

ROSH Business



Strategy. Execution. Continuity.

Corporate Profile & Capability Statement

📍 Egypt

📍 Saudi Arabia

📍 Middle East

Executive Overview

Strategic transformation and execution-enablement partner



Specialized Consulting Partner

ROSH Business is a specialized consulting, training, and coaching partner built for delivery in complex environments. We bridge the gap between strategic intent and operational reality.

Core Focus: We help organizations design execution systems that translate direction into durable, measurable performance across Egypt, Saudi Arabia, and the Middle East.

ROSH at a Glance

- Years of Impact **15+**
- Sectors Served **8+**
- Professionals Empowered **500+**

Trusted Delivery

Repeat and referral-based engagements

★ Core Value Proposition

Senior-led Delivery

Experienced professionals with hands-on implementation expertise

Execution Systems

Governance, workflows, decision rights, and KPIs

Diagnostic Precision

Data-driven insights via ClarityPath™

Strategic transformation and execution-enablement partner



Strategic Execution

From capability development to execution enablement



Strategic Transformation Partner

ROSH operates as a strategic transformation and execution-enablement partner for government entities, semi-government organizations, private sector institutions, and donor-funded consortiums.

Our Mandate: We go beyond recommendations into the architecture of delivery—operating models, governance structures, capability systems, and performance mechanisms that ensure strategies are implemented effectively.

Key Differentiators

Execution Focus

We support execution through expert consulting, mentoring, and coaching

Capability Transfer

Designing governance and delivery rhythms for sustainability

From capability development to execution enablement

🕒 Evolution Timeline

● Phase 1: Capability Development

Started by helping individuals gain clarity, understand their strengths, and prepare for labor market expectations with more confidence.

● Phase 2: Institutional Evolution

Evolved into ROSH Business — integrating consulting, training, coaching, diagnostics, and implementation support.

● Phase 3: Execution Enablement

Today supporting organizations across complex transformation contexts to convert knowledge into practice.



Strategic Transformation Journey

ROSH began as a long-held idea shaped by years of learning, professional practice, and exposure to market needs.

Our Evolution: Over time, this focus evolved into a broader institutional role. ROSH became ROSH Business — integrating consulting, training, coaching, diagnostics, and implementation support to serve both individuals and organizations.

What We Believe

Execution is not an event. It is a system.

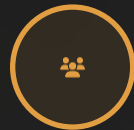


Advice is not enough

Recommendations create value only when translated into structures, routines, tools, and accountable action. We don't just advise—we enable execution.

Key Insight: Strategic direction without implementation support is incomplete.

✔ Structures & Systems



Capability must be embedded

Training and coaching must connect to real work, role expectations, leadership behavior, and performance systems.

Key Insight: Capability building requires practical application.

✔ Real Work Connection



Measurement must guide action

Diagnostics, baselines, dashboards, and progress tracking should inform decisions and intervention design.

Key Insight: Data-driven decisions lead to better outcomes.

✔ Data-Driven Decisions

Vision & Mission

ROSH Business

Purpose & Direction

Why ROSH exists and how we create impact




Vision

Our aspiration for the future

To create a wide, positive impact on organizations and entrepreneurial ecosystems by enabling people and enterprises to reach their full potential through structured learning, disciplined implementation, and sustainable capability development.

Core Focus: Building lasting capabilities that drive organizational excellence and sustainable growth.

 Regional Impact across Egypt, KSA, and Middle East




Mission

How we deliver value

To equip organizations with the clarity, structure, and capability required to succeed — through integrated consulting, training, and coaching interventions that convert knowledge into practice and strategy into sustained performance.

Our Approach: Design execution frameworks, strengthen governance, build culture and capability systems, and mentor teams for continuity.

 Results-driven implementation support

 Strategic Consulting  Execution Enablement  Capability Building

Our Values

The principles that guide our work and relationships



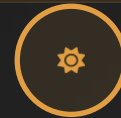
Respect

We respect uniqueness and perspectives

We respect uniqueness, privacy, and different perspectives. We work with people and organizations as they are — across different cultures, contexts, and operating realities.

Key: Respecting diversity and individual differences

- Cultural Sensitivity



Optimism

Future-oriented and solutions-driven

We stay future-oriented and solutions-driven. We recognize opportunities for progress even in difficult or complex situations, maintaining a positive outlook.

Key: Seeing possibilities in every challenge

- Positive Mindset



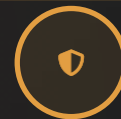
Simplicity

Clear, usable practices

We translate knowledge into clear, usable practices — simple to apply, strong in impact. Complexity doesn't equal effectiveness.

Key: Making the complex simple and actionable

- Clarity Focus



Honesty

Transparent and ethical

We act in our clients' best interest. We communicate transparently and commit to achieving goals with responsible and optimal use of resources.

Key: Building trust through integrity

- Ethical Standards

The ROSH Advantage

Competitive Edge

Why Choose ROSH

Four key differentiators that set us apart in the consulting landscape



Execution as a System

Governed execution approach

We design governed execution systems—not task lists. We build the "how" of implementation through governance, workflows, decision rights, accountability, and measurement.

Key: Structured approach to implementation

- Workflows & Governance



Complex Environment Expertise

Multi-stakeholder delivery

We deliver in high-stakes environments including government transformations, semi-government holding structures, private sector change programs, and donor initiatives.

Key: Donor-funded and development-program contexts

- High-stakes delivery



Institutional Capability Transfer

Sustainable capability building

Our interventions are designed to strengthen internal capability—leaving behind documented systems, improved operating rhythms, and teams able to sustain results.

Key: Capability transfer focus

- Sustainable results



Diagnostic Precision

Data-driven insights

Through structured diagnostics and our proprietary ClarityPath™ platform, we utilize data-driven diagnostics to baseline organizational health and track progress.

Key: ClarityPath™ platform

- Data-driven decisions

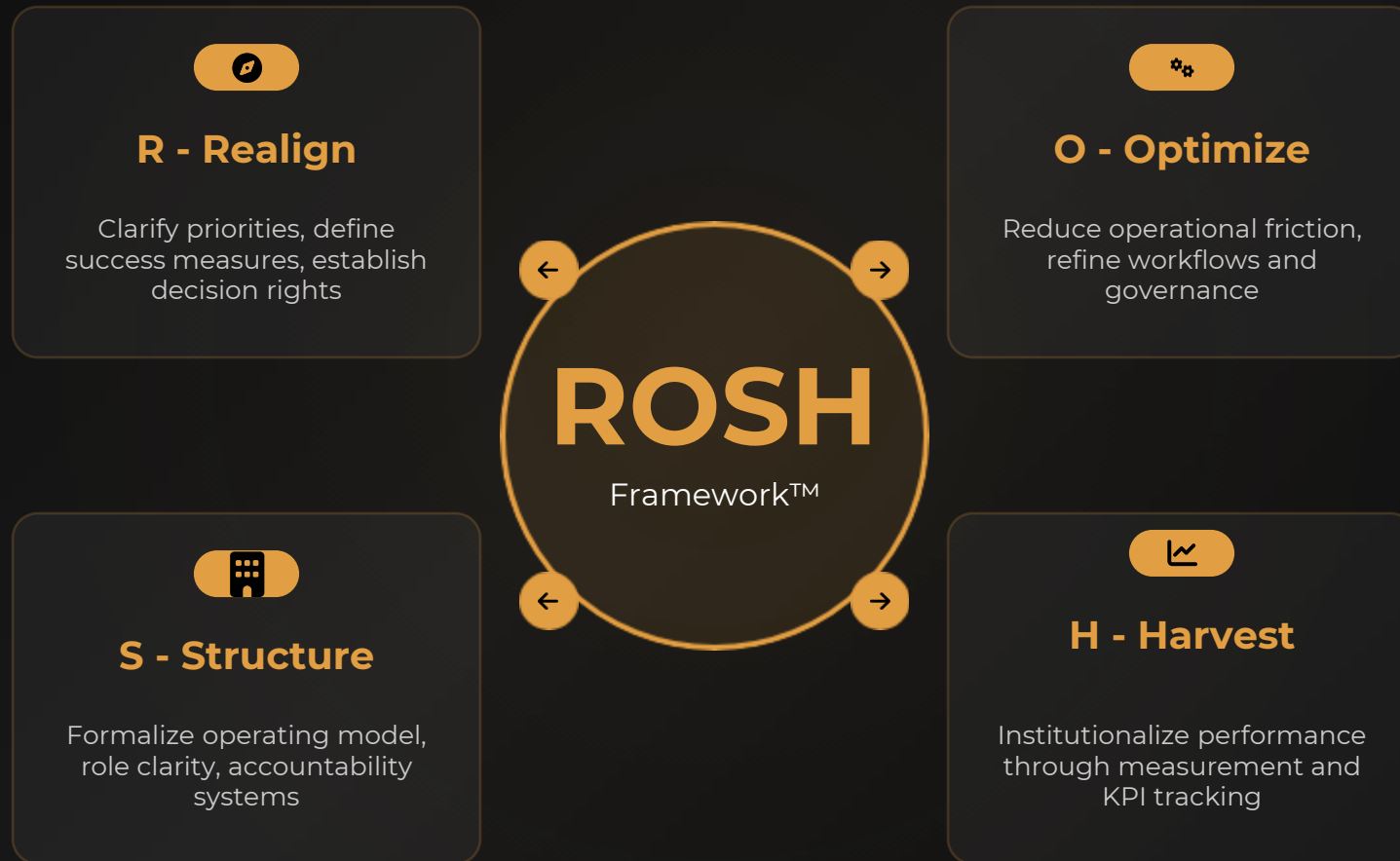
• Four core differentiators that define our approach

The ROSH Framework™

Execution Framework

4-Stage Process

Realign · Optimize · Structure · Harvest



● Realign ● Optimize ● Structure ● Harvest

Move from direction to durable performance

The ROSH Framework™ — How It Works

Execution Framework

4-Stage Process

A structured execution framework that moves from direction to durable performance



R — Realign

Stage 1

Clarify priorities, define success measures, and establish decision rights so leadership and delivery teams move in the same direction. This foundational step ensures strategic alignment before implementation begins.



O — Optimize

Stage 2

Reduce operational friction by refining workflows, governance cadence, resource allocation, and priority actions. Streamline processes to eliminate bottlenecks and improve efficiency.



S — Structure

Stage 3

Formalize the operating model through role clarity, accountability systems, capability frameworks, and implementation routines. Build the infrastructure for sustained performance.



H — Harvest

Stage 4

Institutionalize performance through measurement, KPI tracking, feedback loops, learning rhythms, and continuity mechanisms. Ensure sustainable results and continuous improvement.



Strategy & Feasibility

Build strategic direction on evidence, feasibility, and execution logic

When This Service Is Needed

Strategic direction needs clarity

The organization needs to define priorities, growth options, positioning, or a future roadmap.

A decision requires feasibility evidence

Leadership needs commercial, operational, or market evidence before committing resources.

Strategy must become executable

A plan exists, but priorities, KPIs, decision rights, and implementation logic are not yet clear.

What ROSH Supports

● Market & competitive analysis

● Business model development

● Feasibility studies

● Execution roadmaps

● KPI architecture

● Stakeholder alignment & priority setting

Strategic Planning

Roadmap development

Market Analysis

Competitive positioning

Organization Restructuring

Align structure, governance, roles, and workflows to the performance outcomes that matter

When This Service Is Needed



Growth has outpaced structure

Teams, roles, reporting lines, and workflows no longer match the organization's scale or priorities.



Decision-making is slow or fragmented

Governance, authority, interfaces, and accountability are unclear or duplicated.



Performance gaps are structural

Results are affected by unclear ownership, weak coordination, process gaps, or misaligned operating rhythms.

What ROSH Supports

- Target operating model
- Governance & decision rights
- RACI & accountability
- Spans, layers, reporting lines
- Role clarity & interfaces
- Workflow redesign inputs
- Adoption support

Operating Model

Design & implementation

Governance

Decision rights framework

OD, Culture & Career Development

Connect culture, capability, leadership behavior, and career pathways to organizational performance

When This Service Is Needed

1 Culture is not supporting execution

Values, behaviors, leadership signals, and ways of working are not aligned with the organization's direction.

2 Capability gaps affect performance

Employees or leaders need clearer competencies, development pathways, coaching, or applied learning support.

3 Career development lacks structure

The organization needs career pathways, mentoring logic, internal mobility support, or development pathways linked to future roles.

What ROSH Supports

- Culture diagnostics and change architecture
- Competency frameworks and capability models
- Leadership development journeys
- Career pathways & workforce readiness
- Coaching and mentoring program design
- Engagement and adoption planning

OD Systems

Organizational development

Career Pathways

Development logic

Human Capital & HR Governance

Build the human capital infrastructure required for scale, accountability, and performance

When This Service Is Needed

People processes are informal or inconsistent
Policies, forms, procedures, and decision rules are unclear or applied differently across teams.

Roles and expectations are not documented
Job analysis, job descriptions, role accountabilities, or reporting relationships require review.

Performance management needs governance
The organization needs clearer performance cycles, criteria, forms, KPIs, and accountability.

What ROSH Supports

- Human capital & HR operating model
- Job architecture/analysis
- People governance
- Policies/procedures/forms
- Performance management
- Manager enablement

HR Governance

Policies & procedures

Performance Systems

KPIs & accountability

Entrepreneurship & Development Programs

Design and enable entrepreneurship, MSME, and development programs that move from activity delivery to measurable capability building

? When This Service Is Needed



A program needs stronger design

Objectives, beneficiary pathways, activities, outputs, KPIs, and delivery roles need clearer structure.



Entrepreneurs or MSMEs need capability support

Training, coaching, mentoring, and practical tools are required to build readiness and improve business outcomes.



Multi-stakeholder delivery needs governance

Government, donors, partners, hubs, mentors, and beneficiaries need alignment, monitoring, and delivery discipline.

⚙️ What ROSH Supports

- Program/intervention design
- Incubator & hub support models
- Capacity-building
- Mentoring/coaching
- Training delivery
- M&E & multi-stakeholder governance

MSME Support

Entrepreneurship

Donor Programs

Development aid

Project & Program Delivery Enablement

Strengthen governance, routines, and capability for effective delivery

When This Service Is Needed

Projects are active but not controlled

Milestones, risks, decisions, ownership, and reporting are not managed through a disciplined system.

Programs involve many stakeholders

Complex delivery environments require governance, coordination, escalation routes, and performance visibility.

Initiative needs recovery/stabilization

A project or program is delayed, fragmented, underperforming, or lacking delivery discipline.

What ROSH Supports

- PMO & delivery governance
- Reporting cadence
- Implementation mentoring
- Escalation routines
- Project recovery
- Risk/issue structures & PM training

PMO Design

Delivery governance

Project Recovery

Stabilization support

Excellence, Quality & Compliance

Strengthen service quality, process maturity, compliance management, and institutional accountability

? When This Service Is Needed

⚠ Service quality is inconsistent

Customer, beneficiary, or stakeholder experience varies because standards, processes, and accountability are unclear.

⚙ Processes need maturity and control

Workflows, documentation, improvement routines, and control points need stronger structure.

🛡 Compliance practices need institutionalization

Governance, accountability, integrity controls, and compliance management practices require clearer design.

✓ What ROSH Supports

- Excellence assessments
- Service quality frameworks
- Process maturity review
- Improvement roadmaps
- Governance controls
- Compliance & integrity controls

Quality Assurance

Service excellence

Compliance

Governance alignment

Gender Equity & Inclusion

Move gender equity and inclusion from policy intent to institutional practice

When This Service Is Needed



Equity commitments need implementation

Policies, commitments, or program requirements need practical institutionalization.



Policy and practice are not aligned

Existing procedures, workplace practices, or management routines do not reflect inclusion objectives.



An audit or roadmap is required

The organization needs structured assessment, gap identification, and implementation guidance.

What ROSH Supports

- Gender equity auditing
- Institutional review
- Policy-practice alignment
- Inclusion roadmap
- Governance recommendations
- Capacity building & implementation monitoring

Gender Audit

Assessment & review

Inclusion Planning

Roadmap development

ClarityPath™ Assessment Platform

Modular assessment and insights platform for structured diagnostics

📍 Platform Overview

ClarityPath™ is ROSH's modular assessment and insights platform that turns structured assessment data into interpreted results, private individual insight reports, and privacy-conscious organizational dashboards. Available pathways: For Organizations · Coaches & Consultants · Programs & Impact Evaluation · Individuals.

Diagnostic scope may include workforce signals, person–job fit, person–organization fit, career and capability readiness, program impact, and business readiness.



Value Proposition

Why organizations choose ClarityPath™

Supports earlier understanding by measuring conditions behind outcomes, not only outcomes themselves.

✔️ Baselines organizational health

✔️ Informs intervention design

⚙️ Key Features



Modular Assessment

Flexible modules for different assessment needs



Interpreted Results

Clear, actionable insights from data



Private Reports

Confidential individual insight reports

✔️ Tracks progress over time



Privacy Dashboards

Secure, privacy-conscious data visualization

Institutional Credibility

Credentials

Expertise & Certifications

Senior-led delivery with academic depth and practical implementation experience



Doctoral-Level Expertise

Specialized knowledge across key domains

Career Development

Career interventions design

Green Economy

Sustainable development

Service Quality

Excellence frameworks

Organizational Design

Structural optimization



Certified Capabilities

Professional certifications & assessments



Organizational Excellence

Assessment capability



Gender Equity Auditing

Certified planning



Quality Management

Process maturity



Compliance Management

Governance controls



Strategic Alliance Network

Comprehensive delivery capabilities

To ensure comprehensive delivery capabilities, ROSH works with a network of specialized partners across business consulting, technology, and marketing domains.



Complex Environment Experience

Multi-stakeholder delivery



Donor-Funded



Government



Development-Program



Private Sector

Aggregated Track Record & Impact

2020-2026

Performance Metrics

Quantified performance across Egypt, Saudi Arabia, and the Middle East

50+

Strategic Consulting Engagements

Delivered across Egypt, Jordan, Saudi Arabia, and the Gulf region

Government & Private Sector

5,000+

Hours of Professional Coaching & Mentoring

Supporting individual leadership development and talent pipelines

Leadership Development

100+

Programs Designed

Executive workshops and capability-building interventions

Corporate & Government

★ Representative Project Highlights

Recent engagements demonstrate breadth and depth

Kingdom of Saudi Arabia

- Sustainability Program Support for agriculture-related development
- Strategic Restructuring for private sector entities
- Feasibility, budgeting, financial restructuring advisory

Egypt

- Agri-Tech Strategy for leading agri-tech firm
- Operational Capability Building for teams
- Donor-Funded Development programs

Regional

- Entrepreneurship and MSME capability building
- Multi-stakeholder delivery governance
- Ecosystem alignment in donor contexts

● Client Spectrum: Startups to National Holding Companies

● Experience: 15+ Years in Consulting

Geographic Presence

Regional Footprint

3 Core Markets

Rooted in Egypt. Strategically active in Saudi Arabia. Delivering across the Middle East.

Regional Coverage

● Core Base ● Strategic Delivery ● Regional Programs



Egypt

Core Base

Primary operations hub



Saudi Arabia

Strategic Delivery

KSA transformation context



Middle East

Regional Programs

Multi-country delivery

Delivery Models

- Direct Advisory
- Consulting Engagements
- Diagnostic-to-Implementation
- Consortium Workstreams
- Partner-Enabled Delivery
- Program-Based
- Remote & Hybrid

Sectors Served

8 Primary Sectors

Industry Coverage

Cross-sector experience in complex operating environments



Government & Semi-Government

Strategic transformation



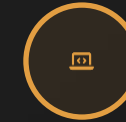
Healthcare & Wellness

Medical services



Green Economy & Sustainability

Environmental focus



Engineering & Operations

Infrastructure & operations



Digitization & Tech Services

Technology solutions



Private Sector & MSMEs

Business growth



Entrepreneurship Ecosystems

Startup support



Development Programs

Social impact

✓ 8 Primary Sectors Covered

✓ Cross-sector Expertise

Contact & Next Steps

Let's Connect

Start your transformation journey

How to engage with ROSH Business for strategic consulting and execution enablement

Engagement Pathway

- 1 Request a Consultation**
Share your organizational context and objectives with ROSH Business
- 2 Scope & Alignment**
We align scope, stakeholders, and outcomes based on your needs
- 3 Diagnosis, Design, Delivery & Continuity**
Structured pathway through diagnosis, design, enablement, and continuity

Contact Information



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✓ Ready to discuss your execution priorities?

🕒 Response within 24 hours

[Request a Consultation](#) ↑

Thank You

ROSH Business

Strategy. Execution. Continuity.

We look forward to supporting your execution journey

Our Commitment

At ROSH Business, we are dedicated to transforming strategic intent into operational reality. Our team is ready to support your organization's journey from planning to execution, ensuring sustainable results and lasting impact.





Expert Team

Senior-led delivery

Regional Presence

Egypt · KSA · MENA

 **Ready to discuss your execution priorities?**

 Response within 24 hours

Request a Consultation 