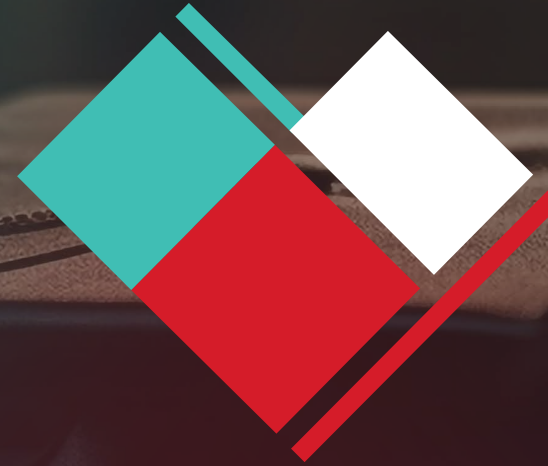




HEART & ARROWS
LTD

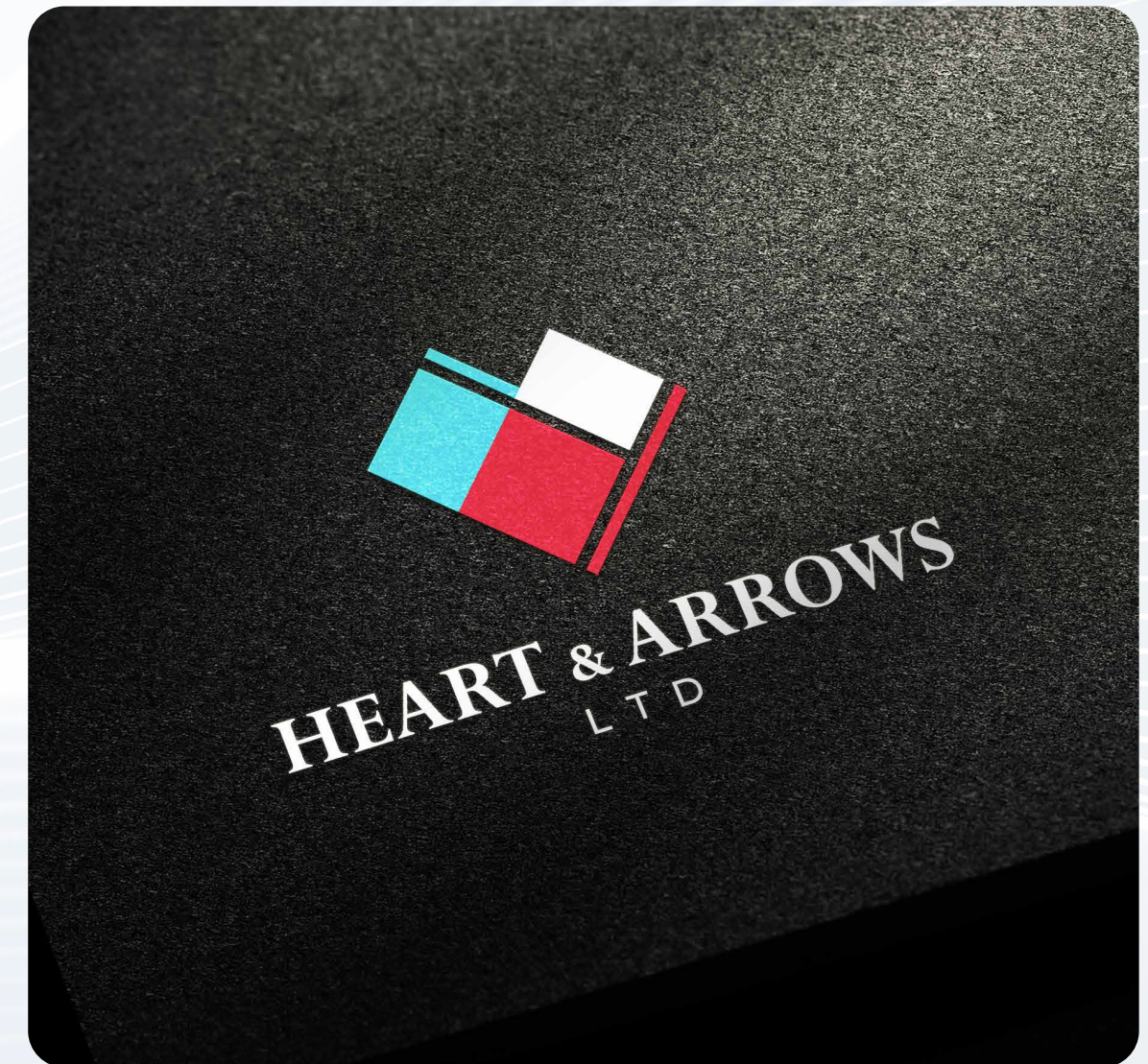
COMPANY PROFILE

ABOUT HEART AND ARROWS

Welcome to Heart & Arrows! We are a training company founded by three siblings—a brother and two sisters—who are passionate about continuous education and personal development. Our name honors our parents, Fouad and Siham, embodying our mission to blend emotion with ambition in our work.

Established in 2022 in Lebanon, we believe that successful businesses are built on strong values and purpose. The "Heart" in our name reflects our commitment to putting people first, while the "Arrows" symbolize our dedication to progress and innovation.

At Heart & Arrows, we promote a culture of lifelong learning, viewing education as a never-ending journey. Our expansion to Cyprus—a center for education and innovation—as proud LAU ACE partners, allows us to connect learning opportunities between the MENA region and Europe.



MEET OUR FOUNDERS

RANA EL HADDAD

CO-FOUNDER & CHAIRPERSON

Rana El Haddad, has 15+ years in hospitality and real estate. Holding an Executive MBA, she's pursuing a Doctorate in Business Administration. As Managing Director of an investment firm, she focuses on innovation and empowering professionals through training.

RITA EL HADDAD

CO-FOUNDER & MANAGING DIRECTOR

Rita El Haddad, has 16+ years in banking. With an Executive MBA and a Doctorate in progress on AI strategies, she empowers individuals and businesses through innovative training programs.

HADY HADDAD

CO-FOUNDER & LECTURER

Hady Haddad, has a Master's in Data Science and is pursuing a doctorate in deep learning. He teaches AI at USJ and LAU, with 15+ years of industry experience. Hady champions lifelong learning and aims to democratize AI education.

OUR MISSION AND VISION

Mission:

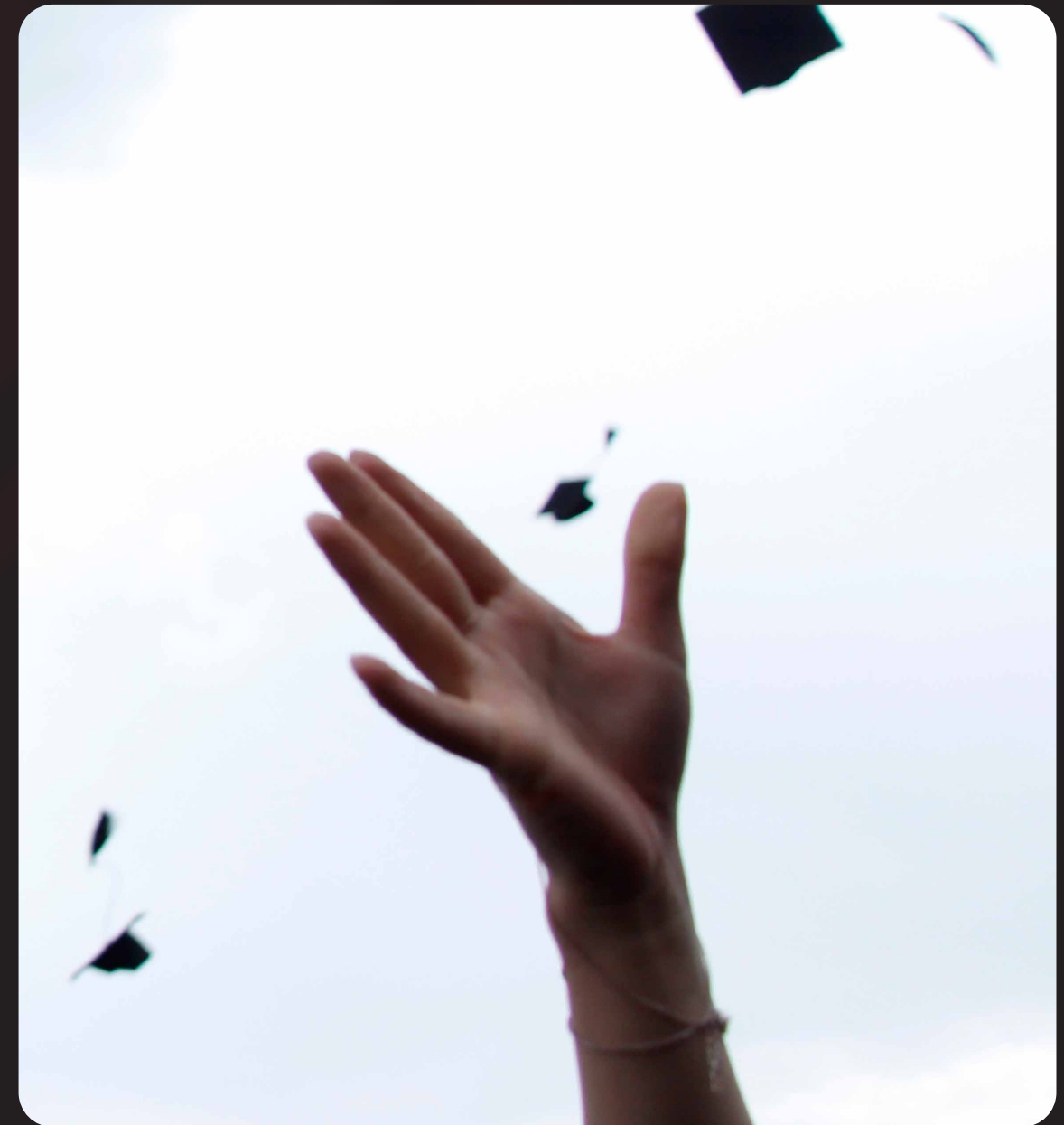
To create a culture of continuous learning, equipping professionals and individuals with the skills they need to excel in their careers and personal lives.

Vision:

To become a global leader in professional training by providing innovative, accessible, and high-impact learning experiences.

Core Values:

Our core values include excellence in education, empowerment through knowledge, commitment to innovation, and upholding global standards in learning.



COURSES CATEGORIES

Health and Wellbeing

Innovation and Sustainability

Legal and Societal

Executive Education and Entrepreneurship

Engineering and design

Finance and fintech

Preparatory programs for international exams

Creative arts and professional development

Education and Inclusion



Health and wellbeing

- Infection control in healthcare settings
- Viktor Frankl's logotherapy diploma
- Anxiety and stress management
- Healthcare project management
- Risk management in healthcare
- Telehealth excellence
- Healthcare leadership development
- Digital transformation in healthcare
- Mental health assessment and intervention
- Clinical pharmacy
- Advanced food safety



Innovation and sustainability

- Digital Transformation
- Certified Innovation Professional (CInP)
- Data Science & AI Solutions
- Business Intelligence & Security
- Digital Marketing with AI Tools
- Professional Social Media Certificate
- AI in business
- Computer science and software engineering diploma
- Oil and gas certificate



Legal and societal

- English for Lawyers & Legal Communication
- Arbitration & Real Estate Brokerage Certification
- Geopolitics & Municipal Administration
- Gender & Humanitarian Assistance (GDHA)
- Non-Profit & Forensic Science Fundamentals
- Municipal administration and Finance diploma
- Facilities and team management



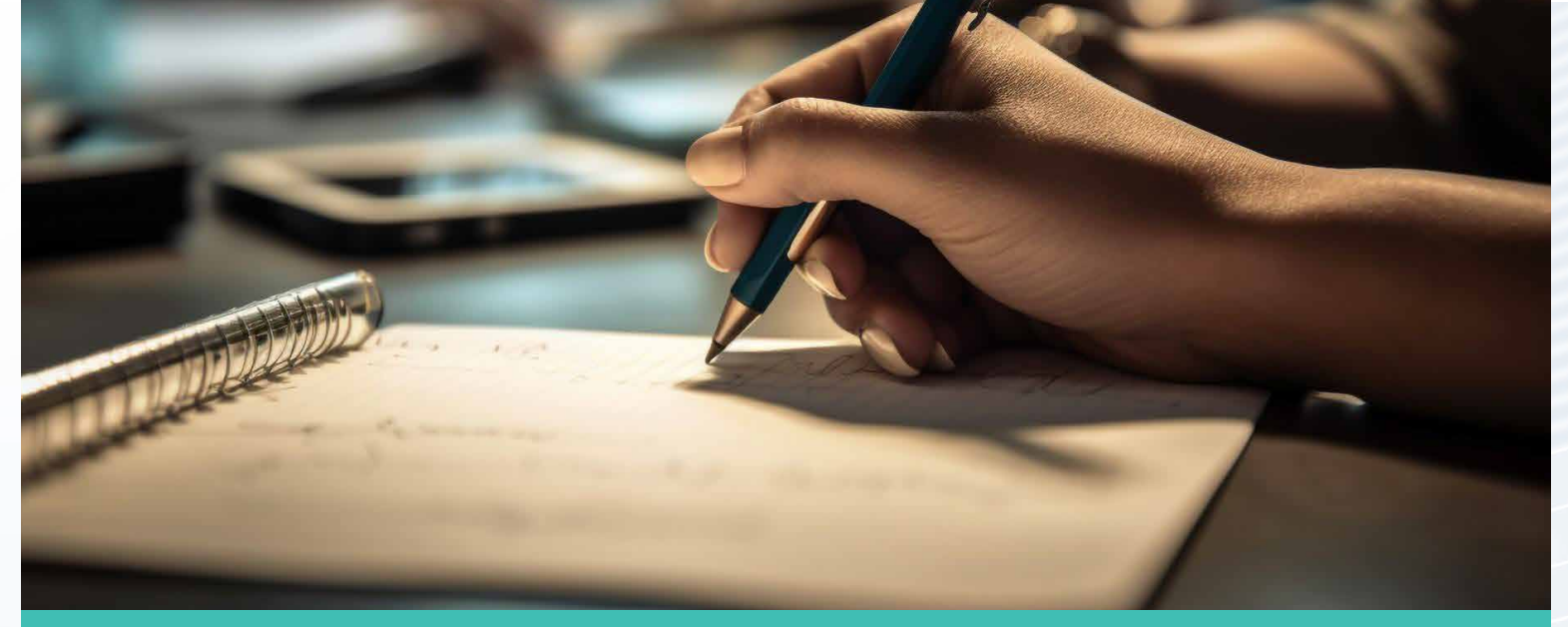
Executive education & entrepreneurship

- Talent management
- Leadership development
- Communication skills
- Event management
- Project management
- Digital marketing
- Innovation
- Specialized training



Finance and fintech

- Finance for Non-Financial Executives Certificate
- Fintech Fundamentals Certificate
- Young Finance Scholar Certificate
- The Chartered Investment Banking Analyst Certificate
- Capital Markets Fundamentals Certificate
- Capital Markets Professional Certificate
- Global Capital Markets Associate Diploma



Preparatory programs for international exams

- Certified Associate in Project Management (CAPM)
- Certified Business Analysis Professional (CBAP)
- PMI Professional in Business Analysis (PMI-PBA) Certificate
- Project Management Professional (PMP)
- Certificate Certified Professional in Management (CPM)
- Sales Techniques & Lead Generation (SMI) Certificate
- Certified Patient Experience Professional (CPXP)



Creative arts and professional development

- Digital Design & Social Media Branding Associate Diploma
- Digital Design Certificate
- Social Media in The Workplace Certificate
- Styling Certificate
- Fashion Marketing Certificate
- Painting Techniques Associate Diploma



Education and inclusion

- Career Guidance & Social Inclusion Diploma
- Research Methodology Certificate
- Associate Diploma in Professional Education Strategies
- Preschool Education Associate Diploma
- Special Education Associate Diploma
- Commercial Design Certificate
- The Art of Imagination in Interior Design Certificate
- Construction Management Associate Diploma
- Furniture, Fixtures and Equipment Certificate
- Coaching and mentoring
- Empowering your Team in the AI Era



Engineering and design

- Commercial Design Certificate
 - The Art of Imagination in Interior Design Certificate
 - Construction Management Associate Diploma
 - Furniture, Fixtures and Equipment Certificate
-

PARTNERSHIPS



Academy of
Continuing Education

Proud partners of LAU ACE

We have forged a strong partnership with the Lebanese American University's Academy of Continuing Education (LAU ACE).

This collaboration allows us to leverage the university's resources and expertise, fostering a rich learning environment that enhances our training programs. Together, we aim to provide innovative educational experiences that benefit our community.

www.ace.lau.edu.lb

PARTNERSHIPS



Heart and Arrows & GINI

We are proud to be international partners with the world's leading professional certification and business accreditation association in innovation.

This partnership strengthens our commitment to delivering cutting-edge training and ensures we remain at the forefront of industry advancements. We can offer globally recognized courses based on this certification.

www.gini.org

CERTIFICATE

This is to Certify that the Business Organization

Heart and Arrows Ltd

having met all requirements established by Global Innovation Institute (Gini)[®], is hereby formally designated by Global Innovation Institute as an Authorized Training & Assessment Provider (ATAP)[®].

Authorized Training & Assessment Provider (ATAP)[®]

ATAP ID Number: VQQXY52UQ5ZCANZJUA9F

Accordingly, this Business Organization is hereby granted authority by Global Innovation Institute to provide the following Gini products and services:

Certifications for Professionals	Accreditations for Organizations
1. Exam Preparation Training Courses	3. Innovation Assessments
A. Certified Innovation Professional (CinP)	A. Certified Innovative Organization (CinOrg)
B. Certified Design Thinking Professional (CDTP)	B. Accredited Innovation Lab (AinL)
C. Certified Innovation Strategist (CinS)	C. Accredited Business Incubator (ABI)
D. Certified Chief Innovation Officer (CCinO)	D. Accredited Accelerator Program (AAP)
E. Authorized Innovation Assessor (AinA)	E. Innovation Endorsement (InE)
F. Certified Innovation Associate (CinA)	F. Certified Government Innovative Organization (CGInO)
G. Authorized Growth Venture Assessor (AGVA)	G. Accredited Innovation Training Program (AinTP)

Products	Gini Recognized Training Courses
2. Book Sales	4. Issue Gini Innovation Development Units (IDUs) for its own innovation-related training courses and events.
A. Gini Applied Innovation Master Book (AinMB)	

Executive Director:

Certificate Number: VQQXY52UQ5ZCANZJUA9F

Chair, Board of Directors:

Issue Date: March 18, 2024 Expiry Date: March 18, 2025

MEMBERSHIPS



CyHRMA Membership

Heart and Arrows is proud to be a member of the Cyprus Human Resource Management Association (CyHRMA).

This membership connects us with a network of HR professionals, enabling us to stay updated on best practices and trends in human resource management.

www.cyhrma.org

OUR APPROACH TO BUSINESS COLLABORATION

Consultation & Needs Assessment:

Provides tailored consultations to identify specific development needs and strategic goals.

Program Design & Delivery:

Delivers customized training programs aligned with the identified requirements.

Continuous Support & Evaluation:

Offers ongoing support and regular evaluations to ensure the training remains effective and relevant.

Digital Academy Development:

Creating online platforms for training and development tailored to business needs.

Accelerated Growth Strategies:

Implementing rapid growth initiatives to enhance business outcomes.



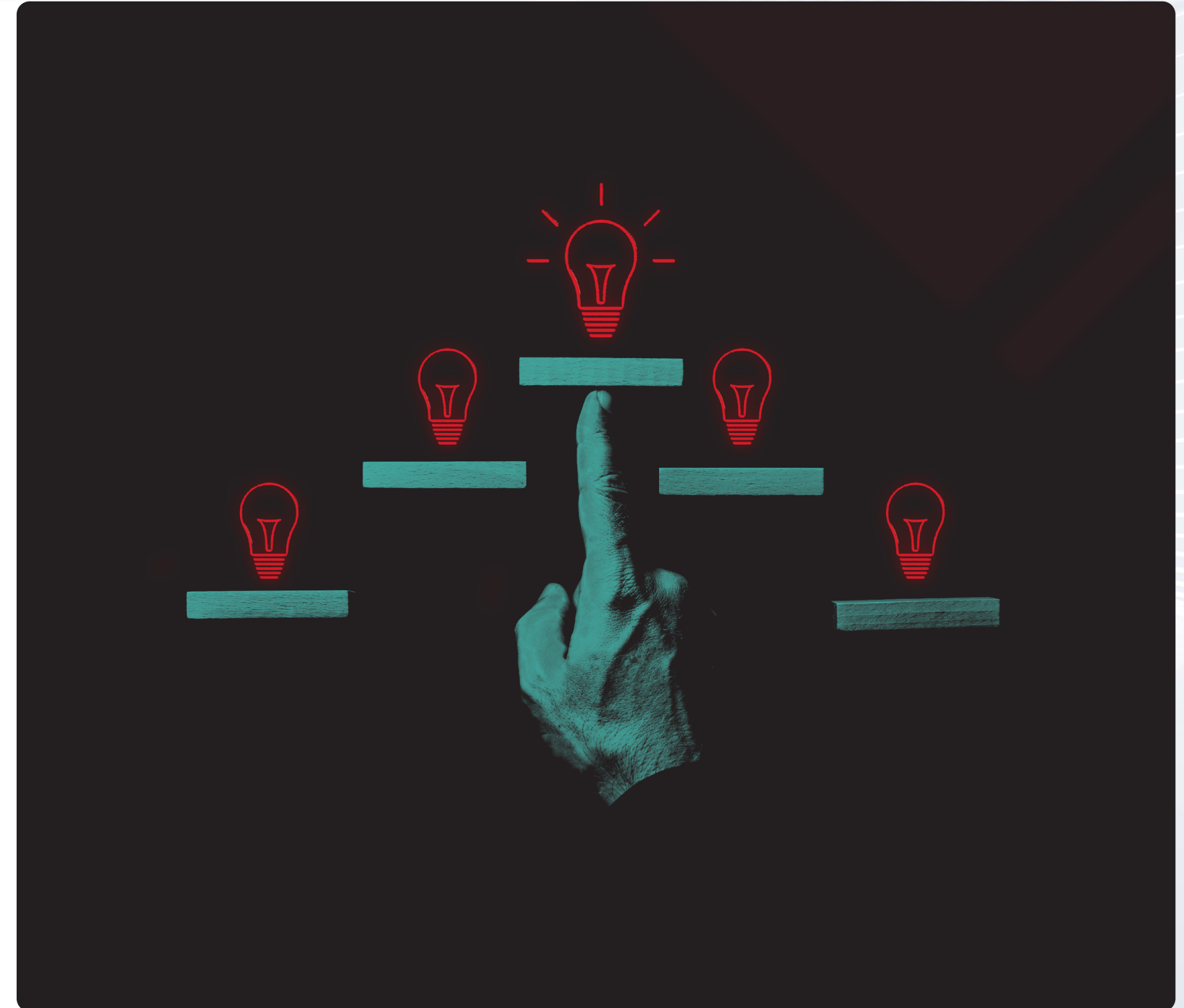
OUR APPROACH TO BUSINESS COLLABORATION

Employee and Customer Engagement:

Engaging both employees and customers to foster a collaborative environment and improve satisfaction

Upskilling and Reskilling Initiatives:

Providing training programs to help employees develop new skills or enhance existing ones for better job performance



KEY ADVANTAGES OF HEART AND ARROWS

Practical Courses

Real-world applicability through hands-on learning.

Industry Experts

Courses taught by experienced professionals and educators.

Certifications

Recognized credentials that enhance career prospects.

Career Growth

Programs tailored to boost professional development and job performance.

Connections and Networking

Opportunities to connect with a vibrant community of learners.

Innovative Learning Solutions

Adaptation to changing demands with up-to-date learning methods

Flexibility in Learning

Ability to study at your own pace and schedule

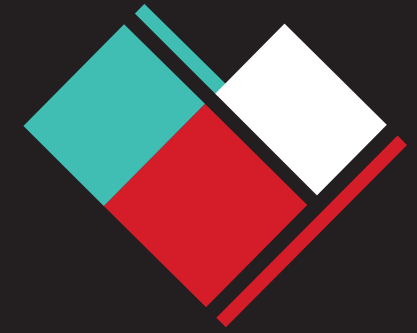
Diverse Course Offerings

A wide range of subjects catering to various interests and skill levels

FOSTERING GROWTH IN YOUTH, PROFESSIONALS, AND LEADERS



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www.instagram.com/heartandarrows_

TikTok

www.tiktok.com/@heartandarrows

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Lebanon: +961 76068989

Info@heartandarrows.net

Register now

heartandarrows.net/apply