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Client Success Portfolio

Strategic Business Coaching & Mentoring



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Introduction



Over the past two decades, my professional journey has been shaped by entrepreneurship, education, and business advisory. I started my first business at the age of 20 while studying in Sydney, Australia. That small venture eventually grew into a thriving education business serving more than 180 students before it was successfully sold nine years later.

Since then, I have continued building and leading businesses, including founding The Australian Learning Centre in Jordan, a respected education institution in two branches that has helped thousands of students over the past decade.

In 2022, I formalized my work as a business coach and strategic mentor, focusing on helping entrepreneurs and business owners build stronger, more sustainable companies.

To date, I have worked closely with more than 30 businesses, ranging from solo founders to organizations with over 250 employees.

The entrepreneurs I work with often come to me at moments when their businesses are:

- Growing but chaotic
- Profitable but stuck
- Full of potential but lacking structure
- Successful operationally but unclear strategically

My role is to help founders see what they cannot see themselves.

Introduction



Entrepreneurs are often talented, hardworking, and passionate, but they are also frequently isolated in their decision-making. Many businesses struggle not because of lack of effort, but because of lack of systems, strategy, and clear positioning.

Business owners who work with me are typically looking for:

- Clear strategic direction
- Stronger systems and structure
- Honest guidance without fluff
- Accountability and disciplined execution

Above all, they want a trusted coach & mentor who brings experience, integrity & practical wisdom to the business journey.



Typical Business Challenges I Help Solve

Across the businesses I work with, several patterns appear repeatedly.

Growth Plateaus

Many businesses reach a stage where growth slows or becomes inconsistent. Revenue fluctuates, and the founder struggles to identify the next strategic move.



Founder Overwhelm

Entrepreneurs often carry the entire business on their shoulders. They are involved in every decision, every problem, and every client interaction, leading to burnout and loss of strategic focus.



Lack of Systems and Structure

Many companies operate successfully in the early stages through effort and improvisation. However, without proper systems, processes, and delegation structures, growth becomes chaotic.



Typical Business Challenges I Help Solve

Weak Brand Positioning

Businesses frequently struggle to communicate their value clearly in the market, resulting in low-quality clients, pricing pressure, or inconsistent demand.



Marketing Confusion

Founders often experiment with marketing tactics without a clear strategy, leading to wasted time and resources.



Leadership and Team Challenges

Business owners are often highly skilled in their technical field but have limited experience managing teams, building company culture, or creating effective organizational structures.



Family Business Complexity

In family-run companies, generational transitions, unclear roles, and traditional management approaches can limit growth and create internal tension.



Client Case Studies



Case Study 1

Turning Around a Struggling Kindergarten Business

Industry: Early Childhood Education

Team Size: 8–10 employees

Location: Jordan

The owner had built a purpose-designed kindergarten with excellent facilities but was overwhelmed by the operational demands of running the business. She contacted me while considering closing the business entirely. After reviewing the situation, it became clear that the problem was not the product or facility, it was a lack of structure, leadership systems, and brand positioning.

The Work We Did

- Rebuilt brand positioning
- Designed operational systems
- Implemented HR policies and team structure
- Created a strategic roadmap
- Improved pricing and marketing strategy
- Leadership coaching for the founder
- Structured the customer journey for parents and students

The Outcome

Within a year:

- Student enrollment increased
- The brand began attracting higher-quality families
- Internal team structure improved significantly
- The founder became confident leading her team
- The business moved from potential closure to stable growth

Today the founder confidently leads the organization and represents the brand publicly.

Client Case Studies



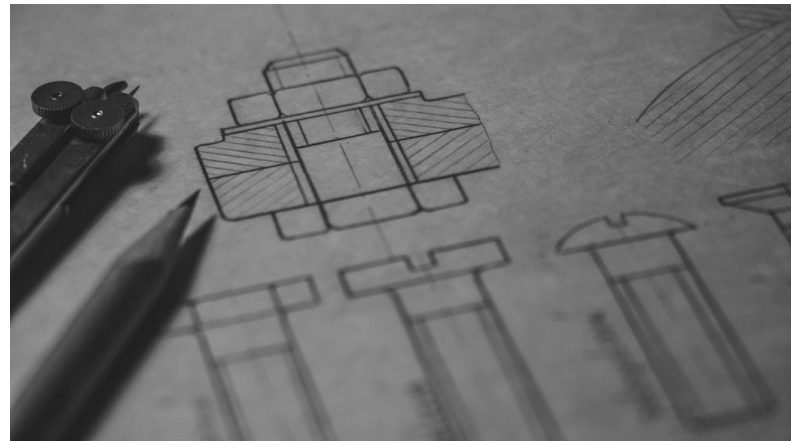
Case Study 2

Helping an Architect Become a Confident Business Owner

Industry: Architecture

Structure: Founder-led studio

A highly talented architect left large firms to start her own studio but struggled with the business side of entrepreneurship. She lacked confidence in sales, negotiation, and attracting high-quality clients.



The Work We Did

- Defined ideal client profile
- Repositioned her studio in the market
- Developed a client acquisition approach
- Coaching on negotiation and sales conversations
- Strengthened personal brand and professional positioning

The Outcome

She now confidently presents her services to clients, filters out poor-fit prospects, and secures larger projects aligned with her expertise. Her studio continues to grow through a more strategic and structured approach.

Client Case Studies



Case Study 3

Building an Independent Brand for an Engineering Firm

Industry: Engineering / Construction Services

Team Size: 8–10 employees

The founder had been delivering engineering work for GCC construction companies on a white-label basis, with most projects carried out under other companies' names.



The Work We Did

- Developed a clear brand identity
- Built a professional portfolio and website
- Strengthened internal HR structure
- Improved contracts and business processes
- Built confidence in presenting directly to clients

The Outcome

The company now operates confidently under its own brand identity, with a professional market presence and clearer strategic direction.

Client Case Studies



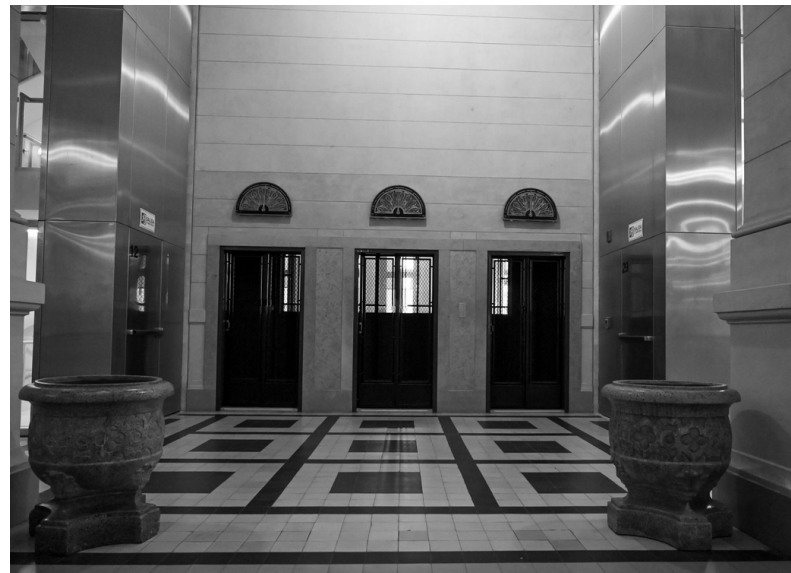
Case Study 4

Transforming a 25-Year-Old Family Business

Industry: Elevators & Escalators

Team Size: Grew from 12 to 28 employees

A second-generation leader sought help modernizing a traditional family business that had been operating for more than two decades.



The Work We Did

- Supported leadership transition from father to son
- Rebuilt organizational structure
- Implemented HR systems for recruitment and training
- Strengthened marketing and digital presence
- Renovated the company's office
- Expanded sales and business development strategy

The Outcome

- Team growth from 12 to 28 employees
- Revenue growth of approximately 60%
- \$1.6M in contracts signed
- Stronger brand presence and structured growth strategy

Client Case Studies



Case Study 5

Strengthening the Digital Brand of an Established School

Industry: Education

A well-known school with strong word-of-mouth reputation lacked a clear digital strategy.



The Work We Did

- Created a structured social media strategy
- Trained the internal team on brand representation
- Developed a student Ambassador Program
- Contributed to board-level strategic planning

The Outcome

The school now communicates its value and culture effectively online while maintaining its strong community reputation.

Client Case Studies

Institutional Advisory Work

Entrepreneur in Residence – Princess Sumaya University for Technology (PSUT)

For the past three years, I have served as Entrepreneur in Residence at Princess Sumaya University for Technology (PSUT). Through this role, I introduced and developed the university's Entrepreneur in Residence program, providing coaching to students, graduates, and university staff interested in building their own businesses.

To date, I have conducted over 1,000 one-to-one coaching sessions focused on:

- Entrepreneurial mindset development
- Brand creation
- Sales and business development
- Team building and recruitment
- Growth strategy
- Business model development

I also contribute to the development of the university's business incubator, helping establish:

- Incubator policies and structure
- Brand identity
- Social media strategy



Industries I Have Worked With

My advisory work spans a wide range of sectors, including:

- Education institutions
- Kindergartens and schools
- Architecture and design firms
- Engineering and construction services
- Family-run businesses
- Professional service providers
- Coaches and consultants
- Startups and early-stage businesses

What Clients Typically Gain

While every business is different, most clients experience similar improvements.

They gain:

- Clear strategic direction
- Stronger brand positioning
- Systems and operational structure
- Improved leadership capability
- Better decision-making
- Greater accountability
- More confidence as business owners



Perhaps most importantly, they move from reactive chaos to intentional strategy.

Client References

For serious prospects considering working with me, I am happy to arrange conversations with selected clients who can share their experiences directly.

I believe transparency and real conversations with past clients are one of the best ways to understand the value of the work.



Closing

My advisory work is best suited for business owners who:

- Want to grow but feel stuck
- Want to build a stronger and more structured organization
- Are willing to receive honest feedback
- Are serious about improving both their business and their leadership

*Building a successful business requires more than hard work. It requires **clarity, systems, discipline, and the courage to think strategically**. My role is to help entrepreneurs develop those capabilities so their businesses can reach their full potential.*

Contact Information



If you believe your business has more potential than its current structure allows, I would be glad to have a conversation.

I work with a limited number of business owners each year to ensure that every engagement receives the time and attention it deserves.

If you are serious about strengthening your business and leadership, you are welcome to reach out to schedule an initial conversation.

Sari Awwad
CHANGING LIVES: FROM GOOD TO GREAT



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