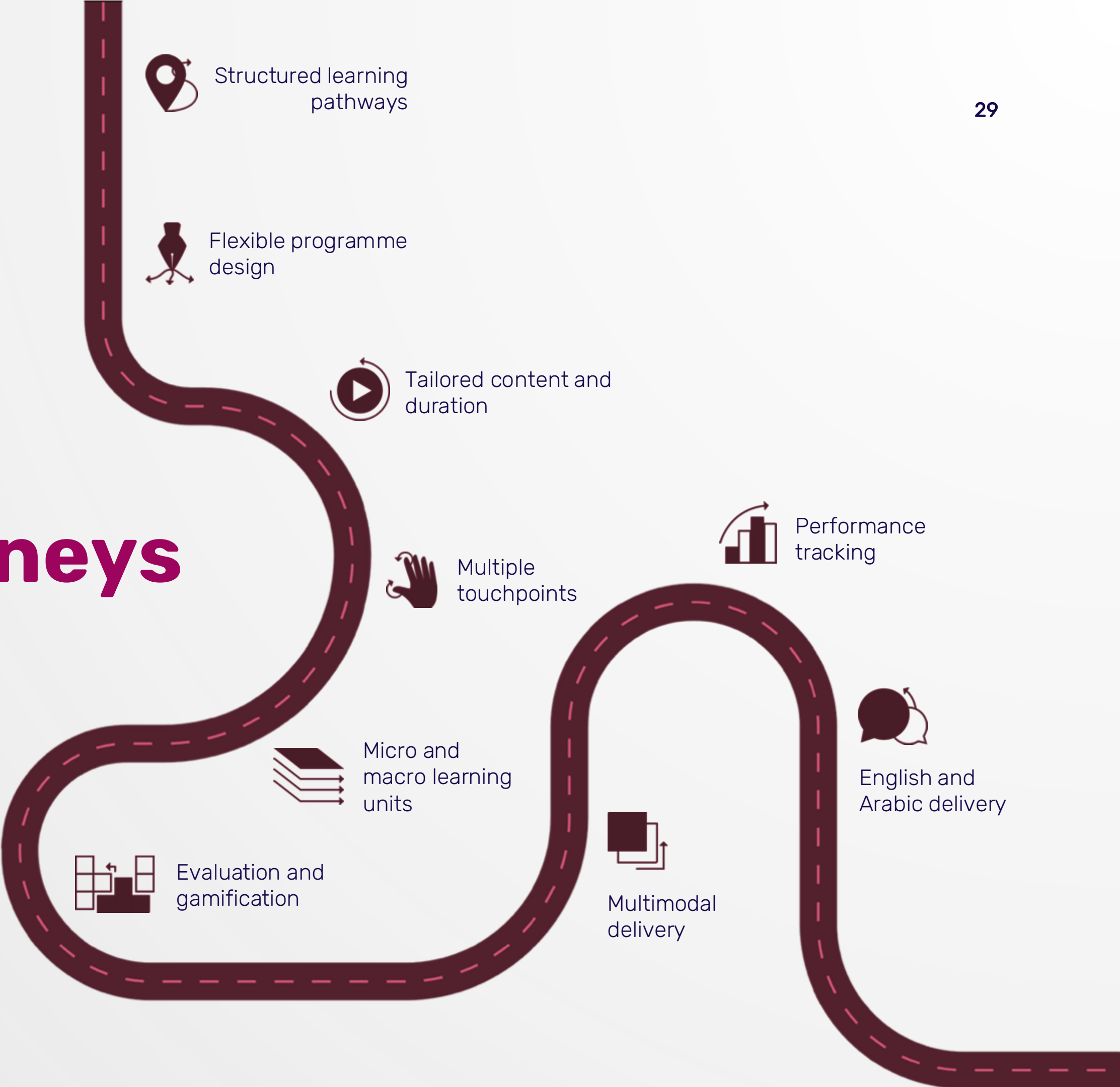
Outcomes:

- Evidence-based clarity on leadership strengths and risks
- Accelerated growth of high-potential leaders
- Succession strategies backed by reliable data
- Measurable ROI from leadership investments

Programmes and learning journeys

We believe that learning is not a destination, but an ongoing journey.

Our structured programmes and journeys are designed to support continuous growth and learning.



Our learning philosophy



Our learning philosophy

Our learning philosophy

At Tamakkun, learning is not a one-time event. It is a strategic, immersive, and measurable experience designed to drive real transformation. We combine science, creativity, and cutting-edge technology to create learning journeys that are impactful, engaging, and built to last.

Our approach Integrates:



Blended Learning

A seamless mix of online and in-person experiences that cater to diverse learning styles and organisational needs.



Micro-learning Modules

Short, focused bursts of content that boost retention, encourage daily application, and support busy professionals.



Immersive and Scenario-based learning

Practical simulations, role-plays, and future-focused scenarios that sharpen decision-making and critical thinking.



Continuous Feedback loops

Real-time assessments, learner input, and performance metrics aligned with KPIs to ensure relevance and long-term impact.



AI-Driven Personalisation and Analytics

Practical simulations, role-plays, and future-focused scenarios that sharpen decision-making and critical thinking.



Gamification with Purpose

Interactive, challenge-based experiences that enhance motivation, participation, and knowledge retention.



Coaching and Mentoring Integration

Beyond the classroom, we embed learning through personalised coaching, peer mentoring, and reinforcement activities that sustain behavioural change.

Our regional footprint



Our regional footprint

We believe that learning is not a destination, but an ongoing journey.

Our structured programmes and journeys are designed to support continuous growth and learning.





Let's Talk About Growth

We welcome the opportunity to collaborate with forward-thinking organisations committed to developing their people and achieving meaningful impact.

Let us support you in empowering your talent, strengthening your teams, and advancing your strategic goals.

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