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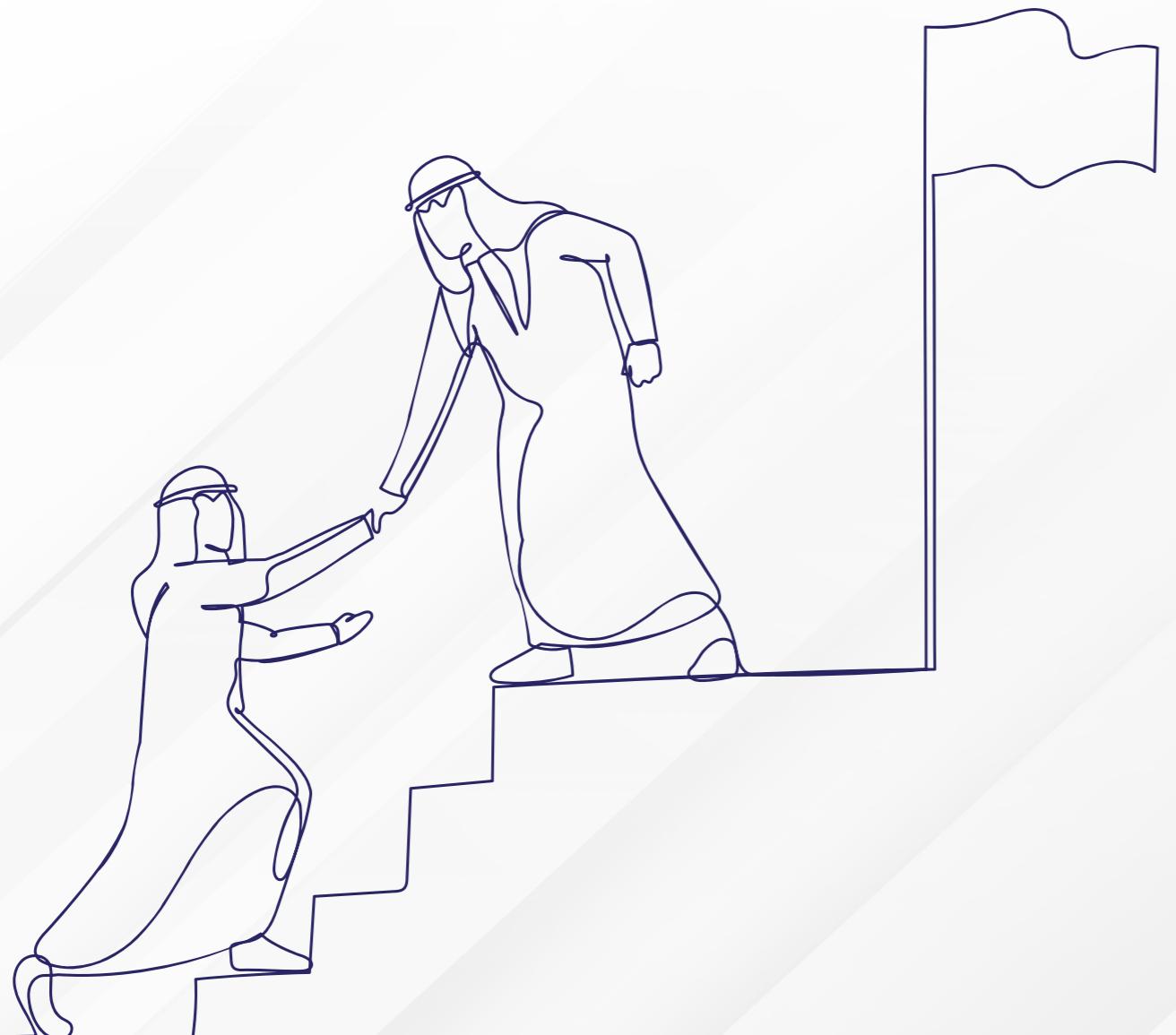


الملف التعريفي  
**لمركز راي للتدريب والاستشارات**  
فرع شركة بناء المعرفة لحلول الأعمال



## من نحن ؟

شركة سعودية تسهلهم الحاجة إلى مواكبة التطورات والتقنية  
لبناء وتطوير مهارات العنصر البشري من خلال برامج التدريب  
والاستشارات التي تلبي الحاجة المتزايدة في سوق العمل  
السعودي إتساقاً مع برامج ومبادرات التحول وفق رؤية المملكة  
العربية السعودية ٢٠٣٠



## الرؤية

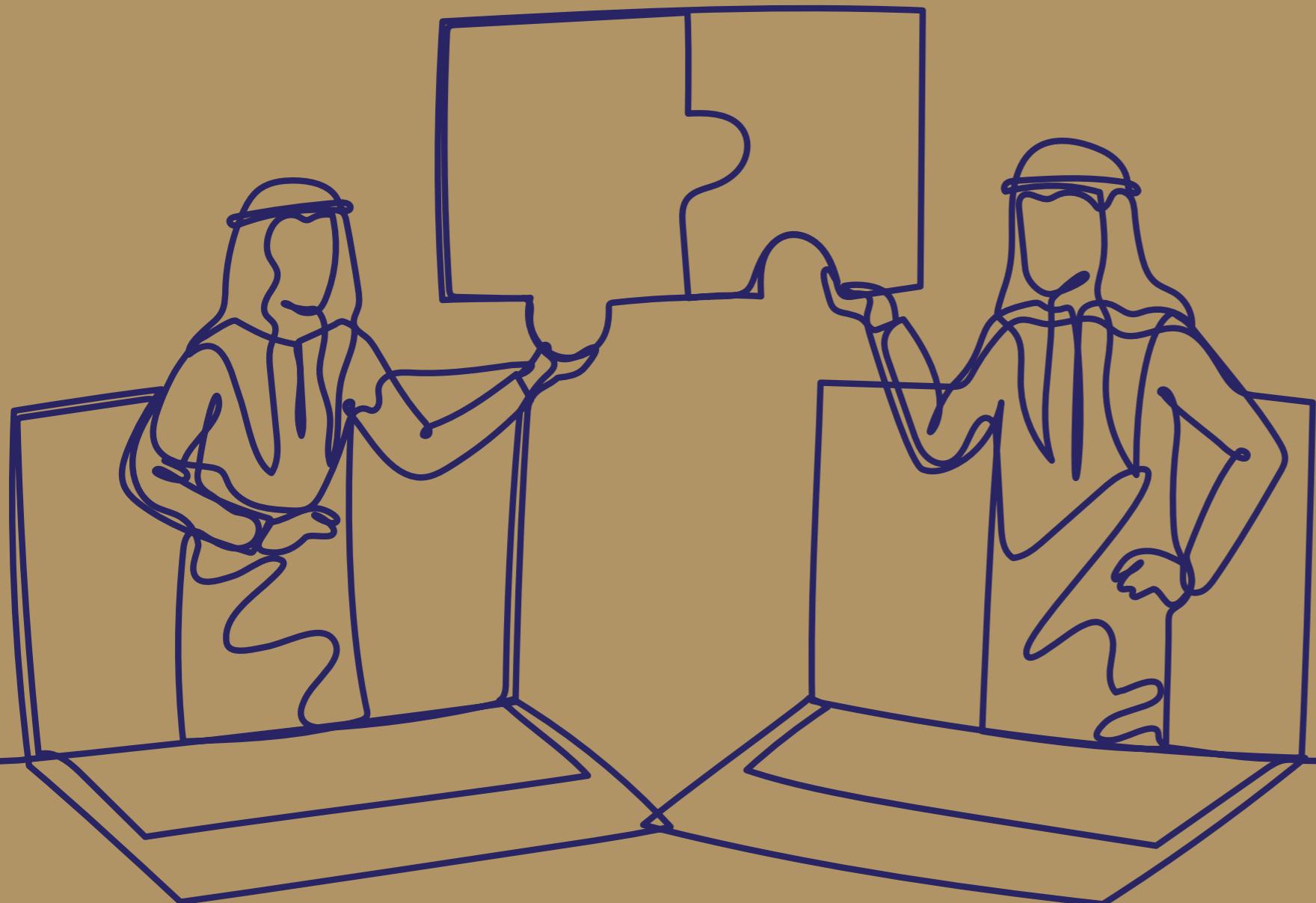
الريادة في بناء قدرات العنصر البشري  
وتقديم حلول مبتكرة لتطوير بيئه الأعمال

## الرسالة

تقديم حزمة من الحلول المتكاملة الاستشارية  
والتدريبية للمنظمات العامة والخاصة لمواكبة  
تطورات بيئه الأعمال اتساقاً مع برامج التحول في  
رؤية المملكة العربية السعودية ٢٠٣٠

## مجالات وأنشطة بناء المعرفة





مركز راي  
للتدريب  
والاستشارات



لما زا

مركز راي ..



تقديم برامج التدريب الإلكتروني  
بموثوقية عبر منصة راي.



يستخدم المركز أفضل أساليب  
التدريب العالمية  
و نظام تقييم دقيق لمخرجات  
التدريب.



حقائب تدريبية مصممة باحترافية.



لدى المركز قائمة بالخبرات الوطنية  
والدولية في مجالات الإختصاص.



لدى المركز تعاون مع الأكاديمية  
العربية لأنشطة التدريب التي تمتد  
خبراتها لأكثر من ٥ أعوام في الوطن  
العربي.



MASTERS LEGACY  
HUMANIZED BUSINESS SOLUTIONS



لدى المركز تعاون مع وكيل مقاييس  
بيركمان (BIRKMAN) العالمي الذي  
يساعد على ربط المهارات الشخصية  
المهنية.



لدى المركز شراكة دولية مع (Digital safety)  
شركة بريطانية متخصصة في  
المجال الأمني.

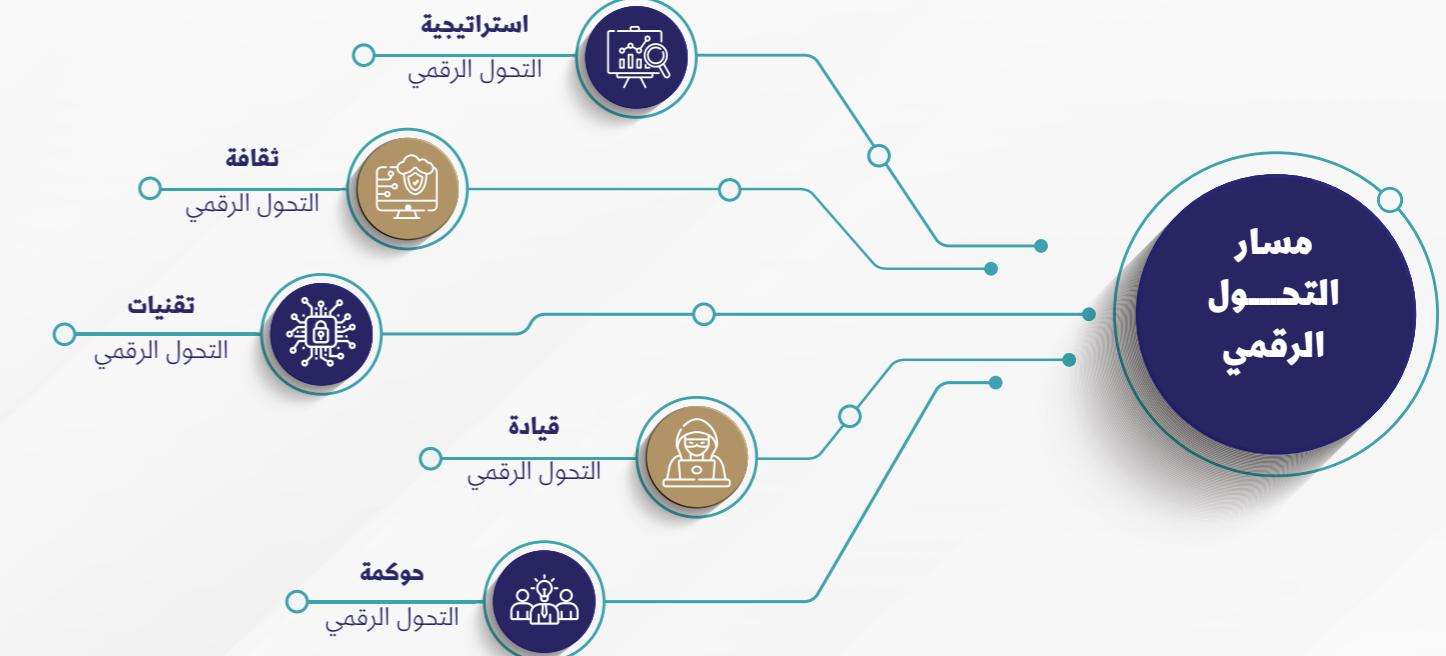


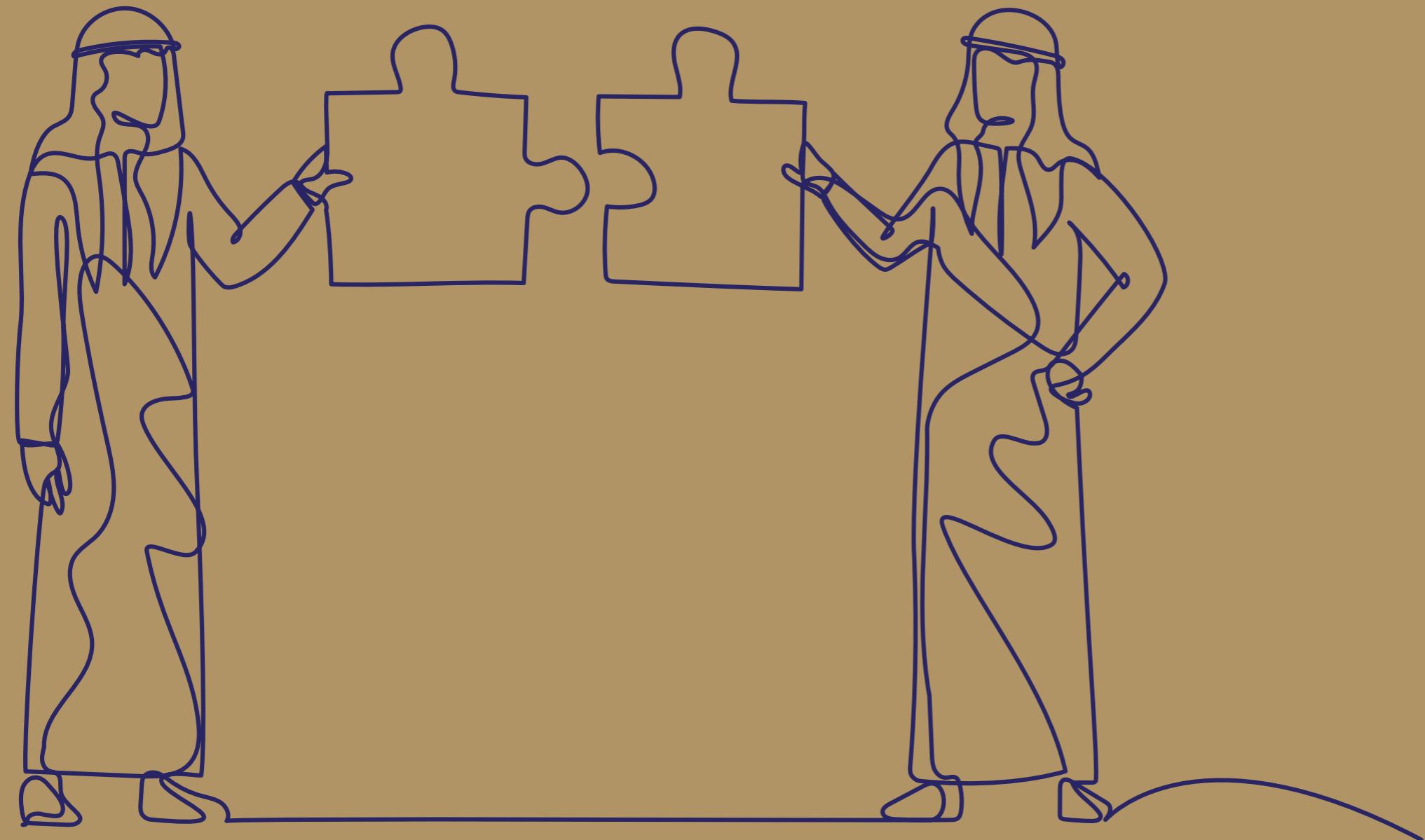
لدى المركز شراكة مع مركز الصقور  
والذي تمتد خبراته لأكثر من ٢٥ عاماً.



# مسارات البرامج

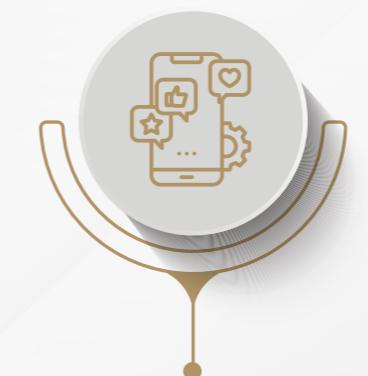






# بناء المهارات

## بناء مهارات الوعي الشامل



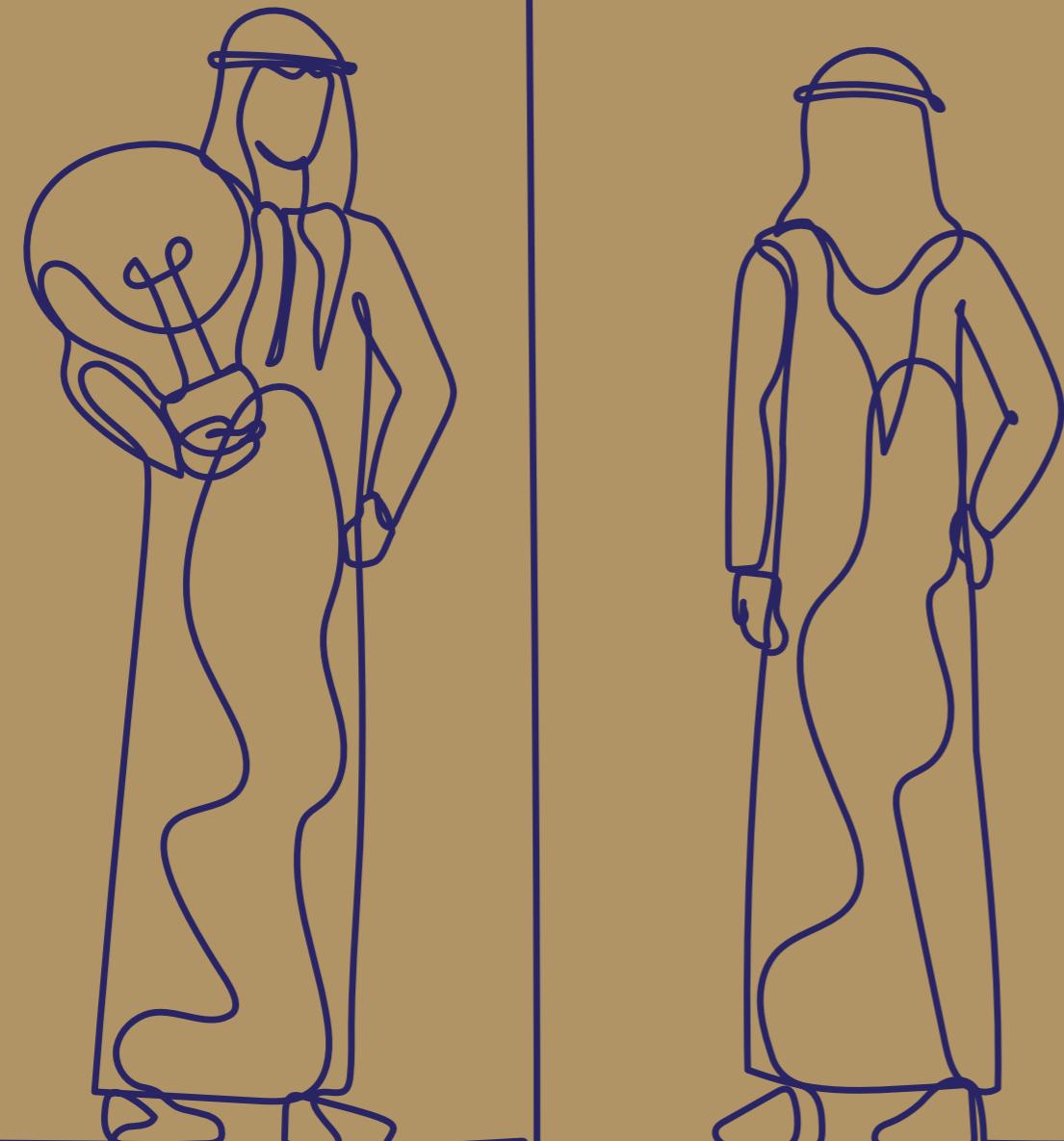
الوعي بمخاطر  
وسائل التواصل  
الاجتماعي



الوعي  
بإجراءات  
الأمن الشخصي



الوعي  
الأمني  
بمخاطر الأمن السيبراني



# الاستشارات للإدارات العليا في المنظمات

٤



تطوير  
رأس المال  
البشري

٣



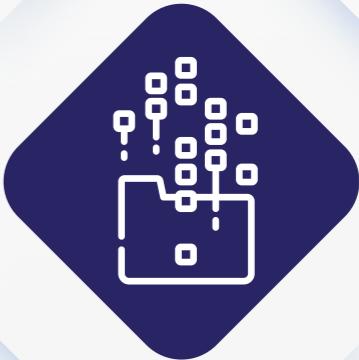
بناء ثقافة  
العمل  
المؤسسي

٢



التحول  
المؤسسي

١



التحول  
الرقمي

- ❖ تطوير مهارات التفكير الاستراتيجي.
- ❖ بناء قدرات التواصل الفعال في بيئة العمل.
- ❖ تطوير القدرات لإدارة التغيير.
- ❖ تعزيز القدرة على اتخاذ قرارات مستنيرة ومدعومة بالبيانات.
- ❖ بناء الكفاءات وتطوير المواهب.
- ❖ بناء القدرة على حل المشكلات المعقدة بطريقة إبداعية.
- ❖ بناء القدرات لفرق عمل فعالة.
- ❖ بناء الوعي بالمهارات الأخلاقية والحكمة المؤسسية .
- ❖ مواكبة الاتجاهات الرقمية وفهم كيفية دمجها في استراتيجيات العمل.

## النتائج المستهدفة للاستشارات

## شركاء النجاح



معتمد من مؤسسة التدريب التقني والمهني



المؤسسة العامة للتدريب التقني والمهني  
Technical and Vocational Training Corporation



## شركاء استراتيجيون



المنظمة العربية للسمعيّة والإذاعة  
منظمة متخصصة منبثقة عن جامعة الدول العربية



المعرفة  
بللؤل الأعمال

# مركز راي للتدريب والاستشارات



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☏ 011 2400 807  
✉ Info@raay.sa  
🌐 www.raay.sa

طريق الإمام عبدالله بن سعود بن عبد العزيز الفرعبي  
رقم المبني ٣٨٥ الدور الثالث مكتب ٧ الرمز البريدي ١٣٢٢٥



## Company Profile & Training Programs Guide

**Ray Training & Consulting Center**

**A Subsidiary of Building Knowledge for Business Solutions**

**2025 Edition**



## Who We Are?

We are a Saudi company driven by the need to keep pace with rapid technological advancements and evolving market demands. Our mission is to develop and enhance human capital through innovative training programs and consulting solutions, aligning with Saudi Arabia's Vision 2030 transformation initiatives.

# **Vision**

To be a leader in building human capacities  
and providing innovative solutions for business  
environment development.

# **Mission**

To offer integrated consulting and training  
solutions for public and private sector  
organizations, enabling them to adapt to evolving  
business environments in alignment with Saudi  
Vision 2030 transformation initiatives.

# Fields & Activities

## Training Programs

Ray Training & Consulting Center



## Consulting for Senior Management

Building Knowledge for Business  
Solutions

## Our Core Values



مركز راي  
للتدريب  
والاستشارات



# Why Choose **Ray Training & Consulting Center?**



### Local & International Expertise:

We collaborate with top national and international experts across multiple fields.



### Professional Training Programs:

Our courses are meticulously designed to address contemporary challenges.

## Strategic Partnerships:



### Falcons Training & Consulting Center (Jordan)

Over 25 years of experience.



### Digital Safety (UK)

A specialized British security consulting company.



### Reliable E-Learning Platform:

Secure online training through Raay.SA.



### Advanced Training Methods:

We implement cutting-edge training methodologies and a rigorous evaluation system.



Arab Academy  
الأكاديمية العربية للتطور الشامل  
YOUR WAY TO THE TOP

### Arab Academy for Training Activities

Over 5 years of experience across the Arab world.



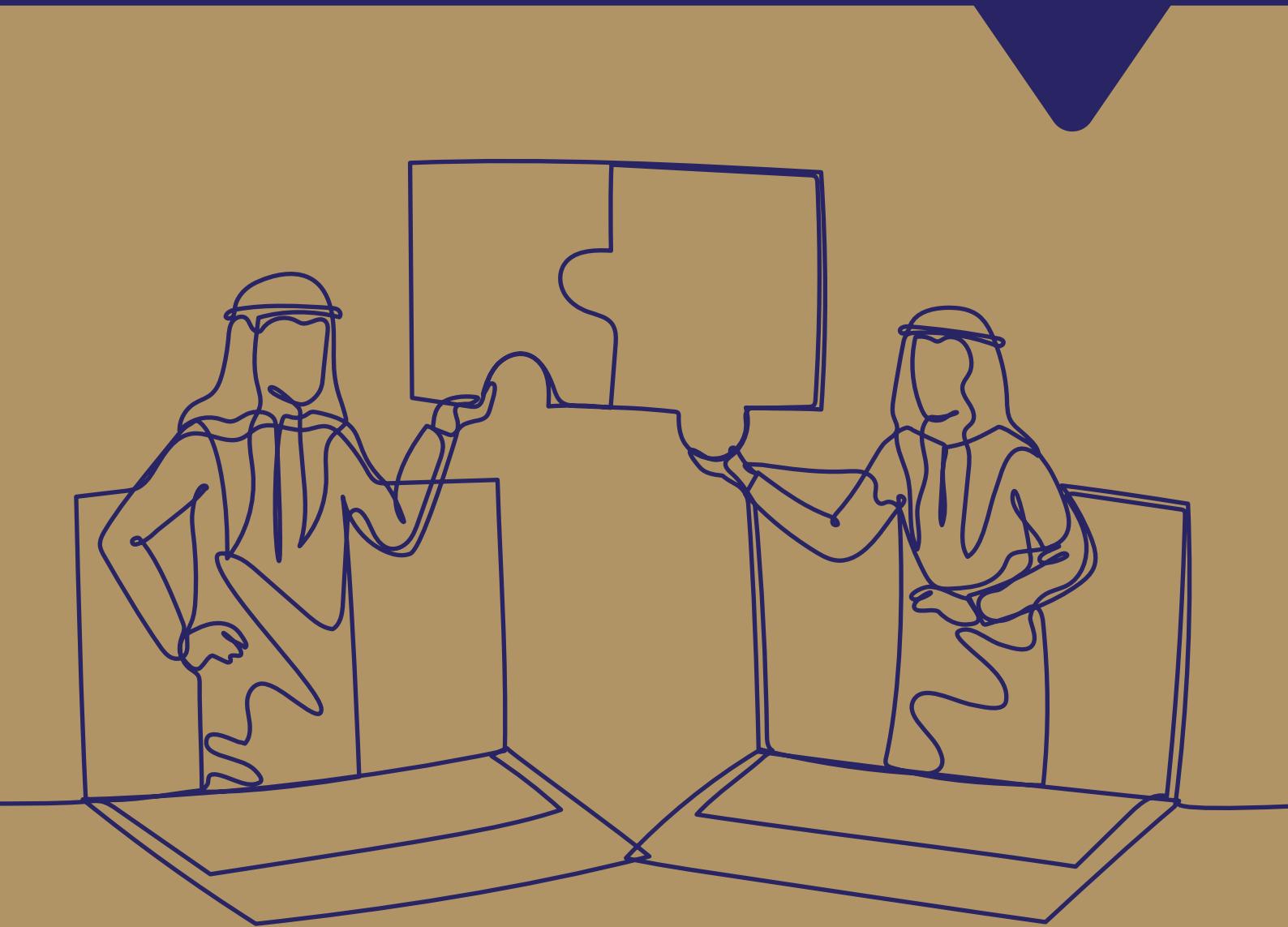
MASTERS LEGACY  
HUMANIZED BUSINESS SOLUTIONS

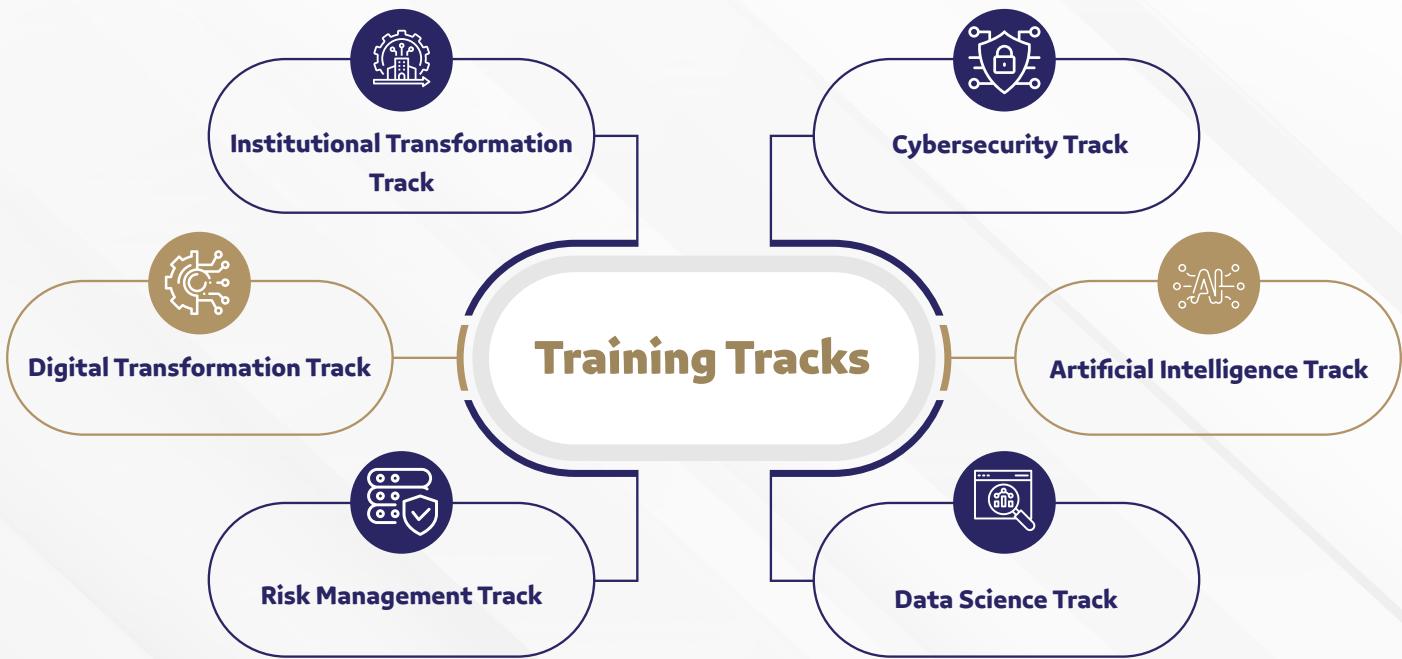


### Global Assessment Collaboration:

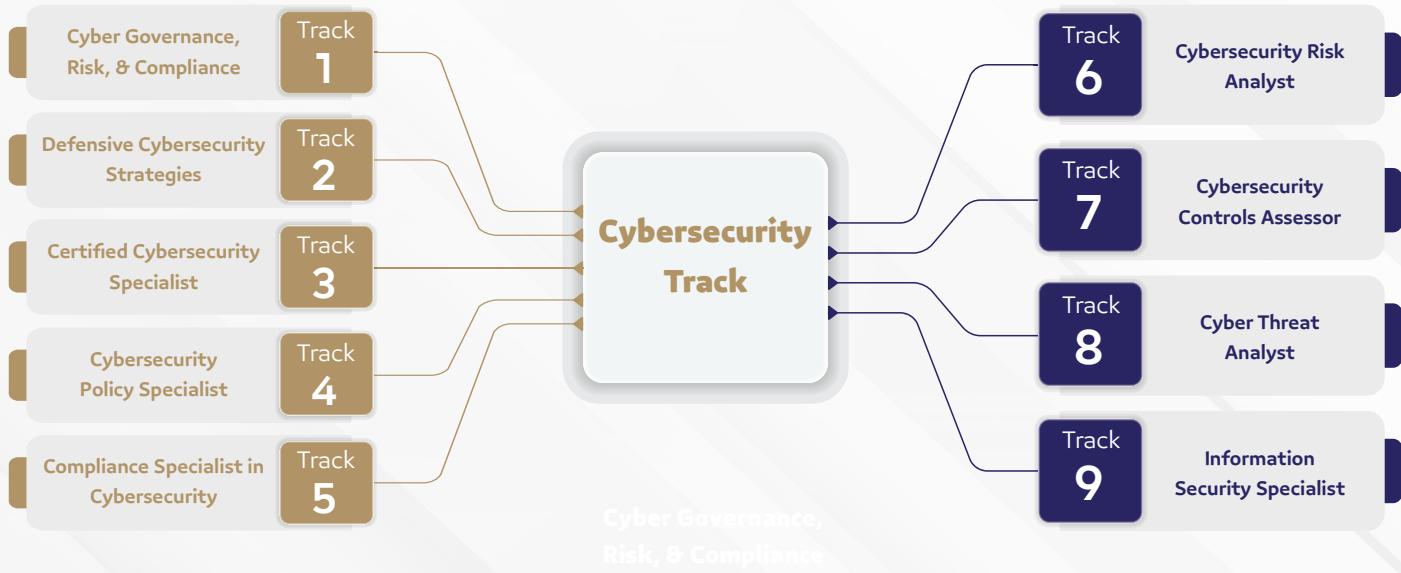
We work with the BIRKMAN assessment provider, helping professionals link their personal and professional skills.

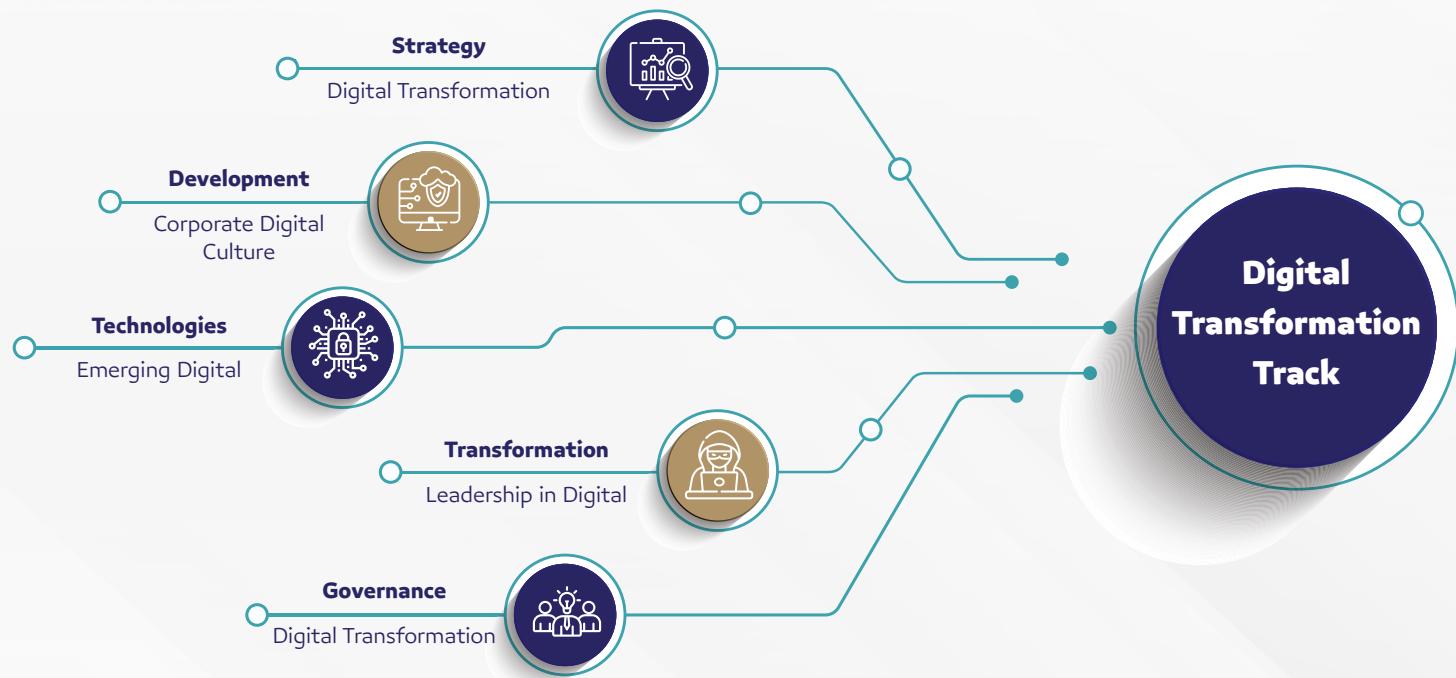
# Training Tracks



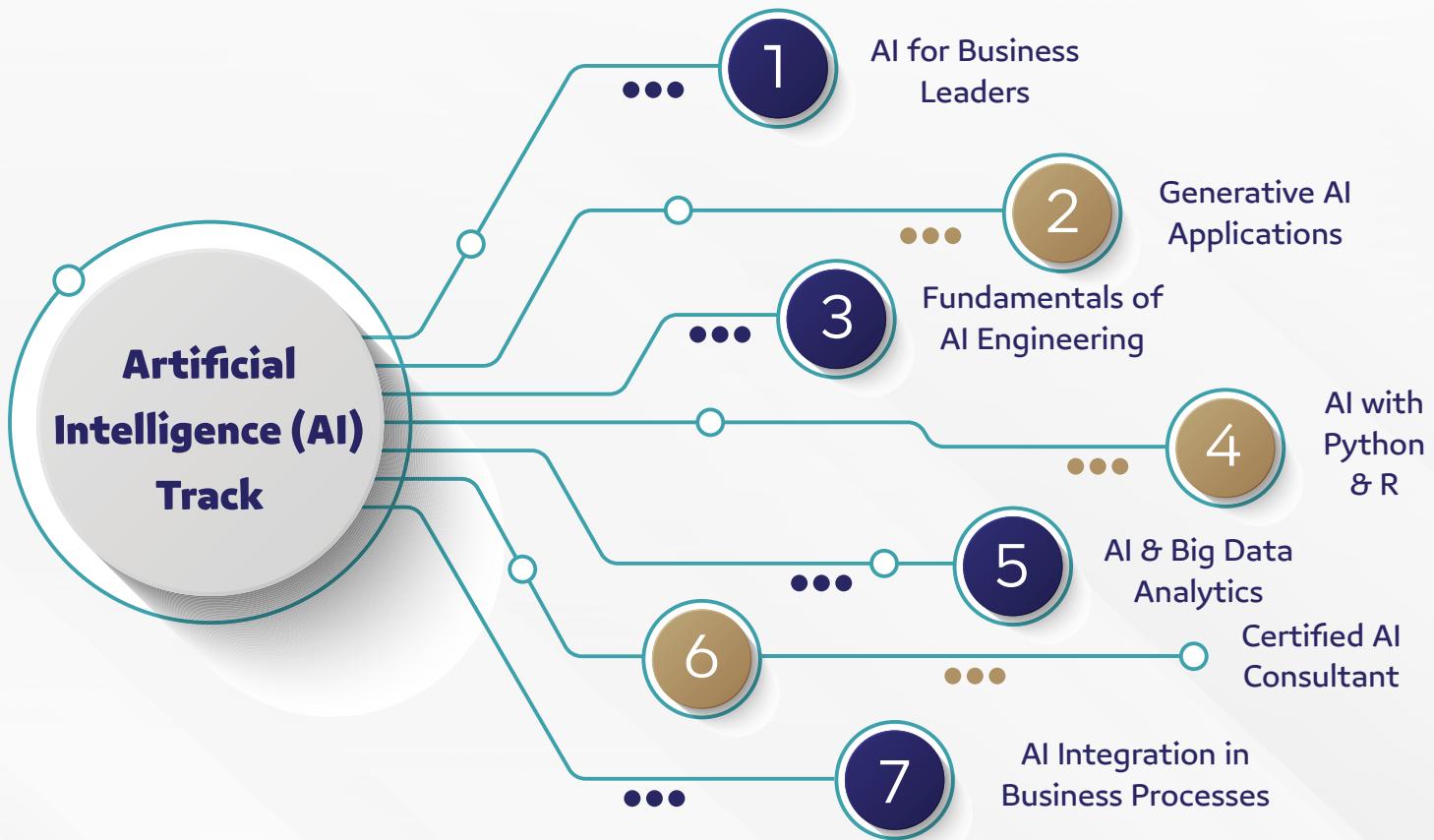


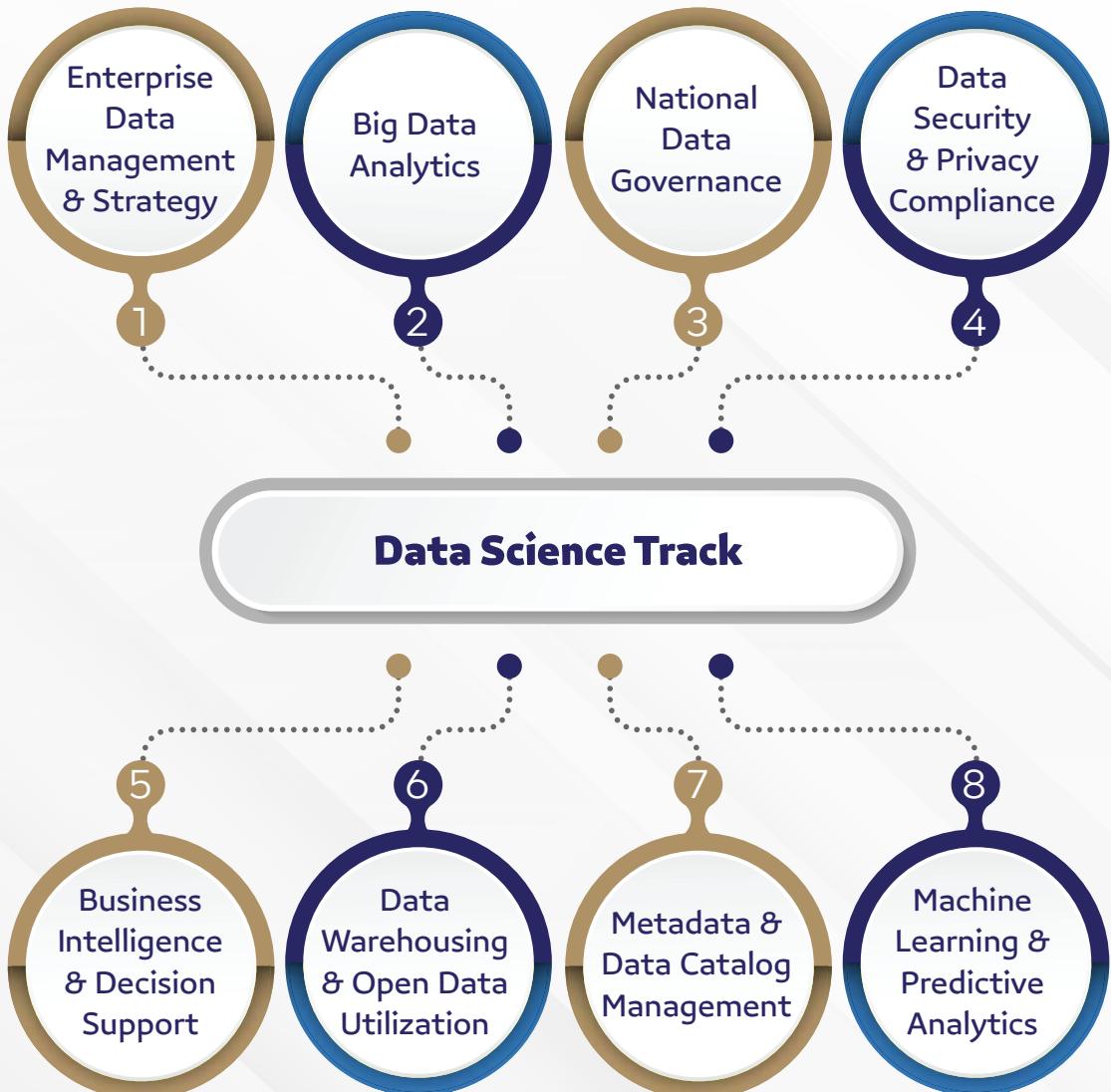




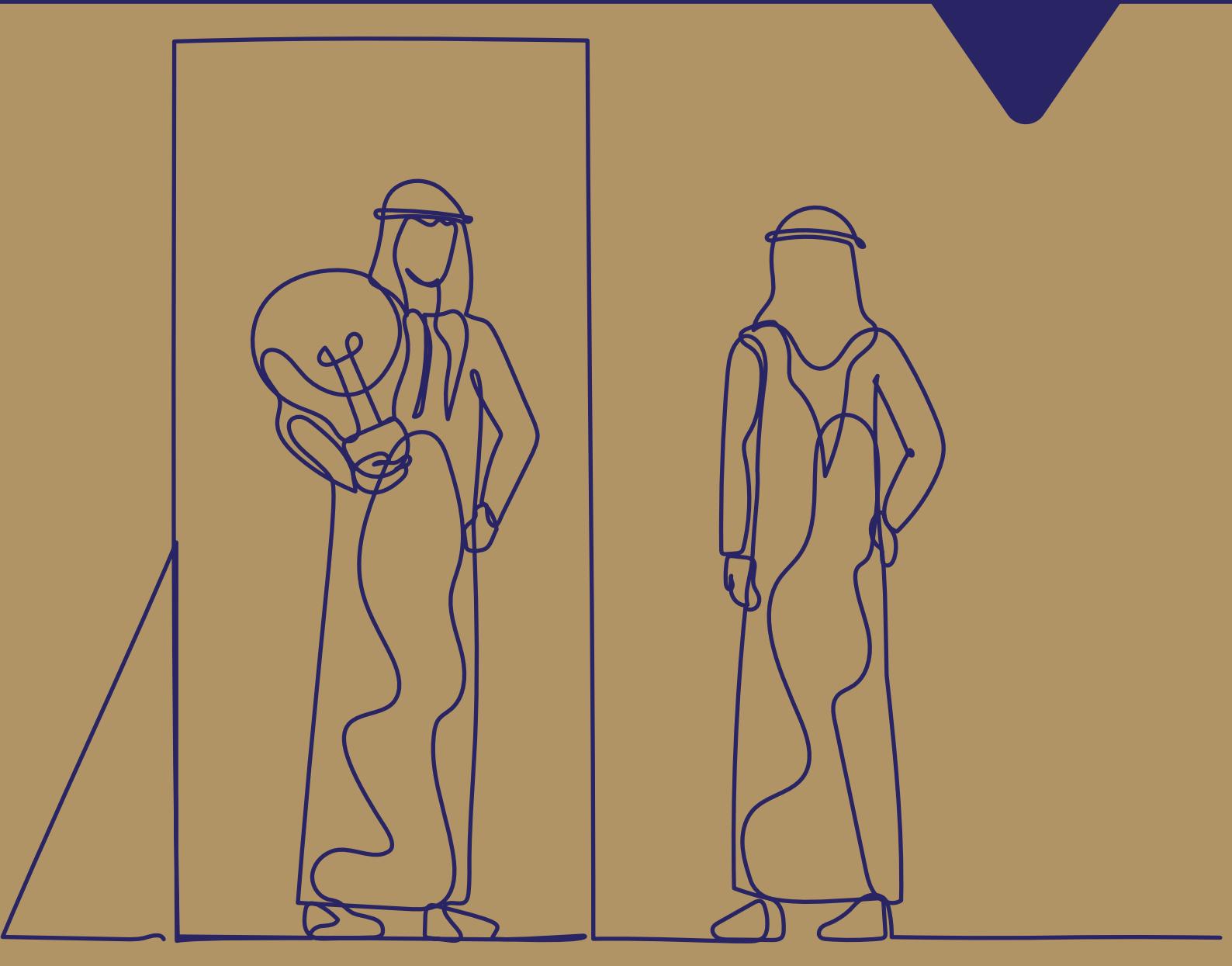






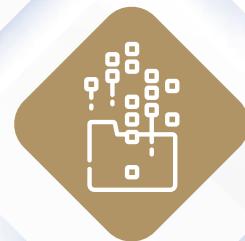


# Consulting Services for Senior Management





**Institutional  
Transformation  
Consulting**



**Digital  
Transformation  
Consulting**

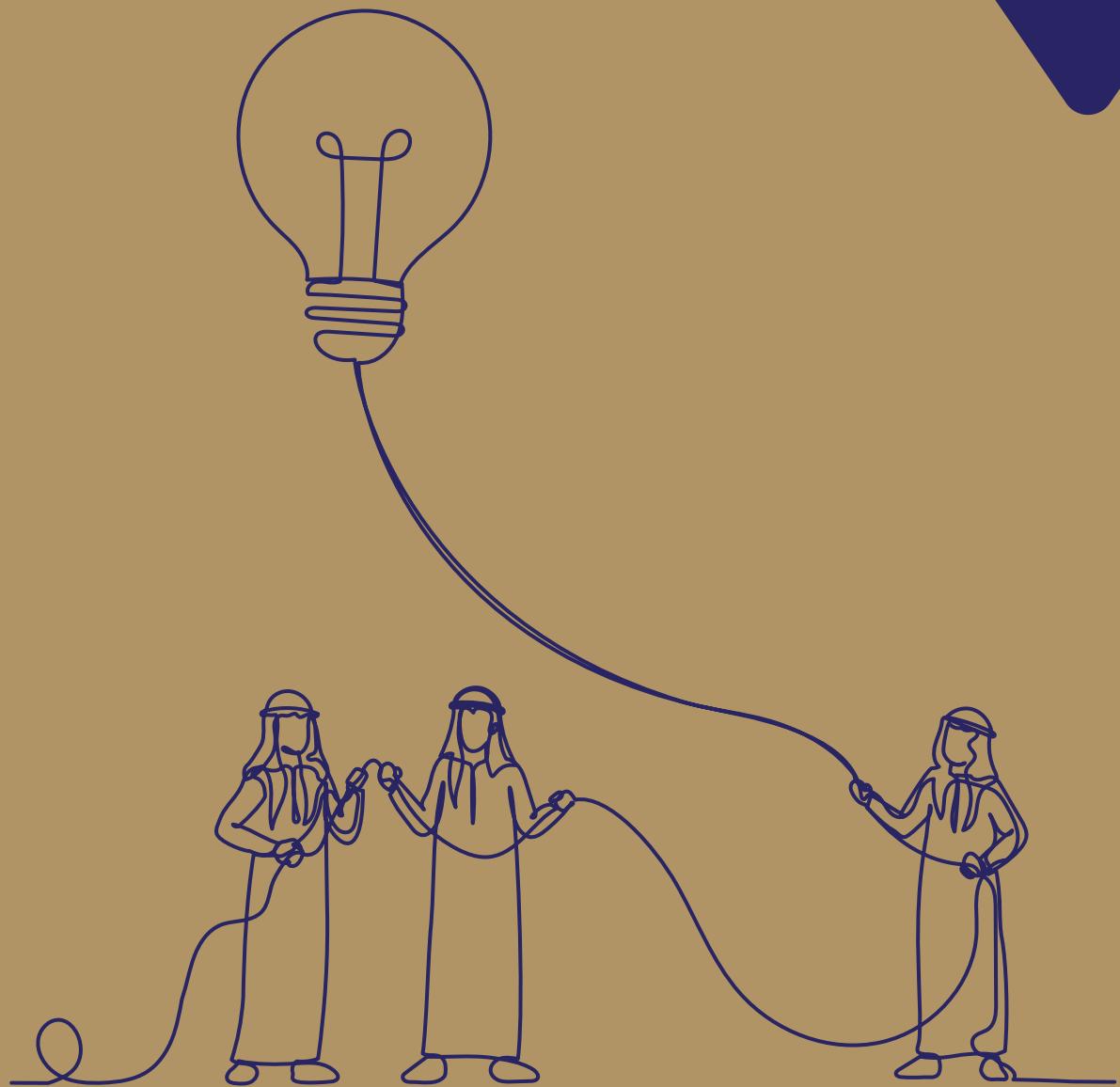


**Human  
Capital  
Development**



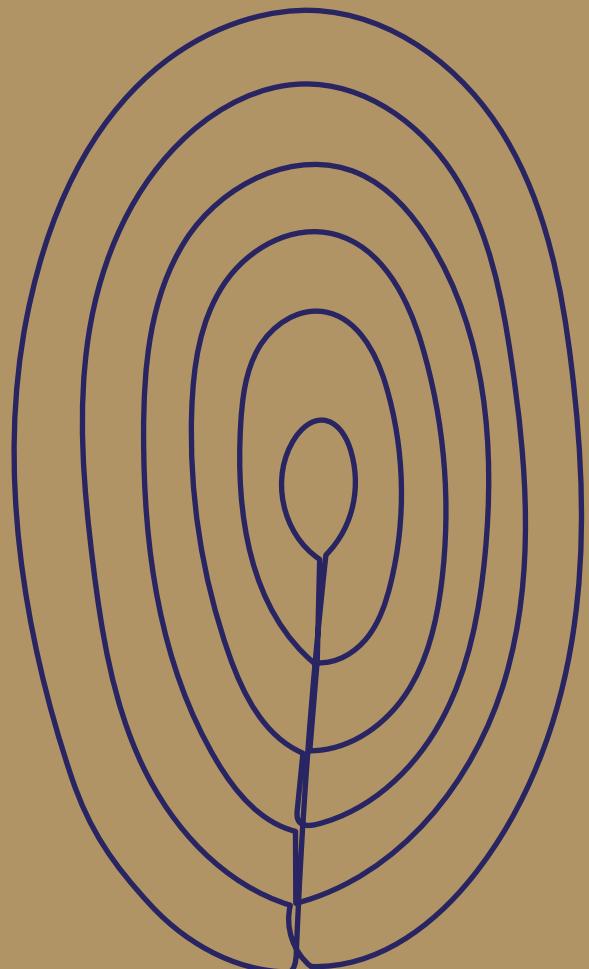
**Corporate  
Culture  
Development**

# Targeted Consulting Outcomes



- ❖ Strategic Thinking & Decision-Making Enhancement
- ❖ Effective Organizational Communication
- ❖ Change Management & Transformation Leadership
- ❖ Data-Driven Decision Making
- ❖ Talent Development & Succession Planning
- ❖ Problem-Solving & Crisis Management
- ❖ Corporate Governance & Ethical Business Practices
- ❖ Digital Trend Adaptation & Integration

# Accreditations & Strategic Partners



- ❖ Certified by the Technical & Vocational Training Corporation (TVTC) – Saudi Arabia
- ❖ Strategic partnerships with regional & international institutions

### **Consulting Services for Senior Management**

As a premier consulting center, we offer tailored advisory solutions designed to support senior management in achieving institutional excellence, strategic growth, and digital transformation.

**Our consulting services focus on four critical areas that drive organizational success.**

Additionally, we take pride in having highly experienced consultants with backgrounds in security and military sectors, officially licensed as security advisors, providing specialized expertise in risk management, strategic security planning, and crisis response.



# Digital Transformation Consulting

## Overview:

Digital transformation is no longer an option but a necessity for organizations to remain competitive.

Our consultancy services help businesses integrate technology, enhance operational efficiency, and drive innovation.

## Key Areas of Focus:

- ❖ Developing Digital Transformation Roadmaps: Aligning digital strategies with business objectives.
- ❖ Technology Integration & Automation: Implementing AI, cloud computing, and IoT to optimize processes.
- ❖ Cybersecurity & Risk Management: Ensuring data protection and resilience in the digital era.
- ❖ Digital Skills Development: Equipping leaders and employees with essential digital competencies.
- ❖ Change Management in Digital Adoption: Supporting seamless transitions to new technologies.

## Expected Outcomes:

Increased operational efficiency and cost-effectiveness.

Enhanced customer experience through digital tools.

Improved decision-making through data analytics.



# Institutional Transformation Consulting

## Overview:

Organizations must evolve to meet market changes, regulatory requirements, and customer expectations. We guide institutions through structured transformation processes to optimize performance, structure, and efficiency.

## Key Areas of Focus:

- ❖ Institutional Governance & Restructuring: Enhancing governance frameworks and accountability.
- ❖ Operational Process Optimization: Identifying inefficiencies and implementing streamlined workflows.
- ❖ Performance Management & KPIs: Establishing clear metrics for measuring success.
- ❖ Crisis Management & Business Resilience: Developing frameworks to mitigate risks and ensure continuity.
- ❖ Stakeholder Engagement & Corporate Strategy: Aligning institutional goals with market demands.

## Expected Outcomes:

Increased institutional efficiency and adaptability.

Strengthened governance and compliance with industry best practices.

Enhanced ability to respond to disruptions and maintain sustainability.



# **Corporate Culture Development**

## Overview:

A strong corporate culture fosters employee engagement, productivity, and long-term success. We provide organizations with frameworks to enhance workplace culture and align values with strategic goals.

## Key Areas of Focus:

- ❖ Organizational Identity & Values Development: Defining and reinforcing core values.
- ❖ Leadership & Employee Engagement Programs: Strengthening collaboration and employee motivation.
- ❖ Diversity, Equity, and Inclusion (DEI): Building inclusive work environments.
- ❖ Workplace Communication & Collaboration Strategies: Enhancing interdepartmental synergy.
- ❖ Ethical Leadership & Corporate Responsibility: Encouraging integrity and accountability in leadership.

## Expected Outcomes:

Improved employee satisfaction and retention.

Enhanced team collaboration and productivity.

Stronger corporate reputation and brand trust.



# **Human Capital Development**

## Overview:

Human capital is the backbone of any organization. We assist businesses in building, managing, and developing their workforce to ensure long-term growth and sustainability.

## Key Areas of Focus:

- ❖ Talent Acquisition & Retention Strategies: Designing attractive employment models.
- ❖ Leadership Development & Succession Planning: Preparing future leaders for organizational growth.
- ❖ Skills Gap Analysis & Workforce Upskilling: Identifying training needs and implementing development programs.
- ❖ Employee Performance Evaluation & Development: Establishing structured performance management systems.
- ❖ Employee Well-Being & Engagement Initiatives: Promoting a healthy work environment.

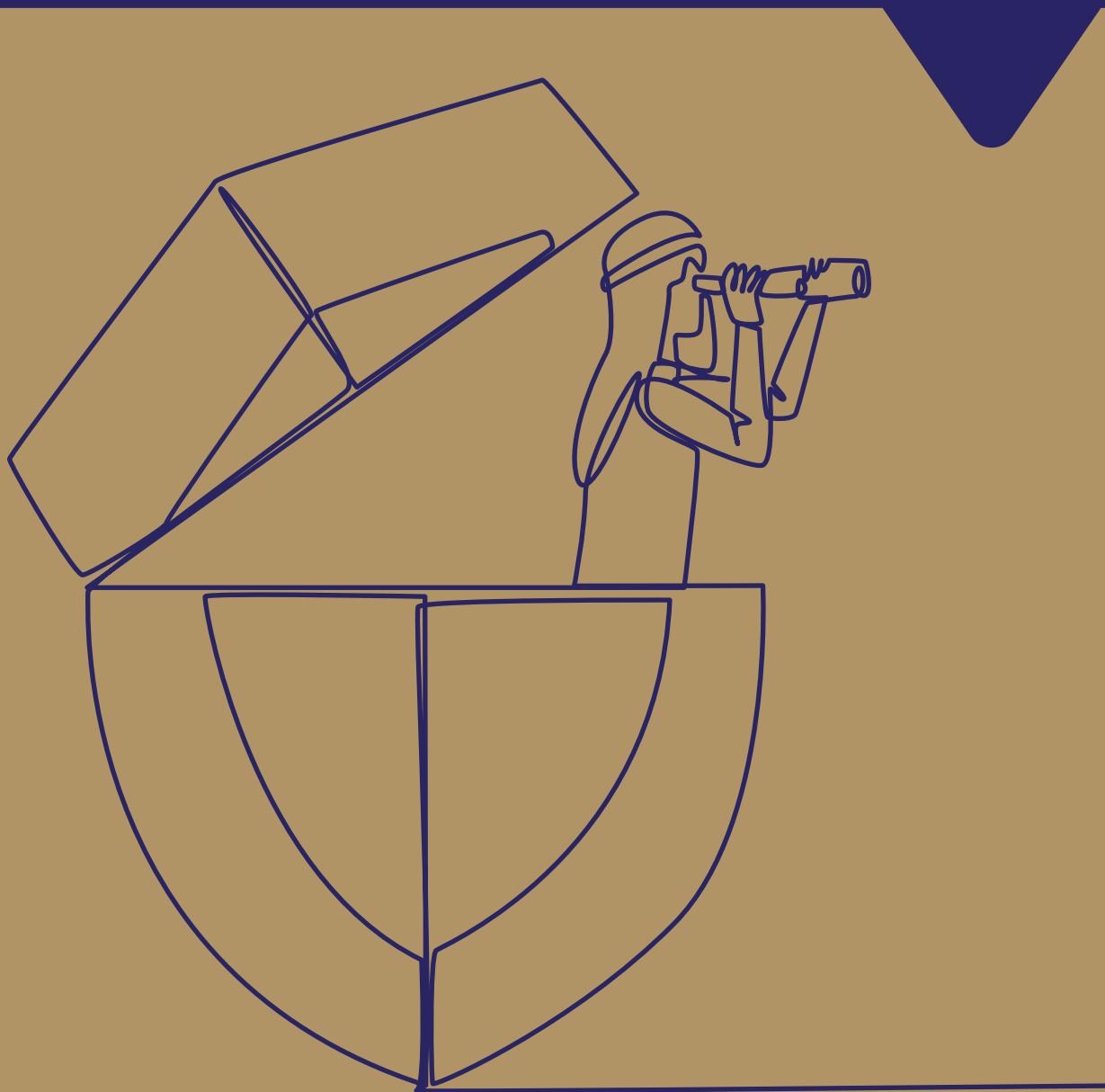
## Expected Outcomes:

A highly skilled and motivated workforce.

Improved leadership pipelines and reduced turnover.

Increased organizational agility and innovation.

# Security & Military Expertise in Consulting Services



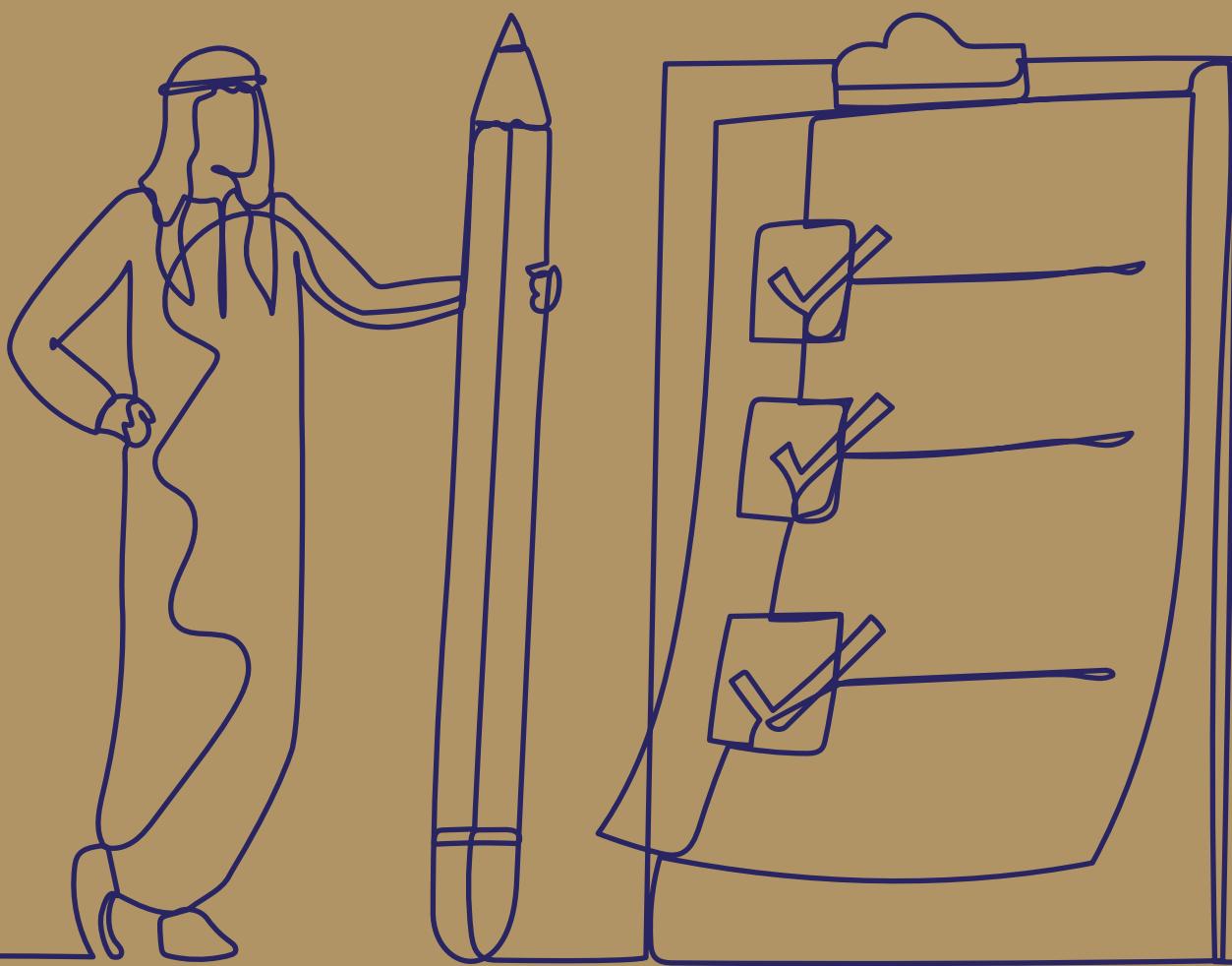
One of our key differentiators is our elite team of consultants with security and military backgrounds. Our experts are officially licensed security advisors with extensive experience in national security strategies, crisis response, and risk management.

## Key Specializations of Our Security Consultants:

- ❖ Strategic Security Planning & Risk Mitigation
- ❖ Military-Grade Crisis Management & Response
- ❖ Intelligence-Led Decision Making in High-Risk Environments
- ❖ Cybersecurity & Threat Analysis for Government Entities
- ❖ Security Training & Leadership Development for Law Enforcement

Having these highly qualified security professionals allows us to provide specialized advisory services to defense, government, and corporate security sectors, ensuring compliance with national regulations and global best practices.

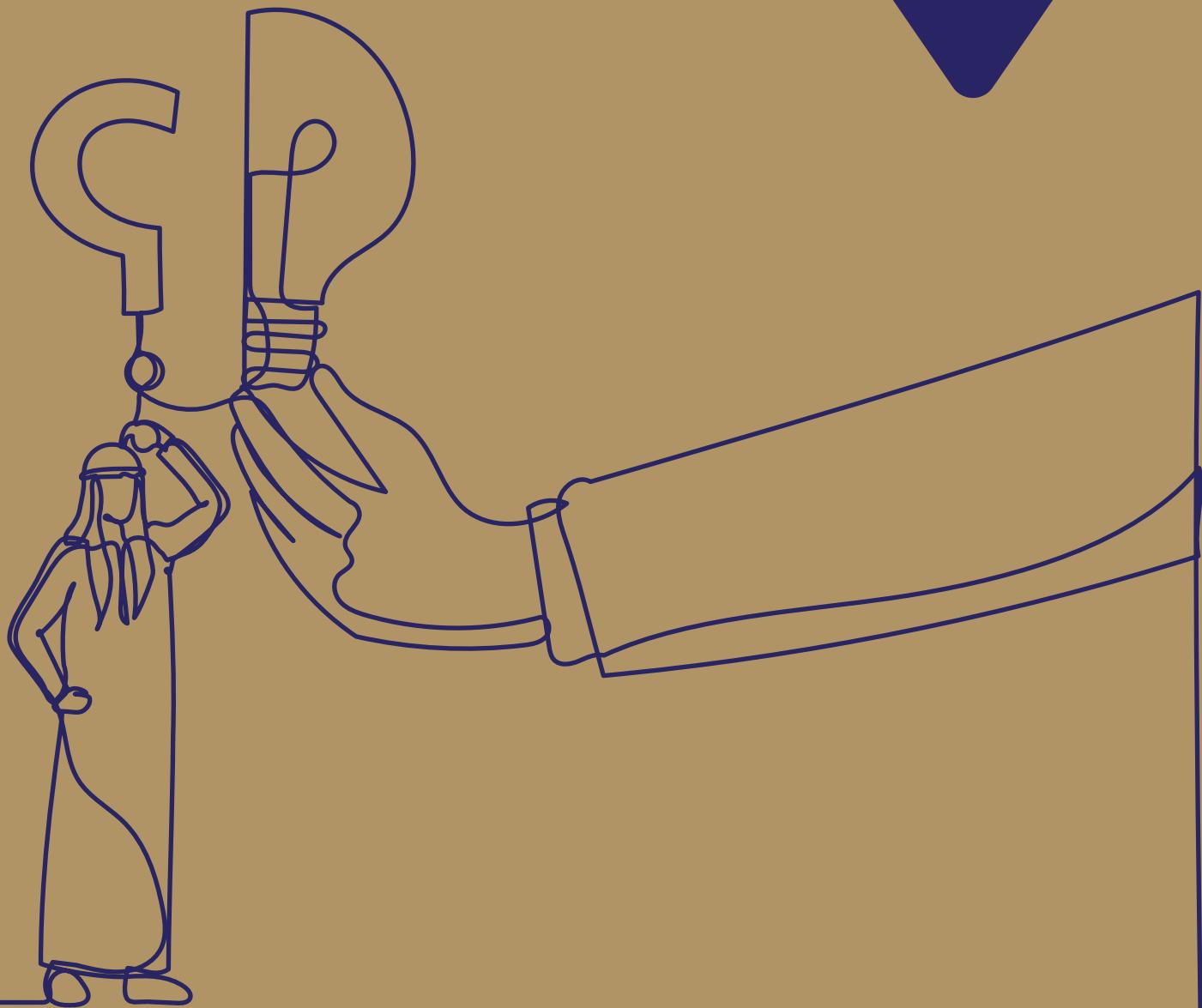
# Targeted Consulting Outcomes



By integrating our expertise across digital transformation, institutional development, corporate culture, and human capital management, we drive the following outcomes:

- ❖ Strategic Thinking & Decision-Making Enhancement: Enabling leaders to anticipate challenges and make informed decisions.
- ❖ Effective Organizational Communication: Strengthening inter-departmental collaboration and ensuring clear messaging.
- ❖ Change Management & Transformation Leadership: Supporting organizations through seamless transitions in business and technology.
- ❖ Data-Driven Decision Making: Leveraging analytics and AI to optimize strategy execution.
- ❖ Talent Development & Succession Planning: Ensuring sustainable leadership and workforce development.
- ❖ Problem-Solving & Crisis Management: Equipping leaders with tools to address operational risks.
- ❖ Corporate Governance & Ethical Business Practices: Implementing best practices for compliance and accountability.
- ❖ Digital Trend Adaptation & Integration: Keeping businesses ahead with emerging technology trends.

# Why Choose Us?



We provide customized consulting solutions, backed by industry experts, and tailored to organizational needs. Our team of certified security and military advisors, along with business transformation experts, ensures that our clients receive strategic insights, innovative solutions, and specialized advisory services for maximum operational efficiency and risk resilience.

# Conclusion

Ray Training & Consulting Center, a subsidiary of Building Knowledge for Business Solutions, is dedicated to transforming organizations through world-class training and consulting services. We align with global best practices and Saudi Vision 2030, ensuring that leaders, professionals, and organizations gain the competitive edge needed to thrive in an evolving business landscape.

Training Hours	Duration	General Objective	Program Title
20 Hours	5 Days	Enhancing participants' understanding of strategic planning and implementation.	Strategic Planning & Execution
20 Hours	5 Days	Developing organizational culture strategies and frameworks.	Corporate Culture Development
20 Hours	5 Days	Providing knowledge and tools for assessing and managing risks.	Risk Management in Organizations
20 Hours	5 Days	Equipping participants with resistance management techniques.	Change Management
20 Hours	5 Days	Enabling leaders to build and manage effective teams.	Leadership Influence Skills
20 Hours	5 Days	Understanding and applying governance principles in business.	Corporate Governance
20 Hours	5 Days	Enhancing leaders' ability to manage crises and make strategic decisions.	Crisis Management & Decision-Making
20 Hours	5 Days	Developing leaders' communication skills for managing teams.	Effective Communication for Team Leadership
20 Hours	5 Days	Providing skills for developing business continuity plans.	Business Continuity
20 Hours	5 Days	Creating an organizational culture that promotes loyalty.	Employee Loyalty & Work Ethics
20 Hours	5 Days	Understanding and implementing compliance management strategies	Compliance Management
20 Hours	5 Days	Building key performance indicators (KPIs) to enhance quality and efficiency.	Performance Indicators & Quality Achievement

Training Hours	Duration	General Objective	Program Title
25 Hours	5 Days	Managing cybersecurity according to ISO 27032 standards.	Certified Cybersecurity Manager (ISO 27032)
25 Hours	5 Days	Performing cybersecurity audits based on global standards.	Certified Cybersecurity Auditor (CISA)
25 Hours	5 Days	Understanding foundational cybersecurity principles and protection.	CompTIA Security+ Certification
25 Hours	5 Days	Enhancing skills in cybersecurity threat intelligence analysis.	Cyber Threat Intelligence & Investigation
25 Hours	5 Days	Training in cybersecurity incident handling and response.	Cyber Incident Response Specialist
25 Hours	5 Days	Applying forensic techniques in digital crime investigations.	Digital Forensics & Cyber Crime Investigation
25 Hours	5 Days	Conducting ethical hacking and penetration testing techniques.	Penetration Testing & Ethical Hacking (CEH)
20 Hours	5 Days	Understanding and mitigating organizational risks effectively.	Organizational Risk Management
20 Hours	5 Days	Ensuring compliance with confidential document handling laws.	Confidential Documents & Information Protection
20 Hours	5 Days	Enhancing awareness of security challenges and solutions.	Security Awareness
20 Hours	5 Days	Developing strategies to protect organizations from social media threats.	Social Media Risk Mitigation
20 Hours	5 Days	Identifying financial fraud indicators and mitigation strategies.	Fraud & Cyber Threat Identification

<b>Training Hours</b>	<b>Duration</b>	<b>General Objective</b>	<b>Program Title</b>
20 Hours	5 Days	Providing techniques for effective administrative and financial investigations.	Administrative & Financial Investigation Techniques
20 Hours	5 Days	Developing self-security awareness to prevent threats.	Self-Security Strategies
20 Hours	5 Days	Training on fundamental cybersecurity awareness and best practices.	Cybersecurity Awareness & Threat Prevention
20 Hours	5 Days	Exploring cloud computing applications and their challenges.	Cloud Computing in Government Services
20 Hours	5 Days	Developing skills to analyze and utilize big data for strategic decisions.	Big Data Analytics for Decision Making
20 Hours	5 Days	Understanding the role of blockchain in transparency and security.	Blockchain Applications in Business
20 Hours	5 Days	Enhancing knowledge of GIS for accurate data analysis.	Geographic Information Systems (GIS)
20 Hours	5 Days	Understanding AI concepts and their impact on business.	AI Fundamentals & Business Applications
20 Hours	5 Days	Implementing best practices in change culture and digital transformation.	Digital Transformation & Change Culture
20 Hours	5 Days	Equipping participants with knowledge of emerging technologies.	Emerging Digital Technologies
20 Hours	5 Days	Developing sustainable governance frameworks for transformation.	Sustainable Governance in Digital Transformation
20 Hours	5 Days	Providing methodologies to plan and execute digital transformation strategies	Strategic Planning for Digital Transformation

Training Hours	Duration	General Objective	Program Title
20-30 Hours	5 Days	Developing strategies for enterprise data governance.	Enterprise Data Management & Strategy
20-30 Hours	5 Days	Implementing advanced data security and compliance.	Advanced Data Protection & Governance
20-30 Hours	5 Days	Optimizing business operations with data-driven insights	Operational Data Management for Business Leaders
20-30 Hours	5 Days	Mastering Power BI for reporting and visualization.	Power BI for Business Intelligence
20-30 Hours	5 Days	Creating impactful visualizations using Tableau.	Tableau for Data Visualization
20-30 Hours	5 Days	Ensuring high-quality data for business intelligence.	Certified Data Quality Specialist
20-30 Hours	5 Days	Complying with national data governance frameworks	Certified National Data Governance Specialist
20-30 Hours	5 Days	Managing the full lifecycle of enterprise data.	Data Lifecycle Management
20-30 Hours	5 Days	Applying data governance principles in enterprises.	Certified Data Governance Specialist
20-30 Hours	5 Days	Understanding and managing modern data storage solutions.	Certified Data Storage Specialist
20-30 Hours	5 Days	Optimizing reference and master data for consistency.	Certified Master Data & Reference Data Specialist
20-30 Hours	5 Days	Managing digital records and document control.	Certified Records & Content Management Specialist

<b>Training Hours</b>	<b>Duration</b>	<b>General Objective</b>	<b>Program Title</b>
20-30 Hours	5 Days	Utilizing data for better business decision-making.	Certified Decision Support & Data-Driven Strategy
20-30 Hours	5 Days	Applying open data frameworks for transparency.	Certified Open Data Specialist
20-30 Hours	5 Days	Implementing data classification strategies.	Certified Data Classification Specialist
20-30 Hours	5 Days	Managing operational data processes effectively.	Certified Data Operations Management Specialist
20-30 Hours	5 Days	Ensuring seamless data interoperability between systems.	Certified Data Sharing & Interoperability Specialist
20-30 Hours	5 Days	Complying with freedom of information regulations.	Certified Freedom of Information Specialist
20-30 Hours	5 Days	Maximizing business value through data investment.	Certified Data Value & Investment Specialist
20-30 Hours	5 Days	Organizing and structuring metadata for analysis.	Certified Metadata Management Specialist
20-30 Hours	5 Days	Designing scalable data models for enterprise solutions.	Certified Data Engineering & Modeling Specialist
20-30 Hours	5 Days	Enhancing business intelligence and analytics capabilities.	Certified Business Intelligence & Analytics Specialist
20-30 Hours	5 Days	Developing IT disaster recovery strategies.	Certified IT Disaster Recovery Specialist
20-30 Hours	5 Days	Applying forensic data investigation techniques.	Certified Digital Forensics & Data Investigation Specialist



المؤسسة العامة للتدريب التقني والمهني  
Technical and Vocational Training Corporation

**Accredited by the Technical and Vocational  
Training Corporation**



# Success partners



مركز راي  
للتدريب  
والاستشارات



# Contact Us

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