

Business management, training and consultancy — built on diagnosis, not guesswork.

WHAT WE DO



Business Diagnostics

Eight-dimension organisational assessment, scored, with a prioritised 90-day roadmap.



Business Management

Planning, reporting and control built into how the business is run day to day.



Governance

Board and ownership structures, decision rights, delegation limits and control policies.



Corporate Training

Workshops, simulations and train-the-trainer programmes built around your own cases.



Startup Consultancy

Advisory from idea validation through go-to-market, financial modelling and investor readiness.

OUR METHODOLOGY

1

Diagnose

2

Design

3

Develop

4

Deploy

5

Deliver

Every engagement begins with the diagnostic, and the scored result decides what is built: which dimensions enter the plan, in what order, and how deep each one goes. Where a client arrives with a solution already chosen, we test it against the findings before we build it.

SIGNATURE PROGRAMMES

Business Simulation Game

Nine functions • entry level to CEO

Each function runs under pressure; promotion earned level by level to CEO.

Business Health Diagnostic

2-4 weeks • advisory

Scored assessment of the organisation, delivered with a prioritised 90-day roadmap.

Founder Growth Lab

8 weeks • cohort

Business model, go-to-market and financial model rebuilt to investor-ready standard.

WHY DESIGN MINDSET

01

Diagnostic-led We never sell a programme before we understand the problem.

02

Practitioners in the room Facilitators who have carried commercial responsibility.

03

Built for this market Cases and constraints drawn from Egyptian and MENA reality.

04

Measurable by design Each engagement defines and reports its own success metric.


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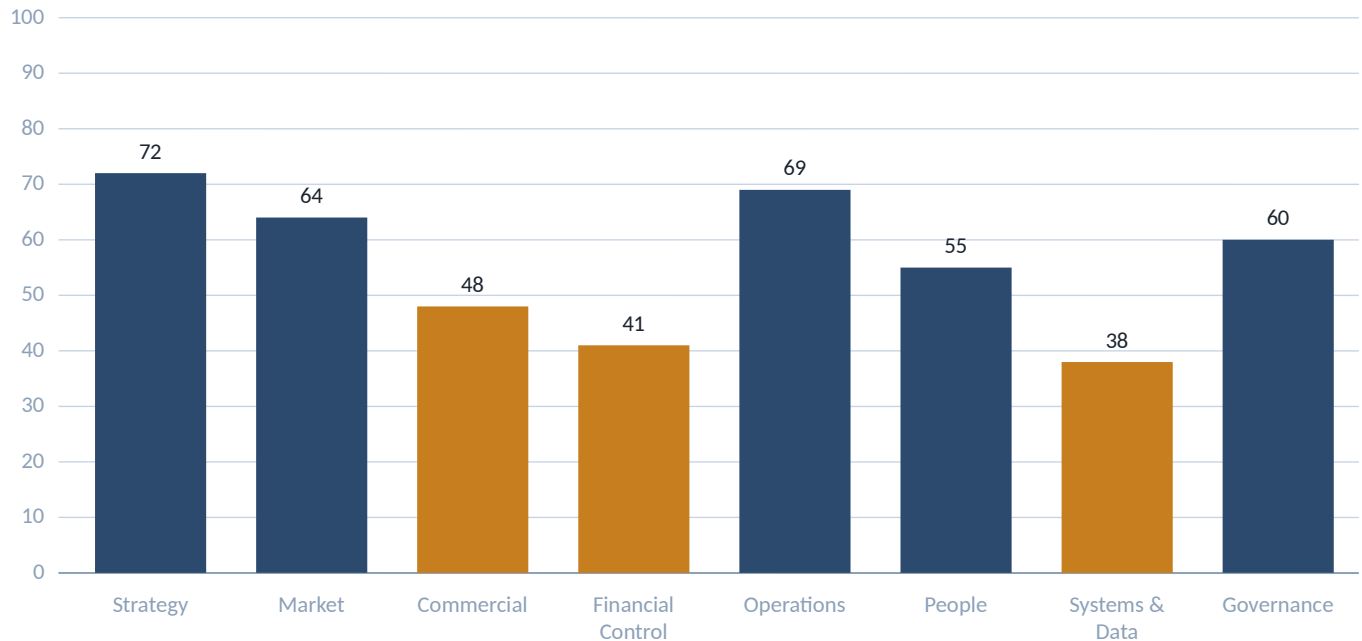

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DIAGNOSTICS IN PRACTICE

What a client receives

Every diagnostic closes with the same three artefacts: a scored assessment across eight dimensions, a ranked list of gaps, and a 90-day roadmap with named owners.

Business Health Score — illustrative output



Overall health score

56 / 100

Three dimensions fall below the intervention threshold. They are ranked by the combination of business impact and the effort required to close them.

PRIORITY 1

Systems & Data

No reliable reporting layer beneath the decisions being made.

PRIORITY 2

Financial Control

Margin becomes visible only at year end, too late to act on.

PRIORITY 3

Commercial

Pricing set by competitor reference rather than cost or value.

Scores shown are illustrative and exist to demonstrate the output format, not a real client result.

CLIENTS

Who we serve



Early-stage founders

Pre-revenue and first-revenue businesses that need structure before scale.



SMEs & family businesses

Established operators professionalising how the business is run.



Corporate L&D functions

Teams commissioning capability programmes against defined gaps.



Universities & academic bodies

Faculties adding applied business content to academic programmes.



Incubators & accelerators

Programme managers needing curriculum and mentor capacity.



Professional associations

Bodies offering members structured business development tracks.

Sectors served include healthcare and clinics, pharmaceutical and medical sales, education and training, retail and FMCG, and professional services.

CLIENTS & PARTNERS



DELIVERY

How we work with you



In-house corporate

Delivered at your premises, built around your own cases and data.



Open enrolment

Scheduled public cohorts for individuals and small teams.



Virtual & live-online

Facilitated remotely for teams distributed across markets.



Blended

Self-paced modules combined with live application clinics.



Train-the-trainer

Internal facilitators certified to deliver our modules.



Licensing

Curriculum and toolkits licensed to academies and partners.

Programmes are delivered in Arabic, English or bilingually, with materials localised to Egyptian and Gulf market context.

HOW AN ENGAGEMENT STARTS



Discovery call

45 minutes

We establish the business question behind the request.



Scoping & diagnosis

1-2 weeks

A short assessment that defines the problem before any proposal.



Proposal & agreement

3-5 days

Scope built from the diagnostic findings — deliverables, timeline, success metric and terms, in writing.



Delivery & review

Per programme

Execution, then a formal review and handover at close.

Tell us the decision you are trying to make.

The discovery call carries no cost and no obligation. • info@designmindset.org • +20 100 045 6700

KNOWLEDGE BASE

Our content library

Our curricula are built on licensed institutional subscriptions to two of the most widely used management knowledge platforms — then rewritten for the market our clients actually operate in.



Harvard Business Review

INSTITUTIONAL SUBSCRIPTION

Peer-reviewed management thinking, case studies and frameworks from the leading business publication.



Mind Tools

INSTITUTIONAL SUBSCRIPTION

A structured skills library covering management, leadership and personal effectiveness, with tools and assessments.

LIBRARY COVERAGE

Leadership & Management

Strategy & Planning

Marketing & Sales

Finance & Accounting

Operations & Supply Chain

People & HR

Innovation & Problem Solving

Personal Effectiveness

LOCALISED FOR EGYPT & MENA



Local cases

Frameworks re-illustrated with Egyptian and Gulf business examples.



Language

Delivered in Arabic, English or bilingually, with key material translated for the audience.



Market context

Regulation, currency, hiring norms and market structure reflected in every application.

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TECHNOLOGY ENABLEMENT

Working with the new tools

Most technology fails inside organisations for the same reason: it is bought before anyone is taught to use it. We train individuals and teams to work with the tools rather than around them.



AI at work

Prompting, drafting, analysis and research using current AI assistants — applied to the participant's own job tasks, not toy examples.



Office & productivity

Excel modelling, PowerPoint, Word and collaboration platforms taught to a working standard rather than a tour of the menus.



ERP system simulations

Order-to-cash, procure-to-pay and inventory flows rehearsed in a simulated environment before anyone touches live data.



Automation & workflow

Mapping the repetitive work, then rebuilding it as automated workflows with clear owners and exception handling.

PLATFORMS WE TRAIN ON



Claude



Gemini



Lovable

WHAT PARTICIPANTS LEAVE WITH



Working fluency

Confidence using the tools daily, not a certificate filed away.



Safe use

Clear rules on data, confidentiality and what never goes into a public tool.



Time recovered

A measured before-and-after on the tasks the training targeted.

Platform logos indicate the tools covered in training. Design Mindset is not affiliated with, or endorsed by, the companies named.

SPECIALIST TRACK

Business training for medical professionals



Clinicians are trained to practise medicine, not to run the business that grows around it. Our dedicated medical unit closes that gap — for students entering the profession, and for practitioners already carrying commercial responsibility.



Medical & pharmacy students

Undergraduate and residency stage. Business fundamentals introduced alongside clinical training, delivered with universities and teaching hospitals.



Postgraduate & practising clinicians

Physicians, clinic owners and department heads who already carry responsibility for revenue, staffing or growth.

THE MODULES



Practice economics

Cost per visit, capacity and where a clinic makes money.



Patient acquisition

Ethical marketing, referral channels and retention.



Clinic operations

Scheduling, patient flow and no-show management.



Financial literacy

Reading the P&L, pricing services and controlling cost.



Leading a clinical team

Delegation, feedback and retaining good staff.



Compliance & risk

Regulatory duties, documentation and professional exposure.

HOW IT'S DELIVERED



With institutions

Run inside universities, teaching hospitals and medical associations.



Around clinical rotas

Evening and weekend cohorts built around shift and on-call patterns.



Bilingual

Arabic and English, with cases drawn from local clinical practice.

SPECIALIST TRACK

Services for pharmaceutical companies



Pharmaceutical companies compete on execution in the field as much as on the product. We work with commercial teams and the people who lead them — from territory-level selling through launch, access and distribution — with cases drawn from the Egyptian and Gulf market.



Field & commercial teams

Medical representatives, senior reps and district managers carrying territory targets.



Marketing & leadership

Product and marketing managers, sales directors and country leadership setting the plan.

THE SERVICES



Field force effectiveness

Territory design, call planning, targets and incentive structure.



Medical rep capability

Detailing, objection handling and the pharmacy and clinic call.



First-line managers

District managers moving from selling to coaching the team.



Launch & brand planning

Segmentation, positioning, launch plan and demand forecast.



Market access & tenders

Pricing files, tender preparation and institutional accounts.



Distribution & coverage

Wholesaler coverage, stock flow and availability at the pharmacy.

HOW IT'S DELIVERED



In-cycle delivery

Built into cycle meetings and conferences, not run as separate events.



Field-based

Coaching on live calls, with district managers in the room.



Bilingual

Arabic and English, with cases from local clinic, pharmacy and tender practice.