

Zein Ghanma

Public Speaking & Communication Specialist

Coaching You to Reach Beyond Your Grasp

Zein Ghanma

A Jordanian Communication Specialist, who has been consulting with organizations, and coaching professionals for over twenty years. Zein has extensive experience in helping political leaders and decision-makers, businesspeople, educators, judges & lawyers, government spokespersons and media personnel to enhance their communication skills. Her services have been highly beneficial to a large number of Arab and foreign organizations and top executives and managers.

Holding a Masters in Fine Arts from the US, she previously taught at Yarmouk University and The German-Jordanian University, which gave her the solid base to expand her consulting and coaching business to the whole MENA region in a variety of communication skills areas.

Fluent in Arabic and English, and works in both languages.

Training workshops include:

Public Speaking & Presentation Skills
Business Communication Etiquette & Protocol
Media Handling
Image Management, Personal Impact & Leadership Presence
Communication For Better Customer Service
Interviewing Skills
TV & Radio Presenting

Brief descriptions of selected assignments:

Leaders, politicians, CEOs & diplomats:

Individually coached members of Jordanian & Arab royal families, Arab Prime Ministers, Arab & European ambassadors & diplomats, and CEOs of international companies in the art of public speaking and handling the media.

Institute of Diplomacy:

Training current diplomats at the Jordanian Foreign Ministry, young diplomats studying at the Institute, and Cultural and Educational attaches before assuming posts at assigned offices in Jordanian embassies abroad, in the art of public speaking & media handling in general and in multicultural environments in particular.

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Ministry of Justice: Conducting Effective Communication Skills & Public Speaking workshops for judges at different courts in Jordan and Palestine.

Young Entrepreneurs Association, Oasis 500 & King Abdallah Fund for Development:

Coached entrepreneurs and social entrepreneurs to polish their public speaking and pitching their ideas to investors projecting confidence, clarity and convincing supported claims.

National Democratic Institute for International Affairs (NDI):

Training political parties in effective public speaking and media handling, from around the Arab World who are involved in politics or plan to run for public office.

Consulting, Training and Coaching, King Khaled Foundation, Riyadh, KSA

Assessing employees then coaching them in communications skills, internal and external. Along with focusing on management teamwork and developing their skills in communicating effectively the mission and vision of the Foundation to the public and partners.

Conducting comprehensive communications workshops, Al-Rostamani Group, Dubai

Conducting Presentation Skills, Communication at the Workplace, Effective Business writing and Telephone Communication for employees and managers across departments.

German-Jordanian Program "Management of Water Resources" (GIZ):

Designing and facilitating team building events for management and employees in order to enhance communication, build trust and strengthen relationships in a fun and relaxed atmosphere

Consultant with ESCB (Energy Sector Capacity Building) USAID: June 2014- July 2015

Designing a mentorship program for young women in the energy sector, setting criteria for choosing & matching mentors and mentees, training mentors and mentees to best implement the program, & evaluating the different stages of the program.

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Evaluating UNDEF Project:

Acted as National Expert, working alongside International Expert, Dr June Kane, to evaluate a UNDEF project on "Media and Art as Catalysts for Free Speech and Access to Information in Jordan", carried out by CDFJ in Jordan.

A member of the specialized committee for "Talent Serving the Community" project of the King Abdullah Fund for Development: September 2014 – 2015

Responsibilities include assessing applications, following up on the projects & assessing them throughout the duration of execution and then evaluating the outcomes, and advising the Fund on developing such a program.

Ministry of Planning: Conducting Communication Skills & Conflict Resolution coaching for individual departments, where employees and heads of departments undergo intensive assessment of their performance within that section; conflict is identified and training and coaching is carried out to equip all with the appropriate tools to get the work done professionally and compassionately

USAID funded programs (AMIR, FAS, WEPIA, HCAC and SIYAHA):

Training consultants and spokespersons in dealing with different audiences, and the media, to promote awareness of issues such as water conservation, business development and financial structuring, using PowerPoint presentations effectively to support their arguments

Participants in her courses have come from, among others, the following organizations:

London

- ✈ Adam Smith International
- ✈ Timeline Entertainment

Saudi Arabia

- ✈ King Khaled Foundation
- ✈ Octopharma

Oman

- ✈ Al-Zubair Group

Abu Dhabi

- ✈ Crown Prince Office
- ✈ Emirates Diplomatic Academy
- ✈ ADNEC
- ✈ Ministry of Economy

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Bahrain

- ✈ Young Presidents Organization (YPO)
- ✈ Investcorp Bank B.S.C.

Qatar

- ✈ National Democratic Institute (NDI)

Dubai

- ✈ Dubai Islamic Bank
- ✈ Al-Rusatmani Group
- ✈ Dubai Chamber
- ✈ HRH Princess Haya's office
- ✈ Bain Communications
- ✈ World Presidents Organization (WPO)
- ✈ Roche Middle East

Lebanon

- ✈ Indevco group, Industrial Development Company
- ✈ Issam Fares Foundation
- ✈ Bankers-Assurance
- ✈ Association of Lebanese Banks
- ✈ International Labor Organization (ILO)
- ✈ ESCWA
- ✈ MPs and political figures

Kuwait

- ✈ The Ministry of Finance
- ✈ Zain Telecom
- ✈ National Projects Holding Company
- ✈ National Democratic Institute (NDI)

Iraq

- ✈ The Prime Ministry

Tunisia

- ✈ Ministry of Health
- ✈ Ministry of Education
- ✈ Ministry of Justice
- ✈ Ministry of Social Work

Jordan

- ✈ The Royal Hashemite Court
- ✈ The Foreign Ministry
- ✈ Ministry of Planning and International Cooperation
- ✈ Ministry of Information and Communications Technology

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- ✈ Ministry of Water and Irrigation
- ✈ Anti-Corruption Commission
- ✈ Jordan Investment Board (JIB)
- ✈ King Abdullah II Center for Excellence (KACE)
- ✈ Greater Amman Municipality (GAM)
- ✈ Jordan National Museum
- ✈ KADDB, King Abdullah II Design and Development Bureau
- ✈ International Women Forum (IWF) - Jordan Chapter
- ✈ King Abdullah II Fund for Development (KAFFD)
- ✈ The National Committee for Demining and Rehabilitation (NDCR)
- ✈ UNICEF
- ✈ International Committee of the Red Cross (ICRC)
- ✈ National Democratic Institute (NDI)
- ✈ USAID funded programs (AMIR, FAS, JITOA, SIYAHA and WEPIA)
- ✈ Sofex Jordan
- ✈ Institute of Diplomacy
- ✈ Save the Children
- ✈ Y-PEER/UNFPA
- ✈ Executive Privatization Commission
- ✈ Anti-Corruption Commission
- ✈ Insurance Commission
- ✈ Jordan Telecom Group, Orange
- ✈ Telecommunications Regulatory Commission (TRC)
- ✈ The American Chamber of Commerce in Jordan
- ✈ Higher Media Council
- ✈ Jordan River Foundation
- ✈ The Arab Potash Company
- ✈ Social Security Corporation (SSC)
- ✈ The British Embassy
- ✈ The Swedish Embassy
- ✈ Friedrich Naumann Foundation
- ✈ Friedrich Ebert Foundation
- ✈ Jordan Trade Association
- ✈ [Int@j](#) (the Information Technology Association of Jordan)
- ✈ Young Entrepreneurs Association
- ✈ Union of Arab Banks
- ✈ Arab Bank
- ✈ Ahli Bank
- ✈ The Housing Bank
- ✈ Bank of Jordan
- ✈ CitiBank
- ✈ Capital Bank
- ✈ Cairo-Amman Bank
- ✈ Jordan Commercial Bank
- ✈ Talal Abu Ghazaleh Group

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- ✈ Amin Kawar Group
- ✈ Dar Al-Omran (Planners. Architects. Engineers)
- ✈ ARABTECH JARDANEH Engineers & Architects
- ✈ Engicon, Engineering Consultants
- ✈ ARAMEX
- ✈ Promoseven, advertising
- ✈ Intermarkets, advertising
- ✈ PALMA, Business Solutions
- ✈ Dallal & Associates, Advocates & Consultants
- ✈ Khalifeh & Partners (Attorneys at Law)
- ✈ Jordan Education Initiative (JEI)
- ✈ King's Academy
- ✈ The International Community School (ICS)
- ✈ The Royal Film Commission
- ✈ Novo Nordisk, Pharmaceuticals
- ✈ Globitel
- ✈ Energy Management Services (EMS)
- ✈ STS Group, Information Technology Solutions
- ✈ Bustami & Saheb Trading Co. LTD
- ✈ Hikma Pharmaceuticals
- ✈ Sanofi- aventis, Pharmaceuticals
- ✈ MsPharma
- ✈ EastNets
- ✈ Umnia Telecom
- ✈ Green Building Council, Jordan
- ✈ Arab Orient Insurance (GIG)
- ✈ Apex Insurance
- ✈ Eskadenia Software
- ✈ Microsoft
- ✈ Ro'ya TV
- ✈ Mazaj FM
- ✈ Watar FM
- ✈ Mood FM
- ✈ PreogressSoft Corporation
- ✈ NoorSat
- ✈ Faris & Faris Architects
- ✈ Advvise Media
- ✈ La Farge, Jordan

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Education

- 1984 **Master of Fine Arts,**
The Catholic University of America, Washington DC, USA
Theatre Arts
- 1981 **Bachelor of Arts,**
Yarmouk University, Irbid, Jordan
English Language and Literature
- 1981 **Diploma in Education,**
Yarmouk University, Irbid, Jordan
Teaching English as a Second Language
- 1980 **Certificate in Acting,**
Webber Douglas Academy of Dramatic Art, London, UK

Workshops and training courses attended

-  **Presenting for Radio & Television**
CUA Summer Conservatory, Wash. D.C., USA 1983
-  **Assessing Leadership Potential in Employees**
German Technical Cooperation (GTZ), and the Jordanian
National Commission for Women (JNCW), Amman 2002
-  **Leadership**
Young Entrepreneurs Association, Amman, 2001
-  **Media and Communication Skills**
Liege, Belgium, January 1987
Washington DC, USA, 1983

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