

2015



School Trainings & Consultancy

Passion determines everything that
We **think** and **do!**"

brandspeak.org





A Little bit About Us

Brand Speak consultancy has extensive Knowledge and experience in providing school improvement services. We have worked alongside and supported schools a wide range of improvement initiatives focused on excellent performance,

Innovation and best practice. Our support comes in all shapes and sizes, from one off meetings and discussions through to long-term improvement projects. Our trainers and motivational speakers are professional with years of experience in their field of education and research. We offer School start up services including feasibility study, contract negotiating, advice on premises, Staffing, Curriculum planning, Faculty training, promotion and to develop internal culture change programs for holistic identity.



ALI ABBAS,
Director, Training Consultant
ali@brandspeak.org

Known as Natural communicator

He is a HR Development and Management professional who is currently engaged in providing management consulting and advisory services which includes developing solutions for various HR functions, performance management and balanced scorecard techniques, talent management processes etc.

He holds MS Degree from SZABIST Islamabad, and PHD Scholar in area of Management Sciences. Beside these all he

has been serving as Teacher at master level in different institutions, he is having sound experience in research. His areas of researches are Glass ceiling, Creativity, Emotional Intelligence and Transformational leadership. He has facilitated leadership and HR workshops in Dubai, led high energy training events in Thailand and addressed various universities and professional forums as a Guest Speaker. He packs his trainings with rich, result oriented content, engaging activities, topical humor and is known for natural communicator with a zest and energy that is highly contagious. He developed his expertise in Leadership, Educational Physiology, Organizational and Change Management and presently focuses on transformational knowledge capability for effectiveness.



Asad Raza
Brand & Educational
Consultant
asad@brandspeak.org

A Committed Person at Heart

Mr. Asad Raza is an inspirational professional who is facilitating the business, NGO and Educational sector as passionate trainer by creative techniques and innovative ideas coupled with expertise in Team leadership, brand management, educational management, sales management and motivational management disciplines.

He possess diverse experience of more than a decade in education, FMCG sectors and has been involved in various

Mediums of advertising Projects from brand storming, creative conceptual, content making and integration to media. His great exploration of new trends in education pertaining to technology integrated curriculum settled a benchmark.

He holds MBA degree and dual specialized in Banking Finance & Marketing. He led interactive, fun filled, activity based leadership and HR workshops in Dubai, Malaysia and Bangkok. He is associated with various educational and industrial forums as a Guest Speaker. He is perfectionist by nature and believe in empowerment of teams, adapt new concepts and always ready to accept new challenges which led him different. Currently running own company, brand Speak Consultancy as an Educational Consultant and known as international Trainer.

International Trainings



Dubai
Malaysia
Turkey, Thailand & Srilanka



What we Offer...

- ✓ Feasibility Reports
- ✓ Strategic Planning - 5-years Development Plan
- ✓ Contract Negotiation Services
- ✓ School Manuals & Policies
- ✓ Marketing Plan for Schools
- ✓ Curriculum planning
- ✓ Teachers Trainings
- ✓ International Collaborations (Schools)
- ✓ HR- Recruitment



Consultancy Services (School start up)

Our consultancy includes management Consultancy, Training & Development, Workshops/Seminars, Organizational Manual Development and conduct Behavior Based Survey.

Project Reports

- Detailed project reports for schools pursuing Pakistani or international curricula, as well as for other educational institutions. Our project reports can be prepared in a modular form for ease of implementation, and include a detailed financial analysis that can be used to raise debt funding
- Identification of CSFs and USPs
- The Project Reports are bankable documents for obtaining loans from Banks and Financial Institutions.

Feasibility Reports

- Feasibility reports, including a detailed financial analysis
- New Schools and educational Institutions
- Factors affecting the selection of Pakistani or overseas curricula, or both
- Up gradation of existing schools and educational institutions
- Identification of Critical Success Factors (CSF) and Unique Selling Points (USP)



We offer
extensive blend
of services to
fulfill the
demand of our
valued
customers.

Project Implementation

- Assistance to clients in implementation of the Project Report after it has been approved by them

Site Evaluation

- A survey of the area in which the institute is proposed to be located as well as the towns or cities in the close vicinity of the proposed site
 - Sample survey of similar institutions located in other parts of the country

Review of Architectural Plans and Designs

- Preparing detailed programmatic requirements of the project
 - Continuous liaison with the architect and the client to ensure that the final design
 - Incorporates the vision of the client, as well as design issues related to schools and other educational institutions
 - Architectural concept of the project

Due Diligence Reports

- Investigation into the financial and commercial activities of the school for a proposed acquisition or disposal
 - The process includes gathering information and its analysis and interpretation from the financial, commercial, legal and marketing viewpoints and based on this, a preliminary assessment is made of the key risks and opportunities.

Strategic Planning - 5-years Development Plan

- Strategic Financial Planning
- Development Plan for 5 years, covering all aspects of an educational institution
- Planned & developed the educational institute
- Formulation and implementation of further development plan
- Market research & exploration for catching the new horizons in UAE
- School registration & contracts within the country & abroad

Contract Negotiation Services

Negotiation Services are available to school districts to negotiate instructional and non-instructional contracts. We help districts manage the many intricacies of negotiations in order to alleviate as much stress as possible.

Negotiating a contract involves:

- a) Preparation
- b) Evaluation
- c) Negotiation and Contract Pricing
- d) Agreement, Implementation, and Administration

School Manuals & Policies

- Formulation of policies for the smooth working of organization
- Preparation of manuals for uniformity & further organizational benefit
- Modifications and further inclusions in the policies as per the trends

Marketing Plan for Schools

- Development of a strategic marketing plan for schools

Curriculum planning

- Introducing the concept of technology integrated approach in curriculum development
- Exploration & collaboration on the curriculum of UAE
- An analysis of the programs offered by the International Baccalaureate Organization (IBO), Geneva, Switzerland
- An analysis of the programs offered by the Cambridge International Examinations (CIE), Cambridge, UK
- A comparative analysis of the British Council for the School Certificate Examinations (CISCE) and the Central Board of Secondary Education (CBSE) or any other State-level School Boards

International Collaborations (Schools)

- Drawing up a panel of schools in Europe, UK or the USA for a collaboration
- Drafting of a Memorandum of Understanding (MoU) with the selected school
- Final negotiations and signing of the MoU

HR- Recruitment

- Recruitment Selection and of local and foreign expatriate faculty
- Drafting contracts, including international contracts for expatriate faculty
- Devised policies for the recruitments of staff & teaching faculty
- Conducting walk-in interviews & demonstrations
- Ensuring the obligation of the stated terms of recruitments
- Monitoring and regular appraisals of the staff for efficient performance




CREATIVE DESIGNS

We have an enduring respect for the traditional art of designing for print: in the highly-charged world of digital media there is still a place for bespoke, visually arresting, printed material with perfect finishes.

Our printed campaigns are things of tangible beauty: they inspire, capture the imagination, inform, engage, and do the job they must, which is to sell. Exquisite materials coupled with exceptional design bring your brand, products and services seamlessly to life.

We deal in all kinds of designing items:

- Letterheads & Business cards
- Corporate Brochures & Office Stationary,
- Envelopes Calendars & Booklets
- Display panels and exhibition stands
- Point of sale and product packaging



Our innovative designs represent exceptional graphic image and brand meanings.

**IT MATTERS
WHERE YOU
MAKE IT.**

ADVERTISING

We prepare marketing plans and conduct marketing research to meeting the consumer needs profitably. We are also engage in outdoor & indoor advertising e.g.

- Designing poster
- Handbills
- Billboards
- TV Commercial making

COPY WRITING

- What does a brand sound like?
- We'll develop distinctive, versatile tones-of-voice to make your brand a siren's call to your audience.
- We'll make sense and magic from one to one thousand words, across pages, posters, scripts and websites.



WEB DEVELOPMENT

Our highly challenge seeking web development team always welcome new confronts in a professional way. We assist you and provide solutions against your queries, technical support in trouble shooting, bug fixing and installing latest modules.

Website Design Services:

- Website Development Consulting
- Website Design
- Content Writing
- Hosting
- Email



TEACHERS' TRAININGS

Brand Speak Consultancy (BSC) is the management training provider offering training workshops in Advanced Management, Soft Skills, Operations Management, Finance, Human Resources, Public Relations, Sales and Secretarial Skills. The training is delivered by professional and highly qualified consultants, all of whom have extensive experience in a variety of industries.

Consultancy Service level and Charges

For most schools, taking out one of our Service Level Agreements (SLA) provides best value. Schools interested in commissioning support are encouraged to contact us to discuss how we can best address needs and requirements.

We will agree your detailed needs, our approach, times and dates and your required project outcomes at the outset of support assignments.

Our Service Level Agreement for Schools

Service Level Agreements provide access to our lowest fee rates. Schools buying in to the SLA can also benefit from lower day rates for any additional support which may be required (See charges below).

Service Level Agreement	Annual Days Provided	Cost (PK)
Level -1	7 Days	Rs. 20,000/-
Level - 2	14 Days	Rs. 30,000/-
Level - 3	21 Days	Rs. 42,000/-
Level - 4	1 Month	Rs. 50,000/-

In campus Training Cost

Service Level Agreement	Venue	Cost
Full Day rate (up to 7 hours)	In campus Training	Rs. 16000/-
Two Days training Session	In campus Training	Rs. 25000/-
Half Day Session	In campus Training	Rs. 8000/-
One Hour Session	In campus Training	Rs. 3000/-

Training List - 2015

JUNE, JULY, AUGUST

S. #	Course Title	Venue	Days	Rs.	\$
1.	School Management & Curriculum Management	Dubai, Islamabad Peshawar	3 Days	8000/-	USD 2300
2.	Early Years Education (EYE)	Dubai Islamabad Peshawar	3 Days	8000/-	USD 2200
3.	Technology integrated Teaching	Islamabad Lahore Peshawar	1 Day	8000/-	-
4.	Child Physiology & Development	Islamabad Lahore Peshawar	1 Day	8000/-	-
5.	Teaching as Profession	Islamabad Lahore Peshawar	1 Day	8000/-	-
6.	Phonics to Richer Reading	Islamabad Lahore Peshawar	1 Day	8000/-	-
7.	Digital Classroom Management	Islamabad Lahore Peshawar	1 Day	8000/-	-
8.	Successful parenting to launch your Child into the Digital World	Islamabad Lahore Peshawar	1 Day	8000/-	-

9.	Motivational Leadership and Building Successful Teams	Islamabad Lahore Peshawar	1 Day	8000/-	-
10.	Effective Communication and Inspirational Presentations	Islamabad Lahore Peshawar	1 Day	8000/-	-

Key terms and conditions

A minimum charge of 2 hours support will be applied - Preparation costs will be agreed in advance - Where schools combine to share INSET training, the fee to each school will be 75% of the original session costs - We will pass on to schools the discounted rates we have negotiated with our select list of external specialist associates - these rates could vary from the fees shown in the chart.



BRANDING

Trainings

Consultancy

Publishing & Designing

Advertising

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