

# COMPANY PROFILE

**EXPAND**

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## OVERVIEW

Every small and medium entrepreneur has the ability to expand their business to another level and make a big difference in the market.

We have 20 years of practical experience in implementing strategies from A to Z.

Our role is to assist the business focusing on the operation while we take care of the internal and the market expansion in alignment with the owners.

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## WHAT WE DO: STRATEGIC BUSINESS & WEALTH MANAGEMENT

- **Business assessments** could include: financial analysis, people assessment, workflow diagnosis, SWOT analysis, competition analysis, HR needs, sales & marketing assessment and mystery shopping.
- **Business planning** based on the assessment results could be used as a road map for the business, budgeting and to request funding from investors and banks.
- **Business support** tasks include creation of forms, checklists and templates, newsletters, setting up digital platforms and other administrative tasks, finding the right experts (lawyer, auditor, marketer, etc.) and following up with them regarding the extra tools to be created (Agreements, CRM, ERP, videos, e-learning platform, digital campaign, etc.).
- **Business training:** Tailor-made training & development to optimize the productivity of the team in personal development, sales & customer service, strategic planning and management skills for the key people.
- **Wealth management:** analyzing the personal income statement, balance sheet, calculating wealth value on yearly basis, recommending solutions to optimize wealth and managing the process.

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## OUR PURPOSE

The road to success is a bumpy one. Those who are determined enough aim high and have the will to expand against all odds. Since the world is changing at an incredibly high pace, an expert's opinion has become inevitable.

With us, you gain an extra brain for a second opinion, an extra heart for a more passionate expansion, and an extra hand for going above and beyond. We simply tailor our approaches then offer the latest tools in sales, planning, and development to expand productivity and profitability.

Our priorities are to improve your cash flow, provide you with flexible strategies that fit today's market, and help you become virtually present.

- Without assessment and planning, the entrepreneurial journey would be vague.
- Without practical training, the real world would defeat your theoretical one.
- Without management and follow-up, nothing would be achieved flawlessly and on time.

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## **WHO WE ARE**

EXPAND is a strategy execution firm helping small and medium enterprises with high potential to get organized internally and expand their market share. Our scope of work includes continuous assessments, planning, implementation and follow up to ensure results are met. Workflow and performance are instantly measured through proper automation.

## **WHY WE EXIST**

We are here to help you expand on another level through great planning, key people development, and advanced sales optimization.

## **OUR MISSION**

We guide businesses on how to maintain a positive cash flow throughout their journey of expansion. We create customized solutions that fit every business model; especially when it comes to family businesses.

## OUR VALUES

- We see problems as opportunities
- We don't sell unnecessary services
- We use inventive ways to boost performance
- We respect deadlines
- We break cycles

## OUR ADDED VALUES

- Value-based pricing
- Proven practical approaches
- Flexibility in adjusting to the ever-changing world



## HOW WE DO IT

We meet with decision makers, conduct a thorough analysis of the requirements, and present you with resourcefully tailored solutions.

A hand in a blue suit sleeve points to the peak of a glowing white line graph that trends upwards from left to right. The background is a blurred bar chart with vertical bars of varying heights. The overall color palette is blue and purple.

**EXPAND AND DEVELOP  
YOUR BUSINESS.**

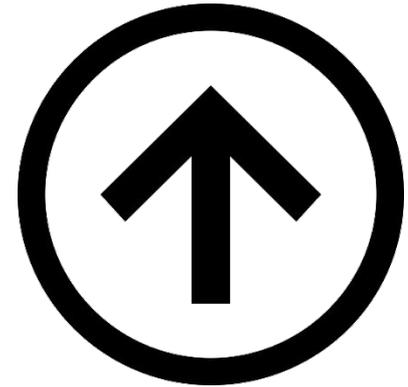
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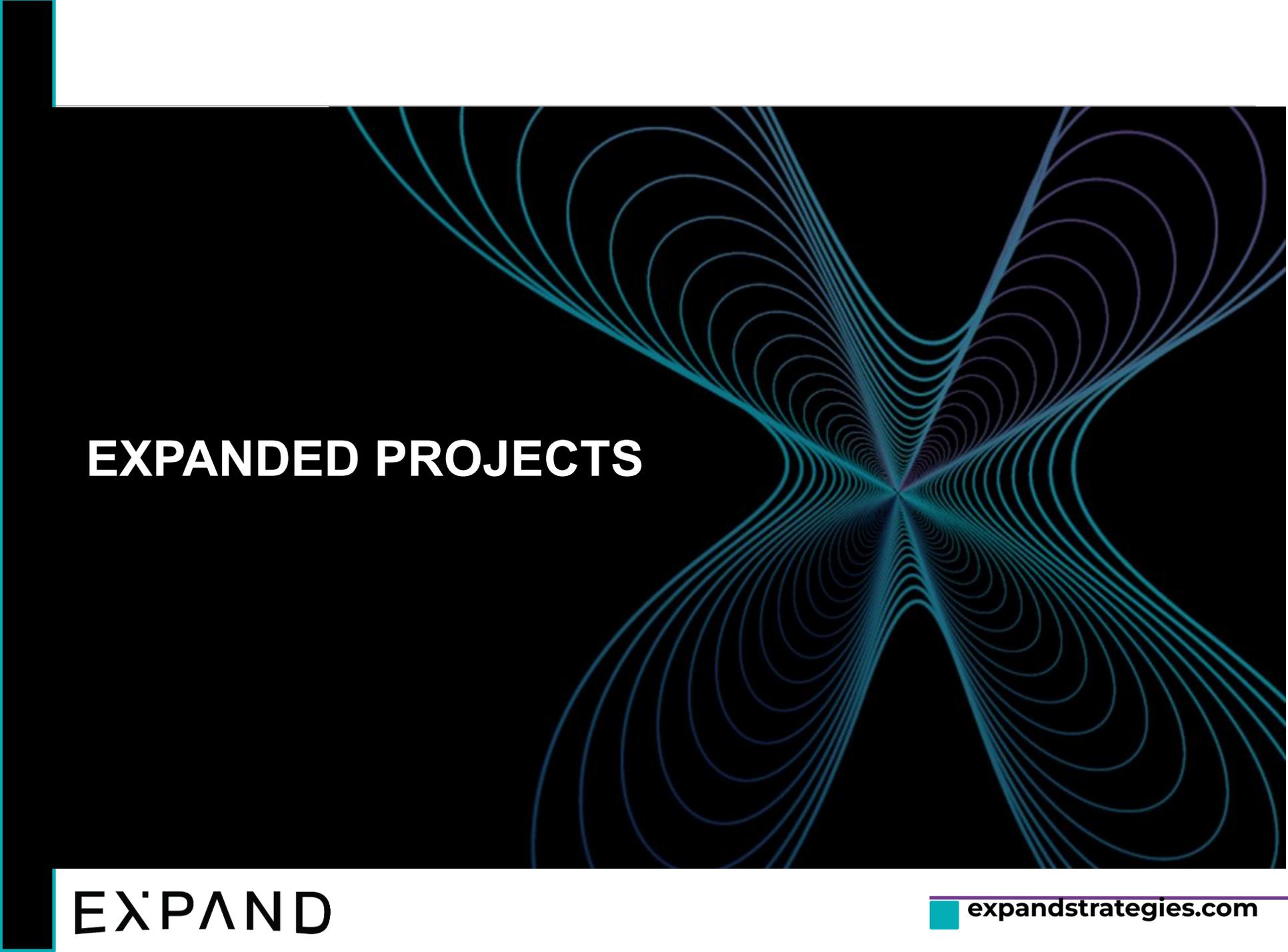
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# Top motives to work with us

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- Starting a new business
- Acquiring investors
- Requesting bank loans or credit facilities
- Restructuring the existing business
- Expanding locally and/or internationally
- Preparing and selling the franchise
- Acquiring an international brand
- Valuing the company
- Planning family succession
- Obtaining mergers and acquisitions
- Adapting the business model
- Introducing new products & services
- Selling and managing from a distance





# EXPANDED PROJECTS

EXPAND

# COMPANIES:



IPH STUDIOS



الهيئة العامة لتنمية المؤسسات الصغيرة والمتوسطة  
Public Authority for SME Development



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# COMPANIES:



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# COMPANIES:



CLINGGROUP

**DYSASCOL**  
Ecole spécialisée pour les enfants  
ayant des difficultés d'apprentissage



rana salam **STUDIO**



Tasché

& Over 100 CEOs in 14 countries in the MENA region

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# NGOs/CSR:

SAF7A BAYDA  
صفحة بيضا

hlis  
BEIRUT  
LIFE INSURANCE  
SEMINARS  
7-2021

World  
Wellness  
Weekend

جمعية التحريج في لبنان  
LEBANON REFORESTATION INITIATIVE

mowgli  
mentoring  
inspire | connect | evolve

مؤسسة التعاون  
WELFARE ASSOCIATION

AMIDEAST  
Entrepreneur  
Institute  
train | support | network

waad

MEDI

مينتور العربية  
Mentor Arabia  
تمكين الأطفال والشباب  
For children and youth empowerment

build YOUR business

Microsoft

international  
youth  
foundation

CISCO  
Entrepreneur  
Institute

THE  
NAWAYA  
NETWORK

citi

Citi Foundation

بنك بيروت  
Bank of Beirut  
Boot Camp

CIVES MUNDI  
ong

MONEYSMART  
Financial Literacy Boot Camp

Protecting Communities  
RET  
Liban

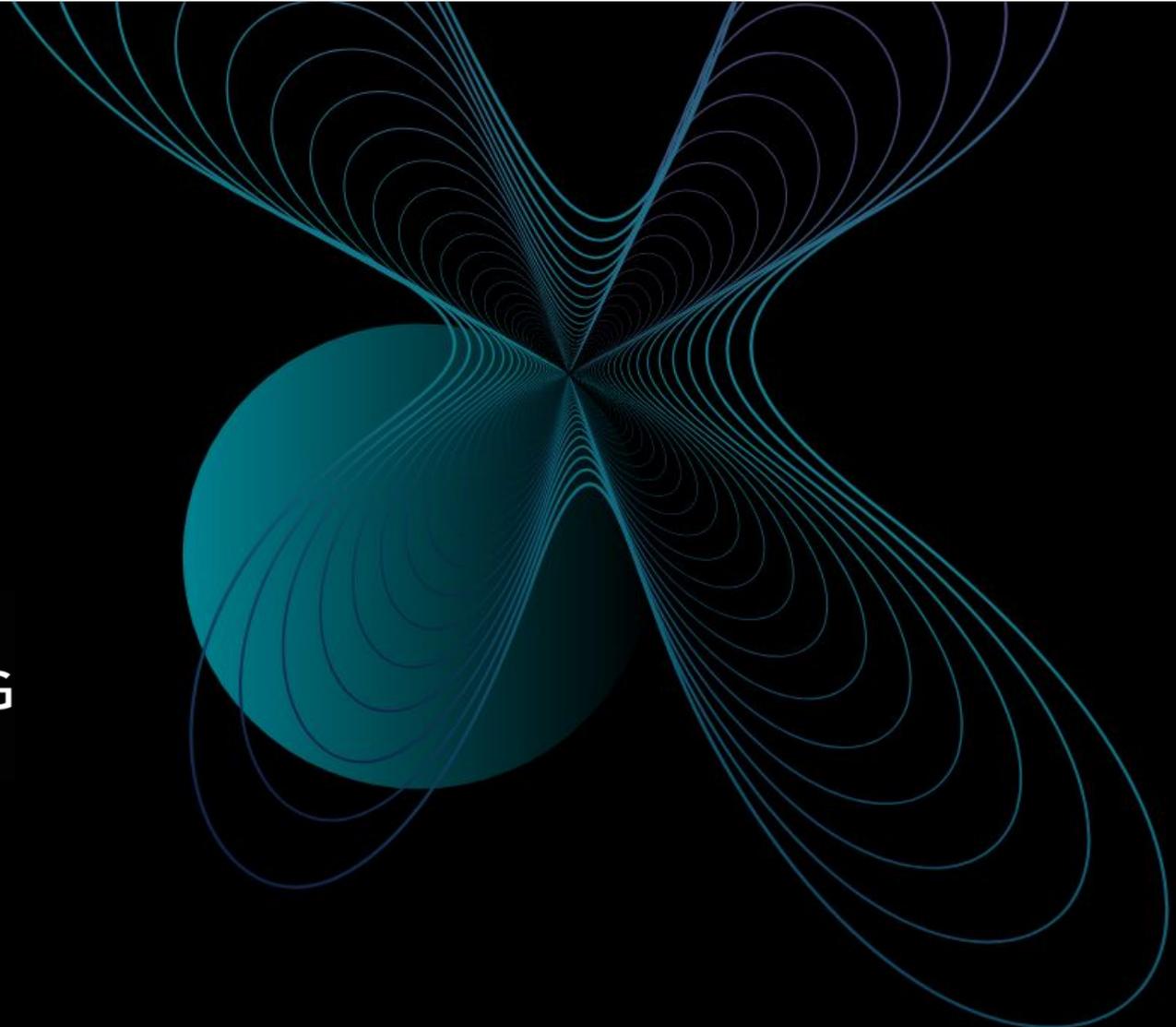
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# SPEECHES:



# EXPAND



CREATE  
RIPPLING  
SUCCESS

EXPAND

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# PROJECTS ACHIEVED

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- Development of several businesses like Image House Production, SohiWaSarih, Cre8mania, Sakr Real Estate, FeerMcqueen, Legacy Builders (Naji Haddad), 4 like april, Altronix engineering, Beauty for men, Contact printing, Future Training Center (Jeddah, KSA), Lina's and Dina's Diet Center (Kuwait), Joseph Chalhoub Real Estate Development, Le Lien Systemique, Mindfield Solutions, SPI-Fitness Planet, Veer Boutique Hotel, World Travel Systems, Zed for Marble and Granite, Blue Grapes Marketing, Robinson Agri, Cherry Studios, Dysascol, Carina Casa, Griffin, casafekra, CIET, CAP, and many other projects in Lebanon and the MENA region.

# PROJECTS ACHIEVED

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- Established internal training academies for LIA Insurance, Metlife-Lions Agency, Amideast, ORCA Fashion and Welfare Association. Tasks include:
  - Create trainees manuals
  - Train the trainers on each topic
  - Give the trainers customized PowerPoint presentations and tools
  - Assign activities and strategic plans for the attendees
  - Create training bibles for each topic based on the client's operations
  - Create customized videos to stay in the training library
  - Automate feedback forms
  - Create online material

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# PROJECTS ACHIEVED

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- Microsoft and IIE for Build your Business-Training the Trainers of 20 NGOs to empower their beneficiaries
- Arab Women Entrepreneurs Program (4 consecutive years. Training 20 women to start and grow their businesses. Each is program is 15 full days training, 6 months follow up and mentorship)
- Bank of Beirut and AMIDEAST for the Youth Boot Camp(3 consecutive years involving an average group of 20 people each year)
- Training for Lebanese Reforestation Initiative with USAID for 7 Nurseries/15 people on personal development, business planning, sales and marketing and created different management and financial tools.
- Cives Mundi and AMIDEAST for the Palestinian refugees in 3 camps: Ain el Helweh, Nahr El Bared and Jahiliya (3 consecutive years for an average of 25 people in each group)

# PROJECTS ACHIEVED

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- Starting a business workshop at Amideast Entrepreneur Institute (5 consecutive years-16 workshops for an average number of 15 people each. The program is 15 sessions of 3 hours)
- Growing a business workshop (Similar structure to Starting a business)
- Azadea with PHI Management: strategic thinking for shop managers in 8 countries in the MENA region (5 consecutive years for an average of 15-20 people each group)
- King's Academy Jordan with PHI Management: planning for management. Group of 15 people; heads of departments.
- RET Liban and AMIDEAST: for Syrian refugees in Meryata and Fih-20 people in each group. In the middle of the crisis: how to start a business, live decently and how to get along with the Lebanese communities.

# PROJECTS ACHIEVED

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- WAAD Income management and personal development training of trainers for 30 social workers who support couples in their crisis situations. A project adopted by Lebanese Churches in preparation for wedding and conflict resolution. 4 years (2015-2018)
- Wrote 270 pages manual with practical tools for the Arab Women Entrepreneurs Program which was adapted to each of the following countries: Lebanon, UAE, Kuwait, Egypt and Morocco.
- Welfare Association: soft skills – 15 sessions workshop for 15 young Palestinians on how to shape their own career. 2 groups already.
- Wrote all Amideast Entrepreneur Institute's material for "Start Your Own Business". This includes: all manuals, facilitator guide, PowerPoint presentations, agreements, feedback forms, online material and other related tools.

# PROJECTS ACHIEVED

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- The Nawayya Network: training for refugees on entrepreneurial skills, business skills and employability skills. Several groups on different intervals. Project funded by Unicef.
- Empowering Lebanese Entrepreneurs “ELE” - funded by MEPI: 16 days training for 2 groups of entrepreneurs to start their businesses in Lebanon. Each group consists of around 20 participants aged 25-40. The main purpose is to prepare their business plans. Modules covered were personal development, business planning, sales & customer service and management.
- Moneysmart – by Eventa; a project funded by Byblos bank to empower youth enhance their financial literacy. The project was done in Beirut, Saida and Zahle for 2.5 days in each area, reaching almost 200 attendees. 9 modules were delivered; my role was in Smart Investing and Smart Business.

# PROJECTS ACHIEVED

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- Several conferences and seminars held regarding the importance of entrepreneurship and sales in many exhibitions/events like:
  - Go Digital Cyprus in 2022
  - Revamping a real estate business model using odoo – odoo 16 experience – Brussels, 2022
  - Beirut Life Insurance Seminars – 5 consecutive years 2018-2022
  - SPI World Wellness Weekend
  - Beirut Marathon in 2006
  - Horeca in 2007
  - Careers in 2008-2009
  - Business forum in 2010-2012

# PROJECTS ACHIEVED

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- Global Entrepreneurship Week conferences & BDL Accelerate in 2013
- CSR in Action 2014-2016
- TEDxAzmi Street speaker 2015
- Many yearly speeches for university students and LOYAC about personal development and cash flow improvement
- Many yearly speeches for different NGOs such as Red Cross, Rotaract, Leo, JCI about personal development, goal setting and income management.
- Mowgli UKLTH speech about SMART goals and KPIs -2016
- Gulfood2016 (Food security and allocation of resources)
- WAN-IFRA Training for the Women in Press in Jordan on Human Resources and Financial Management- 2016

# FOUNDER



Jade William Dagher is the owner of EXPAND. He is a Certified Management Consultant, CMC © and a member of the CMC-GI- Certified Management Consultants Global Institute.

He has operated in several countries in the MENA region and has had the honor of engaging with various nationalities. He is also a member of the marketing and professional development committees at CMC-GI.

As a fire walker/mentee with Anthony Robbins, he has taken the adventure of improving the standards of entrepreneurship in the region upon himself by bridging the gap between the academic and real world. He has unbounded faith in reducing immigration, fighting unemployment, and enhancing family bonds.

# CMC BACKGROUND



CERTIFIED MANAGEMENT CONSULTANT

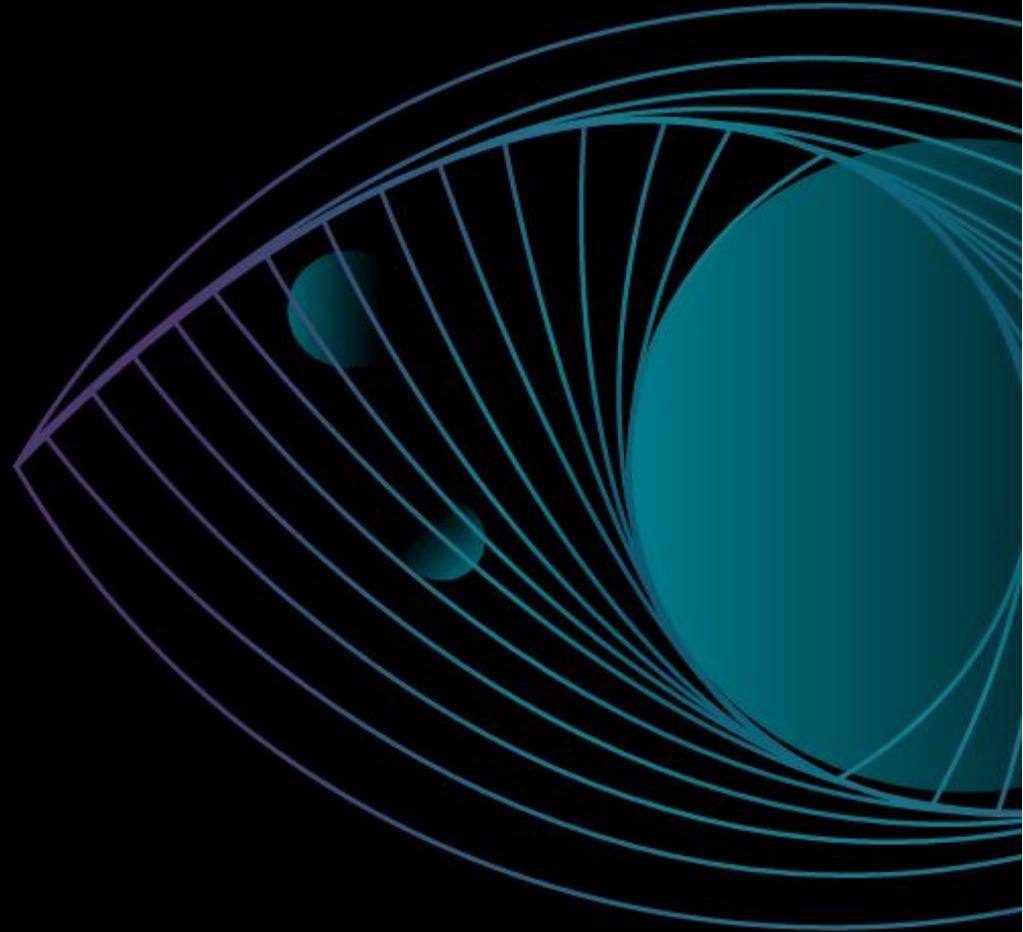
The Certified Management Consultant designation is the preeminent professional designation for management consulting with a variety of sub-specialty areas including knowledge, skills, competence, integrity.

This certificate is not issued by succeeding a course or a test; it must be earned after a complete due-diligence by the CMC-GI board.

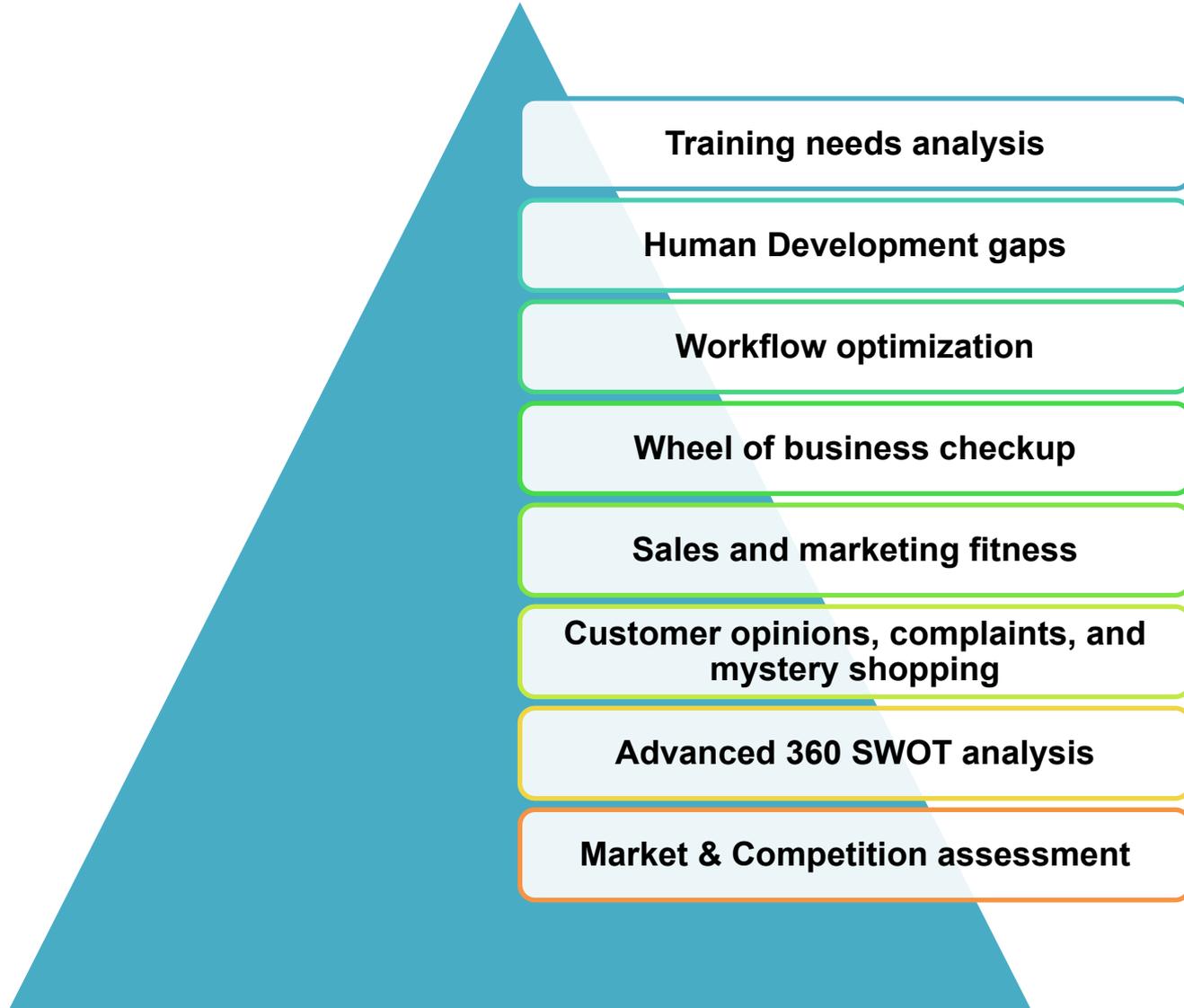
This includes a review of the entire candidate portfolio consisting of the clients' case studies, references, documentation, KPIs, and success stories in communication with the clients directly.

A CMC earned in one country can be recognized and trusted should the professional individual work in another jurisdiction in over 54 countries around the world.

# OUR SERVICES



EXPAND



**Training needs analysis**

**Human Development gaps**

**Workflow optimization**

**Wheel of business checkup**

**Sales and marketing fitness**

**Customer opinions, complaints, and  
mystery shopping**

**Advanced 360 SWOT analysis**

**Market & Competition assessment**

# STRATEGIC PLANNING



# SUCCESSION PLAN



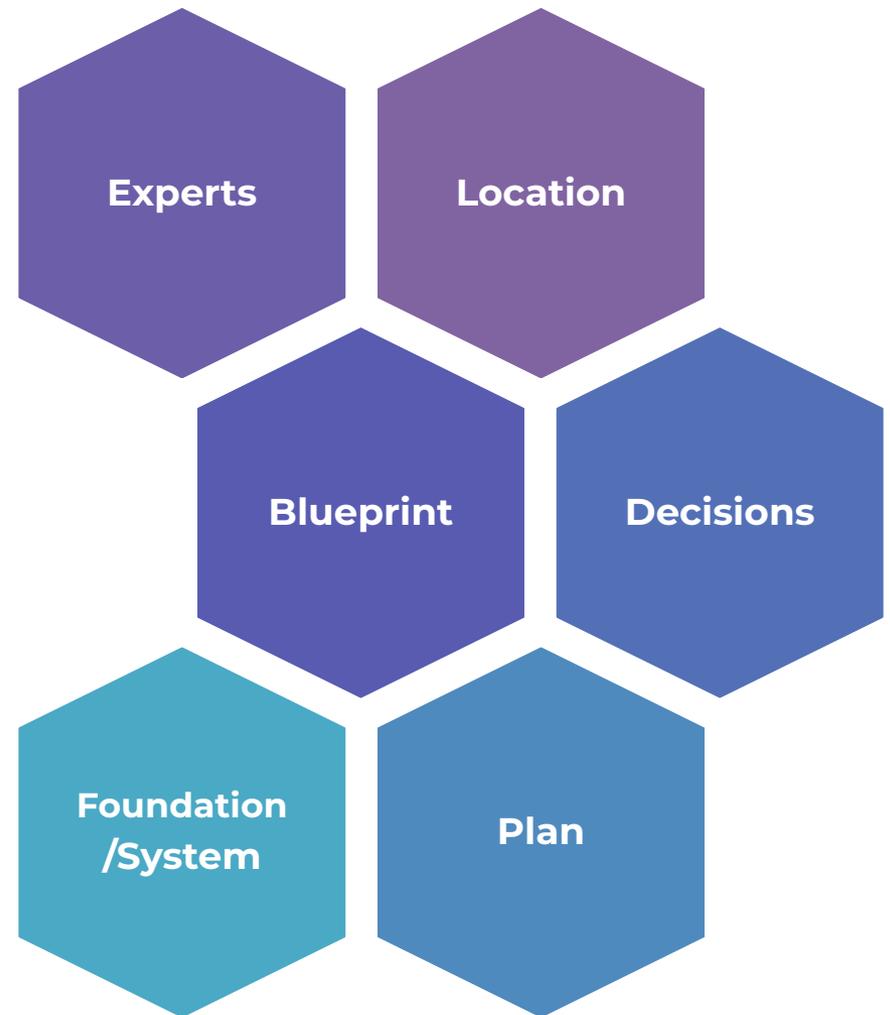
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# MANAGEMENT AND FOLLOW UP

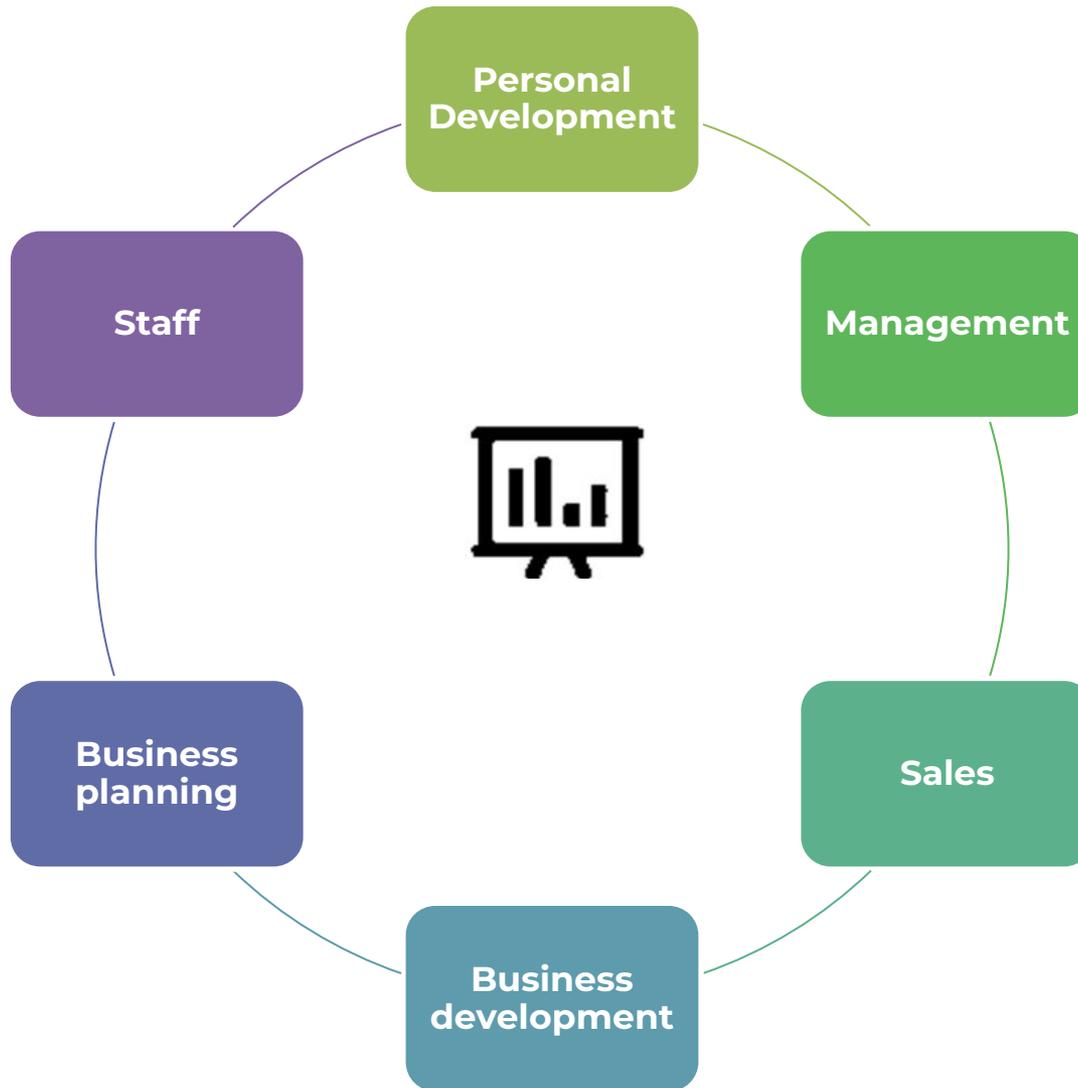


Whether you travel a lot or you are too busy running the show, our job is to follow up on all the essential functions of the business and make sure productivity is always at its best.

Building a business is similar to building a home in so many ways:



# TRAINING & DEVELOPMENT



- Assessment prior and post training
- Customized online library material
- Automated tests
- Training of trainers presentations
- Tailor made tools and templates

# SALES TEAM DEVELOPMENT





**Local, regional, and international expansion of branches**

**Granting franchise**

**The introduction of new products and services**

**The adaptation and integration of new digital technologies**

**Creating job opportunities thus creating social impact**

**The expansion of consultative sales teams**

**The execution of CSR-Corporate Social Responsibility**

**Preparations for business succession to hand the business on to the next generation**

# BUSINESS & WEALTH MANAGEMENT

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**Analyzing personal income statement and balance sheet**

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**Recommendations based on risk profile and budget**

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**Fully managed projects available with instant monitoring tools**

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**Investment in three major pillars: managed business projects, managed properties and mutual funds with min guaranteed returns**

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# CONTACT US

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**Address:**

Isokratous 13, Geri 2200, Nicosia, Cyprus

Tel: +357 95568425

[business@expandstrategies.com](mailto:business@expandstrategies.com)

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