

W+W Logistics Talents 360

- **Company Name** : Will and Way
- **Implementing Date** : 2 July 2019
- **Company Overview** :
At W&W Logistics Talents 360, we specialize in designing, developing, managing, and supporting comprehensive vocational educational (TVET) and master Learning & Developments training programs (L&D) tailored for the logistics industry to empower & certify individuals and organizations across all staff levels.
- **Our Vision:**
V#1: To be the leading catalyst for innovation and excellence in logistics, collaborating with stakeholders to ensure a robust regional logistics workforce and elevate our country and regional peers to global standards in Egypt and the MEA region. We achieve this through continuous innovation in vocational education and comprehensive training programs across all stages.
V#2: To collaborate with stakeholders in ensuring a robust regional logistics workforce, elevating our country and regional peers to global excellence standards in Egypt and the MEA region. We achieve this through continuous innovation in vocational education and development across all stages.
- **Our Mission:**
Empowering diverse individuals—from vocational students to seasoned logistics professionals—with essential skills and opportunities for success. Addressing critical gaps in the logistics workforce, particularly in Egypt, MEA, and GCC regions, we prepare skilled logistics talent to support economic growth and regional development.
- **Our Services:**
 - **Vocational L&D and Certification:**
We offer specialized vocational training and certification programs with hands-on practical learning and theoretical knowledge designed to enhance skills across various logistics functions.
 - **Recruitment and Placement:**
Our expert team provides recruitment, headhunting, placement, and Employer of Record (EOR) outsourcing services to match top talent with leading logistics organizations.

- **Entrepreneurs Incubation:**
We are dedicated to fostering job creation and career opportunities, including incubating entrepreneurs within the logistics sector.
- **Enhanced Logistics Education:**
We elevate logistics and supply chain education through innovative learning approaches and hands-on training, ensuring professionals and organizations stay ahead in this dynamic industry.
- **Uplifting and Scaling Traditional Logistics Workers:**
Through our fast-tracked programs, we uplift and scale traditional logistics workers by equipping them with advanced skills and modern industry practices, accelerating their career advancement and organizational impact.
- **Talent Management:**
We support logistics organizations in total talent management, whether they are local startups or multinational corporations, to achieve optimal results in their operations.

➤ **Our Approach: << LEAP Logistics>>**

This is the LEAP Matrix! The structure we built to pride ourselves on the way that integrates the main elements that can develop the qualities (the Will) & pave the competencies (the Way) for a successful business practices ensure equal attention and development opportunities for all logistics talents.

- **L:** Leaders,
- **E:** Executives, Entrepreneurs,
- **A:** Associates
- **P:** People

This holistic approach stands as an integral to our commitment to transforming the logistics industry from within.

➤ **Our Learning Philosophy: << ASK >>**

Our total learning philosophy revolves around ASK:

- **A: Attitude:** Cultivating essential work ethics and professional attitudes.
- **S: Skills:** Developing critical leadership, sales, and organizational skills.
- **K: Knowledge:** Emphasizing practical, hands-on learning experiences alongside theoretical knowledge, enabling continuous learning and adaptation in the era of AI and automation.

➤ **Our Educational Platform: Development Program: << MILES >>**
Managing Integrated Logistics Excellence Series (MILES),

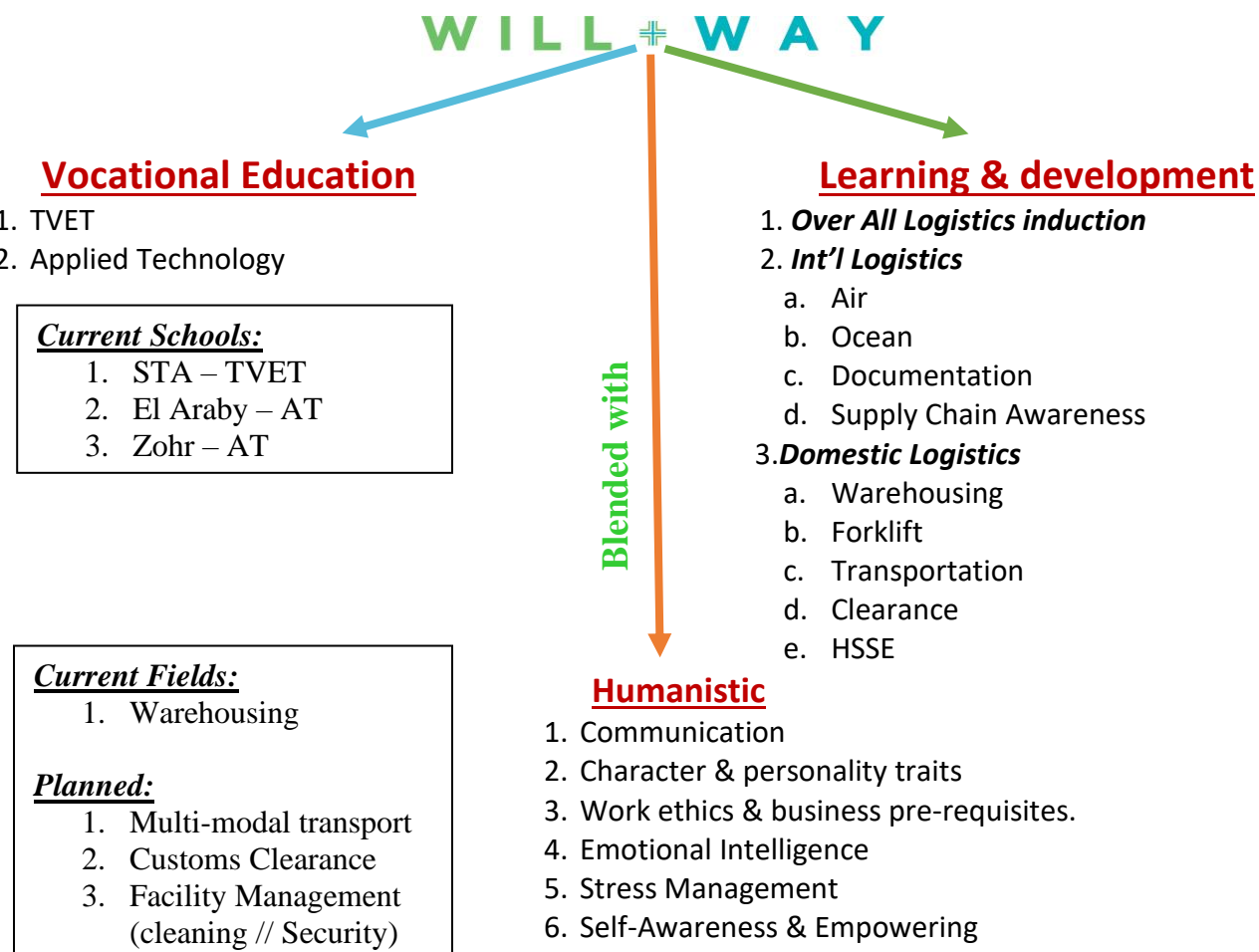
It is our flagship development program that offers multiple tracks with multiple levels for logistics professionals:

- **Fundamental:** Entry-level (i.e: Ocean freight for non-ocean staff,. And so on)
- **Intermediate:** Intermediate skill development.
- **Advanced:** Advanced logistics strategies and leadership.

MILES is not just a program; it's a journey towards excellence, where each mile signifies progress and achievement in the logistics different tracks & fields we are services presented in the following diagram

➤ **MILES Program Tracks:**

Starting from curriculum design to program delivery and assessments. Will and Way ensure a seamless educational experience for both students, employees & organizations.



➤ **Our Methodology :**

- With our +25 years of experience in logistics as well as the Learning & development fields, we believe in the transformative power of Practical Learnings Augmented Methodologies.
- Our comprehensive hands-on training programs are designed to go beyond traditional training models to provide Augmented / blended educational & training programs throughout reality-mirroring practical learning process; blended with field visits & human empowerment approaches for creating a unique learning holistic experience tailored to suit every learner's journey & meet the evolving needs of logistics learners & organizations a like.
- Our Blended Programs Structure allocation

20-30% theoretical 50-80% practical 10-20% Field Visits 5% Assessments

➤ **Our Values:**

- **Equal Opportunity:**
Everyone deserves access to quality education, training, and career development.
- **Regional Leadership:**
Regional talents should lead economic reform.
- **Economic Impact:**
Logistics is a key driver for economic prosperity; better logistics equals better markets and societies.
- **Global Learning:**
Adopting best practices & learning from advanced economies while tailoring solutions to fit regional markets; facilitate global instructors exchange as well as job opportunities exchange.
- **Mastering Logistics Functions and Sub-functions:**
With 25+ years of experience, we support logistics organizations with comprehensive expertise in knowledge, personnel, and regulations, embodying 360 logistics talent and support.
- **Improving Human Business quality:**
Through the very unique model that blends both humanistic aspects along with business challenges & needs.

➤ **Our Partners** :

We are proud to collaborate with leading organizations to enhance logistics education and training:

- DB Schenker
- El Araby Group
- STA (Sewedy Technical Academy)
- SUT (El Sewedy University)
- ODP
- POD
- SCCT
- DP World
- **SIS**

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Join Us in Shaping the Future of Logistics

Whether you are an individual looking to advance your career or an organization seeking to optimize your logistics operations, W&W Logistics Talents 360 is your partner in success. Together, let's LEAP into the future of logistics excellence.

***** **End** *****

OUR METHOD

INFORM

Through sharing knowledge, methodologies, and concepts, In addition to the introduction of tools that can be used in daily activities and tasks

INTERNALIZE

Through hands-on exercises to help attendees put the tools into action and apply their learning into their jobs, based on real-life cases and situations

INITIATE

Share the amazing things customers are saying about your business. Double click, or click Edit Text to make it yours

INFLUX

Development programs are spread over a time period, allowing attendees to reflect on the experience and return with feedback, inquires, lessons learned, and shared experience