

# **BBUSINESSSS**

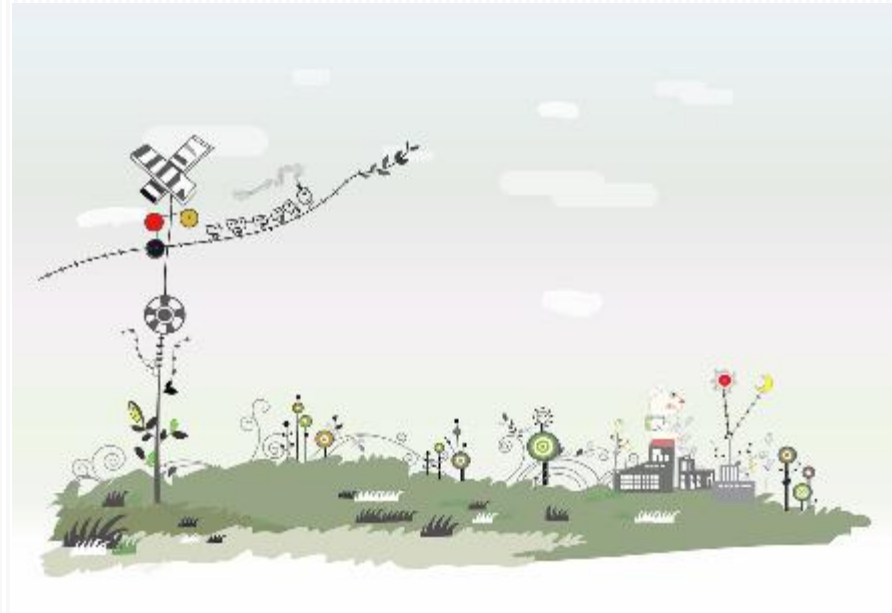
## **BRAND STORY**

**SHAPING A SMARTER FUTURE FOR LEARNING & DEVELOPMENT**

In 2006, we recognized that people have the potential to be a better version of themselves if they have sufficient knowledge, power, and motivation.



Having experienced the journey from *who we are* to *who we can be* ourselves, we knew exactly what needed to be done.



We wanted to inspire and empower people and organizations, allowing them to make a bigger impact in their lives, communities, and the world at large.





And so we took the very first step of our journey and established Bbusiness: an innovative organization that offers transformative learning and development solutions and approaches. Our one goal was to help people and organizations embrace transformation and realize their full potential.

We invested our time and resources to study the market, understand the challenges, and identify the barriers between an individual and their path to success. Then we developed our very own solutions and approaches.





We don't call them solutions, though. We call them transformative journeys because they're designed to engage all senses and deliver authentic experiences that encourage action. We wanted to ensure that the process of learning and development is always fun, engaging, and most impactful.

In less than a decade we had expanded our footprint to cover the entire Middle East and Africa region.

We started with 1 office and 3 employees back in 2006, and today we're proud to employ more than 75 people in 4 offices and 3 countries.





As a company, we've also grown and transformed through this journey. We were blessed with an amazing and passionate team and privileged to work with hundreds of organizations that shared our vision.



Today we're proud to have touched so many lives and transformed so many businesses in the region. There are still many milestones left to achieve on this journey, so join us as we continue to transform the world through learning and development.

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