



WHAT'S

Possible

~ for ~

YOU?



A world of endless opportunities



# WHO ARE WE?



## LEARNING PLATFORM

## TARGETING YOUTH (15-35yrs)

## PRACTICAL & RELEVANT

# WHO ARE WE?

تومو  
TUMOOH



Established in 2013

INSPIRING

**20,000**  
YOUTH

**+300** educational  
Workshops & Seminars



**+50** youth conferences &  
programs managed & facilitated



# THE TEAM

## Mohamed Ali Founder & Director



Passionate in the areas of personal & youth development; whilst dedicated to having the next generations reach their full potential.

With 15 years of experience, an MBA with HR specialization, a certified coach and more than 3500 training & facilitating hours, over 250 coaching hours impacting over 20,000 youth through different coaching, workshops, seminars, programs and conferences. Mohamed aims to empower youth into developing creative ways of educating.

We believe in the power of youth & students, so TumooH is investing in developing the leaders of the organization. More than **20 youth** are part of our development program which provides a rich practical experience complimenting their students & career direction!

\*\* Below are some of our beautiful faces!

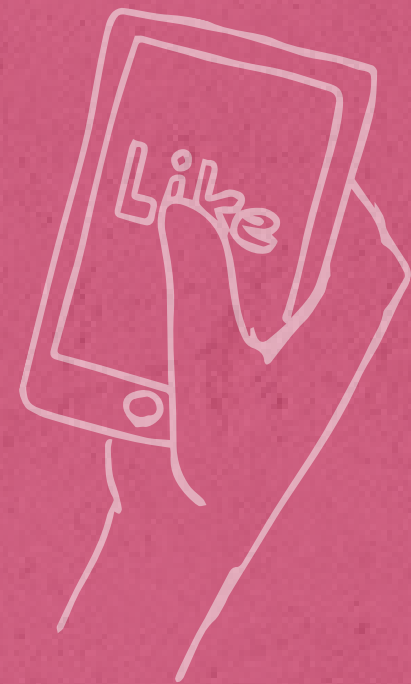




OUR MISSION



# Enjoyable Learning!





## OUR MISSION



Connecting **Organizations** to the  
development of **Youth** through  
**Customized Learning Experiences**

## WHAT WE DO?



### ONLINE LEARNING

Skills Development  
Statistics & Facts  
and more..



### 1-ON-1

Career Guidance  
Life Coaching  
and more..



### WORKSHOPS & SEMINARS

CV Crafting  
Job Hunting  
and more..



### PERSONAL DEVELOPMENT PROGRAMS

Entrepreneurship  
Employability  
and more..



**2020 Goals**  
10,000 Followers  
5,000 subscribers

# ONLINE LEARNING



Research, Data  
Analysis



Content Creation

Labor Market Stats  
Knowledge Posts  
Guidance Videos  
Skill Development

@myTumoooh







mytumooH

Edit Profile



44 posts

2,008 followers

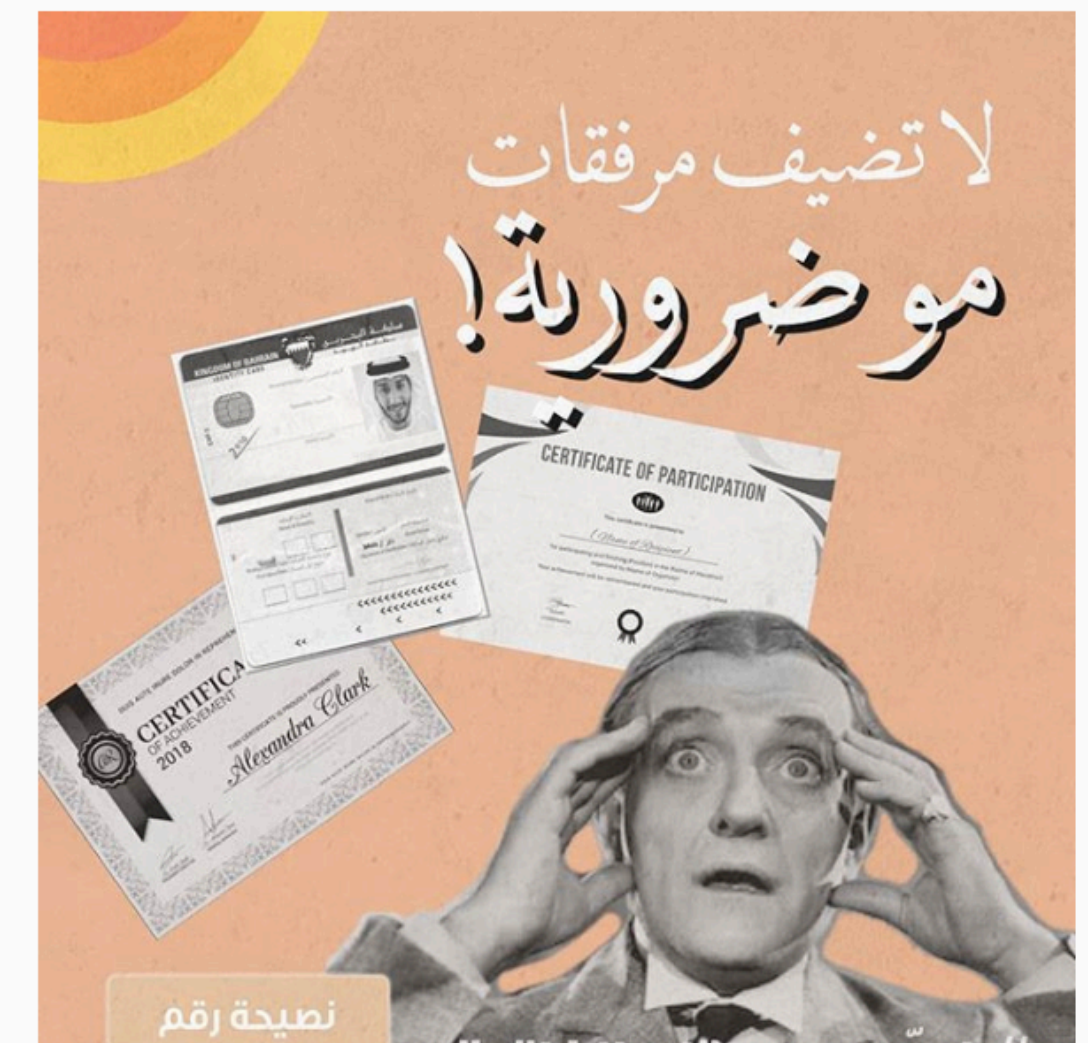
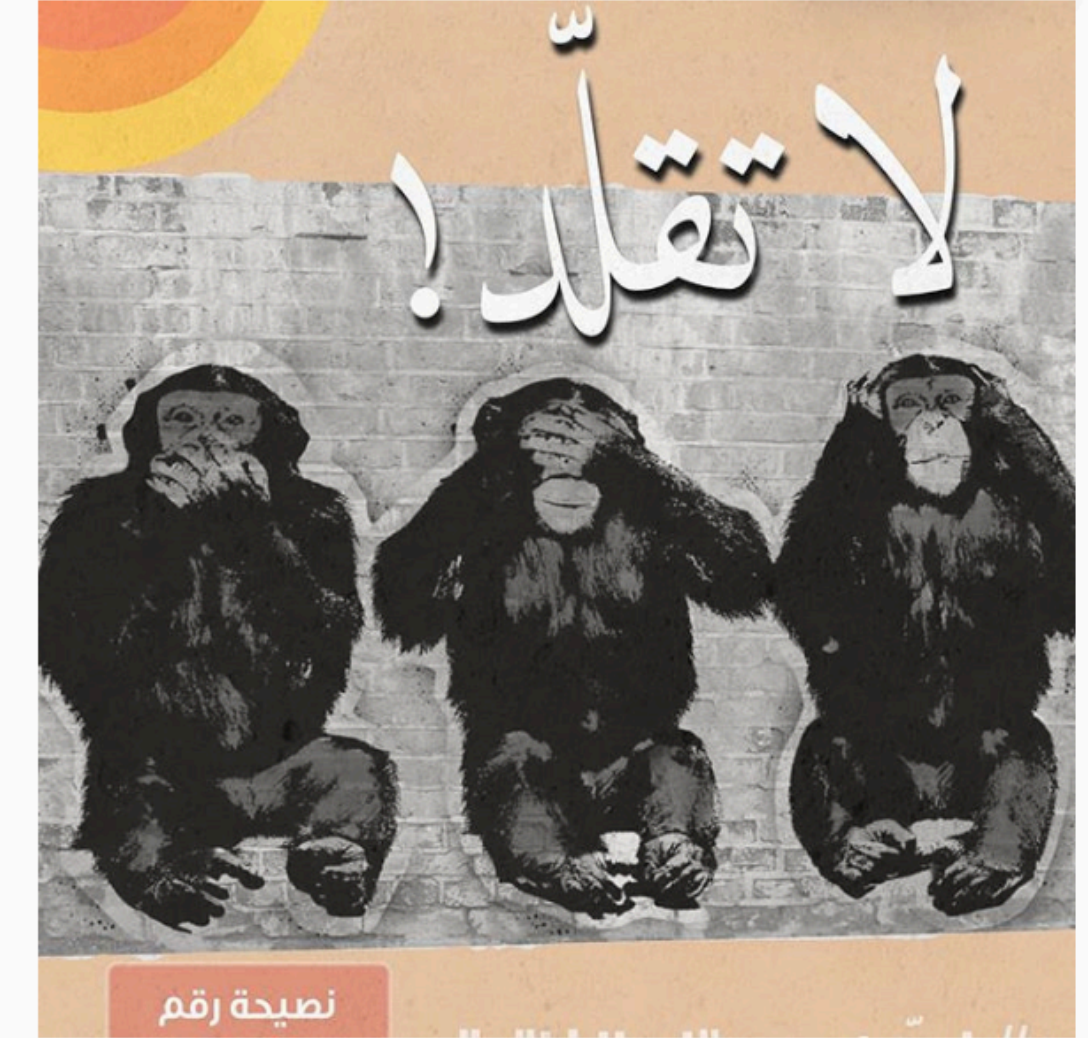
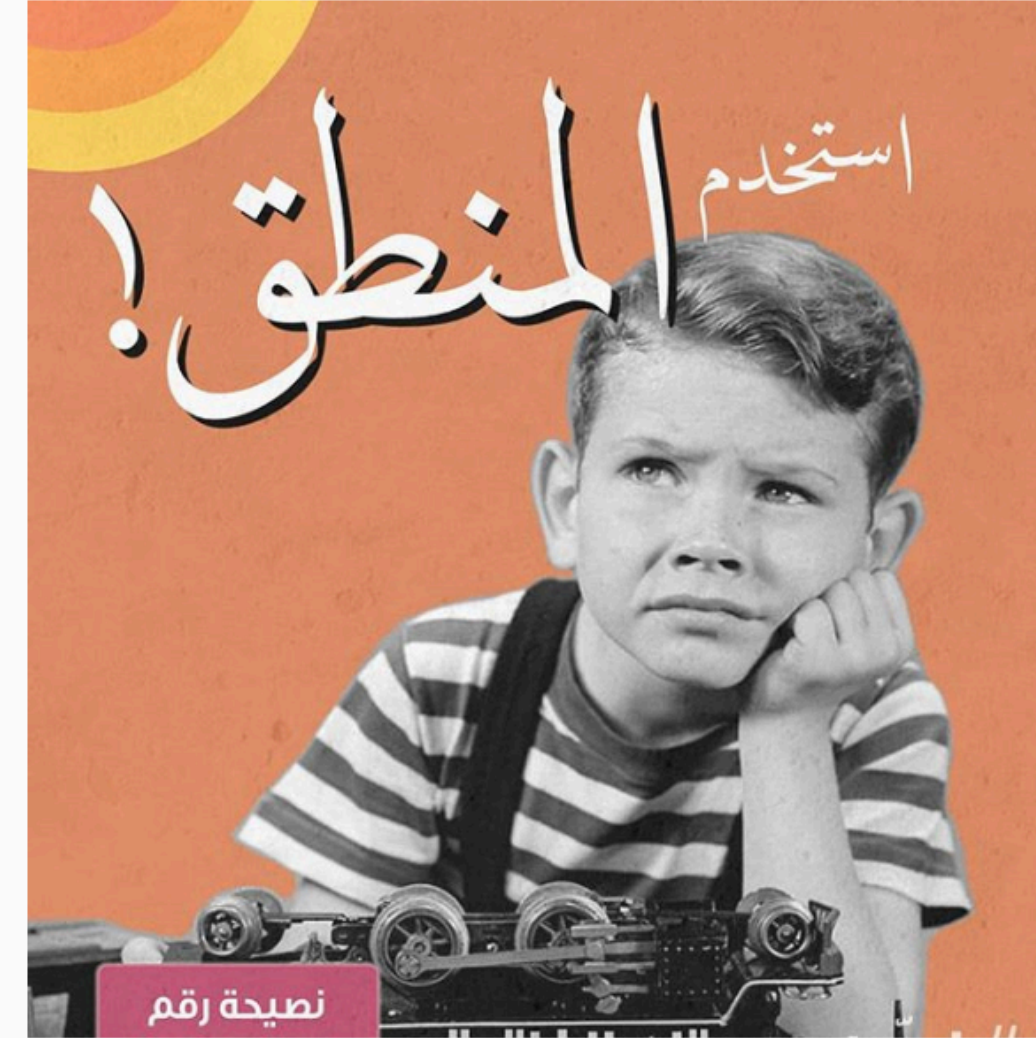
458 following

TumooH - طموح

..معلومات حياتية خفيفة على القلب

!!قريباً على قناتنا في اليوتيوب

[linktr.ee/mytumooH](https://linktr.ee/mytumooH)





# OUR SEMINARS



## OUR SEMINARS

### **FUN & ENGAGING**

Research has shown that we learn more through play & interactions. It also helps in remembering the learning.

### **SHORT & SWEET**

We don't like to talk more than 40mins.. most of this time engage attendees too.

### **UNIQUE**

The elements that shape our seminars make us different.



# OUR SEMINARS

Language:



Length:

40 minutes

Suitable for:

50 - 150 participants

## Weird & Cool Jobs

Discover Interesting Careers  
Understand Qualifications  
The future of Jobs

## Craft Your CV!

Explore CV Crafting  
Promoting Myself  
50 Tips on writing a CV

## Working Ethics!

Understanding Ethics  
How to practice them  
Where do I start?

## SKILLS 2030

The history of Work  
Skills of the future  
How to develop mine?

### Includes

Visual & audio production, engaging educational technology and the facilitation of learning

# OUR PROGRAMS & WORKSHOPS





WE RUN PROGRAMS & WORKSHOPS IN A  
**DIFFERENT WAY!**

STUDENT CENTERED  
COLLABORATIVE  
LEARNING

**10%**

**Presentation**

Welcome

Journey outline

Rules & Expectation Setting

**20%**

**Facilitation**

Understanding theories

Discussions & Reflections

Group Learning motivators

Activity support

**70%**

**Application & Reflection**

Teamwork & Social Skills

Problem Solving & Critical Thinking skills

Continuous Learning skills

Using Tech Skills

Personal Empowerment



# EMPOWERMENT THROUGH TECHNOLOGY

Enabling the use of  
technology in the classroom  
& learning journeys to  
increase engagement of  
participants

**zeab**  
TUMOO





# EMPOWERMENT THROUGH TECHNOLOGY

Enabling the use of  
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**EDUCATION  
APPLICATIONS**

**RESEARCH  
AT YOUR FINGERTIPS!**



**PAPERLESS!**

**INNOVATIVE  
EDUTECH**



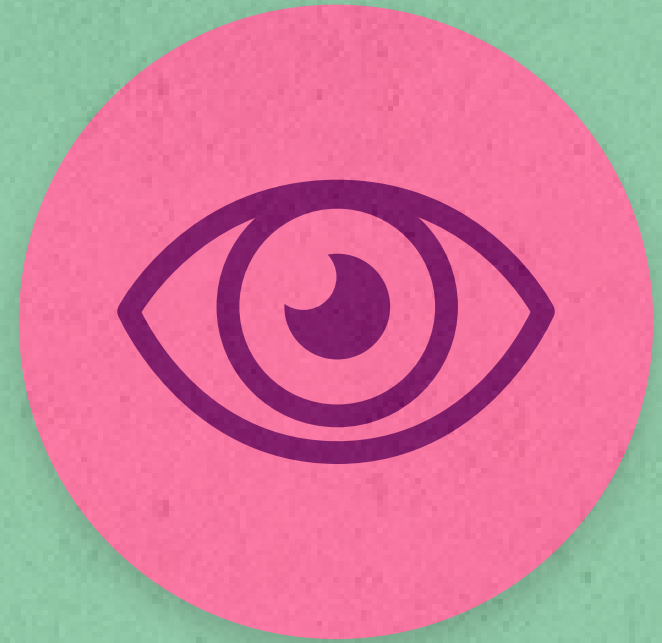
co-active®

Coaching Model

EMPOWER &  
**BUILD**

Embedding the elements of coaching in the learning experience results in empowering individuals & building personalities





**VISION**



**HEARING**



**SMELL**



**TASTE**

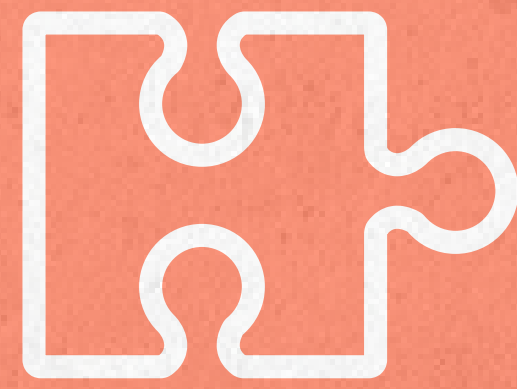
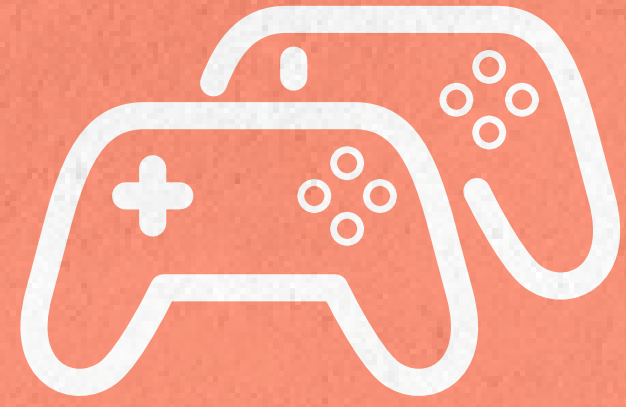


**TOUCH**

# GROUNDING THE LEARNING

Studies show that engaging different senses create memorable experiences.. imagine learning using all the different senses making remembering it easier & stronger





# GAMIFICATION

IN HOW WE WORK, LEARN & DEVELOP

We use different gamification elements to propel the learning journey, develop diverse skills & personal attributes while engaging the participant with the session objectives.

Teamwork skills

Social Skills

Gratitude & Loyalty

Problem Solving

Tech Skills

Confidence & Empowerment

Continuous Learning

Critical Thinking

Self Discovery

SUBCONSCIOUSLY  
DEVELOPING THESE  
SKILLS.



# OUR WORKSHOPS

Language:



Length: **4 Hours**

Participants: **20-30**

## Ace that Interview!

Discovering my Uniqueness

How to showcase my brand!

Tools to be prepared

## Crafting my CV!

CV Designing

How to promote myself!

50 Tips on CV writing

## What's my Career?

Discover Myself

The world of Occupations

Why do I need to choose?

2030 Skills

### Includes

Marketing & promotions, participant student logs & printouts, visual & audio production, engaging educational technology, healthy catering options and the facilitation of learning



# EDUCATIONAL PROGRAMS

Language:



Length : 40 Hours (two weeks)  
Participants : 20-30  
Time: 9am - 1pm

## Employ Me!

Build your Career Brand

Live the Job Hunting Journey

Get an Interview\*

\*Depends on partnerships & positions

A two-week program that helps participants understand the journey if looking for a job & applying to it. Suitable for last year students & graduates.

### Participants will learn:

- Personal Branding
- The Job hunt Journey
  - Building an attractive CV
  - Searching & Applying to jobs
  - Follow-up Applications
- Acing Interviews

### Building Work-related Skills

- Working in a team
- Problem Solving
- Strategic Thinking
- Critical Thinking
- Communications
- Time Management

### Includes

Marketing & promotions, participant student logs & printouts, visual & audio production, engaging educational technology, healthy catering options and the facilitation of learning



# MARKETING & PROMOTIONS







# MARKETING & PROMOTIONS



## PRINTED PROMOTIONS



Printed posters around the educational institution

**14 days** before the workshop

## SMS TO STUDENTS

ليحين ما سجلت؟! محد قال لك؟!  
جوف شالسالفة هندي:

–لنك الفيديو–

Promotional Video link sent by SMS to all students

**12 days** before the workshop

## EMAIL TO STUDENTS

آخر فرصة للتسجيل، لا تفوتك  
ورشة العمل اللي مقدمينها  
تمكين لكم

–لنك الفيديو–

–لنك التسجيل–

Video & Registration Links send by email to all students

**1 week** before the workshop

\*\* In collaboration with school & university administrations



# PROMOTIONAL ADS

A2 Promotional Posters will be created & posted for each workshop (after confirmations with the educational institution)

**ضبط  
سيرتك الذاتية!**

– شوف الفن في كتابة ال CV!  
– تعرف على شلون تسوّق نفسك!  
– 50 نصيحة تساعد سيرتك الذاتية!

صورة هال QR CODE  
و سجل معنا!!

June  
**15**  
10am - 2pm  
36.126

بوليتكنك البحرين  
Bahrain Polytechnic

تمكين  
Tamkeen



# WORKSHOP REGISTRATIONS

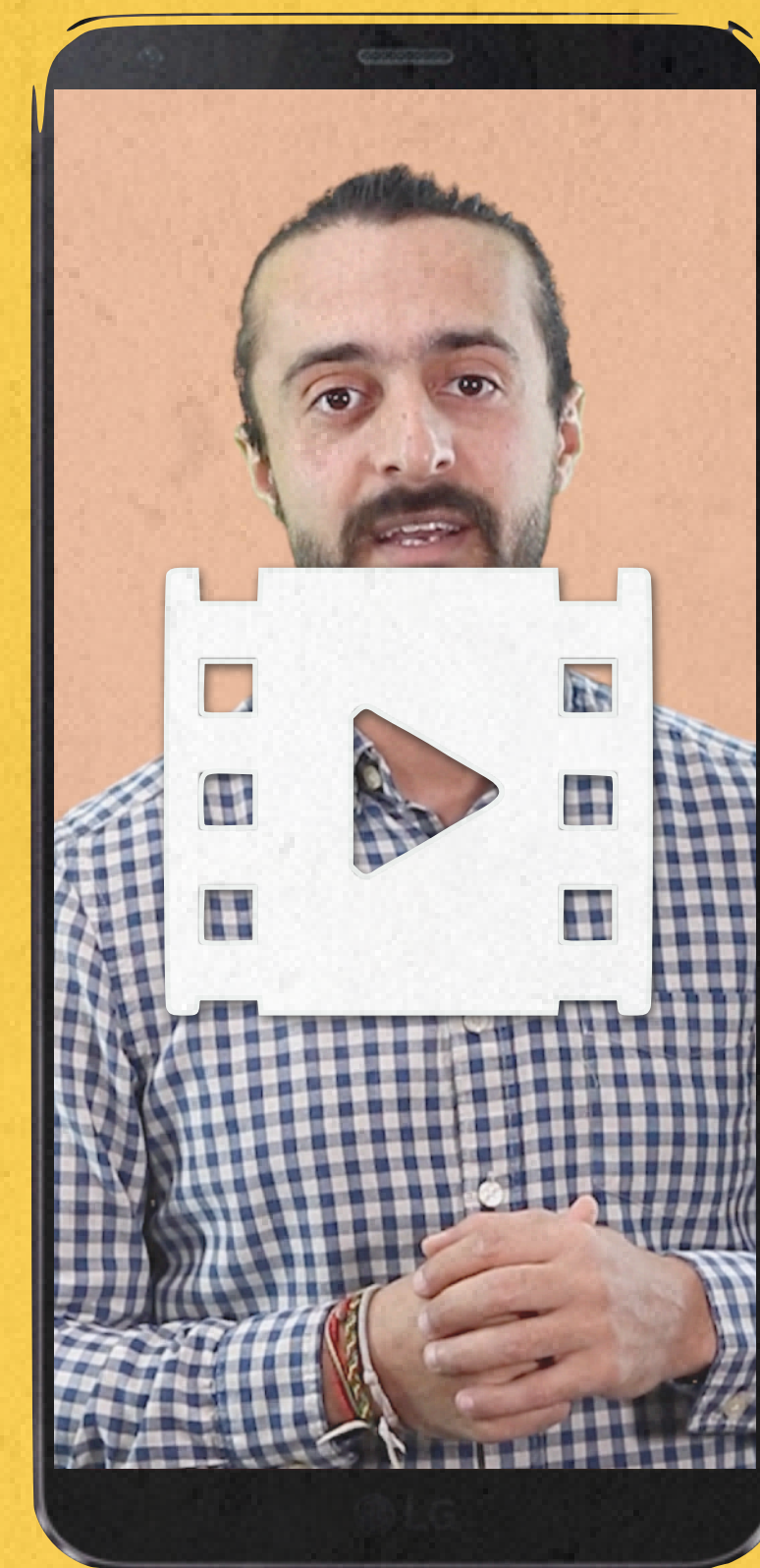
Student will be able to register for the workshops using the QR Codes available on the posters around their school or university





# VIDEO PROMOTIONS

The campaign includes reaching out to all students of the institution by SMS/Email linking them to the promotional video (after confirmations with the educational institution)





# EXPECTATION SETTING

We aim to meet the expectations of all the participants & answer all enquiries. All this to create a space where everyone can share what they want to learn

It also measures what the participants expect from the learning facilitator

**أبي اتعلم...**  
عطنا اهم 3 اشياء ودك تتعلمها اليوم

1

2

3

**و توقعاتي من المقدم...**  
اختر اهم 3 اشياء تتوقعها:

يشاركني قصص	يعطينا محاضرة
يشاركني بأنشطة	ينگت
يصدقني	يعلمني
يحترمني	
يشجعني	

WWW.TUMOOH.ORG

\*\*Expectations example from a previous workshop



# MISSIONS

The objective of the missions is to gamify the learning experience & engage the participants from the first instance they step into the workshop

They provide different challenges that can be accomplish developing certain predefined skills we wish to instill (ex. communication, teamwork, critical thinking)

The set of missions will be customized for the workshop & be distributed to all participants

**مهمات اليوم**

نبيي نعطيكم تجربة جديدة شيوي.. عندكم هالمهمات تسوونها..  
اللهي يحصل أكبر عدد من النقاط يفوز بمفاجئة (حدها تسوي)!  
بنقول لكم عنها بعدين... يلا شدو الحيل و بيضوا الويه!!

**طموح TUMOOH**

خل كل شخص في القاعة يكتب اسمه في دفتركم  (10 نقاط)

سولف مع 5 اشخاص جديدين لأكثر من دقيقتين  (10 نقاط)

شارك سر محد يعرفه عنك مع 10 أشخاص  (25 نقاط)

تأكد انك قاعد بين ثنين مو وايد close معاهم  (10 نقاط)

ما تأخرت على المحاضرة ولا حتى بعد ال Break  (10 نقاط)

شاركت الأشياء اللي ابي اتعلمها في ورقة "أبي أتعلم"  (10 نقاط)

نزلت بوست إنستاقرام او تويتر مع هاشتاق #انا.عندي.طموح  (25 نقاط)

عطيت رايي الصريح مع الأفكار الجديدة في نهاية الفعالية  (10 نقاط)

شهنهي قواعد ورشتنا؟ (نقطة حق كل قاعدة صح)

من داعم هالورشة؟

من مسوي فيديوات ال Break ؟

شنو nickname مقدم الورشة؟

(نقطتين)

(نقطتين)

(نقطة)

WWW.TUMOOH.ORG

\*\*Gamification missions example from a previous workshop



# EVALUATION & FEEDBACK

We love listening to feedback & how we can develop our service. That too could be a fun experience for the participants.

Areas we evaluate are:

- General Overview
- Presenters Style
- Learning Expectations met
- Event length
- Location
- Catering

**رايكم يهمننا..**

نبه نسمع منكم شلون نقدر تطور نفسنا.. لأن هدفنا نقدم رحلة تعليمية عجيبة و مفيدة!

لوّن عدد القلوب اللي نستاهلها:

شئو عجبكم او ما عجبكم؟

رايكم الصريح فيه فعاليتنا اليوم

شئو لفت نظرکم و شلون تطور اسلوبنا؟

شلون اسلوب المحاضر

اذا ما وضحنا شيء... خبرونا

الفعالية جاوبت على كل اسئلتيه

طويلة؟ قصيرة؟

مدت الفعالية

مناسب؟ بعيد؟ باركان؟

رايكم فيه المكان

لذيذة؟ متنوعة؟

شرايكم فيه الأكل/المشروبات

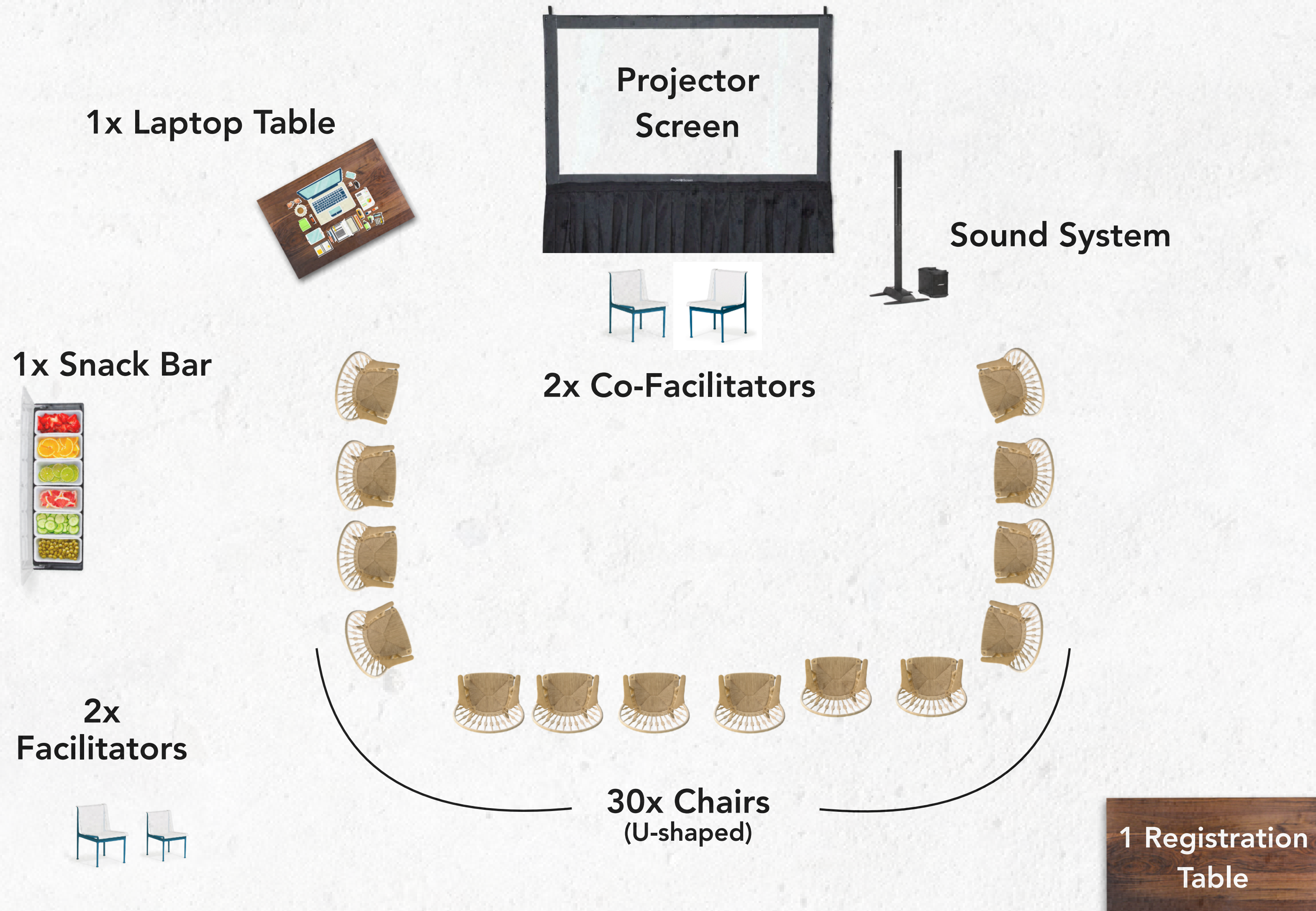
WWW.TUMOOH.ORG

\*\*Feedback form example from a previous workshop



# Hall Setup

*Preferred hall size  
<30 x 30 meters*



## Provided by **Tumoooh**

- Visual & Sound systems
- Handouts & Learning Logs
- Catering

## Provided by **Partner Institutions**

- 33x Chairs
- 3x Tables



# Private Schools Directorate



وزارة التربية والتعليم  
Ministry of Education

# Higher Education Council

Private Universities

- HEC Agreement on providing Tumooh's initiatives
- Private Schools directorate informed of our initiatives
- Partnership with Tumooh as facilitator of programs
- Initiatives supported by private & public organizations
- Providing the Ministry with relevant initiative reports



# Partnering Universities



We met with all these institutions who granted us access & support to have our initiatives reach their students.

“Our experience with these entities helped us secure long-term & mutually beneficial partnerships”

## Other entities we partner with





طموح

PLAN & PROJECTIONS



# OUR GOALS 2020



**50 Engaging Workshops**  
**4 Development Programs**  
**15 Educational Seminars**

**Reaching**  
**1800**  
**Youth**

**\*\* Coordinated through partnering with Schools, Universities and Youth Societies & Institutions**



# COLLABORATORS

We focused our partnerships with talented young start-ups who support our mission and add value to what we do!

The logo for limefish features the word "limefish" in a white, lowercase, cursive font. A small trademark symbol (TM) is located to the right of the word. The letter "i" in "limefish" has a small fish tail shape at its end.

Visual Design

The logo for "the collectors" features the word "the" in a white, lowercase, cursive font, positioned above the word "collectors" which is in a white, lowercase, sans-serif font.

Notebook Design

The logo for QAALAAM features a stylized graphic above the text. The graphic consists of a circle on the left, a vertical bar with a pointed top in the middle, and a square with two smaller squares on top on the right. Below the graphic, the word "QAALAAM" is written in a white, uppercase, sans-serif font.

Creative Pins

Three social media icons are displayed in a row: a Twitter bird, a YouTube play button, and an Instagram camera icon.

@BOVLIX


Three social media icons are displayed in a row: a Twitter bird, a YouTube play button, and an Instagram camera icon.

@KHALED\_JANAHI

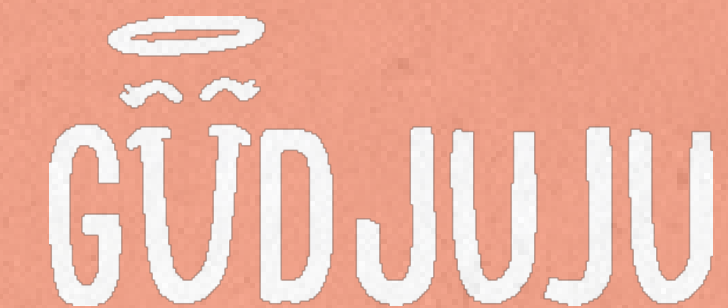
Social Media Influencers

The logo for hajra.me features the word "hajra" in a white, lowercase, cursive font, with ".me" in a white, lowercase, sans-serif font below it.

Talent Portal

The logo for SPACE 340 features the word "SPACE" in a white, uppercase, sans-serif font, with "340" in a white, uppercase, sans-serif font below it. Both words are rendered in a 3D, blocky style with shadows.

Collaborative Space

The logo for GUDJUJU features a stylized graphic above the text. The graphic consists of a circle with a horizontal line through it, positioned above the word "GUDJUJU" which is in a white, uppercase, sans-serif font.

Website Developers



THANK YOU FOR TRUSTING



[WWW.TUMOOH.ORG](http://WWW.TUMOOH.ORG)