



Company Profile

2021

beyondlearning
educational management
and youth leadership





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Beyond learning

Beyond Learning L.L.C. is an educational management and youth leadership consultancy. We specialize in providing strategic consultation, staff workshops and training for different organizations, as well as educational and capacity building camps and programs for young people. As Beyond Learning continues to grow, we have expanded our services to include 'Get Inspired®' our line of framed inspirations for offices, homes, schools, and other spaces.

Beyond Learning (BL) builds on more than fifteen 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 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 research, practiced methods, and the selection of the right team to complete each project.

Example of 8 Kinds of Cooperative Learning
Maximizing the Impact on both Character Development & Academic Achievements





Philosophy

Our team strongly believes that education, training, and awareness can make a difference and can inspire us to create a more equitable and sustainable humanity for the future. By sowing the seeds for an engaged and dynamic society, whether among youth or adults, we can cultivate positive change for our communities. This is reflected in our company vision of **a better person, a better life, a better world.**

Community is a key word in the Beyond Learning philosophy. An integral part of our work revolves around strengthening the community and its building blocks: individuals. 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.**

The 9 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

Lifelong learning and continuous development are integral to our philosophy. We are risk-takers and are always on the lookout 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 endeavor 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.



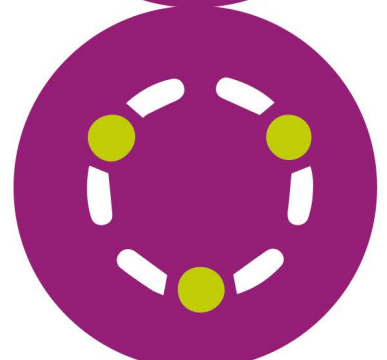
We act with **INTEGRITY**

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.



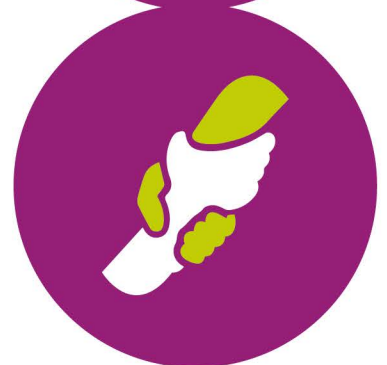
We believe in **FAMILY**

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.





The Team

Hammad Sioufi

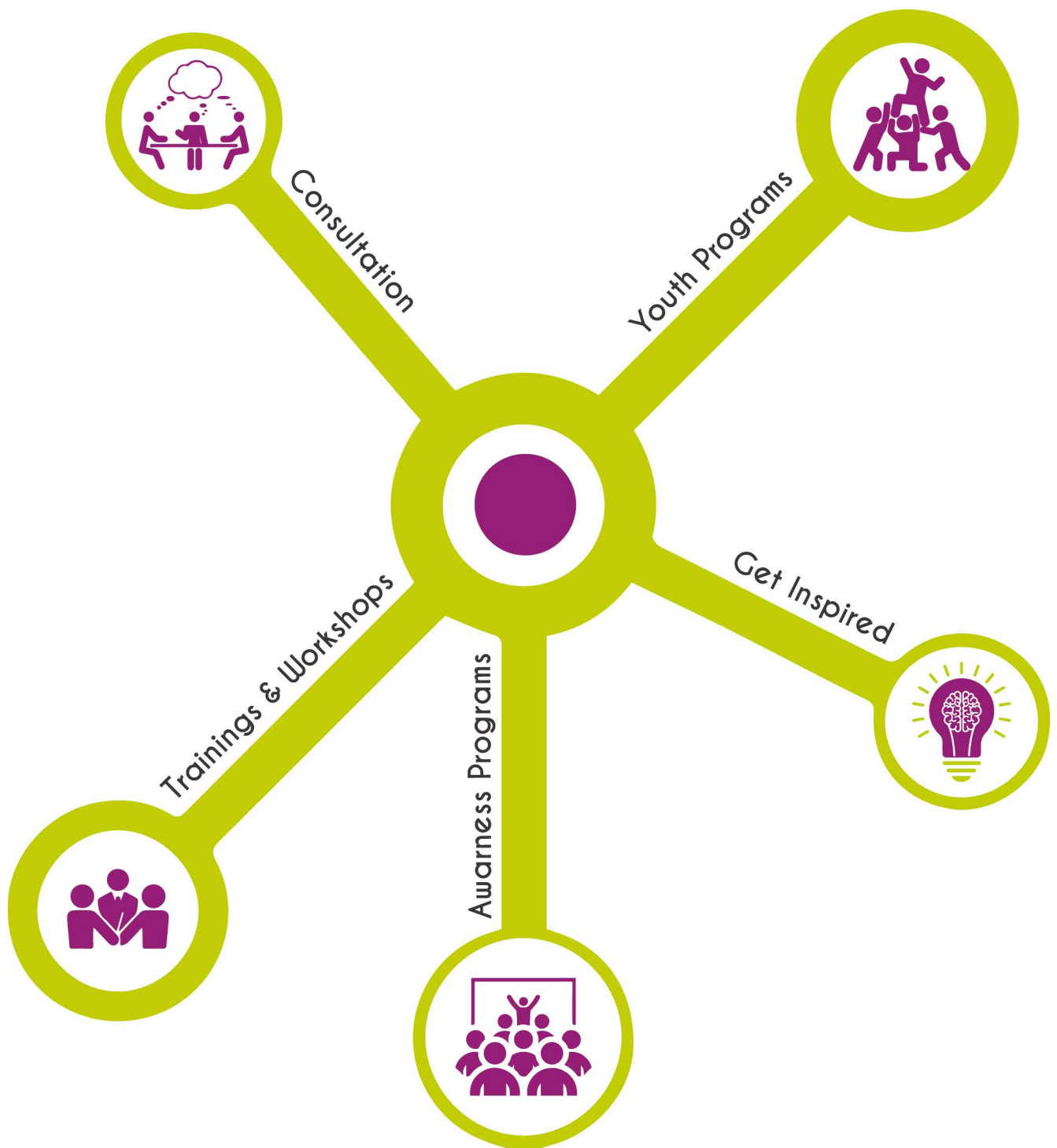
Hammad, founder and managing director of BL, completed his education in administration, educational development and management, strategic leadership, and personnel management in 2008. After obtaining a master's in educational administration from the American University of Beirut, Hammad served in several reputable institutions, these include International College (IC) and Rawdah High School, in which he served as Dean of Students. He also served the Lebanese Scout Association in different positions, including Beirut District Commissioner and Commissioner of Leadership Development.

Hammad then broke off on his own and began to create consultation and capacity building projects with schools, universities, and institutions around the MENA region, through which he could practice his passion for motivating and empowering others. Finding success and inspiration, he 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 lifelong learning capacity in all of us. In 2012, Beyond Learning was formed.

Rayane Sleimane

Partner and Operations Manager, Rayane is the keystone of Beyond Learning. Her dedication and expert management of projects, budgeting, human resources and work allocation, setting and reporting on deliverables, logistics and operations, quality management, as well as communication and outreach keep the company running smoothly. She holds a BS in Computer Science and has extensive working experience in project management, coordinating communication strategies, liaising with stakeholders, and recruitment.







Services

Educational & Leadership Consultation

School Systems and Formal Education

Turn your school into a supportive educational environment, where your educators and staff work as effective teams within an efficient administrative system. We can develop your policies, regulations, and procedures in ways that benefit all of your stakeholders and create the conditions for your institution to flourish.

We work with you to design and create your entire system from staff work assignments to extra-curricular activities, and based on your goals and the latest research. Our foundations in strategic leadership and educational management give us the experience we need to provide consultation that actually helps.

Some areas of strategic planning we offer are

- Organizational development
- Character education
- Faculty and staff development
- School leadership
- Student life departments
- Positive school environments
- Students' competency and skills
- Student services and facilities
- Extra-curricular programs
- Community service programs



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

Youth Development and Non-formal Education

We offer non-formal educational organizations, whether NGOs or youth-centered facilities, consultation in both organizational management and youth development.

Consultation on administrative organization ranges from helping you create your mission to setting out your work flow and organizational chart. Upon your request, implementation can be added to consultancy, in which case we select a qualified team to carry out any strategies we create with you.



The development of youth is one of our highest goals. We can also help you empower young people to learn to meet their own personal needs and contribute positively to society. We bring to the drawing board expertise and experience in successful youth development programs to help you create professional and efficient initiatives that make a difference in the community.

Beyond Learning can design, implement, and monitor

- Organizational development systems
- Strategies of youth development
- Life skills-based education curricula
- Character education programs
- Employability skills programs
- Youth leadership programs
- Youth centered environments

We also offer training workshops and programs for developing youth leaders (see the following section).

Training, Workshops, & Team Building

Enhance productivity, efficiency, and leadership capacities in your educational institution, company, or NGO with professional training programs, workshops, and other activities.

We use research to guide our programs and execute them with competence. We support successful development in schools, universities, companies, non-profits, and proudly, with youth leaders in rural regions of Lebanon. With us, you can design professional programs and workshops that fit your organizational needs.

For your school's faculty and staff

We design and implement a number of training programs, workshops, and seminars for teachers and educators around the MENA region. These cover topics such as,

- Character development and value-based education
- Leadership awareness and capacity building
- Developing a safe and engaging learning environment
- Positive discipline and handling student behaviors
- Empowerment and capacity building of students and student-leadership
- Self-development for staff
- Custom topics designed for you

Beyond Learning also provides training in educational management. Our leadership and professional interventions are tailored to help your managing team

- Build effective teams and manage conflict
- Enhance your capacities as leaders
- Motivate the school community
- Manage the day to day running of business
- Survive through chaos, crisis, and change
- Oversee a healthy teaching-learning experience

With Beyond Learning, your educational institution can also host beneficial retreats for your faculty and staff. Together we can develop tailored staff training and team building programs that cater to your specific requirements and to all levels of your educational institution. We design and implement activities to

- Build community
- Teach a more we, less I approach
- Foster a collaborative work culture

We also create school outings and field trips for your students (see Life Skills & Character Building for Young People section)



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

Whether your organization is looking to host forums, seminars, or workshops for staff, volunteers, or community stakeholders, we offer hassle-free, effective service. Our youth leadership, life skills training, and capacity building workshops guide youth leaders, stakeholders, or staff in supporting young people to learn and excel in a non-formal context. Topics include,

- Working with youth in exploring their rights and readiness to lead
- Character and life skills-based education
- Meaningful participation and empowerment in local communities
- Successfully planning and carrying out projects
Increasing youth's employability skills
- Personal development
- Leadership competencies

For your business

We design and implement workshops and activities to activate your company's workforce. Our team building and skill development retreats, trips, and team challenges that can be tailored to your organizational needs, whether to raise the bar or close certain gaps you may be facing. We do not provide generic team building activities that are expected to work for any team and in any context. Team building should be tailored to your company's mission and values, use your company language, as well as consider the specific needs your team has. A more engaged workforce that works well together is sure to increase productivity and create a thriving work environment.

For your student leaders and youth

Beyond learning's training and workshops for your student leaders and youth can help them assume the responsibility to lead themselves. We guide and prepare youth and students to create their own initiatives, grow into the right kind of leaders, and engage in extra-curricular activities and community service.

We design and direct training modules and workshops, that include,

- Empowerment and capacity building
- Leadership capacity building
- Leaders of character
- Vocational training
- Youth leadership camp

These workshops, training modules, and activities cultivate the knowledge, attitude, and skills of participating young leaders. We collaborate with you to inspire and empower responsible young leaders to create positive change in their schools and communities.



Life Skills & Character Building for Young People

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. Through our camps and programs, young people get the chance to gain information and people skills, while having fun in a safe environment. 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 can proudly say that within a few years our youth programs earned a reputation for being beneficial, fun, and professionally run.

Lompaland Summer Camp



We are

*the makers
of music,*

&

*we are
the dreamers
of dreams.*

(Roald Dahl)

Our fun and educational summer camp in Lebanon, for kids aged 4 to 14, is inspired by Roald Dahl's curious characters the Oompa Loompas. This camp is designed as a five-week program to build better young people of character. In Loompaland we attend to the '7 Areas of Growth and Development': physical, intellectual, emotional, social, occupational, environmental, and existential. Our educators are all capable and experienced individuals who help young Oompas develop into valuable members of the community that are inspired to 'Pay it Forward'. The 6 core values that represent Loompaland; respect, responsibility, fairness, caring, trustworthiness, and citizenship, are a main focus of the camp's program.



For more information, please visit our
'Loompaland Summer Camp' Facebook page.

Sindibad Winter & Spring Camps

After the success of Loompaland, Beyond Learning launched the Sindibad Winter Camp - Legend of the 7 days and the Sindibad Spring Camp - Prince of the Forest. These programs for kids aged 4 to 14 are conveniently hosted during school vacations. Both are centered on enjoyable and educational life skills training. The Sindibad Winter Camp is a one-week program, which focuses on character building and educational activities. The Sindibad Spring Camp is a shorter, four-day program that focuses on developing outdoor and survival skills through fun and adventure.



For more information, please visit our '**Sindibad Winter Camp**' and '**Sindibad Spring Camp**' Facebook pages.

we.lead

We offer the we.lead program for young people aged 14 to 17 during the summer vacation. This is a journey designed 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 teens 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 the self, leading with others, and leading 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.



For more information, please visit our '**we.lead**' Facebook page.

Educational & Recreational Trips

Beyond Learning Outings and Ski School

We create recreational activities and trips on weekends or national holidays. Our programs, ski schools, and edutainment outings combine fun with learning, and of course include character and skills building activities. These highly successful and entertaining outings are announced to the Beyond Learning community through Facebook and social media broadcasts.

School Field Trips

Extracurricular activities can enhance any educational program by showing students how the things they learn are applied in different contexts. By taking trips together, students gain practical skills, strengthen their friendships, get involved with the community, and develop their interests. We design and implement a number of organized student trips and activities for your school or institution, such as ski, hiking, and camping trips. We can tailor the length and subjects of these educational and recreational trips to your requests.



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 your educational institution or civil organization, each designed for their own specific audience. They are aimed at raising awareness and community involvement, as well as inspiring 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 are

- Educational values and beliefs
- Becoming a person of character
- Self-awareness and improvement
- The need for life skills-based education
- Student and youth leadership
- Youth empowerment
- Parenting for character
- Coping with change and challenge
- Finding and achieving your personal mission
- Gratitude and positive thinking
- Civic engagement and the inspiration for change
- Conflict resolution
- Non-violent communication
- Goal setting and time management

We can organize these awareness programs and interventions 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.

Get Inspired – Frames

We all need some daily motivation, whether in the office, working at a café, or even at home. Charge yourself or the people around you with a positive attitude and deal out a daily dose of motivation.

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.

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.



BE DIFFERENT

Original ideas are created by original people. People who, either through instinct or insight, know the value of being different and recognize the common place as a dangerous place to be.



Contributions

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 educational and social television and radio programs. Our goal is to increase awareness about the changes in society, 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 Beirut (AUB), The American University of Science and Technology (AUST), SABIS International Schools, New Century School, Lebanese International School, Caritas (Lebanon), Broumanna High School, Al-Ahliyah School, and the Melkite Greek Catholic Archpatriarchy of Zahle and Fourzol.

Giving Back through our Youth Programs

All of our youth programs include a community service or 'giving back' aspect. It is important to us to contribute to society by preparing youth to contribute themselves. These 'Pay it Forward' initiatives differ by age group and range from cleaning up natural areas, painting schools, to serving those in need. By benefiting our community through our programs, we are also improving the youth taking part in them.



Contact Information



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Beyond Learning



Beyond Learning L.L.C.



Appendix: Credentials

Projects & Consulting

- Character Education Program – [ASAMIAH International School, Jordan](#)
- Youth Leadership and Life Skills-based Educational Curriculum – [World Vision, Bekaa, Lebanon](#)
- Character Education Program – [Lebanese International School, Lebanon](#)
- Character Education Program – [New Century School, Lebanon](#)
- Azm and Saade Educational Complex Feasibility Study (Phase II) – [American University of Beirut \(AUB\), Lebanon](#)
- Design and Development of Student Life Department – [Al Hayat International School, Lebanon](#)
- Design and Development of Student Life Department – [Lebanese International School, Lebanon](#)

- Educational Programs Design and Institutional Development – [Academy of Young Muslim, Lebanon](#)
- The ‘Dibeyye New School’ Project – [Al-Yusr Development, Lebanon](#)
- Concept, Programs, and Management Consulting – [Super Me, Lebanon](#)
- Organizational Design and Development – [Shifaa Junior Club, Lebanon](#)

Research

- TAMAM Project – [American University of Beirut \(AUB\) Education Department, Lebanon](#)
- Proposal Writing Manual: Guidelines and Criteria – [Ahdaf, NGO for Development and Studies, Egypt](#)

Training Programs & Workshops

- Character Education Program Foundation, Principles, and Strategies – [ASAMIAH International School, Jordan](#)
- Character Education Program Foundation, Principles, and Strategies – [Lebanese International School, Lebanon](#)
- Character Education Program Foundation, Principles, and Strategies – [New Century School, Lebanon](#)
- Positive Teacher-Student Relationship Training Program – [New Century School, Lebanon](#)
- Positive Teacher-Student Relationship Training Program – [Lebanese International School, Lebanon](#)
- 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](#)
- Creating a 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](#)
- A Life Skills-based Education Training Program – [Children Interactive Community, Lebanon](#)
- Animators and Educators Capacity Building Program – [World Vision Child Friendly Space, Bekaa, Lebanon](#)
- Life Skills Project Coordinators Capacity Building Program – [World Vision, Lebanon](#)
- INTAJ Youth Employment & Empowerment Training Programs – [Mercy Corps, Bekaa, Lebanon](#)
- From Good to Great Classrooms: Teacher Educational Empowerment and Classroom Management Strategies – [Academy of Young Muslim, Lebanon](#)
- Together is Better Team Building Program – [Academy of Young Muslim, Lebanon](#)
- 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](#)
- Youth Leadership and Life Skills-based Education Training Program – [Al Ittihad Youth Groups, Lebanon](#)
- Enhancing Education Training Retreat – [Right to Play, Lebanon](#)
- Enhancing Youth Leadership, Volunteerism, and Community Involvement Opportunities Training Workshops for The Borders Club, Majdal Anjar – [USAID Office of Transition Initiatives, Lebanon](#)
- Enhancing Youth Leadership and Community Involvement Opportunities (TOT) Workshop for The Lebanese Association for Students, Baalbek – [USAID Office of Transition Initiatives, Lebanon](#)

- It Takes Two to Tango: A Communication Empowerment Journey – [Humanity & Inclusion Middle East \(HI\), Lebanon](#)

Team Building

- Survival of the Fittest Team Building Program – [Nestlé, Lebanon](#)
- Unlock The Potential Personal Discovery Journey – [Nestlé, Lebanon](#)
- The Maximizers Nature-Based Team Building Journey – [Nestlé, Lebanon](#)
- Med-Grit Nature-Based Team Building Journey – [Medtronic, Lebanon](#)
- Saving Lifeland Team Building Scavenger Hunt – [Nestlé, Lebanon](#)
- WIN-GRIT Team Building Adventure in the Snow – [Nestlé, Dubai](#)
- Escape the Curse of the Forest Nature-Based Team Building Journey – [American University of Beirut \(AUB\) Office of Advancement, Lebanon](#)

Educational & Recreational Camps & Activities

- Loompaland Character and Skills Building Summer Camp – [Beyond Learning, Lebanon](#)
- Sindibad Character and Skills Building Winter Program – [Beyond Learning, Lebanon](#)
- Sindibad Character and Skills Building Outdoor Spring Program – [Beyond Learning, Lebanon](#)
- we.lead Youth Leadership Boot-Camp – [Beyond Learning, Lebanon](#)
- The White Weekend Cedars Ski School – [Beyond Learning, Lebanon](#)
- Fun, Educational, and Character Building Monthly Trips – [Beyond Learning, Lebanon](#)
- The Winter Wonderland Snow Trip – [Beyond Learning, Lebanon](#)
- Winter Getaway Snow Trip – [Wellspring Learning Community, Lebanon](#)
- i.lead Online Leadership Training Program – [Mathnasium, United Arab Emirates](#)
- Tout Tout 3ala Lebnein Spring Online Camp – [Triangle Lebanese American Center, North Carolina](#)

- Basics of Entrepreneurship Program – CoCoon4US Feel Good Hub, Lebanon
- Beirut Design Week Kids Program – Beirut Design Week 2016, Lebanon
- Basket of Magic – Beyond Learning, Lebanon
- Bingo Box – HeartMade Events, United Arab Emirates
- Educational Adventures through Lebanon – International School of Choueifat (SABIS), Lebanon
- Impact Your World Annual Program: Leadership and Team Building Outdoor Adventures – Shifaa Junior Club, Lebanon
- Discover Lebanon Outings – Balsam Palliative Care Center, Lebanon
- The Joyfuls Youth Choir – Beyond Learning & GEMZ, Lebanon
- Nutrition, Health, and Wellness Day Out – Nestlé, Lebanon
- Wellness Day Out – La Roche, Lebanon

Broadcast Awareness Interventions

- To Be or Not To Be Monthly Talk Shows – Mariam TV, Lebanon