



'business en motion', founded in 2009 and based in Knowledge Village, has successfully been moving business and leaders ahead for over ten years, predominantly in the UAE and additionally across the GCC countries including Saudi Arabia.

Debbie Nicol, an Australian professional and the company's Managing Director, has resided in the UAE for over 17 years, has operated this business consultancy and learning organization for mid-big organizations for over 10 years. The company's unique selling points (USP's) include:

- We have the ability to ask the right questions and to have the tough conversations
- We co-create in-house capability and transfer full responsibility
- We convert difficult concepts into simplicity
- We work systematically connecting all components with 'a red thread'
- We are described as authentic, energetic, honest and partnership-focussed
- We show evidence of deep results and change; we show maximized results with a minimum of fuss.

'business en motion' builds organizational frameworks, systems and human capability through the provision of training, coaching and consultancy services. It rates its major customers to be in the Retail, Pharmaceuticals, Telecoms, Government, Shipping, Logistics and Piping arenas. We have 99% client retention rate and 95% success rate with

full transfer of ownership for systems to continue beyond our interventions, that sustain for 3+ years.

'business en motion' is often called upon as a trusted member of the community to help build awareness through change. Such examples include requests from the media to be an industry source, and include our regular monthly column on Leadership and Change in The National Newspaper, and also a regular radio slot regarding Industry Insights into assisting leaders to simplify the art of business.

Debbie herself is in high demand as both a public speaker (often key note presentations) and a senior workshop facilitator and learning board member. Debbie has also published four books and created a leadership model for the changing world. She is an active member of industry groups such as The Leadership Challenge, ORSC (Organizational Relationship Systems Coaching) and ICF (International Coaching Federation).

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