

GCC UNIVERSITIES

Capability Statement

Accredited qualifications, bespoke non-accredited courses and university capability partnerships

OUR PROPOSITION **We help GCC universities launch commercially viable, employer-aligned capability academies—not simply add isolated short courses.**

Executive & continuing education
Co-branded open-enrolment and custom programmes for executives, government and corporate clients.

Graduate employability
Professional credentials and practical learning that strengthen graduate differentiation and workplace readiness.

Degree-plus pathways
Certification-aligned modules, electives and capstones embedded alongside academic programmes.

University workforce capability
Development for faculty, professional services teams, transformation offices and internal trainers.

Institutional value

New non-tuition revenue • stronger employer relationships • faster portfolio launch • recognised credentials • flexible access • measurable learner outcomes • sustainable internal capability

One partnership, multiple routes to value

Students
Degree-plus credentials, employability bootcamps and workplace-ready professional capability.

Executives
Short executive programmes, masterclasses and sector-focused leadership academies.

Employers
University-led corporate cohorts, government programmes and custom workforce academies.

Faculty & staff
Professional development, transformation capability, train-the-trainer and specialist support.

Designed for universities in the United Arab Emirates, Kingdom of Saudi Arabia, Qatar, Oman, Bahrain and Kuwait, with each proposition aligned to local institutional priorities, national workforce agendas and employer demand.

PREPARED FOR **University leaders, executive education, continuing education, faculties, career services and partnership teams across the GCC**

EXECUTIVE EDUCATION • GRADUATE EMPLOYABILITY • DEGREE-PLUS • WORKFORCE CAPABILITY

Collaboration models for GCC universities

Our models align delivery, prestige, governance and commercial responsibility to the unit that owns the mandate and budget.

MODEL	HOW IT WORKS	UNIVERSITY VALUE
Co-branded academy	The university contributes brand, facilities and local market reach; we contribute curriculum, specialist faculty and programme support.	Revenue growth and market presence.
Embedded degree-plus	Professional learning is mapped into degrees, electives, capstones or graduate pathways.	Employability and academic differentiation.
White-label B2B engine	We strengthen university-led bids and employer or government programmes behind the scenes or as a disclosed partner.	Faster bids and broader delivery capacity.
Founding-cohort pilot	A controlled first cohort with agreed outcomes, evaluation and a scale decision.	Evidence before wider investment.

Where we engage

Continuing education & community service
Short courses, executive certificates, open enrolment and corporate cohorts.

Academic faculties
Embedded credentials, curriculum enhancement, specialist electives and capstones.

Careers & student success
Employability academies, certification readiness and professional skills bridges.

Executive education & external relations
Government, employer and sector-specific academies or tender delivery.

Commercial principles

- Fee-for-service, managed academy, licensing, revenue share or blended structures are agreed case by case.
- Exam, accreditation, localisation, travel and agreed direct costs are transparent before commercial commitment.
- Exclusivity is tied to scope, minimum value and performance—not granted by default.
- Every pilot includes agreed measures—enrolment, attendance, completion, satisfaction, assessment and progression—plus a route to repeat or scale.

High-potential founding-cohort concepts

Graduate Employability Academy
Professional certification readiness, business communication, problem solving and workplace transition.

Project & PMO Academy
Project leadership, governance, benefits, stakeholder engagement and credential pathways.

Executive Digital & AI Academy
Digital transformation, responsible AI adoption, data-driven decisions and innovation leadership.

Governance & Assurance Academy
Governance, risk culture, cyber oversight, controls, COBIT and supplier assurance.

GOVERNANCE **A named university sponsor, programme owner, delivery lead and agreed review cadence are established before launch.**

RECOMMENDED ENTRY POINT **One priority audience + one high-demand academy + one commercially viable founding cohort**

PILOT FIRST • MEASURE OUTCOMES • SCALE WITH EVIDENCE

Capability portfolio

DESIGN PRINCIPLE **Accreditation where external recognition matters; bespoke learning where context, application and behaviour change matter most.**

Accredited and certification-aligned pathways

Project, programme & portfolio
PRINCE2, MSP, PMP, AgilePM, APM pathways and practical PMO capability.

Digital services & modern delivery
ITIL, SIAM, DevOps and service-management capability.

Governance, risk & assurance
COBIT, cyber-risk governance, AI governance and controls.

Analysis, change & transformation
BCS Business Analysis, change, benefits and stakeholder capability.

Professional certification ecosystem: APMG International, PeopleCert, BCS, ISACA, PMI, APM, EXIN, BRMI and DevOps Institute. Specific titles, examinations and approvals are confirmed for each programme.

Bespoke non-accredited courses and academies

Leadership & strategy
Strategic leadership; leading through uncertainty; executive decision-making; high-performance teams; coaching and mentoring; women in leadership.

Digital, data & AI
AI for leaders; responsible AI adoption; digital transformation; data-driven decision-making; innovation; emerging technology awareness.

Projects & transformation
Practical project leadership; PMO effectiveness; benefits realisation; stakeholder engagement; change leadership; transformation governance.

Governance & organisational capability
Governance essentials; risk culture; internal controls; supplier governance; service improvement; operating-model and capability design.

Employability & professional skills
Workplace readiness; consulting skills; business communication; problem solving; presentation; negotiation; career acceleration.

Faculty & trainer development
Train-the-trainer; facilitation mastery; curriculum co-design; assessment practice; digital delivery; industry-led case development.

Flexible delivery without compromising quality

WEEKEND COHORTS	SUPPORTED eLEARNING	BLENDED PATHWAYS
Friday/Saturday or Saturday/Sunday schedules, configured around the university calendar and local working week.	Self-paced digital modules with structured tutor touchpoints, learner support, progress tracking and agreed completion windows.	eLearning for core knowledge, live virtual or on-campus application sessions, and practical assessment or action projects.

How bespoke programmes are tailored

Audience & level
Undergraduate, postgraduate, graduate, faculty, professional services, executives or employer cohorts.

Context & sector
University strategy, public sector, energy, financial services, technology, infrastructure or cross-sector.

Learning architecture
Masterclass, short course, bootcamp, modular certificate, academy or embedded pathway—with weekday, evening or weekend scheduling.

Evidence & outcomes
Application projects, presentations, simulations, action plans, learner feedback and employer evidence.

BESPOKE MEANS SPECIFIC **Course titles, cases, exercises, terminology, duration and assessment approach are adapted to the agreed university and learner context.**

TAILORED BY DESIGN **Audience, sector, outcomes, language support and delivery mode agreed with each university—including weekend and eLearning options**

WEEKEND COHORTS • SUPPORTED ELEARNING • BLENDED PATHWAYS

Procurement-ready partnership and mobilisation

Procurement routes

Training Creatively can support university and public-sector buying through established UK procurement channels and direct institutional contracting, subject to the buyer's eligibility and the scope of the relevant route.

Crown Commercial Service RM6219 Learning and Training Services and RM6237 procurement access, where the buyer and requirement are eligible.	**YPO** Dynamic purchasing and framework routes for learning, training and related professional services, where applicable.
Bloom Outcome-led professional services procurement through the Bloom marketplace, where the commissioning route is available.	**Direct / partner contracting** University purchase order, competitive tender, approved-vendor onboarding or locally compliant delivery partner.

Procurement route availability, lot fit, supplier status and call-off requirements should be reconfirmed for each opportunity before being presented as the contracting mechanism.

Four-stage mobilisation

1 DISCOVER Confirm audience, demand, sponsor, buying route, accreditation need, outcomes and GCC compliance.

2 CO-DESIGN Agree curriculum, faculty, localisation, governance, commercial model, marketing, delivery mode—including weekend and eLearning options—and measurement.

3 PILOT Launch a viable cohort; manage onboarding, learner support, delivery, examinations where applicable and evaluation.

4 SCALE Use evidence to repeat cohorts, embed credentials, develop employer accounts and transfer capability.

Delivery assurance

- Named governance, delivery calendar, learner communications, escalation routes and approval points.
- Appropriately qualified practitioners, current materials and agreed contextualisation before delivery.
- Cohort viability, payment clearance, examinations and direct costs confirmed before commitment.
- Attendance, satisfaction, completion, examination outcomes where applicable and progression reviewed after delivery.

About Training Creatively

Established in 2012, Training Creatively is a UK-based professional training organisation. We combine recognised certification pathways with bespoke non-accredited learning, specialist practitioners and partnership models designed for universities, employers and public-sector clients.

Established & accredited UK-based professional training organisation established in 2012, with recognised certification pathways.	**Partnership-ready** Academy design, co-branding, white-label delivery, faculty support, examinations and international mobilisation.
Accredited + bespoke External credentials alongside custom non-accredited learning built for university and employer outcomes.	**Controlled path to scale** Pilot-led mobilisation, transparent commercial controls, evaluation and a clear expansion decision.

NEXT STEP A 30-minute discovery meeting to select one priority audience, one academy theme and one viable pilot route.

Programme availability, accreditation status, trainer approval, examinations, localisation, pricing, procurement eligibility and GCC delivery permissions are confirmed during contracting. Certification names and trademarks remain the property of their respective owners.

CONTACT **Training Creatively | enquiries@trainingcreatively.com | +44 (0)20 8500 4534 | trainingcreatively.com**

DISCOVER • CO-DESIGN • PILOT • SCALE