

# 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:

1

Empowers leaders to drive engagement & accountability

2

Builds internal capacity for development & performance conversations

3

Embeds coaching as a catalyst for cultural & behavioral change

4

Supports talent growth, retention, & cross-functional collaboration





# 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.



## GROUNDING 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.

**Greater Purpose**  
Aiding individuals  
rediscover their purpose,  
& personal direction

**Strategic Clarity**  
Helping C-suite leaders  
define organizational  
goals

**Increased Productivity**  
Boosting performance &  
streamlining workflows.

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

**Improved Team Trust**  
Strengthening team  
dynamics.

**Culture Transformation**  
Helping executives build a  
high-performance culture.

**Leadership Presence**  
Strengthening executive,  
communication, & influence

**Lasting Results**  
Delivering sustainable  
change.



# Trusted Relationships

[brightfields.co.uk](https://brightfields.co.uk)

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.





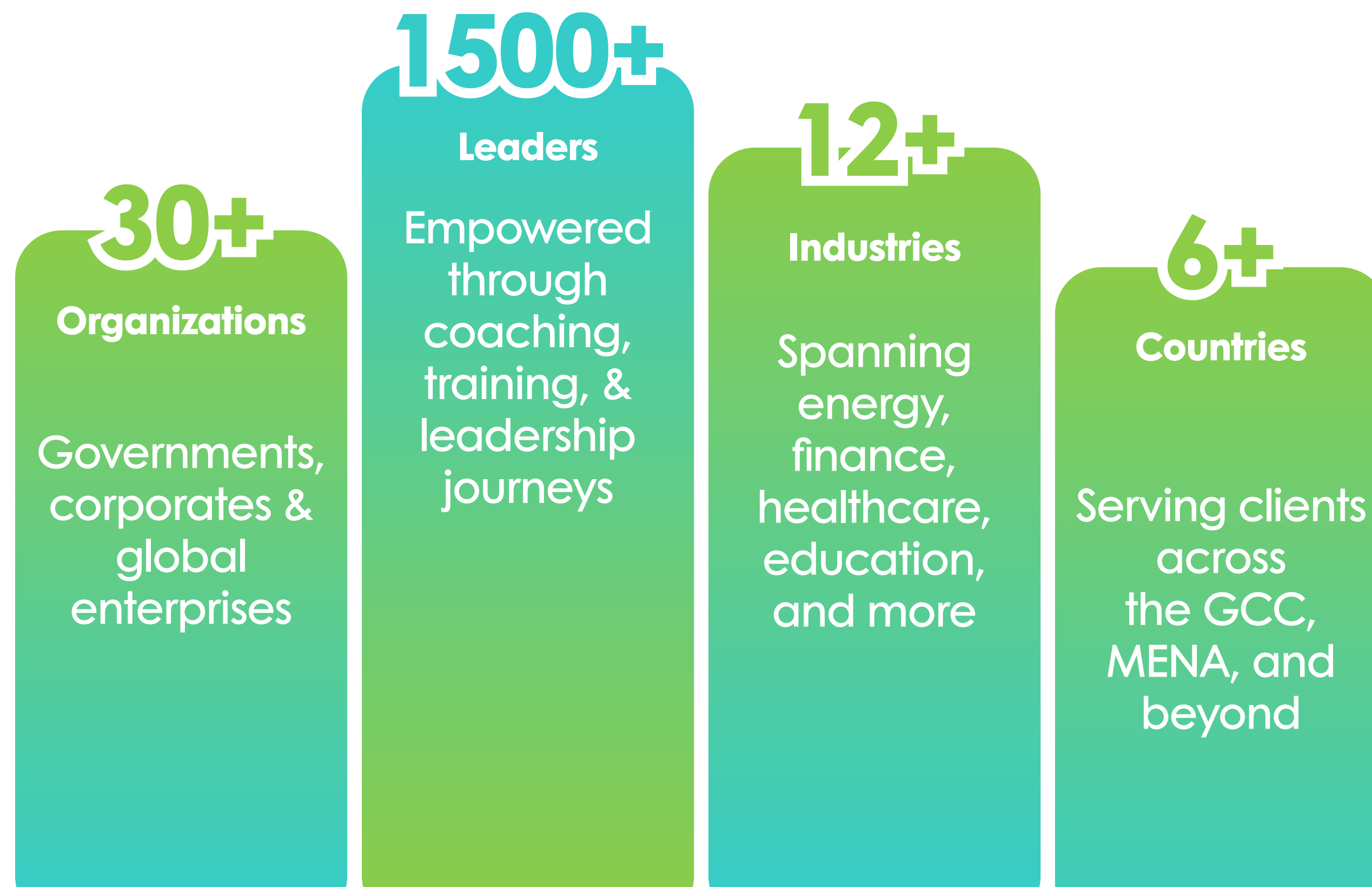
# Trusted Relationships

brightfields.co.uk



# 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

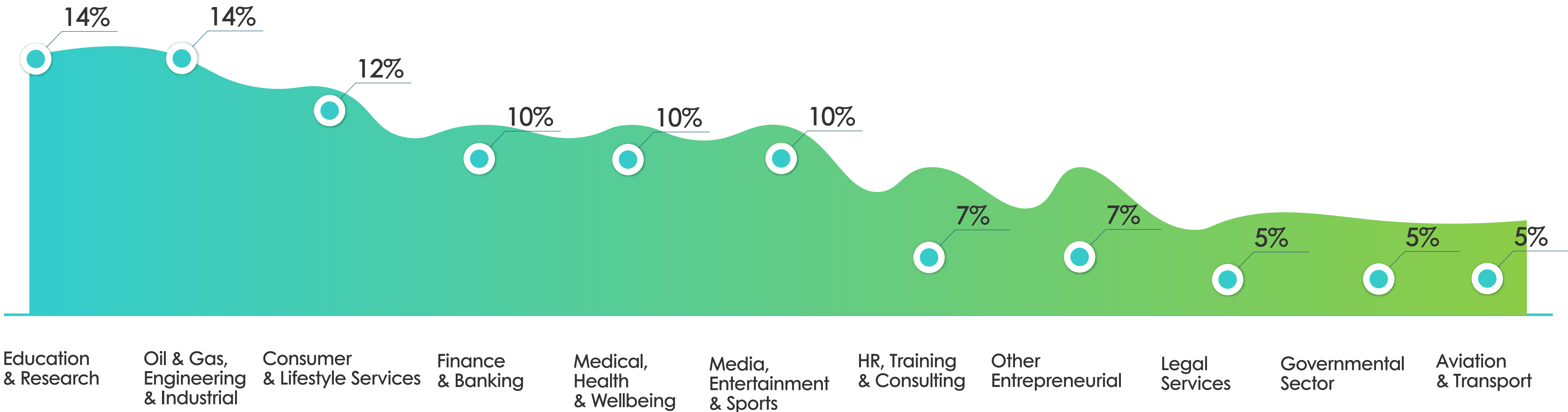
## AL JAZEERA MEDIA INSTITUTE (QATAR, 2025)

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

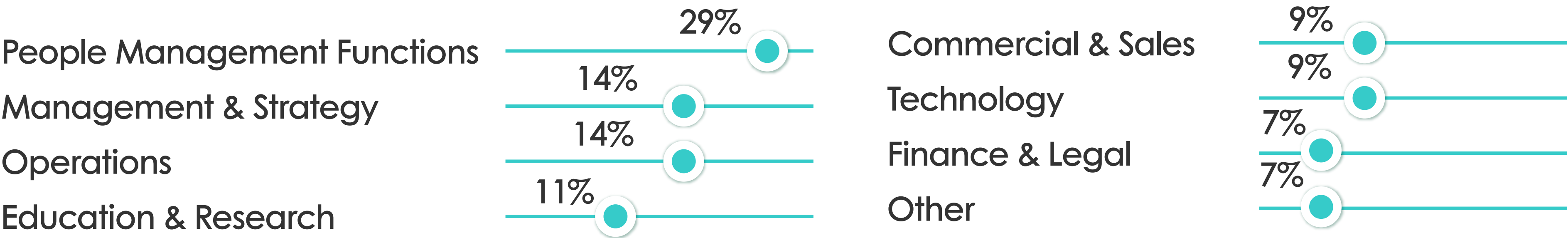


# CPLC Participants

## Industry Background



## Job Functions







# CPLC Participants

Career Level

44%

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

SENIOR  
MANAGERS

30%

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

EMERGING  
LEADERS

26%

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



+13

## **COHORTS**

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

3

## **MODALITIES**

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

24

## **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



# 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.”

4.9

**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”

4.5

**Thomas Mathew, HSEQ Consultant and Trainer**

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

4.8

**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.”

4.9





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