

Creating Positive Workplaces

UK, UAE & Qatar

Brightfields is an executive coaching, leadership development, and HR consultancy with offices in the UK, UAE, and Qatar, offering executive coaching, coach training, and human capital advisory to boost leadership performance and workplace wellbeing.



Executive Coaching

Led by ICF- and EMCC-certified coaches with senior leadership experience, we help leaders lead with authenticity and purpose.

Key Benefits:

1

stronger influence
and performance

2

sharper
decision-making

3

greater resilience &
trust environment

4

better collective
performance

Core Focus Areas:

C-Suite &
Boardroom
Effectiveness

Strategic Thinking
& Complex
Problem-Solving

Communication &
Relationship
Intelligence

Executive Presence
& Authentic
Leadership
Branding

Sustainable
Performance
& Work-Life
Integration

Leadership Development

Our Leadership Development programs are designed to equip current and future leaders with the mindset, skills, and behaviors needed to thrive in dynamic, high-stakes environments.

We focus on transformational, not transactional leadership; enabling deep shifts in how leaders think, act, and influence.

Grounded in neuroscience, behavioral science, and positive leadership theory, each program is tailored to drive measurable and lasting change at both individual and organizational levels.

Why Our Approach Works

- Anchored in science and real-world application
- Focused on mindset, culture, and long-term growth
- Custom-built for complex, matrixed organizations
- Scalable from senior executives to emerging leaders
- Aligned with strategic priorities, culture, and KPIs

Coach Training

Our Coach Training programs build internal coaching capability and foster a coaching culture across organizations. We offer an **ICF Certified Positive Leadership Coach (CPLC) program**, a science-based pathway for professionals seeking to become certified coaches.

We also design targeted coaching programs for leaders, first-time managers, and HR professionals, equipping them with essential coaching skills to lead with empathy, clarity, and impact.

Benefits:



Empowers leaders to drive engagement & accountability



Builds internal capacity for development & performance conversations



Embeds coaching as a catalyst for cultural & behavioral change



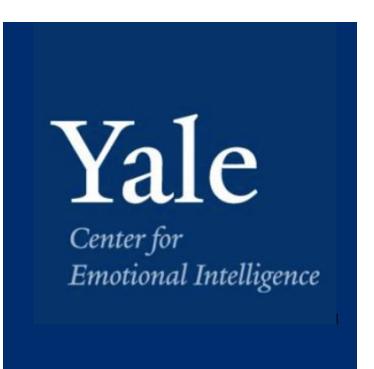
Supports talent growth, retention, & cross-functional collaboration



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Quality Assurance & Professional Standards

At Brightfields, quality isn't a feature it's our foundation. Our science-based approach sets us apart, grounded in practical research from management science, neuroscience, and behavioral psychology.



GROUNDED IN LEADING RESEARCH:

Our programs draw on leading institutes, including Harvard's Institute of Coaching, the Yale Center for Emotional Intelligence, Stanford CCARE, and others.

ACCREDITED COACHES:

Every engagement is led by ICF- or EMCC-accredited professionals with verified credentials.

CORPORATE EXPERIENCE:

Our coaches bring deep leadership experience and understand real organizational dynamics.

RIGOROUS SELECTION:

All coaches and facilitators are thoroughly vetted for alignment with our values and standards.

Challenges We Help Solve

Personal Leadership & Self-Mastery

- Low leadership presence
- Lack of confidence
- Perfectionism
- Imposter syndrome
- Difficulty handling pressure

Interpersonal Dynamics & Influence

- Trust issues within teams
- Micromanagement
- Team friction
- Ineffective communication
- Avoiding difficult conversations

Team Development & Culture

- Low team engagement
- Unclear accountability
- Reactive vs proactive leadership
- Poor collaboration habits
- Leadership succession gaps

Organizational & Strategic Challenges

- Working in silos
- Resistance to change
- Lack of vision alignment
- Uncertainty navigating transitions
- Strain in cross-cultural teams

Brightfields Impact

Empowered Leaders
Enhancing decision-making, resilience.

Increased Productivity
Boosting performance & streamlining workflows.

Culture Transformation
Helping executives build a high-performance culture.

Greater Purpose
Aiding individuals rediscover their purpose, & personal direction

Positive Workplaces
Fostering healthier, low-stress, & highly productive cultures.

Leadership Presence
Strengthening executive, communication, & influence

Strategic Clarity
Helping C-suite leaders define organizational goals

Improved Team Trust
Strengthening team dynamics.

Lasting Results
Delivering sustainable change.

Trusted Relationships

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We are trusted by leading organizations spanning multinational corporations, government bodies, semi-government entities, and regional family businesses across oil and gas, banking & finance, pharmaceuticals, trading, and construction.



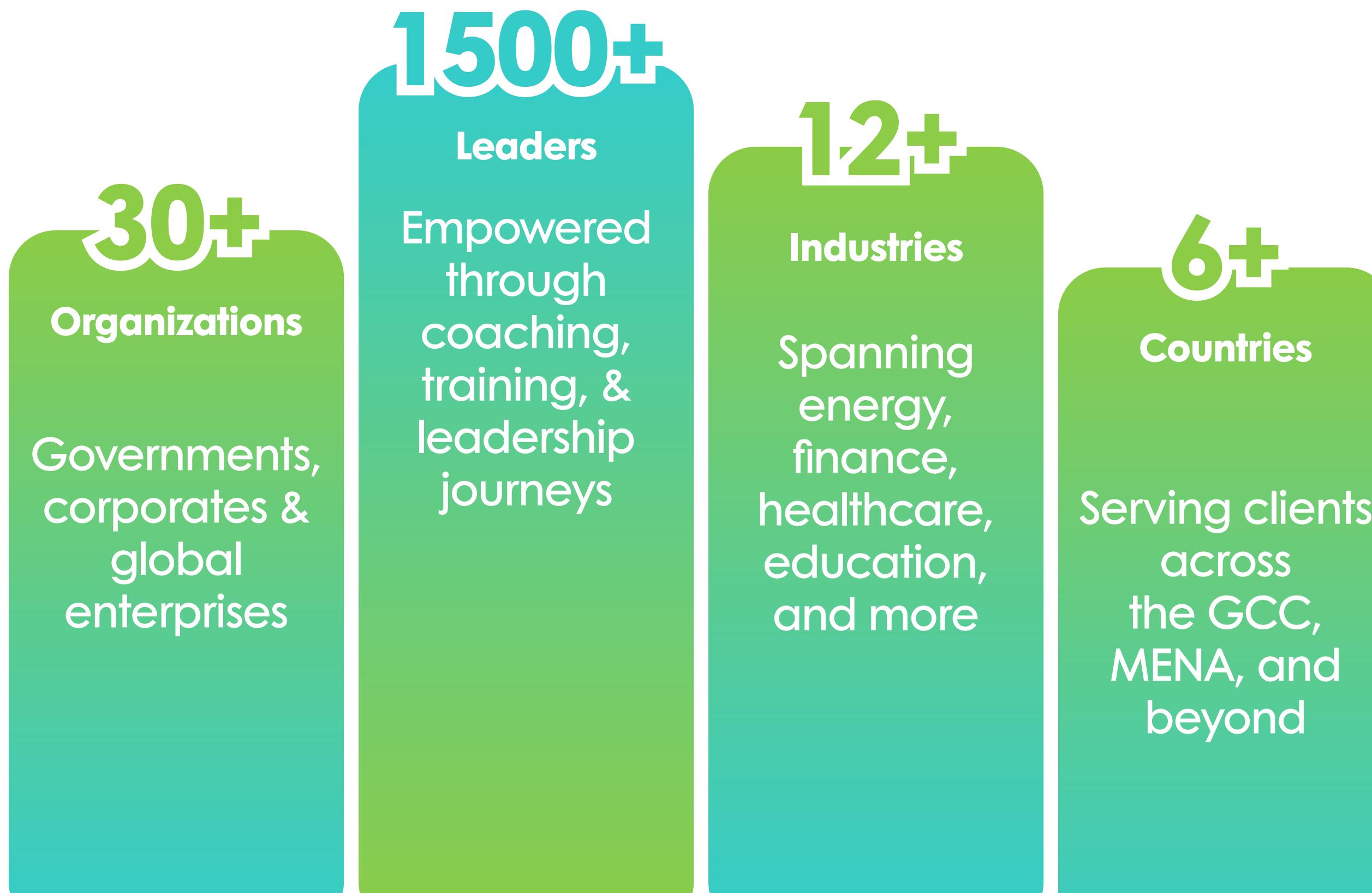
Trusted Relationships

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Corporate Clients in Numbers

Sample Participant Satisfaction Rates



DUBAI GOVERNMENT HR DEPT. (UAE, 2025)

292 participants in an Emotional Intelligence program, achieving 93.1% satisfaction across all groups.

GASAL (QATAR, 2025)

Team-building program for 85 participants
87.3% Excellent, 11.8% Good ratings.

DEWA (UAE, 2025)

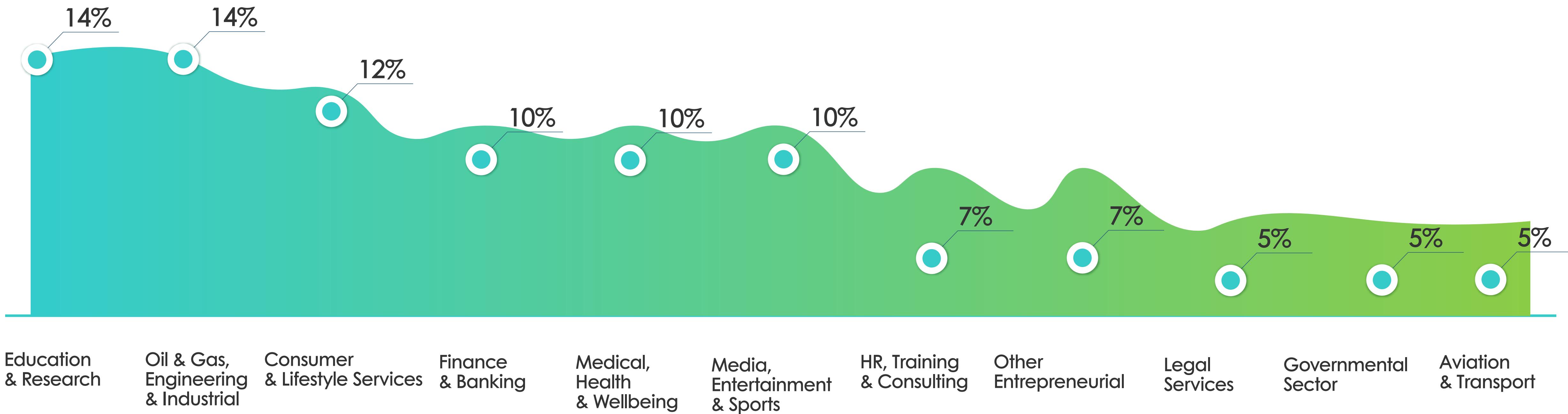
NLP program delivered +11.2% measurable improvement in productivity and mindset.
(Pre: 66.5% - Post: 77.7%) as per client's internal ratings

AL JAZEERA MEDIA INSTITUTE (QATAR, 2025)

Leadership training for mid-level professionals, with 88.9% Excellent feedback.

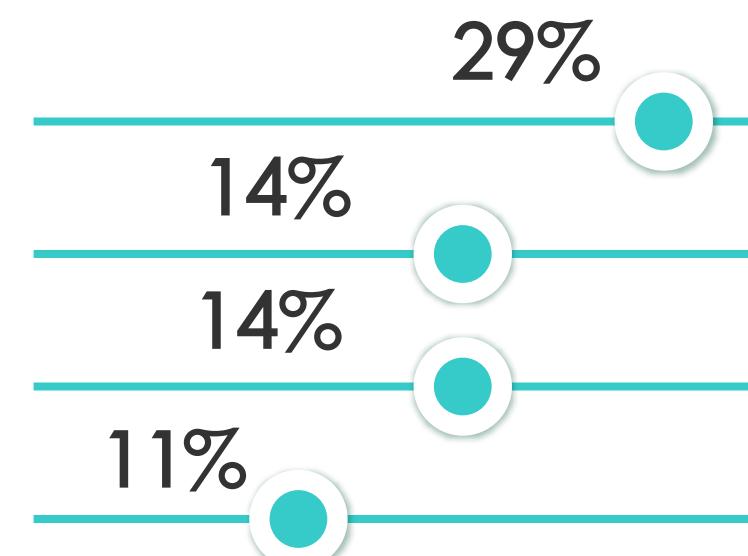
CPLC Participants

Industry Background

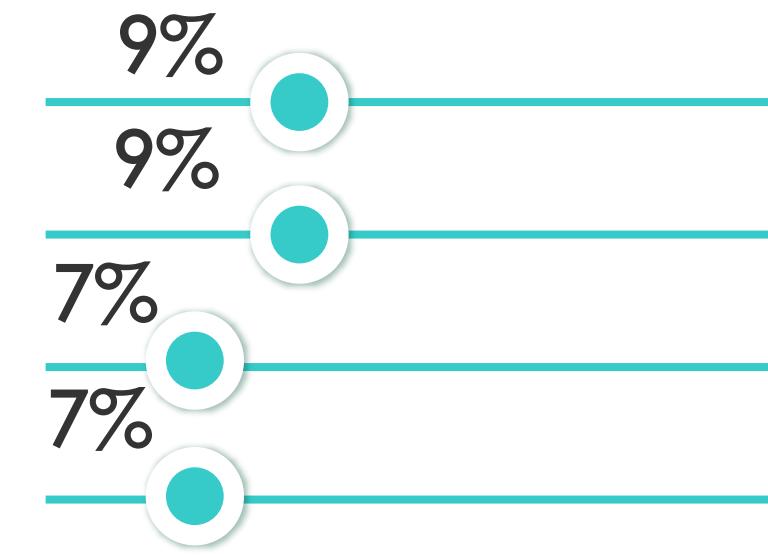


Job Functions

People Management Functions
Management & Strategy
Operations
Education & Research



Commercial & Sales
Technology
Finance & Legal
Other





CPLC Participants

Career Level

44%

30%

26%

C-suite executives, general managers, directors, other senior leaders responsible for strategic decisions, organizational direction.

**SENIOR
MANAGERS**

Department Heads, Team Leaders, Functional Managers who translate strategy into operations and oversee day-to-day performance.

**EMERGING
LEADERS**

Early-career managers, high-potential professionals, and new leaders stepping into supervisory or leadership roles for the first time.

**MIDDLE
MANAGERS**



CPLC Coach Training In Numbers

COHORTS

Cohort-based learning journeys run from launch, ensuring depth and continuity across intakes.

MODALITIES

Delivered in Qatar, the UAE, and online blending in-person and virtual learning for maximum reach.

NATIONALITIES

Bangladesh, UK, Egypt, France, India, Iran, Iraq, Italy, Jordan, KSA, Lebanon, Mauritius, Morocco, NZ, Oman, Pakistan, Palestine, Philippines, Qatar, Romania, Syria, Sweden, Tunisia, UAE



+13

3

24

Corporate Feedback Testimonials



GASAL
Oil & Gas company
(Qatar, 2025)

Unforgettable, energetic, new experience. The workshop created a collaborative mindset across teams that are usually siloed.



BIOMERIEUX
Healthcare Multinational
(UAE & KSA, 2024)

It gave us tools we could apply immediately with our teams. Participants valued the blend of reflection and actionable strategies.



EMERSON
Industrial Multinational
(2024)

It enabled us to reflect deeply, build resilience, & uncover our inner leadership strengths. It was a rare opportunity.



What people say

Certified Positive Leadership Coach
Program Testimonials

Pascale Al Sabbagh, Head of Human Resources - QInvest

“It is a turning point, fresh beginning, and a priceless gift that I will carry forward with appreciation and enthusiasm.”



SHK, Manager - Oil & Gas

“At first it may come across as this program is about coaching, but underneath lies an ocean of self discovery and eyes opening knowledge”



Thomas Mathew, HSEQ Consultant and Trainer

“Each session was a blend of insight, actionable strategies, and support, all designed to drive real, impactful change.”



Mohamed Mortada, General Manager - Paul Restaurants

“CPLC is needed, especially for executives and managers. It is beneficial to ourselves, to our teams, to our companies.”





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