



 **HR-Trust**
Your HR Trusted Partner

2024 - 2025

COMPANY PROFILE

 www.HR-Trust.com



Your HR Strategic
Trusted Partner

Company Overview

Driven by our aspiration to embrace HR Excellence in the kingdom of Saudi; we affirm that business continuity & growth happens through engaging, inspiring, & trusting people.

With this aspiration, we established **HR-Trust** providing tailored-fit HR solutions in four dimensions:



Consulting
Solutions



Executive
Search



Executive
Coaching



Training &
Development

Our Integrated HR Solutions

We partner closely with clients to understand their unique needs, addressing challenges in pay structures, performance evaluations, training alignment, leadership development, and workplace efficiency for increased competitiveness and talent retention.

Our HR solutions include:

Consulting Solutions

We offer strategic advice and guidance on various aspects of HR management, such as organizational design, workforce planning, performance management, compensation and benefits, employee engagement, diversity and inclusion, compliance, and more.

Executive Search

We help our clients find and hire the best talent for their executive positions, using innovative hiring methods, rigorous assessment tools, and extensive market research.

Executive Coaching

We provide personalized coaching and mentoring to the leaders of our clients, helping them develop their skills, competencies, and confidence to lead their teams and organizations effectively.

Training & Development

We design and deliver customized training and development programs for our client's employees, focusing on enhancing their knowledge, skills, and abilities to achieve their personal and professional goals.



Message from the Founder



Ibrahim Al-Amer
Founder & CEO

At **HR-Trust**, we are driven by a bold vision: to redefine the role of Human Capital as a strategic power in driving business growth and long-term success. With decades of leadership experience across private and public sectors, we recognized the need for a transformative approach to Human Capital—one rooted in delivering value-added solutions powered by AI and international methodologies which are tailored to the unique challenges of the Saudi organizations.

We believe that the success of any organization hinges on its ability to inspire, engage, and trust its people. That's why we founded **HR-Trust**: to provide organizations with the strategies, tools, approaches and expertise they need to build high-performing teams and achieve sustainable growth. Our commitment is to empower our partners with world-class solutions that blend the best of global practices with the richness of our local Saudi business culture, ensuring maximum impact.

Guided by the ambitious Saudi 2030 vision, we are determined on shaping the future of Human Capital through four core pillars: Consulting Solutions, Executive Search, Learning and Development, and Executive Coaching. Each pillar is designed to create measurable value, helping businesses navigate complex challenges, embrace innovation, and unlock their true potential for sustainability and growth.

Since our inception, we've partnered with leading organizations across diverse industries, delivering transformative results and earning their trust as a strategic ally. As we look to the future, we remain steadfast in our commitment to setting new standards of excellence in Human Capital.

We invite you to join us on this journey—together, we'll achieve extraordinary success.

Sincerely,



Our Vision

To become the leading trusted advisor in HR and Management consulting in KSA, being well recognized for overcoming business challenges through value added solutions.

Our Mission

To develop integrated HR solutions & services that transform strategies into reality and business plans into actions.

Our Integrated HR Solutions

Partnering closely with our client, we develop new insights about the current business operations, challenges they face, and their future aspiration in-order to create tailored-fit HR solutions that yield the greatest competitive advantage and value for our clients.

We develop innovative and practical HR approaches guaranteed to transform and stimulate growth, optimization, efficiency and effectiveness to earn Trust.

Our Values



Act with **Trust**
we are trustworthy and transparent in the way we work.



Value our People
we have a highly professional team who deliver value added solutions.



Strive for **Excellence** we aim high & strive for professional perfection.



Commitment to **Quality**
we continually improve our performance to ensure delivery of quality-based solutions every time.



Our Approach



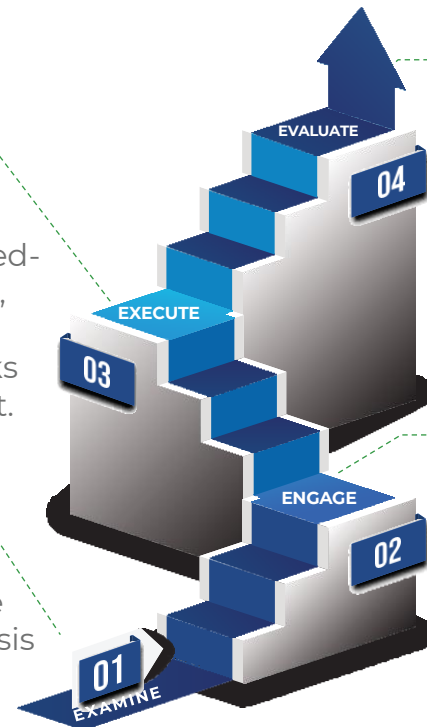
Through our methodology, we are committed to present the subject matter expert in your industry. We are responsive to find an immediate tailored-fit solution to the problem in a very short notice. We continuously improve the quality of our solutions and the efficiency of our processes.

EXECUTE

Deliver effective & integrated solutions & services that are tailored-fit with the client need, with assurance of efficient resources, risks & quality management.

EXAMINE

Understand the client need & apply extensive data collection & analysis to current situation for diagnosis of existing gaps & challenges.



EVALUATE

Continuous improvement & resource optimization

ENGAGE

Setting strategic, action & communication plans to provide HR innovative solutions & services as per best practices & in compliance with labor law.



Consulting Solutions

What We Offer



Pilar (1)



Organization Architectural Design

- HR Maturity assessment & Health Check.
- Develop Operating Model & Human Capital Strategies.
- Develop HR-Centre of Excellence.
- Develop organization structure & functional purpose / Bus-mandate.
- Job Analysis, Levelling, mapping & Job Families.
- Develop Job Descriptions.
- Develop Policies, procedures, forms & DoA.
- Strategic Workforce Planning & Optimization.

Pilar (2)



Total Rewards Management

- Develop Total Rewards strategy.
- Job Evaluation.
- Market benchmark.
- Develop Grading structure.
- Develop Salary scale.
- Develop Compensation & Benefits Matrix.
- Develop STI & LTI plans (Bonus, stock options, profit share & etc).
- Financial Impact study & implementation strategies.

Pilar (3)



Performance Management System & Competencies

- Design Competency framework & Dictionaries (Core, technical & leadership).
- Develop Performance Management System.
- (PMS) Policy, procedures & Forms.
- Develop performance Score cards, KPIs, objective Setting & cascading (Planning & Monitoring).
- (PMS) employee Handbook & Guideline.
- Training workshop, Focus Groups & knowledge transfer sessions.

Pilar (4)



Talent Management & Leadership Development

- Career management & development (Progression Ladders).
- Design Succession planning program.
- Customized Human Capability Assessment (Virtual, Pre-hiring, Personality, Cognitive & Competency based).
- Training Needs Analysis (TNA), & (360) Evaluation & Feedback Survey.
- Individual Development Plans (IDPs).
- On-boarding & Leadership Development Programs.

Pilar (5)



Organization Culture & Effectiveness

- Employee Satisfaction & Engagement Survey.
- Develop Employee Experience.
- Improve Employee Well-being.
- Transitional & Transformational Projects (Functional dismantle, Merger, Spin-off, relocation & employee mobilization / transfer projects)





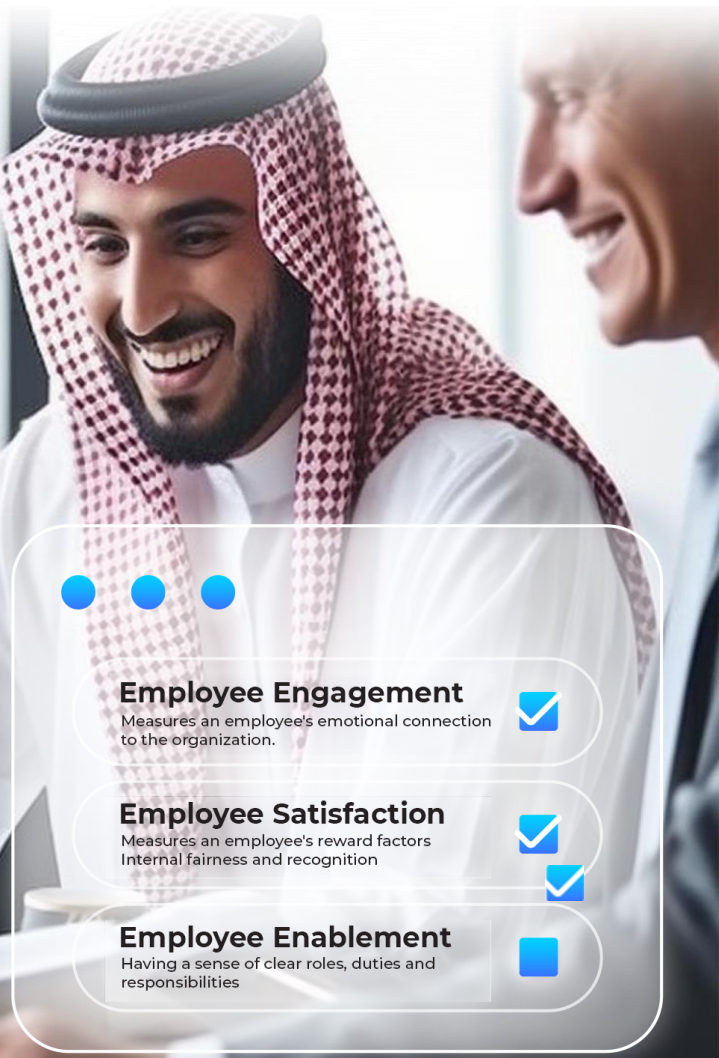
We are pleased to introduce our new service:

ENGAGEMENT & SATISFACTION SURVEY

Key Benefits:



It is totally electronic based and can be performed in 6 different languages.



- Employee Engagement**
 Measures an employee's emotional connection to the organization.
- Employee Satisfaction**
 Measures an employee's reward factors Internal fairness and recognition
- Employee Enablement**
 Having a sense of clear roles, duties and responsibilities

Executive Search

Pioneering Executive Search

Our Understanding

Sourcing and resourcing high-performing talents for Senior Executive roles requires following a rigid approach for assessment and a thorough understanding of the compound work environment.

Our Strength

We are deep industry and subject matter experts in finding executive talent for your organization to lead into the future. Through applying a well-defined methodology and approach to ensure that every single time delivers the best candidate for you. We are specialized across a variety of industries and sectors including private, governmental and publicly traded organizations.



Acquisition Process

- 01 STEP** **UNDERSTAND THE REQUIREMENTS**
We recognize that the Chief Executive role is unique and complex. And for everyone involved in the selection criteria. Therefore, as Trusted HR Partner, we associate closely with our clients to clearly understand the client mandate and job requirements in-order to deliver a thorough and effective headhunting solution.
- 02 STEP** **SEARCH STRATEGY**
We continuously search the labor market to keep building a compelling internal pipeline of potential senior Executives, assess their capabilities and role-fit to the desired industry specifics. We do intense market mapping across geographies, industries, competitors to discover and notice the potential candidates.
- 03 STEP** **SCREENING & JOB INTERVIEWS**
We carefully screen the applicant's qualifications, credentials, employment and educational background in-order to determine if they match the job requirements for the position. Then hold consecutive job interview rounds throughout the hiring process to ensure adaptability to the work environment.
- 04 STEP** **NEGOTIATION INTERVIEWS**
We negotiate a win-win situation wherein the actual worth of the potential candidate will be evaluated. We do this through our professional skills of persuasion to influence a positive outcome for both the potential Senior Executive and for our Clients.
- 05 STEP** **EFFECTIVE ONBOARDING**
We continue to work hand-in-hand with the clients beyond the appointment of the Senior Executive to reflect workplace culture. Through providing effective onboarding tactics, the Senior Executive will build rapport, establish credibility, demonstrate authenticity, earn trust and receive feedback. This will help make their first 100 days and beyond a success.

Training & Development



To ensure delivering the best Training & Development Solutions; we have partnered with a truly dedicated global provider specialized in delivering custom learning solutions from the frontline to the C-suite.

American Consulting Experts - ACE provide Learning Solutions which integrates leading technologies, developing new learning paradigms, and instituting fresh training concepts and learning approaches that keep your people ahead-of-change.

ACE is a reliable and credible partner to help you reach your organization's Short Term and Strategic Targets. They provide modern and customized Technical, Soft Skills and Sales training workshops, in addition to professional consultancy services that supports Corporate Business Companies and Financial Institutions.

<https://ace-middleeast.com/>



Prof. Allan Soueidan

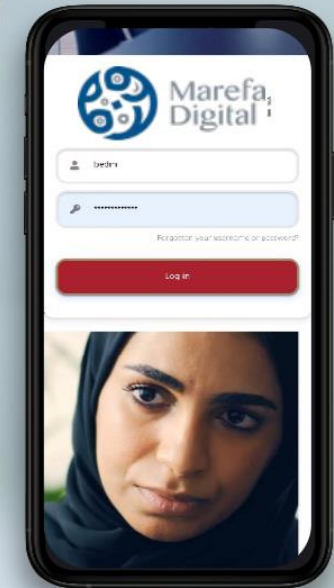
Prof. Allan Soueidan is the CEO of American Consulting Experts, and he is our Strategic Partner at **HR-Trust** in developing and delivering Training & Development Solutions.



AMERICAN CONSULTING EXPERTS

Our Partners





One Minute of Video is
worth **1.8 million** words





Digital Learning

Bespoke Services & eLibrary Subscription



To ensure delivering the best eLearning & Training Solutions, **HR-Trust** has partnered with Marefa Digital who offers a unique eLearning ecosystem suited specifically for the MENA region professionals and teams. Their core differentiator is perspective on learning and development in the region. They have put efforts and focus on providing a fully localized eLearning experiences in Arabic and English..

Clients can choose to subscribe directly to Marefa’s digital learning library customized to their branding and learning experience needs or receive Marefa’s proprietary eLearning courses as part of a SCORM package to be embedded in their LMS directly.

Clients can also request bespoke digital learning content that best fits their needs. Marefa’s content formats are diversified and include animated micro-learning modules, enactments, podcasts and more

CINEMATIC ELEARNING

Scenario Based eLearning courses

ARABIC CONTENT LIBRARY

Content developed with an Arabic First Approach

ON DEMAND MICROLEARNING

Microlearning courses

INTERACTIVE EXPERIENCE

Interactive motion graphics

LEARNING MANAGEMENT SYSTEM

LMS platform with an integrated analytics system



Sample Client List



Executive Coaching



Coaching With A Purpose!

- **Coaching** is a professional relationship between the coach and the executive member driven by the sole purpose to achieve exceptional results. Through the process of coaching, the individual focuses on the skills and actions needed for their career success.
- It's common among professionals to have the desire to revisit their career and consider new opportunities, but most fail to find time to work on it due to their daily routine. With a **Personal Career Coach**, you will have well-defined, realistic goals and a clear action plan, which will make it easier to organize yourself and work towards your career objectives.
- **Coaching** broadens the executive's mental thought leadership by providing greater focus and awareness of opportunities, leading to more effective choices
- **Coaching** results are then a matter of the executive's intentions, abilities, choices and actions.

Personal Coaching Approach

During the **One-On-One** sessions, your coach will give you the key to assess your current career situation, personal challenges and leadership insights, identify your strengths and areas of improvements as well as your differentiating factors, identify potential skills gaps and recommend actions to fill them in order to enhance thinking and decision-making skills, interpersonal effectiveness and increase confidence in carrying out their leadership roles.

Our Methodology offers a disciplined, structured coaching process that keeps the individual focused, inspired and empowered in moving ahead towards achievement of goals, problem solving, and change management.



HR-Trust is pleased to offer our valued clients with distinguished and innovative solutions & services in the field of management & HR Consulting. We are also delighted to be your trusted strategic partner in meeting your needs and achieving your goals. We also assure you of our constant commitment to building a successful and sustainable strategic relationship on various levels.

We believe in the importance of keeping pace with change and continuous learning from the lessons learned to continue improving and sustaining the quality of our solutions and services provided to our valued clients. We are authentic, professional and reliable towards our business.



Our Clients





Strategic Alliances & Business Partners



We are **proud** of our partnership with our business allies, as we believe that continuous collaboration is the basis of success and the key to sustainable progress and leadership in various fields.

Our partnership with our business allies embodies a fundamental pillar for achieving our ambitious goals. Together, we work to provide the best solutions and innovations for our clients and elevate the standards of excellence in the field.



Team Experiences



Our global, cross-functional team of professionals collaborate with clients to develop tailored-fit solutions across strategy, design, and end-to-end delivery. Our involvement includes all project phases and project types from concept design, modeling, development, testing to implementation.

With over 100 years of combined experience in HR within local, multinational and World class organizations; we understand the value of integrating innovative solutions into our daily work and the necessity of always providing tailored-fit HR solutions to our clients. We incorporate lessons learned to continually improve our HR solutions. We are authentic, organized, professional, and passionate about what we do.

Accumulative Team Experiences

Through their **individual career experiences**; our team have been exposed to many local and international Organizations in the Region and across all the HR spectrums.



LET'S WORK TOGETHER



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