

CEE Outbound

Rejuvenate your Company's Potential



School of Business
and Economics





Director's Message

Outbound Training

The Center for Executive Education (CEE) is a trailblazer for delivering “Outbound Training Services (OTS)” and sets itself apart from other training companies. OTS provides a full ecosystem for training our client’s human resources through practical orientation provided in a natural setting by using a pragmatic training approach.

The challenging, fun-filled and applicative outbound programs of CEE, lasting from 01 to 10 days, give the flair and fervor of exciting challenges. Such challenges assist trainees to practically enhance leadership abilities, build cross functional teams, deal with time and stress management, and decision making abilities. OTS is strategically planned to allow participants to experience stimulating situations that enhance immediate transformations in their aptitudes which are then reflected through their organization’s culture. This creates a positive impact on participants’ ingenious and innovative capabilities along with the overall growth of their organizations.

Our training facilitators develop and execute the latest and thrilling team activities through a mix of adventurous tasks such as Zip Line, Wire Bridge, Rafting and Rock Climbing that are undertaken in the enchanted terrains of the high clad mountains of Manoor Valley, Khaghan Valley, Fairy Meadows, Margalla Hills, Donga Gali, Khanpur Dam, etc. Other learning oriented yet fun-filled camp site events include a bonfire, Bar-B-Que, treasure hunts, flag capturing, strategic wars, etc. We believe in “Safety First” so that all alfresco activities are performed under the watchful eyes of our certified outbound management team.

I am proud to be the part of this dynamic and stupendous working team of outbound professionals and trainers at CEE who are imbued with zeal and unstinted flair to develop, organize and conduct energizing outbound programs for our clients. I welcome you aboard in joining the best in class outbound experience of CEE by becoming part of this highly innovative outbound experience staged in outdoor settings.



Aly Raza Syed
Director Outbound Trainings
Center for Executive Education (CEE)

Introduction

The Outbound Training wing of the Center for Executive Education (CEE) is a front-runner in providing learning in wilderness and close to nature settings by using experiential learning techniques. Challenging both mind and body, outbound expeditions of CEE work as a catalyst in transformational learning and out-of-the-box thinking. CEE aims to play an integral role in the long term development of the corporate firms by adding value to their human capital through cutting-edge, applicative tool-based outbound training programs.

Vision

CEE is striving to become the most innovative capacity building and organizational development firm. We aspire to lead our industry by offering the most diversified portfolio of intervention techniques to enhance the intellectual capital of our clients.

Mission

CEE's mission is to offer an ecosystem of outcome-based solutions to its clients. CEE will incorporate industry best practices which lead to transformational learning. Our team will deliver purpose-oriented intervention programs based on the latest scientific approaches that result in the learning and development of our clients' human resources giving them the required competitive advantage. We will continue to bring about a pragmatic change in the environment we operate in, the stake holders we collaborate with; our employees and the societal constituents we serve.



**Team
Initiative**

Why CEE Outbound?

Studies reveal that when people are in an action oriented mode, their learning process is generally ignited when compared to indoor sessions. In outdoor settings, people become more receptive to new learning that serves as a catalyst in helping us teach and train new concepts, skills and approaches - with hands-on approaches.

"I hear and I forget. I see and I remember. I do and I understand."

(Confucius)

Our Philosophy

Outdoor is a great leveler and
a perfect platform for experiential
learning”



Tested Proven Relevant

We are your partner in achieving capacity
development and sustained competitive advantage.





Provide high energy programs to rejuvenate and re-energize employees



Help individuals and companies to relish their potential for mutual growth



Motivate participants to work better in teams and communicate effectively among themselves



Develop individual action plans based on self-reflection for continuous improvement



Realize true potential by breaking conditioned thinking patterns



Excite and challenge your teams in unusual and challenging situations



Our CEE Outbound Experience

CEE's Outbound programs are characterized as **action learning programs based on experiential learning models**. These programs are **staged in outdoor settings or wilderness**.

Wilderness/outdoor activities are considered as an extremely effective tool of learning and transformation. During our outbound experience, participants are **engaged in meaningful activities** where they explore **hidden aspects of their behavior**. They learn various **intricacies** of communications, critical thinking, decision making, problem solving, team building and leadership in cross functional areas of Supply Chain Management, Operations Management, Marketing, Human Resource Management, etc., which are then brought forward for **personal and organizational well-being**.



Input

- TNA
- Psychometric Research
- Effective Pedagogy
- Research Based Training Content

Throughput

- Customized Training Programs
- Fun, Effective and Challenging Activities
- Adventure Learning
- Post Training Debrief

Output

- Experiential Learning
- Achievement of Corporate Goals and Objectives
- Productivity Enhancement
- Leadership Traits Development
- Team Bonding
- Discover how much more you can do!

Learning Methodology

Theory and practice are knitted together with physical and mental exercises, simulations, wilderness challenges, self evaluations, roleplays, and debrief's, etc., that provide hands-on learning, thus linking to workplace applications.



Delivering Value, Excellence and Customized Solutions



The Competitive Advantage YOU Get from CEE's Outbound Trainings

- When your team is thrown together in the wilderness or adventurous settings, they learn to fend for themselves and meet the challenges together
- Up-close with nature, people become more introspective and uninhibited, that leads to a robust learning process
- With a few days together, team members gel and bond together which is much more difficult in an urban office setting

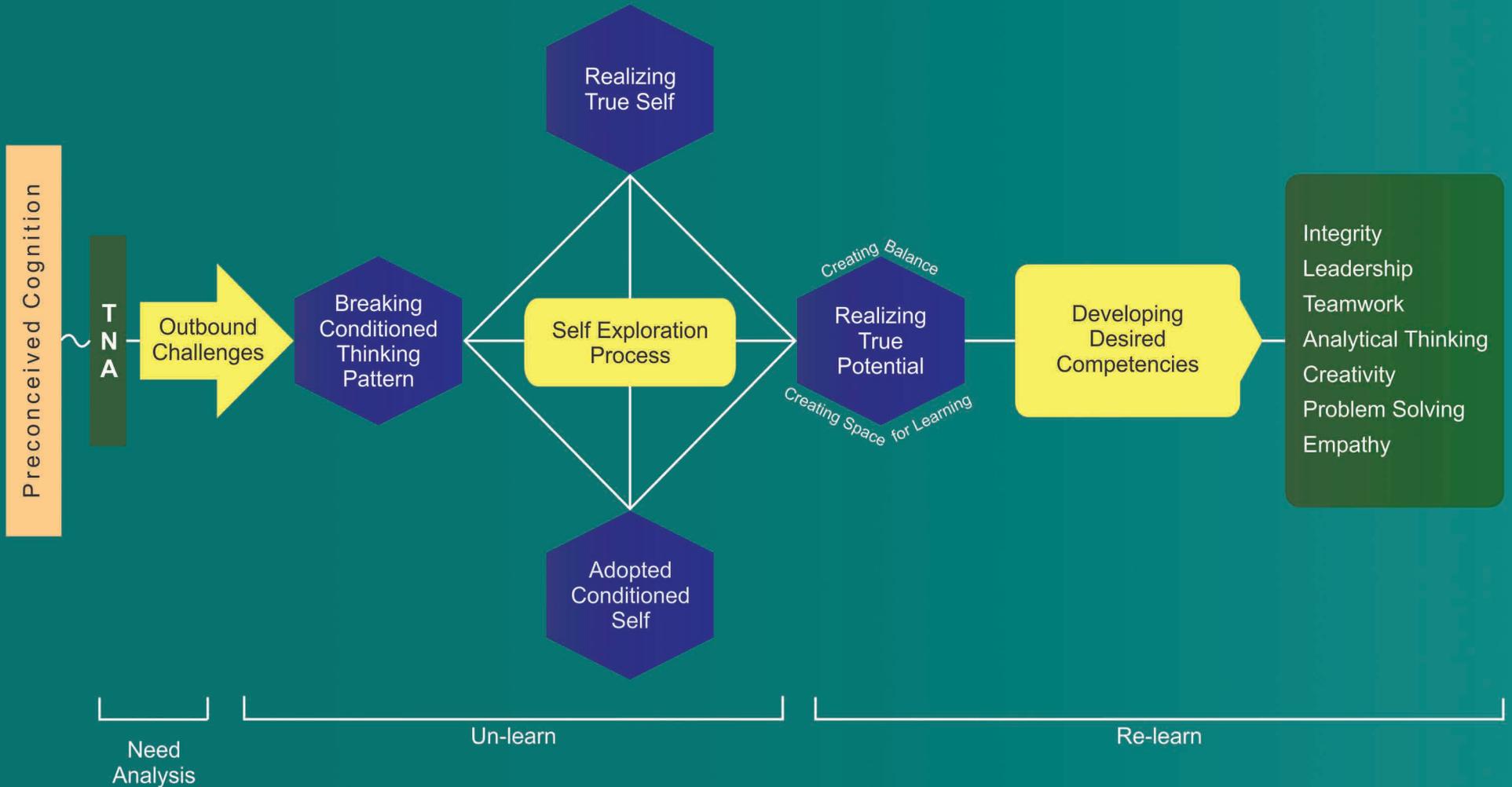




Our Outbound Style

- Safety first; ensured through experienced and qualified Outbound Team
- We use tested and certified equipment
- Minimum impact on the environment
- Developing innovative solutions for our diversified client base
- Provoking out-of-the-box thinking and decision making
- Creating unforgettable moments and learning experiences through edutainment

Delivering Value, Excellence and Customized Solutions



Elevating Mentor & Mantee Relations



Transforming Attitudes and Organizations by Challenging Minds





Outbound Training Programs

We have a diversified portfolio of trainings for our corporate clients customized to suit their time requirements and organizational objectives. Such trainings include but are not limited to:

- Team Excellence
- Sitaron Say Agay
- Outstanding Teams
- Jeet Kee Lagan
- Grow Together
- Leadership Safari
- Management Safari
- International Safari
- Team Survivor
- Exploring Leadership
- Unleash your Potential
- Team Olympics
- Leadership Initiative
- Seamless Teams
- Outbound Away Day
- Optimizing in Wilderness

Our Clients



Outbound Facilitators



ALY RAZA SYED

Qualification/ Education	Masters in International Business, Helsinki School of Economics and Business Administration, Finland
Training Exposure/Areas	Seamless Teams, Strategy Challenge, Leadership Adventure, Unleash your Potential, Management Safari, Outbound Away Day, Optimizing in Wilderness
Certifications	CFERT, George Mason University, USA
Training Experience	15 Years
Major Training Clients	Total Parco, Pepsi Co, Coca Cola, Lotte Kolson, Nishat Power, Qadri Group, Novartis, Fast Cables, KVS Interior Designs, Gourmet Foods, Auriga Chemicals



MANZIR BASHIR

Qualification/ Education	Chartered MCIPD, UK, MA HRD, Middlesex University, UK, MBA(HRM) NUST, MA English Literature
Training Exposure/Areas	MBTI Based Workshops: Conflict, Stress, Team, Leadership, Problem Solving, Emotional Intelligence, Change, Communication
Certifications	British Psychological Society, MBTI, Strong, EQ, Talent Lens, Team Focus
Training Experience	12 Years
Major Training Clients	ABL, Faysal Bank, Gerrys, MCB, Mashriq Bank, Interloop, CTO, Borjan, Cure MD, Sitara Group, Descon

Outbound Facilitators



KAMRAN RASHEED

**Qualification/
Education** Master of Science in Manufacturing Systems Engineering, University of Wisconsin, USA

**Training
Exposure/Areas** Project Management, Inventory Planning and Warehousing, Sustainable Supply Chains, TQM, Lean Supply Chains, Optimization Methods in Management

**Training
Experience** 22 Years

**Major Training
Clients** ICI, PEL, National Foods, Lucky Cement, Reckitt Benckiser, Uch Power, Pakistan Oil Limited, CCL Pharmaceuticals, Ali Akbar Group, Interloop, Makro/Metro, GlaxoSmithKline Pakistan Limited



SAMI ULLAH BAJWA

**Qualification/
Education** MS Entrepreneurship and SME Management, Government College University, Pakistan

**Training
Exposure/Areas** Monitoring and Evaluation, Conflict Management, Managing Self and People in Wilderness, Critical Thinking and Decision Making in Complex Environments

Certifications Advance Certificate on Pedagogy and Research, George Mason University, USA
Monitoring and Evaluation for Operational Executives, USAID, LUMS
Enterprise Development Professional, IDB, Manama, Bahrain
COMFAR Expert for Project Formulation and Appraisal, UNIDO Vienna, Austria

**Training
Experience** 7 Years

**Major Training
Clients** Daewoo Corporation, Pepsi Co, Nishat, Novartis, Fast Cables, KVS Interior Designs, Gourmet Foods, Auriga Chemicals, Coca Cola

Outbound Facilitators



RASHID HUSSAIN

Qualification/ Education	International Business Studies, Maastricht University, The Netherlands
Training Exposure/Areas	Managing Difficult Teams in Challenging Terrains, New Sustainable Ventures, Trekking and Mountaineering including K2 and Nanga Parbat Base Camp
Certifications	Chartered Marketer of Asian Federation of Marketing, Singapore
Training Experience	20 Years
Major Training Clients	Volkswagen AG, Nielsen, Domino's, Ufone, Millat Tractors, Hush Puppies, US-AID Pakistan, Institute of Knowledge and Leadership (IKL), Dubai



DR HAROON RASHEED

Qualification/ Education	PhD Marketing, Wuhan University of Technology, China
Training Exposure/Areas	International Outbound Trainer, Skilled in Trekking and Mountain Biking at Suleman Range in Pakistan, Xinjiang, Beijing and Inner Mongolia in China
Training Experience	10 Years
Major Training Clients	Sun Crop Agro Chemicals, Agri Force, Industrial and Commercial Bank of China, Wuhan University of Technology, Wuhan Tiandi, Wuhan WeiLai Chen JiuDian

Outbound Facilitators



IJAZ YOUSAF

Qualification/ Education

M. ENGG., Asian Institute of Technology, Thailand

Training Exposure/Areas

Six Sigma, Attitude and Team Building,
Environmental Management System

Certifications

Six Sigma Black Belt from Singapore Quality
Institute International (SQII), Certification in
Teaching and Research for Faculty Excellence,
George Mason University, USA

Training Experience

20 Years

Major Training Clients

Tetra Pak Pakistan, Nestle, Descon Engineering,
Packages, PAPPAM, Unilever, Pepsi Cola
International, Waves, Siemens, Treet Corporation,
METRO

SERVICES PROVIDED DURING THE PROGRAM

- All camping gear is provided
- All training equipment for outdoor activities
- Meals, tea and other consumables during the wilderness based program
- Accommodation at hotel or camp based (As per clients need)
- Traveling
- Edutainment
- Outdoor staff unit
- Medical facilities/Doctors
- A team of facilitators
- Certificates on successful completion

Outbound Management Team



ABDUL RAHIM
MBA (UMT), CC&WG (AFP)
MANAGER
OUTBOUND PROGRAMS (CEE)

As an experienced professional in outdoors, Rahim has worked with leading National and Multinational companies in the areas of Leadership, Team Building and Outdoors/Adventure.

He is a certified outdoor professional and instructor in Alpine Skills. As an outdoor expert, he has trained number of individuals in camping, trekking and mountaineering skills and has undertaken various foreign and domestic expeditions on the highest mountains of the Himalayas and the Karakorum.

Abdul Rahim has a rich and diversified work experience of over 20 years in the field of outdoors. He strongly believes that wilderness challenges have a long lasting transformational impact on employee's development. His wilderness experiences and keen interest in personal excellence help him to effectively design and organize leadership and team building programs. He also organizes corporate retreats and adventure expeditions; helps individuals to discover themselves and develop cohesive teams.



Ghulam Ali
Sr Assistant Outbound Programs (CEE)

Ghulam Ali has been working in the outdoor field for the last 15 years. He is a qualified rock climber and an instructor in winter survival skills, has conducted a number of adventure training programs and performed as a judge for various rock climbing competitions. Being dynamic in nature, Ghulam Ali's diverse working experience makes him stand out. Previously, he has served and facilitated the trainers and assisted them in conducting various developmental interventions for a number of National and Multinational companies in Pakistan. He is an expert in developing professional training games and overseeing the execution aspects of all wilderness based Outbound Programs.

OUR GEOGRAPHIC REACH

International Network

- International Sister Concern in Dubai
- Training Delivered in all the 7 States of UAE
- Office in Turkey
- Camp in Malaysia

National Network

Center for Executive Education (CEE)

- Headquartered in Lahore
- Virtual Presence in all across Pakistan

Traning Executed at

- Manoor Valley
- Khaghan Valley
- Fairy Meadows
- Margalla Hills
- Donga Gali
- Khanpur Dam
- Resorts
- Forests
- Wilderness
- Desserts
- Rivers
- Nanga Parbat base camp
- K2 base camp
- Location of client's choice





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