



Change Zone
تغيير يصنع الأثر

Mini MBA In practice®

The Complete Business Administration
Training for Professionals
Since 2005

رسالة تغيير منذ 2005



معتمد دوليا
INTERNATIONALLY APPROVED

“CHANGE *That Creates* IMPACT

CHANGE THAT CREATES IMPACT”

At Change Zone, we believe in **Change That Creates Impact**. As Change Agents, we guide you through a holistic approach to transformation, ensuring real and lasting results. Through every stage of your change journey, we provide the coaching and support you need to turn your potential into sustainable success.



Our Values



Integrity

Change That Creates Impact begins with meaningful principles. We fuel our professional soul with the highest ethical practices that drive meaningful actions.



Creativity

Change That Creates Impact is fueled by innovation. We develop unique, tailored solutions that create transformative change and deliver lasting success.



Synergy

Change That Creates Impact thrives through collaboration. By working together, we achieve greater outcomes, creating sustainable, real-world change.

“

CHANGE
That Creates
IMPACT

CHANGE THAT CREATES IMPACT

”

The Story in a Timeline



Partnerships



**Authorized
Partner**

GEOGRAPHIC COVERAGE

- Jordan
- Saudi Arabia
- Iraq



The Journey in Numbers

Corporate Journey



20 years
Since 2005



5000+
Change Agents



100 Corporates

Training Journey



90%
Customer satisfaction



80%
Word of Mouth



8 Copyrighted
innovations



83%
Positive Impact

Consulting Journey



60+
Consulting projects, 1.5
Average years of
engagement



25 Served
Industries

Change Services Impactful

Management
Training
In practice[®]



Digital
Transformation



Management
Consulting



Growth
Psychology





Mini MBA In practice[®] What Is ?



01
**Business
Administration
Training**

02
In practice[®]

03
**Business Best
Practices**

04
**Business
Case Studies**

**The mini-MBA In Practice[®]
is a practical business training program
accredited internationally and delivered by
consultants, who train and supervise you to
work on your own business project.**



Find Your Persona ..



Technical Professional

I have few years of professional experience in my technical field and I looking forward to develop my business skills to develop a management and business career.

Benefits

- Develop business knowledge from basic to advance topics.
- Become able to handle managerial positions professionally.



Entrepreneur

I am having and idea and thinking about starting my own business. I need to build a business plan and to be able to start it successfully.

Benefits

- Build a Business Plan.
- Think smartly.
- Learn the most important business skills to succeed.



A Manager

I am already a manager and I need practical tools to improve the results and align with top management.

Benefits

- Practical tools to improve results.
- Align department plans with strategy and top management directions.



Business Owner

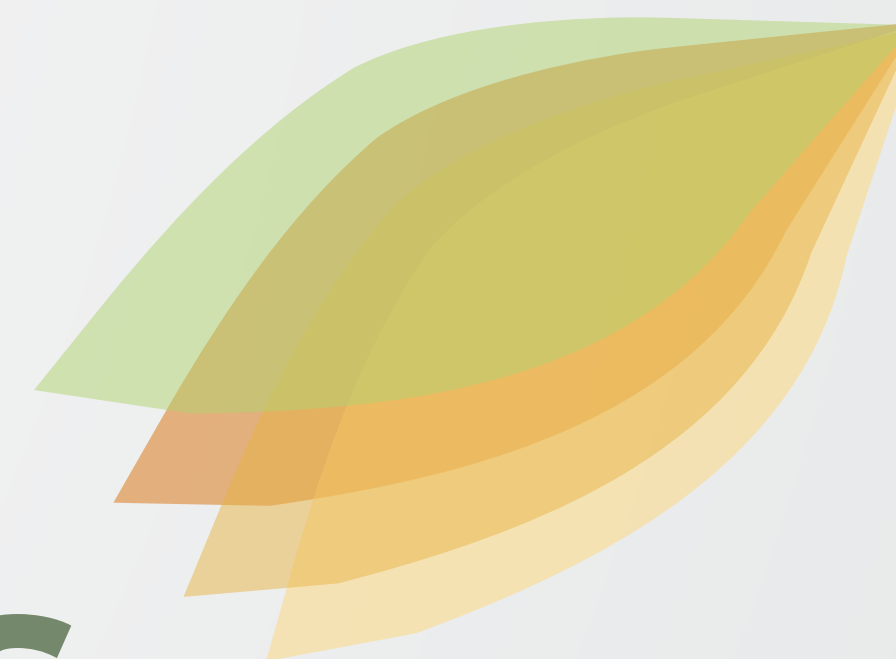
I am managing my own business and I am looking to use business tools and concept to achieve sustainable growth and solve organizational problems.

Benefits

- Tools to better manage the business.
- Best practices.
- Growth Strategies.
- Business Maturity.



Modules



Live Interactive

Strategic Management

- **Business Modeling**
- **Strategic Positioning**
- **Strategic Planning**
 - Macro Analysis
 - Competition Analysis
 - Value Chain Analysis
 - SWOT Analysis
 - Strategic Objectives
- **Balanced Scorecard**
- **Strategy Execution**
- **Strategy-Focused Organization**

Financial Intelligence

- **Basic Concepts**
- **The Accounting Equation**
- **Chart of Accounts**
- **Financial Statements**
- **Income**
- **Balance Sheet**
- **Cash Flow**
- **Statement Linkage**
- **Financial Analysis Basics**

Business Process Management

- **Defining Business Processes**
- **Function versus Process View**
- **Process Management Lifecycle**
- **Aligning Process with Strategy**
- **Business Process Modeling**
- **Process Improvement Techniques**
- **Process KPIs**

Sales Management

- **Sales Management Processes**
- **Sales Planning**
- **Sales Operations Management**
- **Sales Dashboard**
- **Introduction to Selling Skills**

Marketing Management

- **The Marketing Mix**
- **Brand Positioning**
- **Marketing Funnel Management**
- **Customer Journey Mapping**
- **Marketing Communication**
- **Introduction to Digital Marketing**

Live Interactive

Human Resources Management

- HRM Processes: Overview
- Aligning HR with Strategy
- Design Organizational Structure
- Job Descriptions
- Performance Management

Quality Management

- Quality Management Functions
- Quality Control
- Quality Assurance
- ISO 9001:2015

Digital Transformation

- ICT Components
- Software-As-A-Service
- ERP and Business Applications
- Software Requirements
- Vendor Selection
- Overview of Agile Methodology
- About Zoho One

Emotional Intelligence

- Self-Awareness
- Resilience & Adaptation
- Energy Renewal
- Authentic Self

Managerial Leadership

- Leadership Competencies
- Management Practices
- Rationale Thinking
- Stakeholders Management

Recorded Self-Paced

Supply Chain Management

- Introduction to Supply Chain
- Introduction to:
 - Demand Planning
 - Procurement
 - Inventory & Warehousing
 - Logistics

Systems Thinking

- Holistic Management
- Critical Diagnosis
- Systems Dynamics
- Interactive Planning

Project Management

- Project Lifecycle
- Project Success
- Scope Management
- Schedule Management
- Communication Management
- Risk Management
- Resources Management

Risk Management

- Scenario Planning
- Risk Categories
- Risk Response Plans
- Case Studies

Innovation Management

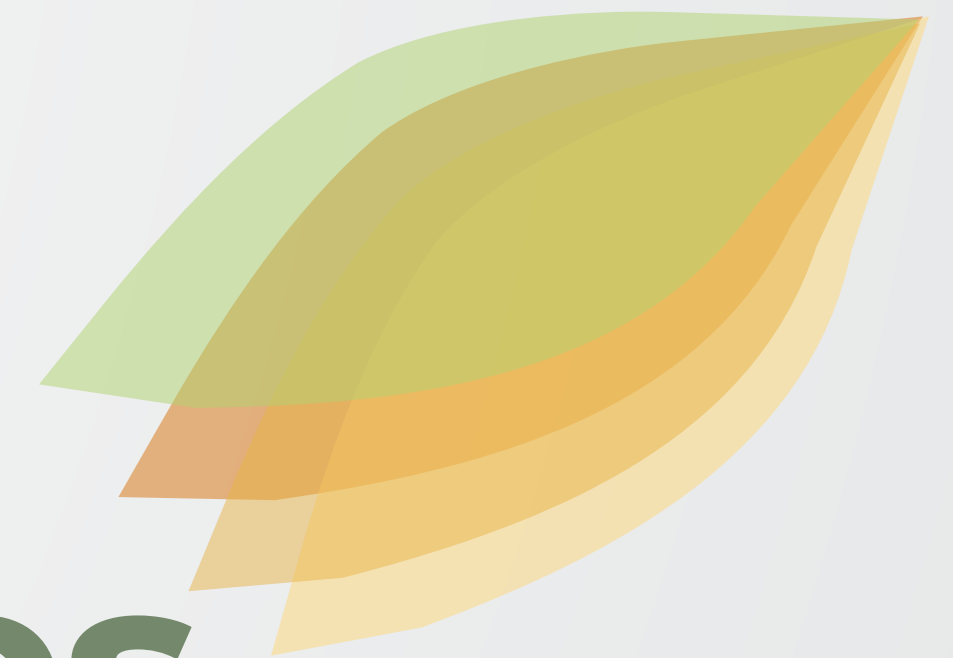
- Defining innovation
- Innovation for Resilience
- Innovation Dimensions
- Innovation Process

Change Management

- The Psychology of Change
- Facilitating Change
- Overcoming Resistance
- Small Wins Strategy



Learning Outcomes



01

Develop Business Plan

02

**Understand and Analyze
Financial Statements**

03

**Develop Marketing &
Sales Plans to Achieve
Business Growth**

04

**Develop business Strategy
with SMART Objectives,
KPIs and Initiatives**

05

**Understand HR Processes
and Develop HR
organizational structure
and job descriptions**

06

**Process Modeling
and Analysis**

07

**Apply cause and effect
to diagnose problems,
lean and make decisions**

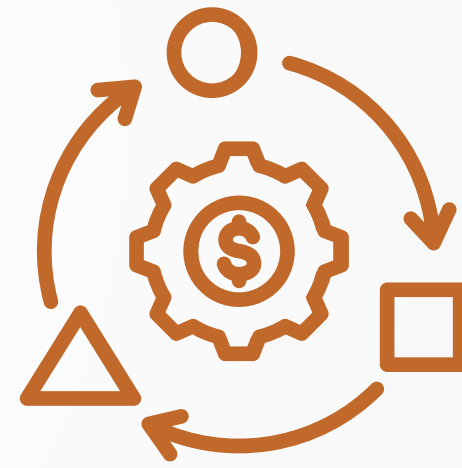
08

**Develop Risk
Management Plans**



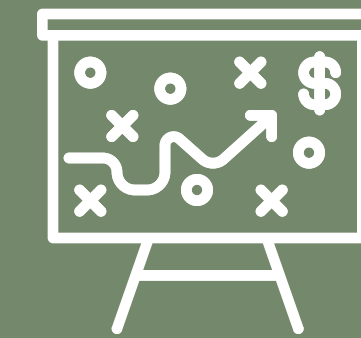
Your Project Deliverables

Your real-world project



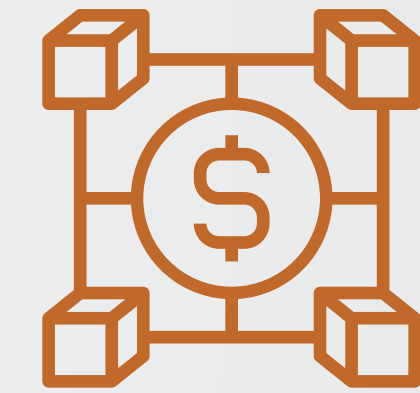
Business Model

- Business Model Canvas
- Focus Strategy



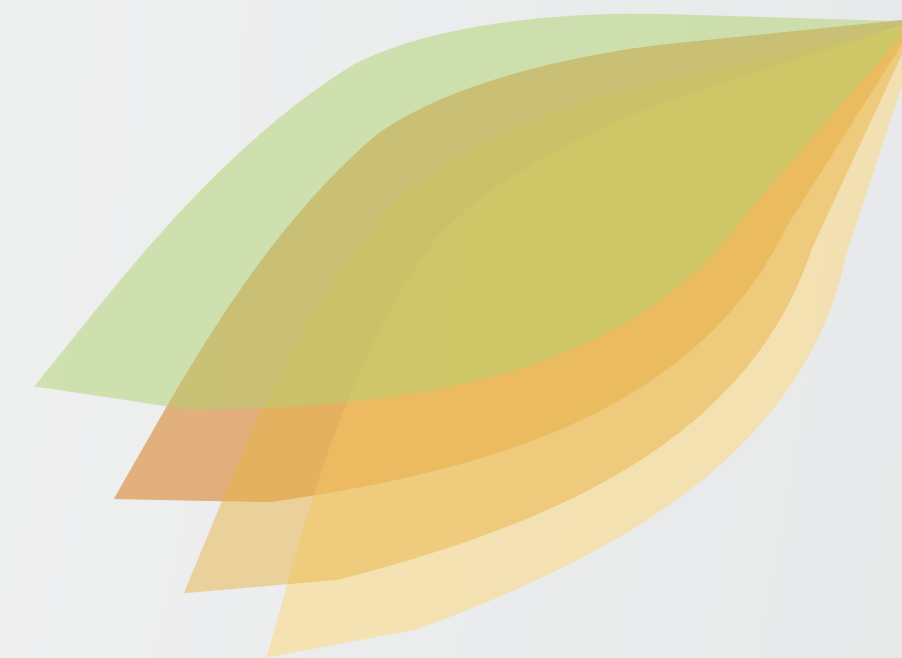
Business Plan

- Strategic Plan
- SWOT
- Business Scorecards
- Sales Plan
- Marketing Plan
- Operational Plan
- HR Plan
- Risk Plan
- ICT Plan



Financial Model

- Char of Account
- Income Statement
- Balance Sheet
- Cash flow statement



Certificate of Practice

Certificate of Practice

Duration of the Hours

IACET Accreditation

Code of Ethics

In recognition of my professional obligations I shall:

Accept full responsibility for work that I perform.

To the best of my ability, I will work in a socially responsible way.

Support, respect, and abide by the appropriate local, national, and International Laws.

Make every effort to ensure that I have the most current knowledge and that the proper expertise is available when needed.

Share my knowledge with others and present factual and objective information to the best of my ability.

Be fair, honest, and objective in professional relationships.

Cooperate with others in achieving understanding and in identifying problems.

Take appropriate action in regard to any illegal or unethical practices that come to my attention.

Not to use knowledge of a confidential or personal nature in any unauthorized manner or to achieve personal gain.

Not to take advantage of the lack of knowledge or inexperience on the part of others.

Not to use or take credit for the work of others without specific acknowledgement and authorization.

Protect the privacy and confidentiality of all information entrusted to me.



Change Zone

Inspiring the Attitude of Change

Certificate of Practice

Mini MBA In Practice

This is to certify that Alsheleh, has completed on May 2023, (55) hours of classroom lectures, training, and coaching sessions, and successfully met the evaluation criteria of Mini MBA In Practice

Change Agent

Program Modules

- The Focused Business Model
- Strategic Management
- Marketing Management
- Project Management (PMI)
- Innovation and Growth Management
- Business Process Management
- Systems Thinking for Action
- Supply Chain Management
- Business Risk Management

- Financial Intelligence
- Sales Management
- Lean Six Sigma
- Change Management
- Quality Management - ISO 9001
- Human Resources Processes
- Managerial Leadership
- Digital Marketing Introduction
- Corporate Happiness

Project Name:

Project Deliverables: Strategic Business Plan

Based on the evaluation, the project is **Passed**

ACCREDITED

IACET

PROVIDER

Accredited by:

International Association for Continuing Education & Training

Granted Continuing Education Units: 4.6

Certified Change Agent



Change Zone

Signature

Amin lat

Certificate Serial No.

C-001-2022-04-BL-13

www.changezone.com

3, 2 Jaber Bin Hayyan St, Al-Shmisani Dist, Amman, Jordan

Program Modules covered

Project Deliverables

Final Result

Certification Unique ID

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International Accreditation



International Association of Continuous Education and Training (IACET)



**More Than
500
Universities
& Institutions**

recognized Change Zone's CEUs



Certificate of Accreditation

The International Accreditors for Continuing Education and Training certifies that

Change Zone

has complied with the ANSI/IACET Standard, which is recognized internationally as a standard of excellence in instructional practices and is authorized to issue the IACET CEU.

Accreditation :

Accreditation :

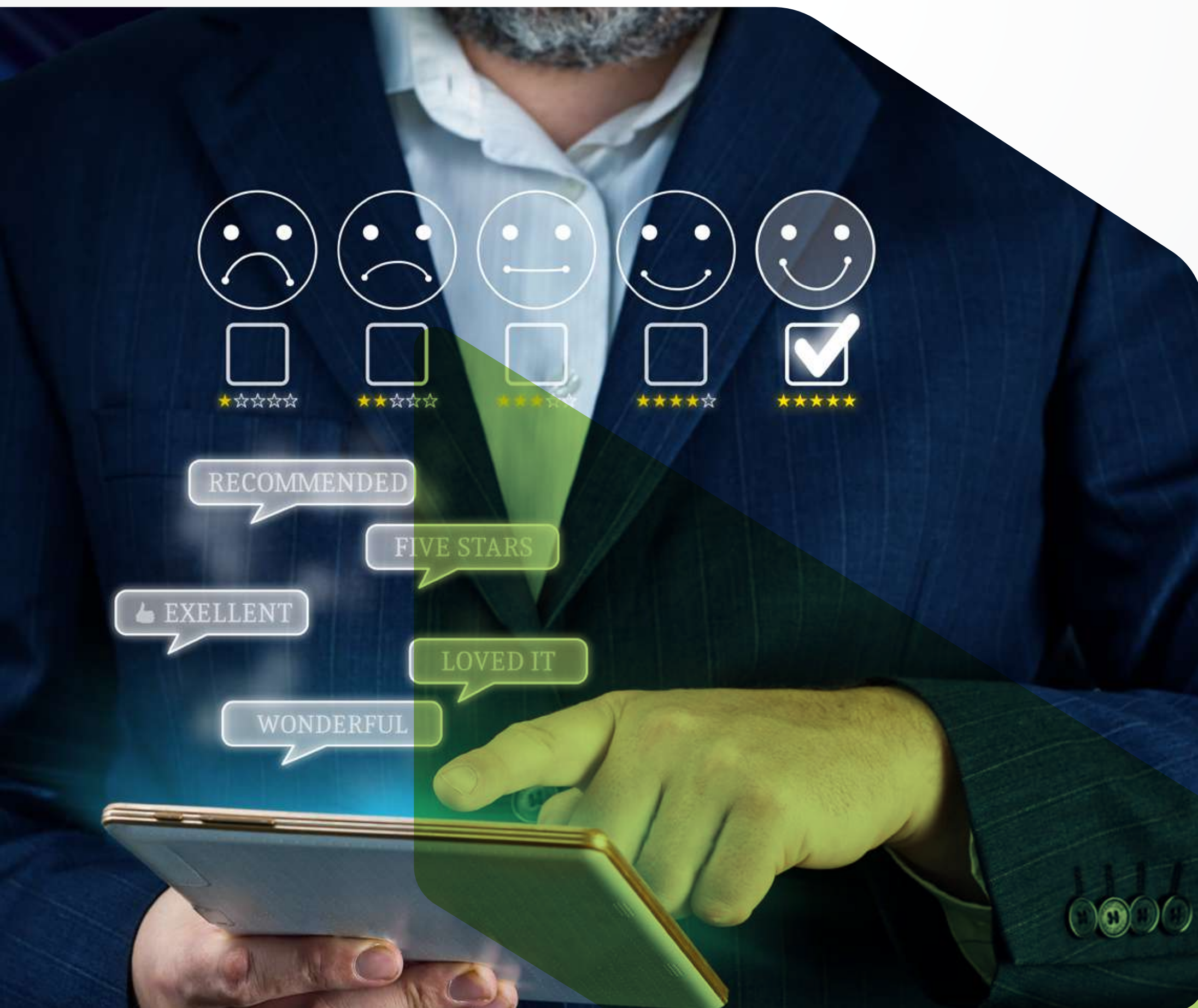
Accreditation Number: 5660228-2



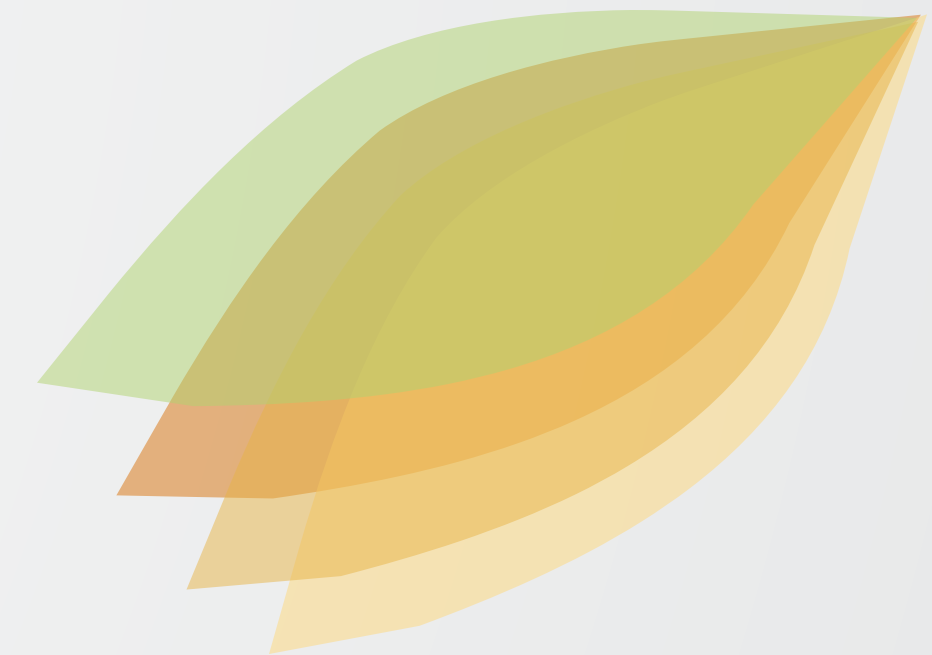
أكثر من 500 جامعة و كلية و مؤسسة دولية تعتمد وحدات التعليم المستمر الدولية CEUs الصادرة
من Change Zone من ضمنها المؤسسات الاحترافية المذكورة

CEUs: Continuous Education Units





Unique Experience





Unique Value



WOW Journey

- Digital Platform
- Customer Success Manager
- Positive Environment



In practice[®]

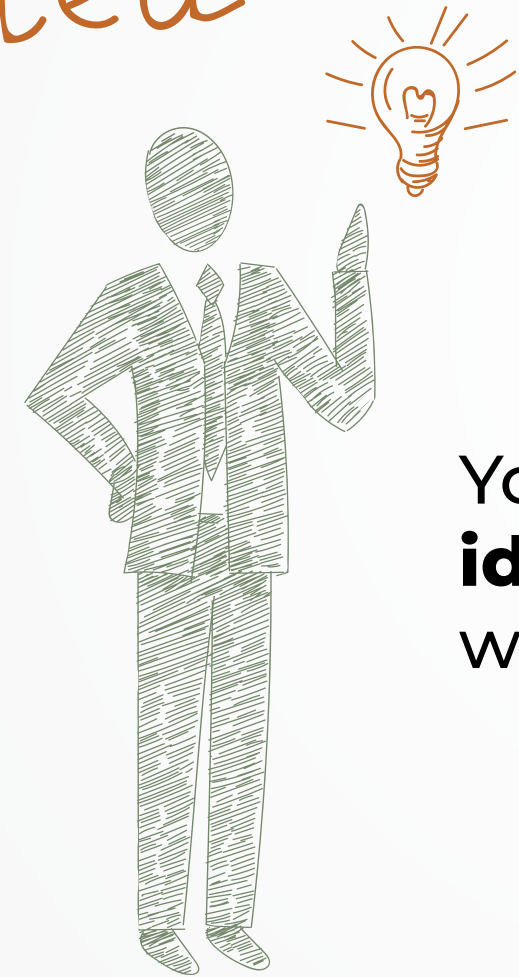
- Hands-on Project
- Templates Kit
- One-on-One Coaching



Convenience

- Onsite, online, recorded
- Financial installments
- Once a week

Idea



You Choose a **Project idea From Your Field** of work or your Company



Attend **workshops**

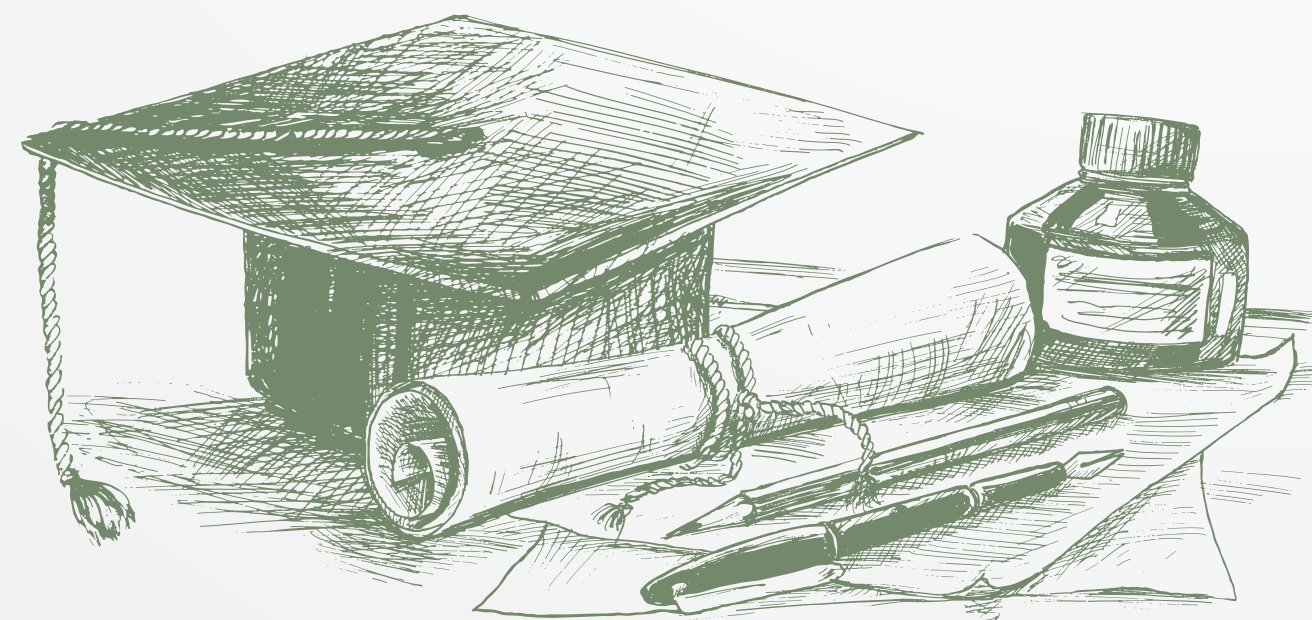
In practice[®]



Work on **your project** through the **period of the program**



Expert **coaches supervise** your project work One-on-One



Complete your project, **present it and grab your certification**

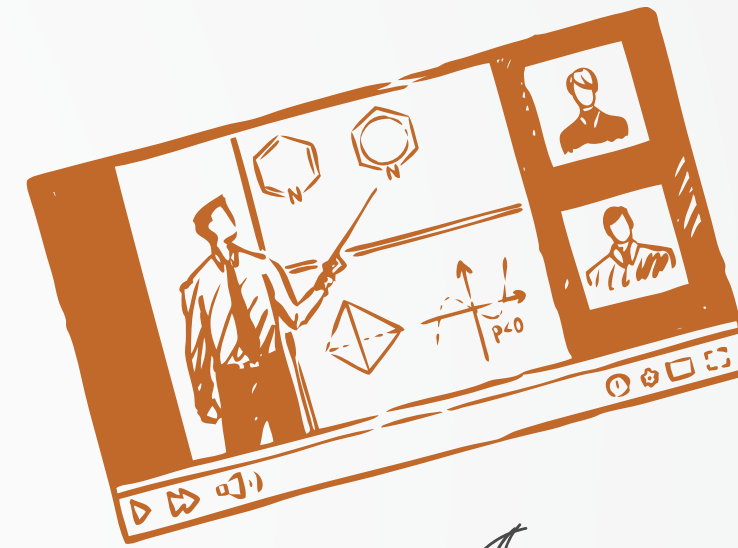
One-on-One Coaching

- **Your Private Time with a Coach**
- **Guidance Every Step of the Way**
- **Get Answers to Your Questions**
- **Collaborate and Explore Ideas**
- **Work Together to Solve Problems**

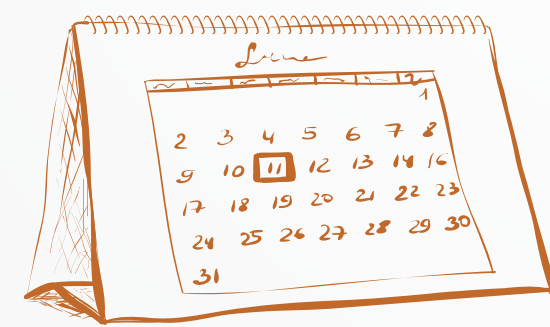


Convenience

Effortless Training, Designed to Fit Your Life.



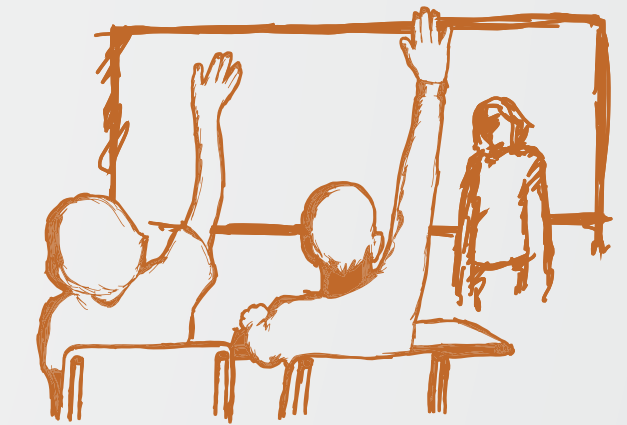
LIVE ONLINE



ONCE A WEEK



**YOUR CLIENT
SUCCESS OFFICER**



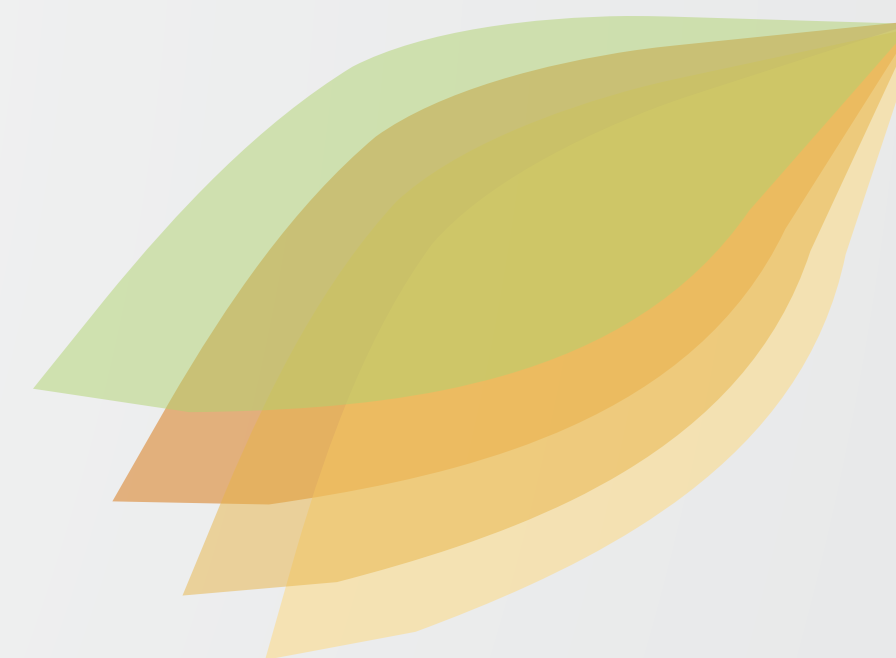
LIVE ONSITE



RECORDED

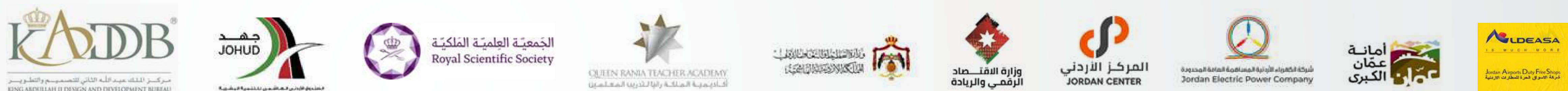
Digital Journey





Our Clients Since 2005

Government Sector



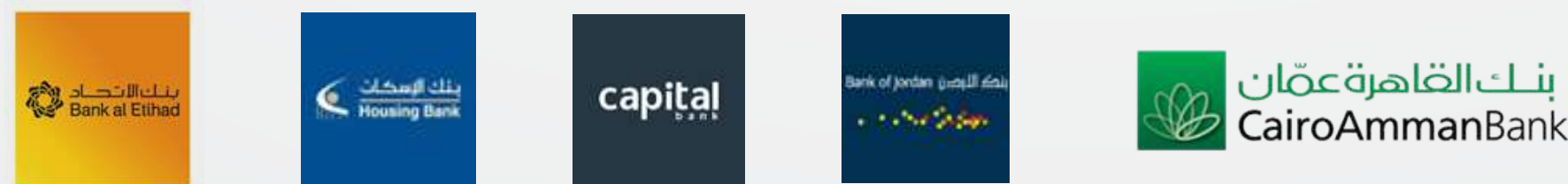
NGO

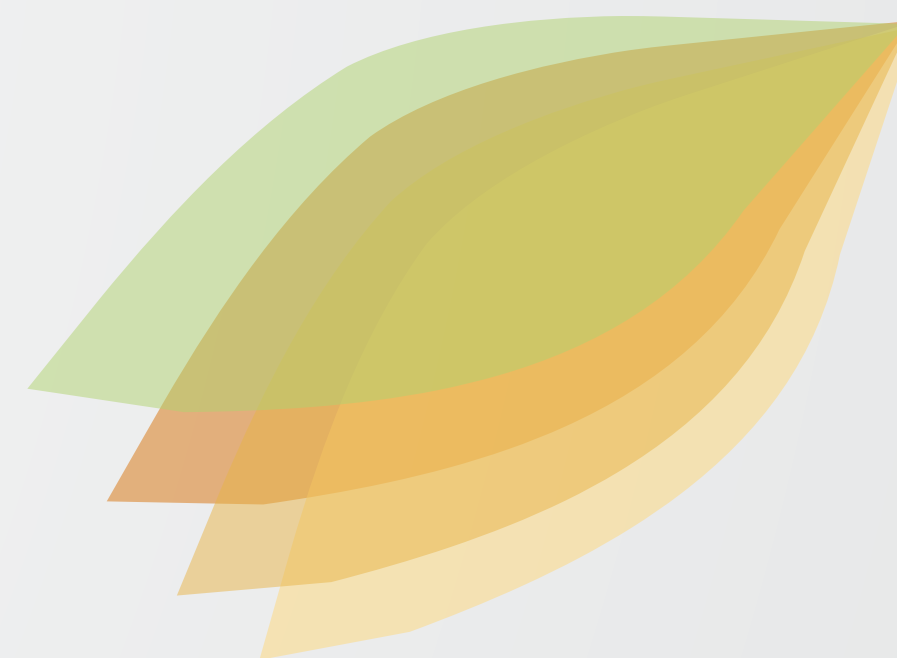


Private Corporate



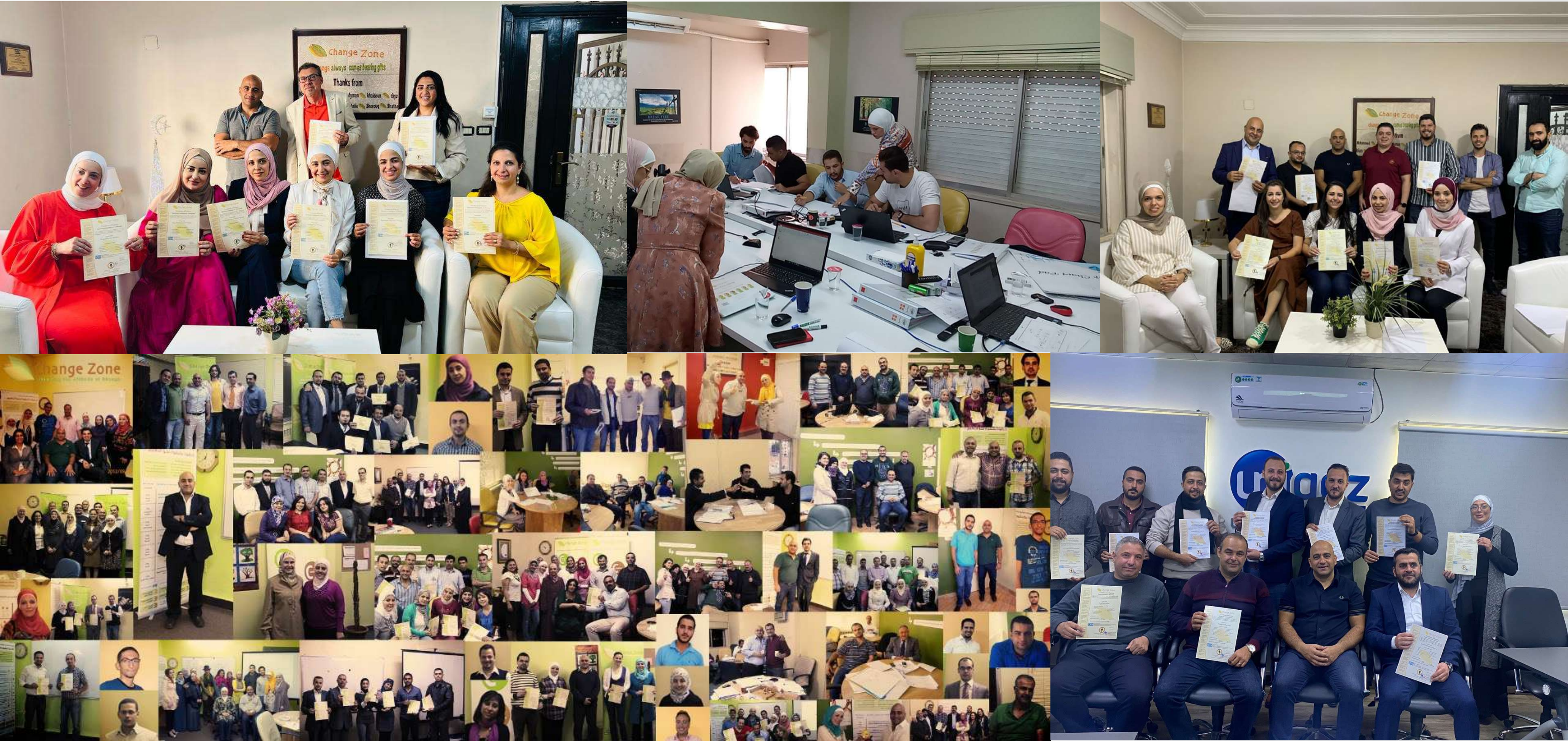
Banking Sector





Testimonials

What our clients say about our program



Reviews

90% Recommend **490** Reviews

A screenshot of a Facebook post. The user's profile picture is a circular icon with a globe. The name 'Zina M.B.' is followed by a red heart icon and the text 'recommends Change Zone.'. Below this is the date 'April 28, 2022' and a globe icon. The main text of the post reads: 'Mini MBA course, took me through rich topics and practical approach. professional and freindly teaching environment. well planned program supported with practical portal; freindly interface, useful tools, templets, recorded sessions that supports your learning experience and future practice in managing your projects. Thank you change zone team. couldnt done it without your support'. There are three reaction icons (thumbs up, heart, and a smiley face) and the number '3' below the text. To the right, it says '1 comment'. At the bottom, there are four icons: a thumbs up, a speech bubble, a copy icon, and a share icon, each followed by its respective label: 'Like', 'Comment', 'Copy', and 'Share'.

 **Dima Kanaan** recommends **Change Zone**.
January 21, 2022 · 🌐

A friendly environment with great coaching methods. I highly recommend the Emotional Intelligence course with Coach Amin.

👍 1

Like Comment Copy Share

 **Lina Essam**  recommends **Change Zone.** April 13, 2020 · 🌐

من افضل مراكز التدريب في الاردن وافضل المدربين
قمة في التعامل ومش ماديين
شكرا امن تعلمت منك الكثير اسلوب رائع في توصيل المعلومة واضح جدا المجهود المبذول في دوراتك
التدريبية وخصوصا الذكاء العاطفي والسعادة من اجمل الدورات انصح كل انسان بالتسجيل في هاي الدورات
تخاطب العقل بشكل علمي وممتع استفدت منها كثير في مختلف امور الحياة وتعطي كثير من التفاؤل والبهجة
والطاقة الايجابية لمواجهة كافة الصعوبات في الحياة
مع كل التقدير والاحترام للمركز وكل العاملين فيه وخصوصا افضل مدرب آمن 🙌

 1

 Like  Comment  Copy  Share

 **Tamador Al-Shoqeirat** recommends **Change Zone**.
September 29, 2022 · 🌐

one of the perfect centers, efficient education, continuous follow-up, qualified team, i do recommend this center, it deserves more than 5 stars, im so grateful to complete my course successfully, special thanks to mr. Amin AL tal.

★★

👍 1 2 comments

👍 Like 💬 Comment 📄 Copy ➦ Share

A screenshot of a Facebook post. The post is by Lina Al-Ammouri, dated November 2, 2021. The text of the post reads: "Mini MBA in the Practice has been a very useful and informative course for me. The course is highly recommended to anyone. Lina Alammouri". Below the text, there is a red heart icon and the number "3", indicating 3 likes. At the bottom of the post, there are four icons: a thumbs up for "Like", a speech bubble for "Comment", a circular arrow for "Copy", and a share icon for "Share".

Bashar A Al Shalabi recommends **Change Zone**.

March 10, 2023 · 🌐

Besides their high degree of professionalism and expertise, I would strongly recommend Change Zone given their strong coaching orientation in addition to addressing the training needs of their Agents very efficiently. To date, I have taken 4 courses with Change Zone: Marketing & Selling Skills, Soft Skills, Mini MBA and Digital Marketing In Practice and have been very impressed with the support provided. Change Zone is an excellent choice for your training needs and requirements given the hands-on approach they apply.

1

Like Comment Copy Share

سجلت في كورس Mini MBA in practice في Change Zone. recommends  مداليا العفوري  January 12, 2020 · 

استفدت كثير صراحة من هاي الدورة لانها تطبيق عملي للمشاريع وانا شخصيا شكلت الدورة لي حجر الاساس للبدء بتطوير العمل من الناحية الاداريه .
ان ما يميز Change Zone هو طرح المادة بطريقة غير تقليديه ومتابعه المشاريع بطريقه فرديه وخطوة بخطوة وتقديم الاستشارات .
شكرا من القلب لربي جبري وآمن التل .
اوصي بهذه الدورة

 Like  Comment  Copy  Share

 **Saja Al Jarrah** recommends **Change Zone**.
July 8 · 🌐

دورة الذكاء العاطفي اكثر من رائعه وقدره امن التل على القاء مفاهيم الدورة كانت رائعه
سيكون عندك القدرة على فهم مشاعرك ومشاعر الآخرين
تقبل وحب ذاتك الاصيله وتقبل الآخرين ومشاعرهم
القدرة على فهم المعتقدات المخزنه والطقوس التي تمارسها والتجارب التي ممكن ان تكون سبب في تغير
مزاجك
القدرة على تمييز بين مشاعرك وشخصيتك
نهاية الدورة تصل لمرحلة السكينه والسلام الداخلي وعدم لوم ذاتك وعدم لوم الآخرين
اشكرا من القلب امن التل وفريق العمل المتميز 🧡💖

1

Like Comment Copy Share

 **Ruba Adelbi** recommends **Change Zone**.
October 12, 2019 · 🌐

I took the CEO in Practice, it's really a very step forward to me and took me to another level , it's different from any other programs, as it covers all aspects from Enterprise Growth and strategic themes(cost optimization, sales management, lean enterprise , corporate and financial intelligence ect..) its all implemented through practice and diagnosis, you will be able to make high level decisions about strategy and financial analysis and intelligence , diagnosis of ur enterprise , develop new thinking and problem solving and innovative techniques, oversee company's fiscal budgeting , and of course a lot more .

Thank you change zone,

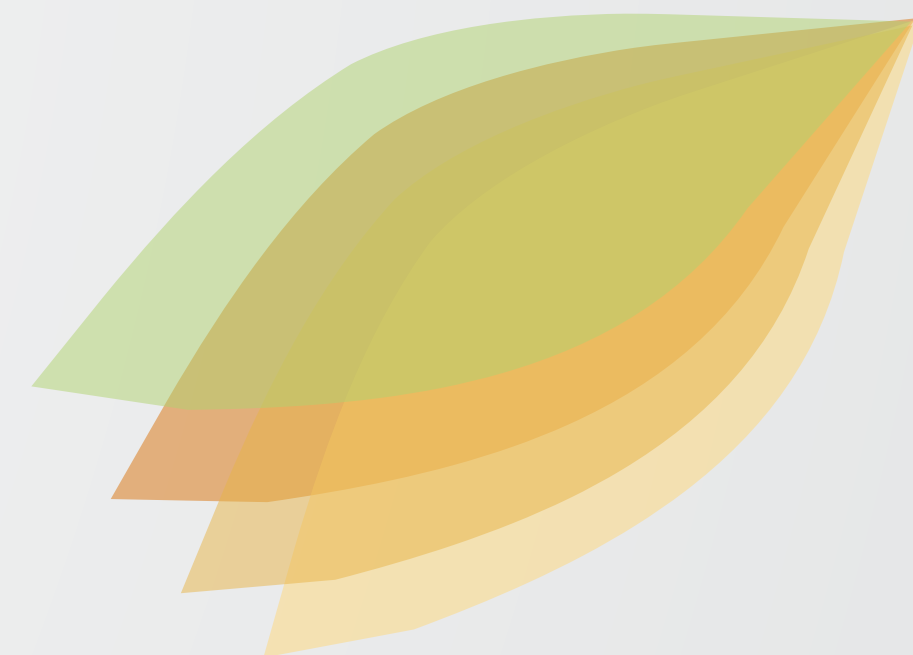
I also took EI course, (it's life changing) , you will develop self awareness and fully understand your emotions , and effectively expressing your own emotions, and be ur authentic self , you will have power of self management and control, it's a road map in your brain , you will go and tackle places in ur brain and discover and adopt a wonderful way of thinking.

❤️ 1

👍 Like 💬 Comment 📄 Copy ➦ Share



Program Information



DURATION

Total Hours : 60

- Training Workshops
- One-on-One
- Coaching
- Project Work

**12 weeks
Once a week**

**2 Hours
Session Duration
After Working Hours**



PAYMENTS

Monthly Installments

Program fees can be paid over

Group Discounts

are applied

Payment Methods

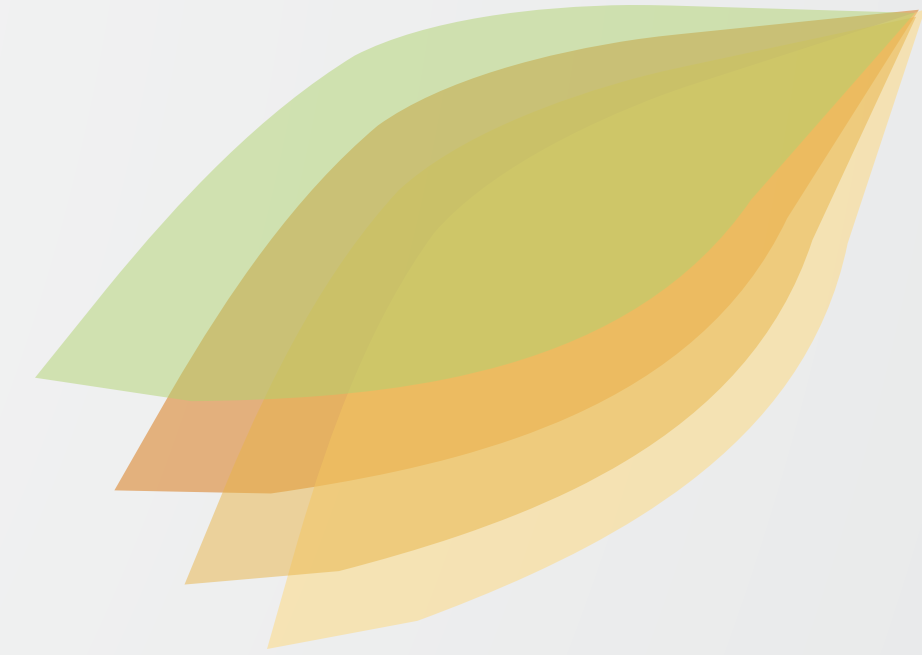
- Cash
- Bank Transfer
- Bank Deposit
- Visa/Master Card
- Online Payment





FAQs:

Frequently Asked Questions





Is on Onsite better than Online?

In Change Zone, the onsite and online is just the **same exact experience**: white boards, group discussions, workshops, and we open cameras to feel each other. We also work on project templates and cases and share screens. We also have fun and develop friendships.

Why Do We Take One Session, Once a Week?

Enough time between sessions develops better **comprehension**, gives space to **work on your project**, and to **do self-study** and reviews.

Who Are the Trainers?

Trainers are **Change Zone's full-time business consultants** and trainers, with more than **20 years of experience**, in more than 25 sectors, **masters degree** in management, professional **certifications**, and **hands-on experience** in change management consulting.

Can I compensate a class or attend it again?

Of course, you can compensate with other classes and/or attend the recorded sessions



Change Zone
تغيير يصنع الأثر

THANKS!

Contact Us

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w : chagnezone.com

