

# CRAFTWISE ACADEMY

EXPERIENCE LEARNING THAT  
CHANGES EVERYTHING.



## ABOUT US

### A Revolution in Experiential Learning.

We craft high-performing professionals to excel through hands-on learning, practical tools, and expert guidance that build confidence, spark innovation, and deliver real results.

More than just a training center—CraftWise Academy is where career advancement and organizational transformation come alive. Say goodbye to uninspired workshops and hello to hands-on experiences that mirror real workplace challenges.

## WE SERVE



### Ambitious Professionals

Looking to elevate their careers through practical, hands-on learning experiences.



### Corporate Leaders

Who want to build high-performing teams and drive organizational success.



### Organizations

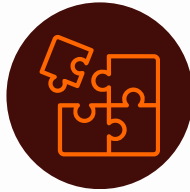
Committed to fostering a culture of continuous growth and collaboration.

## CRAFTWISE'S UNIQUE APPROACH:

Breaking away from the traditional, overcrowded training market!!!



High-stakes simulations.



Strategic decision-making exercises.



Cross-functional adventures.



*We create an entirely new category of learning—experiential, engaging, and transformational.*

## CRAFTWISE EXPERIENCE: IMMERSIVE



### TRANSFORMATIVE LEARNING

Active participation, problem-solving, and hands-on practice



### EMPATHETIC LEADERSHIP

Role-reversal challenges to build understanding and trust



### STRATEGIC AGILITY

Real-time decision-making under pressure

## BENEFITS



### Transformative Learning:

Move beyond theory to action.



### Strategic Agility:

Develop confidence in high-stakes situations.



### Exclusive Network:

Access the Crafter's Assembly—resources, events, and job opportunities



### Empathetic Leadership:

Deepen understanding of your team.



### Career Fulfillment:

Acquire skills that make you more valuable and satisfied.



## THE CRAFTWISE OFFICE LABS

A Leading-edge training environment that simulates a fully operational corporate office, featuring functional departments such as HR, Marketing, Sales, and Operations.

Equipped with state-of-the-art technology and tools to provide participants with a hands-on experience reflective of contemporary workplace dynamics.

### Features:



Advanced technology and collaboration tools.



Real-time problem-solving exercises and project management.



Role-playing scenarios to simulate leadership and team dynamics.



## FLEXIBLE TRAINING FORMATS



### IN- PERSON

Fully immersive, hands-on workshops in our Office Labs or at your organization's location.



### ONLINE

Engaging virtual training with interactive simulations and live facilitator-led sessions.



### HYBRID

A combination of in-person and online experiences to maximize flexibility and impact.



## THE CRAFTERS ASSEMBLY

### Your Exclusive Network:



Access to career resources and ongoing professional development.



Invitations to exclusive events and networking opportunities.



Job openings from top companies seeking skilled professionals.

*Join an elite community committed to continuous growth and impact.*

# OUR PROGRAMS

Empowering leaders and organizations through world-class education and development programs

## NEW MANAGERS PROGRAMME

10 WEEKS

HYBRID LEARNING

The leap from top performer to successful manager is one of the biggest shifts in a professional's career. The New Managers Programme is designed to equip you with the leadership, communication, and strategic thinking skills needed to lead with confidence, earn respect, and inspire high-performing teams.



### WHAT YOU'LL MASTER



**Leadership Foundations**  
Make the critical shift from peer to leader while maintaining trust and authority.



**Strategic Thinking**  
Use decision-making frameworks to tackle challenges and lead with clarity.



**Team Dynamics**  
Learn how to manage performance, resolve conflicts, and foster collaboration.



**Personal Leadership Brand**  
Define your leadership identity, communicate your vision, and earn trust from your team.

### WHO SHOULD APPLY?

Newly promoted managers stepping into leadership roles.

High-potential employees preparing for a managerial transition.

Professionals looking to lead teams with confidence, strategy, and emotional intelligence.



### PROGRAM OUTCOME

Confident, empathetic managers capable of inspiring and driving team success.

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## EMERGING & ADVANCED LEADERS PROGRAMME

10 WEEKS

HYBRID LEARNING

Leadership is more than managing teams; it's about influencing strategy, driving transformation, and preparing for executive roles. The Emerging & Advanced Leaders Programme at CraftWise Academy is designed for high-potential professionals who are ready to step into senior leadership and navigate complex organizational challenges with clarity and impact.

### WHAT YOU'LL MASTER



**Advanced People Management**  
Lead, coach, and foster innovation while creating psychologically safe teams.



**Strategic Impact**  
Align initiatives with business goals and manage multi-stakeholder environments.



**Change Management**  
Master leading through transitions, organizational shifts, and adaptive leadership.



**Innovation & Influence**  
Inspire teams, drive creative problem-solving, and enhance executive presence.

### WHO SHOULD APPLY?

**Mid-Level Managers & High-Potential Leaders** – Take the next step toward senior leadership

**Department Heads & Functional Leaders** – Expand your strategic influence

**Fast-Track Professionals** – Develop the executive presence and decision-making skills

**Team Leaders Managing Complex Projects** – Strengthen leadership capabilities



### PROGRAM OUTCOME

Leaders equipped to handle complex challenges and drive organizational transformation



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## LEGACY LEADERS PROGRAMME

12 WEEKS

ELITE MASTERCLASS

True leadership isn't measured by titles or achievements alone; it is defined by the impact you leave behind. The Legacy Leaders Programme at CraftWise Academy is designed for seasoned executives, visionary founders, and accomplished leaders who seek to cement their legacy, shape the next generation of leadership, and drive transformational change.



### WHAT YOU'LL MASTER



**Visionary Leadership**  
Articulate and implement a transformative vision that outlives your tenure.



**Executive Decision-Making**  
Master strategic thinking, crisis navigation, and risk mitigation.



**Culture Building**  
Shape a resilient, high-performance, and values-driven organization.



**Legacy & Mentorship**  
Cultivate future leaders and institutionalize your leadership philosophy.

### WHO SHOULD APPLY?

**CEOs, Board Members & Senior Executives** – Elevate your leadership influence and long-term vision.

**Accomplished Entrepreneurs** – Ensure your business thrives beyond your tenure.

**Government & Public Sector Leaders** – Drive meaningful change and policy impact.

**Philanthropists & Thought Leaders** – Shape industries, communities, and legacies.



### PROGRAM OUTCOME

Senior leaders who inspire, innovate, and build a thriving organizational culture.

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## RIISING PROFESSIONALS PROGRAMME

6 WEEKS

HYBRID LEARNING

Your first 100 days in a new job can make or break your career. Feeling overwhelmed? Struggling to prove your value? Wondering how to make a lasting impression? We've got you covered! At CraftWise Academy, we don't do boring lectures. We craft hands-on, immersive, and practical learning experiences designed to equip you with the confidence, skills, and strategies to excel from Day 1.

### WHAT YOU'LL MASTER



**Corporate Readiness**  
Master workplace etiquette & make a great first impression.



**Task Management**  
Learn to prioritize like a pro using tools like Trello & Asana.



**Strategic Relationship-Building**  
Grow your network & sharpen emotional intelligence.



**Professional Communication**  
Write emails that get responses & lead meetings with impact.

### WHO SHOULD APPLY?

**Fresh Graduates & Job Seekers** – Land your first job and hit the ground running

**Young Professionals (0–3 years experience)** – Fast-track your growth and stand out

**Career Changers** – Transition smoothly into a new industry with confidence

**Interns & Apprentices** – Impress your employers and turn short-term roles into career opportunities



### PROGRAM OUTCOME

Confident, efficient, and well-connected professionals ready to thrive in their first 100 days



## THE IMPACT

CraftWise Academy doesn't just teach; we create leaders, innovators, and changemakers.



### **Immediate skill application,**

Apply learned concepts directly to real-world scenarios



### **Improved Team Dynamics**

Enhanced leadership confidence and team collaboration



### **Career Advancement**

Access to top job opportunities and professional growth

## PARTNERS



### **Contact Us**

Get in touch with the CraftWise Academy team

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