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2015

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Throughout history, the tree has served as a symbol of life, growth, and intellectual development. Reaching towards the sky with its roots firmly in the ground, it is the embodiment of our philosophy.

*“If you want a year of prosperity, grow grain;
If you want ten years of prosperity, grow trees;
If you want a hundred years of prosperity, grow people.”*

~Ancient Chinese Proverb

Philosophy

The Nine Pillars of Beyond Learning

We strive for EXCELLENCE

Excellence is our benchmark; we give to the best of our abilities and aim for better. Every service we provide is high in quality and professionally delivered.

We exemplify LEADERSHIP

As a company we emphasize the importance of setting an example for others in the field. We venture confidently into new opportunities and know what is important for getting the job done.

We always seek ADVANCEMENT

Life-long learning and continuous development are integral to our philosophy. We are risk-takers and are always on the look out for ways to improve and for new spaces to grow into.

We do things with CREATIVITY

We are innovators and don't believe in doing things the way they've always been done. We dare to dream and approach each new endeavour with imagination and ingenuity.

We search for and spread INSPIRATION

Inspiration is a trademark of many of our services. We stay inspired to reach our full potential and always try to inspire those we work with to do the same.

We live and work with PASSION

We are motivated and we love what we do. We are committed to the job and give it everything we have. Our projects are our babies and we serve with joy.

We act with INTEGRITY

The first tenet of our vision is "a better person" and this is foremost in our work, which is always characterized by open and honest communication, punctuality, respect, and confidentiality.

We believe in FAMILY

Beyond Learning doesn't belong to one person but to everyone who contributes to our family tree. We share leadership, encourage one another, and maintain a positive and empathetic atmosphere.

We understand the value of CITIZENSHIP

Community is very important to us; a member of Beyond Learning is tolerant, open-minded, and cares about empowering others. A vital part of how we see citizenship is connected to protecting the environment we all share.

Today's world is seeing fast-paced changes. The effects of such social change on the individual and the community include: the increasing difficulty in relying on traditional social support, the inability to transfer cultural values to younger generations, frustration with contemporary lifestyles, and the lack of possibilities for assuming a fulfilled life. This is a bleak picture, which is exactly why Beyond Learning understands the importance of gaining the skills and leadership abilities that are needed by today's youth and their educators.

Our team strongly believes that education, training, and awareness can make a difference and can inspire us to create a more equitable and sustainable society for the future. By sowing the seeds for an engaged and dynamic younger generation we can cultivate positive change and move closer to our vision of **a better person, a better life, a better world.**

Community is a key word in the Beyond Learning philosophy, and we recognize the need for synergistic teamwork at all levels of the community or institution to accomplish the ultimate goal of empowerment for positive growth. Our mission, as a service provider, **is to inspire and motivate productive positive changes in both individuals and organizations, and to shape capable and empowered leaders for tomorrow.**

Hammad Sioufi, founder and managing director of Beyond Learning, completed his extensive educational track revolving around administration, educational development and management, strategic leadership, and personnel management in 2008. After obtaining a master's degree in educational administration from the American University of Beirut, Hammad served in several reputable educational institutions, including International College (IC) and then Rawdah Educational Institution, where he held the position of Dean of Students. He also served the Lebanese Scout Association in different positions, including Beirut District Commissioner and Commissioner of Leadership Development.

Hammad began to use his experience and continuing education to coordinate and create more rewarding, custom-built consultation and capacity building projects with schools, universities, NGOs, and institutions around the MENA region through which he could practice his passion for motivating and empowering others.

*“The land of opportunity is an attitude.
It is openness to new ideas;
a willingness to learn;
an eagerness to listen;
a desire to grow; and
the flexibility to change.”*

~B. J. Gallagher and Warren Schmidt



Finding success and inspiration, Hammad began to form an idea that required the work of a few committed and experienced individuals. Together they would contribute to the development of society and raise awareness about the life long learning capacity in all of us.

In 2012 Beyond Learning was formed, a consultancy specializing in educational management and youth leadership. Our team understands that school and youth leaders, educators, youth, and parents are the foundations for community. We also know that positive social change can be motivated and inspired by attending to their knowledge, attitudes, skills, and values. With this in mind, we have branched out to include a large number of educational, motivational, and training services, all geared towards building a life worth living.

Foundations

Beyond Learning L.L.C. is an educational management and youth leadership consultancy. We specialize in providing strategic consultation, educational and capacity building services, as well as programs and training for schools, NGOs, universities, youth clubs, and associations.

Beyond Learning builds on more than ten years of field experience to collaborate with, motivate, and train educational and community leaders from Lebanon and the Middle East through positive interventions, raising awareness, civil society development, and sustainable community growth.

We do not believe in offering you a pre-packaged formula and applying it to your situation. We try to understand your needs and adapt our services to them. Our individualized services are based on good research and practiced methods.

As Beyond Learning continues to grow, we have expanded our services to include character and life skills-building camps and programs for youngsters and parents, as well as Get Inspired® our line of framed inspirations. We are also developing a larger range of inspirational and motivational products for you and your establishments.

Find a list of our services in the following section.

Beyond Learning

“

*It's not where you start -
It's where you finish that counts.*

~Zig Ziglar

”

*“The vision must be followed by the venture.
It is not enough to stare up the steps -
we must step up the stairs.”*

~Vance Havner

Please contact us to find out more about any of these services and how they can be tailored to your venture. We are happy to provide you with our services anywhere in the Middle East and North Africa.

Services

Educational & Leadership Consultation

School Systems

Turn your school into a supportive educational environment, where your educators and staff work as effective teams within a smoothly running administrative system. We can advise you in developing your school policies, regulations, and procedures in ways that benefit all of your stakeholders and create the right conditions for your institution to flourish. You can design and develop your entire school system with Beyond Learning.

We base our educational consultation on research as well as on your particular needs. Our foundations in strategic leadership and educational management give us the experience we need to provide consultation that actually helps.

We offer strategic plans in several areas, some of them are:

21st century education systems

Faculty development

School staff development

School administrative systems

Competency and skill development for students

Student services and facilities

Development of extra-curricular programs

Student leadership and character education

Curriculum assessment and development

We also create evaluation standards to monitor and measure the success of the programs we introduce, find places that might need work, and help optimize your capabilities.

Sometimes just enhancing an organization's communication system can have a radical effect on its synergy. Additionally we specialize in helping educational institutions design and develop extra-curricular community outreach programs in which all school stakeholders can get involved. We help your organization really make a difference in society in a way that will bring pride to you and your school community. Creating the right scholastic environment will ultimately benefit not only you, but also your students. In the right surroundings and with the right support they can be motivated to reach up and grab life's greatest opportunities.

Youth & Student Leadership & Development

For us at Beyond Learning, the development of youth into the leaders of tomorrow is our highest aim. On the journey to adulthood a young person must gain essential life skills and build their character. We help your organization (non-governmental, civil society, or academic) empower youth to learn to meet their own personal and social needs and contribute positively to the community.

The outcome is something we want to see in all of our young people: a feeling of mastery and hope for the future, high self worth and self awareness, the ability to lead, a sense of structure, belonging, membership, and spirituality. We consult you in the proper way to foster such character in your students or youth community leaders as well as ways to help them build important life skills and to live with purpose.

We can help you create support, opportunities, and the quality education your young leaders deserve. Beyond Learning can design, implement, and monitor:

Life skills-based education curricula

Character education programs

Student leadership initiatives and departments

Youth centered environments

to enhance student and youth leadership at the school and community levels and guide young leaders in helping themselves and others. We also offer training workshops and programs for developing youth leaders (see the following section).

Research

We undertake a number of professional research and research related activities for NGOs, CSOs, and educational institutions.

These include compiling proposals, manuals, and guidelines, as well as conducting academic literature reviews on chosen topics.

Training, Workshops, & Activities

Beyond Learning provides your educational institution or civil society organization with professional training programs, workshops, and other activities to enhance productivity, efficiency, and leadership capacities. We have supported successful development in schools, universities, companies, non-profits, and proudly, with our flourishing youth leaders in rural regions of Lebanon.

We use research to guide our focused programs and execute them with experienced competence. We have supported successful development in schools, universities, companies, non-profits, and proudly, with our flourishing youth leaders in rural regions of Lebanon.

With us, you can design a professional development plan that fits your organization. Our services ultimately rely on which areas you need to develop in your teachers, staff, youth-leaders, youth, or students.

For your school's faculty & staff

We design and implement a number of training programs, workshops, and seminars for teachers and educators at the school level around the MENA region. This service covers topics such as:

Frames of leadership

Character development

Student empowerment, development, and capacity building

Student-leadership capacity building

Instilling core ethical values in students

Expectations, challenges, and new roles for school supervisors

Effective strategies for dealing with student behaviour

Self-development for personnel

Using gratitude in education

Improving academic performance and fostering a healthy school

Life-skills based education

Custom topics designed for you

Maintaining a safe and engaging learning environment

Strong leadership and professionalism in an educational institution sets the right environment for an effective team and student development. Beyond Learning's leadership and professional interventions can help your organization's managing team,

Enhance your capacities as leaders

Develop motivation among the school community

Build effective teams and manage conflict

Manage the day to day running of business

Survive through chaos, crisis, and change

Oversee a healthy teaching-learning experience

Infuse inspiration in to your scholastic environment

With Beyond Learning, your school can also host purposeful retreats for your faculty and staff. We design and manage activities that work to build a community, teach a more we, less I approach, and foster a collaborative work culture in a fun and friendly environment.

'The Power of Littles' is one special strategic plan and training program designed by Beyond Learning. In this program, your administration and/or your support staff realize the importance and value of combining their efforts instead of working independently. When efforts are joined and learning shared there is more fun, engagement, efficiency, and productivity. We help you create that positive synergy within your organization.

We also offer tailored staff training programs that cater to your specific requirements and to all levels of your educational institution.

For your non-governmental, civil society, or non profit organization

Whether your organization is looking to host forums, seminars, and workshops or training for employees, volunteers, or members of the community, we offer hassle-free and effective service.

Our youth leadership, life skills training, and capacity building workshops, for example, guide youth leaders of all ages in how to help young people learn and excel in a non-formal organizational context. We also offer empowerment and community involvement workshops, which develop leadership competencies, and help participants understand the dynamics of leadership in their communities.

Our role in these workshops is to train and enable the members of your organization or community members in:

Working directly with young people in exploring their rights and readiness to lead

Helping youth acquire values and citizenship qualities

Working with adults on community and individual empowerment

Successfully planning and advertising fundraising activities

Motivating volunteerism

Inspiring successful leaders

Embarking in meaningful participation in local and regional communities

For your student leaders & youth

Beyond Learning's training and workshops for student and youth leaders can help the youth in your community, or the students of your school, assume the responsibility of leading themselves. We offer guidance and prepare young people to create their own initiatives and engage in positive extra-curricular activities and community service.

Our training modules and workshops, which we design and direct, include:

'Empowerment and Capacity Building' training for student and youth leaders

'Leadership Capacity Building' training program for all ages

'Life Skills-based Education Training' workshops and retreats for youth leaders

'Youth Leadership Camp' for young leaders

'Leaders for Democracy' programs for youth

'Leaders of Character' workshop for student and youth leaders

'Student Leadership in 21st Century High Schools' for student leaders

'Extra-curricular and Community Involvement' workshops

These workshops, training modules, and activities cultivate the knowledge, attitude, and skills of participating young leaders. Some of the themes we present are efficient teamwork and leadership, the 'More We, Less I' approach, and the 'Leadership Daily Recipe'. We collaborate with you on the goal of inspiring and empowering responsible young leaders to create positive change in schools and communities.

We do this by empowering young people to think, plan, act, and lead. Beyond Learning helps youth leaders design visions that respond to student and youth input, needs, and concerns.

The training and workshops align students with their school's philosophy and objective and youth with their communities. By bringing students, teachers, administrators, volunteers, and youth leaders together as one supportive learning community, we can inspire youth and involve them in developing themselves, their schools, and their environment.

Awareness Programs & Interventions

Building equitable and sustainable societies starts with spreading knowledge to all levels of the community. This holds true for institutions as well.

We present you with awareness programs, forums, seminars, and talks on a number of topics for all those who matter to your educational institution or civil organization. These interventions and lectures are tailored to each audience. They are designed to raise awareness and community involvement as well as inspire dialogue among educators, parents, school leaders, school staff, youth, or the community. We create a space of trust and safety where the community can talk about the things important to them and take action.

Some of our topics to this date are:

The need for life skills-based education

Raising children of character

Self-awareness and improvement

Organizational behavior

Student and youth leadership

Youth empowerment

Coping with change and challenge

Finding your personal mission

Overcoming obstacles in education

Educational values and beliefs

Gratitude and positive thinking

Civic engagement and the inspiration for change

Creating meaningful relationships

Conflict resolution

Non-violent communication

Time management

Applying the daily life recipe

Our role is to keep your staff, students, youth, and stakeholders well informed and get them involved, boost morale, and motivate them to contribute to your efforts.

Our awareness programs and interventions create a sense of community, meaning, and purpose, while shedding light on relevant issues. We can organize them alone or as part of a project or event you are organizing.

You can also request special awareness programs to be integrated within our consultation or training services.

Life Skills & Character Building for Youngsters

We understand that character building begins at a very young age and that many children and teenagers do not get proper training to build the life skills they need in today's world. With Beyond Learning's camps and programs, your children or students will get the chance to gain information and people skills, while having fun and staying safe. Learning a sense of community involvement and personal responsibility is at the heart of these programs. Beyond Learning considers parents to be our partners, and we collaborate with them to create the best possible experience for our young learners.

“*We are the makers of music, and we are the dreamers of dreams.*”
~Roald Dahl

Loompaland Summer Camp

Inspired by Roald Dahl's curious characters the Oompa Loompas, this highly successful camp is designed as a fun and educational summer program for youngsters aged 4 to 14. Loompaland runs for 5 weeks in Lebanon each year. The program offers your children character building activities and valuable skills.

In Loompaland we attend to the 'Five Areas of Growth and Development': physical, intellectual, emotional, social, and existential. Our instructors, the Loompas, are all capable and experienced individuals who aim to help the young Oompas develop into valuable members of the community. The children will have fun, stay fit, explore new interests, and get motivated through a large number of indoor and outdoor activities.

For more information on the camp, please visit www.loompalandsummercamp.com or find our 'Loompaland Summer Camp' Facebook page.

Sindibad Winter & Spring Programs

After the success of Loompaland, Beyond Learning launched the Sindibad Winter Program- Legend of the 7 days and the Sindibad Spring Program-Prince of the Forest, for kids aged 4 to 12. Both programs are conveniently hosted during school vacations. The Sindibad Winter Program is a one-week program, which focuses on character building and skills training through enjoyable, educational activities. The Sindibad Spring Program is a shorter, four-day program that focuses on educational activities that develop outdoor and survival skills through fun and adventure.

For more information on both programs, please find our 'Sindibad Winter Program' and 'Sindibad Spring Program' Facebook pages.

we.lead

For ages 14 to 17 we offer the "we.lead" leadership bootcamp, held in different locations, and running during the spring and summer vacations. We have designed this journey for youngsters to inspire the qualities of leadership and teamwork, as well as foster personal growth and positive patterns of thought.

Professional guest trainers and speakers are brought in to impart the knowledge, values, and skills that these youngsters will need to advance and become leaders. Participants interact with the natural environment and each other to set and accomplish goals, internalizing the core pillars of we.lead: leading oneself, leading with others, and leading with the community. They also work to become better citizens who are empowered with self-esteem and the values that guide them towards lives of excellence.

Educational & Recreational Trips

Extracurricular activities can enhance any educational program by showing students how the things they learn are applied in the field. By engaging in the right activities, students, youth, and families can gain practical skills, strengthen friendships, get involved with the community, and develop new interests.

We offer your school or educational institution a number of organized student trips and activities, such as ski and camping trips, which teach new things in a fun and safe environment. We can vary the length and subjects of these educational and recreational trips according to your requests. We are currently expanding into recreational activities and trips for youngsters, their families, and their schools, which we will host on weekends or national holidays.

Inspirational Products

We all need some daily motivation, whether we are in the office, working at a café, or even at home. We offer you a special range of products to help you get inspired and inspire others along the way.

Get Inspired - Frames and Shop

Beyond Learning can furnish your work environment, café, school, or home with our special line of 'Get Inspired®' Frames – messages, quotes, and images from local and international photographers tailored just for you and tastefully designed for your space.

A number of studies have shown that being surrounded by positive words and images can help boost morale and motivation. These framed inspirations promote positive thinking, finding meaning and purpose, a stress free environment, and creativity.

They are also sure to infuse your space with character and a touch of art. At the up and coming 'Get Inspired' shop, you will be able to find a number of gifts and items that appeal to the soul and boost positivity.

Charge yourself or the people around you with a positive attitude and deal out a daily dose of motivation. Find photo frames, posters, postcards, and calendars at very affordable prices.

Get Inspired - Mobile Application

Beyond Learning's 'Get Inspired' app (available soon in Apple and Android app stores) is an interactive platform that adds a little inspiration to your day. Find great sharables; videos, quotes, and much more that will inspire and motivate you with the swipe of a finger. Connect to a global community that shares the things that inspire them the most. 'Get Inspired' is a delightful resource for educators, parents, youth, and anyone who wants a little inspiration. You will find lots of interesting and stimulating tidbits to share and inspire others.

Get Inspired - Magazine

As Beyond Learning continues to branch out, we are planning to launch our very own 'Get Inspired' magazine. A monthly publication full of motivational and inspirational articles and stories, as well as useful information on character building, life skills, education, psychology, and more. The 'Get Inspired' magazine will cater to schools, NGOs, and educational institutions, yet is a fun magazine that anyone can enjoy. It will serve as a resource on topics such as:

The essence of leading

Personal goal setting

Finding purpose

Dealing with challenges

Staying connected

The power of dreams

Community involvement

Time management

Handling stress

Interpersonal communication

Managing conflict

Faith and hope

“The object of education is to prepare the young to educate themselves throughout their lives.”

~Robert Maynard Hutchins

Projects and Consulting

‘Character Education Program’ - ASAMIAH International School, Jordan

Concept, programs, and management consulting of ‘Super Me’ - Super Me, Lebanon

Educational Programs Design & Institutional Development - Academy of Young Muslims, Lebanon

‘Youth Leadership and Life Skills-Based Educational Curriculum’ - World Vision, Bekaa, Lebanon

The ‘Dibeyye New School’ Project - Al-Yusr Development, Lebanon

‘Educational Online Services’ - eSkool, Lebanon

‘Azm and Saade Educational Complex Feasibility Study (Phase II)’ - American University of Beirut (AUB), Lebanon

Design and development ‘Student Life Department’ - Lebanese International School, Lebanon

‘Character Education Program’ - New Century School, Lebanon

Design and development ‘Student Life Department’ - Al Hayat International School, Lebanon

Experience

Training Programs and Workshops

'Character Education Program' – ASAMIAH International School, Jordan

'Youth Leadership and Life Skills-Based Education' Training Program – World Vision, Bekaa, Lebanon

'A la Recherche de L'Adaptation: Construire une Relation Solide Parent-Enseignant' – Lycée Franco-Libanais, Verdun, Lebanon

'Supervisors Empowerment and Capacity Building Training Program' – Al Mustafa Schools, Lebanon

'Creating a Student Life Department and Code of Conduct' Training – Al Hayat International School, Lebanon

Designed Development 'Student Life Department' – Lebanese International School, Lebanon

'The Power of Littles: Towards a Positive Team Culture' – New Century School, Lebanon

'Community Empowerment Workshop for Refugees' – The Danish Refugee Council (DRC), Bekaa, Lebanon

'The Student Leadership' Workshop – American University of Beirut (AUB), Lebanon

'Leaders for Democracy Fellowship Program' – The Middle East Partnership Initiative's Leaders for Democracy Middle East Project, American University of Beirut (AUB), Lebanon

'Animators and Educators Capacity Building Program' – World Vision Child Friendly Space, Bekaa, Lebanon

'Life Skills Project Coordinators Capacity Building program' – World Vision, Lebanon

'Youth Leadership and Life Skills-Based Education' Training Program – Al Ittihad Youth Groups, Lebanon

'Enhancing Education' Training Retreat – Right to Play, Lebanon

The Borders Club, Majdal Anjar: 'Enhancing Youth Leadership, Volunteerism, and Community Involvement Opportunities' Training Workshops – USAID Office of Transition Initiatives, Lebanon
The Lebanese Association for Students, Baalbek, Lebanon

'Enhancing Youth Leadership and Community Involvement Opportunities (TOT)' Workshop – USAID Office of Transition Initiatives, Lebanon

'Poser un Regard Professionel Positif sur l'Autre' – Lycée Franco-Libanais, Verdun, Lebanon

'Community Empowerment Workshops for Students and Parents' – World Vision, Akkar, Lebanon

'Youth Educators Capacity Building Training Program' – Al Fourquan Youth World, Lebanon

'Character Education Program' – New Century School, Lebanon

Educational and Recreational Camps and Activities

'The White Weekend' Cedars Ski Trips – Wellspring Learning Community

Educational Adventures through Lebanon – International School of Choueifat (SABIS), Koura, Lebanon

'Loompaland', Educational Character Building Summer Camp – Beyond Learning, Lebanon

'Sindibad', Life Skills Winter Program – Beyond Learning, Lebanon

'Sindibad', Outdoor-Oriented Educational Spring Program – Beyond Learning, Lebanon

Research

TAMAM Project – American University of Beirut (Education Department), Lebanon

'Proposal Writing Manual: Guidelines and Criteria' – Ahdaf, NGO for Development and Studies, Egypt

Please refer to our website for a more comprehensive and regularly updated list of Beyond Learning's projects.

*“In this life we cannot always
do great things.
But we can do small things
with great love.”*

~Mother Teresa

Contributions

Lebanese Scout Association (LSA)


Many of the ethical values we hold dear at Beyond Learning stem from a long commitment to the Scouts. Scouting has helped all of the members of the Beyond Learning team grow. Our founder, Hammad Sioufi served as a Boy Scout, a Scout Troop and Group Leader, the LSA Leadership Development Commissioner, and the LSA Beirut District Commissioner. We are always prepared.

Public Speaking

Spreading awareness is very important to the Beyond Learning team. We believe that knowledge is the key to social change, and that it is our responsibility to share the knowledge we have with others. We each use our professional experience to speak to the public and offer motivation and leadership skills as often as we can.

Hammad has participated in numerous school, university, and NGO workshops and retreats as a guest speaker and makes regular appearances on various educational and social television and radio programs.

Our goal is to increase awareness about the changes society is witnessing, as well as the need to go beyond education for character and life-skills building in youth. We have also been invited to hold talks and leadership interventions in a number of institutions and associations; some of these are the University of Balamand (UOB), The American University of Science and Technology (AUST), SABIS International Schools, Rafik Hariri University (RHU), Caritas (Lebanon), Broumanna High School, Al-Ahliyah School, and the Melkite Greek Catholic Archeparchy of Zahle and Fourzol.



*“Individual commitment to a group effort -
that is what makes
a team work, a company work,
a society work, a civilization work.”*

~Vince Lombardi

Company Information

Beyond Learning L.L.C.

Educational Management and Youth Leadership
Consultancy Established 2012.

The Movers & Shakers

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Founder and
Managing Director

Rayane Sleimane
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*“I must do something
always solves more problems
than something must be done.”*

~Anonymous

For a Life Worth Living!

