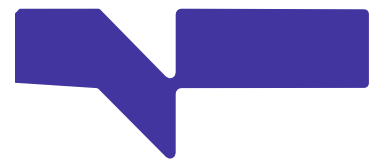




Company
Profile

About



FKRA (فكرة), which means "idea" in Arabic, is at the forefront of transforming corporate cultures to combat burnout and enhance employee well-being. With a unique program tailored for each organization, FKRA integrates wellness, knowledge, and fun into the workplace, fostering connections and creating opportunities.

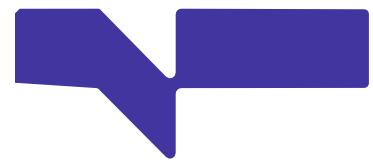
fostering connections and creating opportunities. Employees should engage with one another in meaningful ways. Through our diverse offerings at FKRA, from engaging talks by thought leaders and group coaching sessions to rejuvenating practices, we aim to nurture positivity and productivity





— A program to boost overall Wellness & productivity, directly benefiting your business, by focusing on comprehensive, holistic well-being

Mission



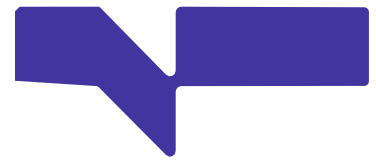
—
To transform cultures by infusing their journeys with innovative engagement programs that boost productivity and cultivate a positive and vibrant atmosphere. We empower mid-sized and growing corporations with innovative engagement programs that enhance

productivity and nurture a positive and lively work environment. By focusing on the heart of every business—its people—we strive to unlock the full potential of teams, ensuring every organization we partner with becomes a beacon of exemplary workplace culture."



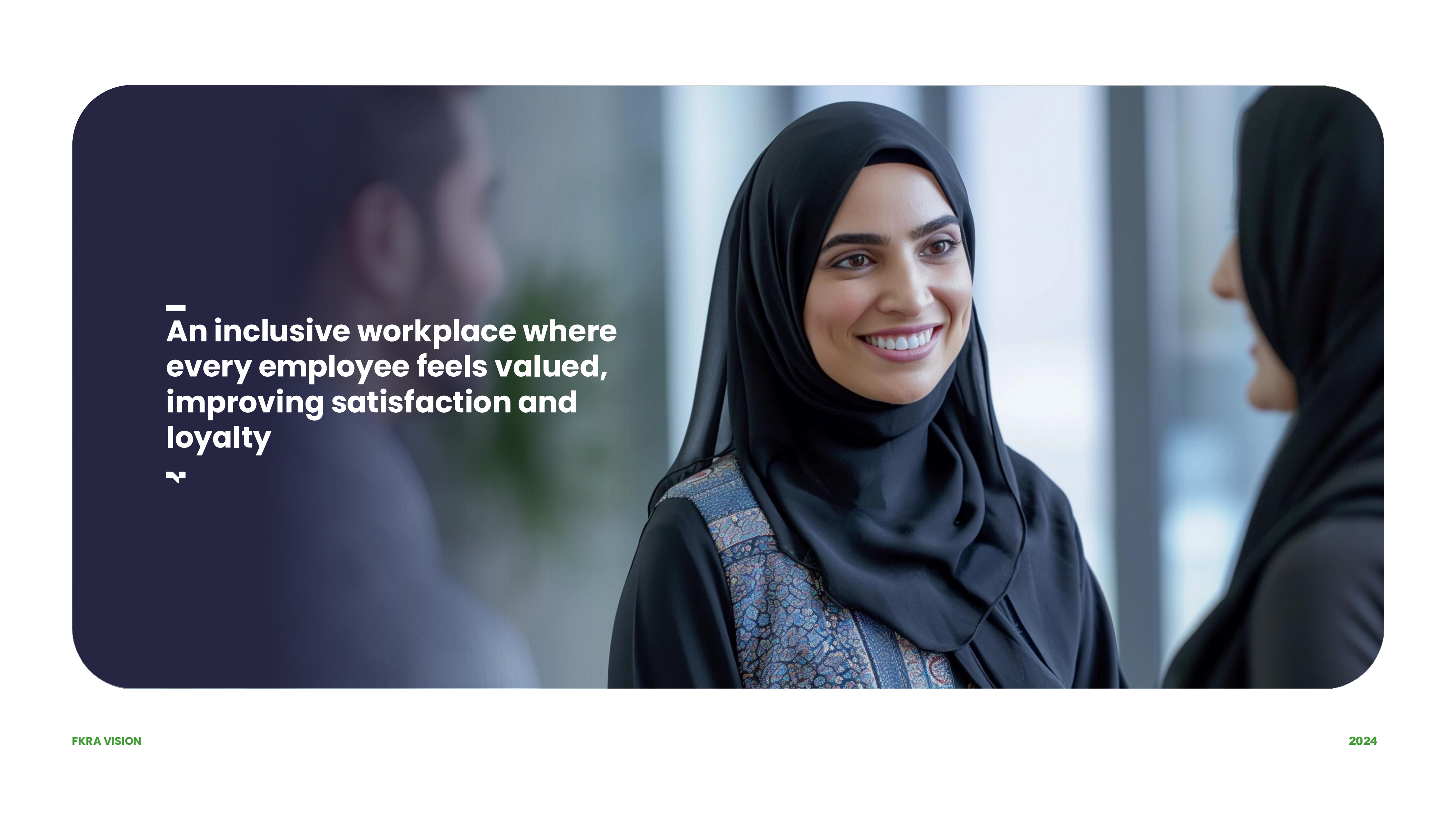
Foster innovation & resilience by integrating practical innovation techniques, empowering your team to thrive in dynamic settings

Vision



— We set out to raise the bar of exceptional work environments where each individual's contributions are valued toward enriching the human experience.

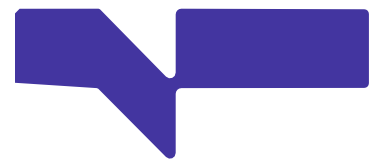




— An inclusive workplace where every employee feels valued, improving satisfaction and loyalty



Values



Focused

We believe in the power of clarity and purpose to drive meaningful change



Flexible

We prioritize adaptability, evolving our practices to meet the changing needs of the workplace



Fun

We champion environments where creativity, humor, and positivity thrive.

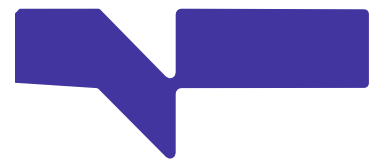




— **Revolutionizes learning with micro-learning & AI tools, significantly boosting productivity**



Services



Workplace Culture Assessment

A comprehensive analysis identifying strengths and areas for improvement.

Employee Wellness-Based Engagement Programs

Tailored programs focusing on team collaboration, motivation, and job satisfaction.

Training and Workshops

Developing critical skills in effective communication, leadership, resilience, and fostering a fun work culture.

Team Building and Employee internal events

Ensuring engagement programs remain effective over time.


Employee Engagement Analytics

Insights into the impact and effectiveness of engagement programs.

Leadership Development

Equipping leaders with the skills to inspire and manage teams effectively through one-on-one coaching programs

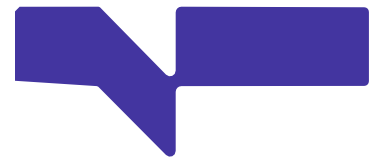


A photograph of a smiling man with dark hair and a beard, wearing a light blue button-down shirt. He is in the foreground, looking towards the camera. The background is blurred, showing other people at what appears to be a social or professional gathering.

Activities strengthen team bonds & foster collaboration, enriching professional growth & personal connections.



Who do we help?



FKRA helps organizations, significantly those keen to revolutionize their workplace culture:

Companies with High Employee Turnover Rates

Businesses experiencing high turnover might seek our program to improve retention through better engagement and satisfaction.

Organizations in High-Stress Industries

Companies in sectors like technology, healthcare, or finance, where stress levels are typically higher could benefit from the program wellness and resilience-building components.

Businesses with Client-Facing Roles

These companies would benefit from engaged employees who exhibit solid social skills, which would positively affect client satisfaction and retention.

Companies with a Strong Focus on Innovation

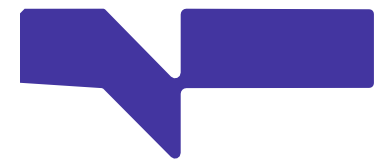
Our program is designed to foster a culture of innovation, an essential requirement for organizations that rely on continuous improvement. This mainly benefits tech firms, as it enhances creativity and problem-solving skills.





— Elevate workplace well-being with non-intrusive, integrated wellness practices, enhancing staff health & satisfaction.

The Benefits



1. Resilient Resilient Teams

Incremental growth and wellness initiatives build team resilience, enhancing adaptability and stress management.

2. Enhanced Adaptability

The program fosters a culture of change, improving organizational agility and opening new opportunities.

3. Comprehensive Well-Being

Focus on emotional, social, and financial wellness boosts overall health, happiness, and productivity.

4. Empowered Individuals

Shaping behaviors and mindsets empowers employees, increasing their motivation, engagement, and capacity for innovation.

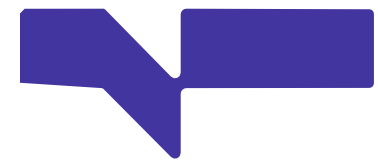
5. Enhanced Work-Life Harmony

Incremental improvements help balance personal and professional lives, reducing burnout and improving satisfaction.

6. Long-Term Career & Job Satisfaction

Knowledge and skill development prepares employees for future roles, enhancing loyalty and career fulfillment.

The Benefits



7. **Positive Social Dynamics**

Fun and games encourage healthy social interactions, strengthening workplace relationships and support.

8. **Increased Productivity**

More motivated employees lead to higher productivity levels due to deeper engagement.

9. **Better Employee Retention**

High engagement levels reduce turnover by making employees feel valued and part of the organizational success.

10. **Enhanced Company Culture**

A positive and inclusive culture attracts and retains talent, fostering a sense of belonging

and commitment.

11. **Increased Innovation**

Engaged employees are likelier to contribute innovative ideas, driving business growth and improvement.

12. **Improved Customer Satisfaction**

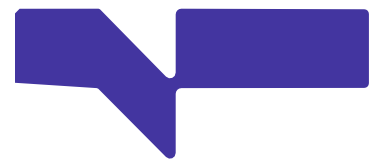
Superior employee engagement leads to better customer service, enhancing customer relations and satisfaction.

13. **Reduced Absenteeism**

Focusing on overall employee well-being leads to fewer absences and a more reliable and effective workforce.



The Team



—
Founded by Njoud Majali, a personal and professional well-being specialist through transformational coaching,

FKRA collaborates with top speakers, trainers, and experts in wellness and productivity to deliver its programs.



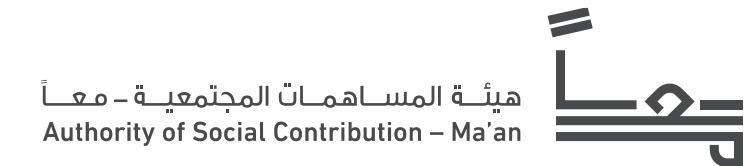
Our Happy Clients



Revolutionizing Engagement and Wellness

As the HR Director, I am immensely impressed with the Connect program developed by Njoud. This innovative initiative combines employee engagement with corporate wellness, showcasing a seamless integration that shifts mindsets and adds substantial value. The quality and impact of the material we presented to our employees have markedly enhanced engagement levels, demonstrating the program's effectiveness. Connect is a testament to creative solutions driving real change in the workplace.

Awatif Masoud Alriyami,
HR Director of the department of energy



A Guidance into Innovation

Having worked with Njoud Majali during our recent innovation workshop, I was struck by the exceptional nature of her facilitation skills, which were instrumental in the event's success. Njoud's ability to engage participants, foster a collaborative environment, and guide us through a productive brainstorming session was truly remarkable, leading to many innovative ideas for volunteer initiatives during Eid and Ramadan. Her professionalism and adept guidance in steering our discussions were remarkable and highly valued.

Salama Ali Al Mazrouei
Community Engagement and Volunteering.



Thank You



Don't hesitate to contact us with any questions or additional information about our services & programs.

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