



أكاديمية وطن الأول
Watan First Academy

Building Future-Ready Capabilities for Sustainable Organizational Growth

10+

YEARS OF EXPERIENCE

15,000+

PROGRAMS DELIVERED

100,000+

TRAINING HOURS



www.WatanFirst.com



Watan First Holding

An integrated enterprise ecosystem supporting the vision of an ambitious nation.

Watan First Holding was established as one of the national pillars supporting the Kingdom of Saudi Arabia's transformation and growth, through an integrated investment ecosystem that empowers vital sectors and advances national development priorities.

The Group believes that true investment begins with people, and that knowledge and innovation are the foundation for building a competitive national economy aligned with the objectives of Saudi Vision 2030.

With national leadership and a forward-looking vision, Watan First continues its role in empowering talent, developing solutions, and delivering sustainable services as an active partner in the journey of development and prosperity.



An Ecosystem Built for Impact.



Chairman's Message

“ We invest in the future of people to create a sustainable impact.

Throughout my career leading national companies and financial institutions, one truth has become clear: people are the ultimate driver of growth, and organizational success is built on the strength, capability, and ambition of its talent.

We founded Watan First Academy in 2016 with a clear mission: to bring global best practices into our local market and build skills that match real business needs.

Today, development is no longer just a support function. It is a core driver of the economic and digital transformation shaping our region under Saudi Vision 2030. That is why we deliver solutions built on high professional standards and long-term partnerships.

Every partnership we form is a commitment to building future leaders. We invite you to join us on this journey, turning ambitious goals into tangible achievements that strengthen our national economy and its position on the global stage.



Hisham Al-Sheikh

Founder and Chairman of Watan First Holding

He serves as a member of the Board of Directors for several companies, including Proptas Bermuda Holding and Ashmore Investment Saudi Arabia, which he joined as a board member in 2014. He previously served as the Chairman of the Board of Directors of Saudi Reinsurance Company (Saudi Re) and was also a member of its board. Additionally, he was a board member of the Saudi Civil Aviation Company and Bank AlJazira from 2010 to 2011. He also held several positions at Arab National Bank, including Deputy Managing Director between 2005 and 2006, General Manager of the Retail Banking Group, and General Manager of the bank's branch in London between 1992 and 1998, in addition to heading the International Department between 1988 and 1992. Hisham Al-Sheikh holds a Bachelor's degree in Management, specializing in Applied Mathematics and Economics, which he obtained in 1985 from the University of California, San Diego, in the United States of America.



معهد وطن الأول
Watan First Institute

Building Future-Ready Capabilities **For Sustainable Organizational Growth**



Who We Are

Watan First Academy is a Saudi-based institution for capability building and professional development, established in Riyadh in 2016. The Academy provides integrated and digital learning, talent management, and assessment solutions for public- and private-sector organizations. Through structured methodologies, expert-led delivery, and future-focused development programs, WFA helps organizations strengthen workforce capability, develop leadership pipelines, and align human capital development with strategic business priorities and Saudi Vision 2030.



OUR VISION

To be the leading workforce capability and talent transformation partner in the Middle East, enabling organizations to build future-ready workforces and sustainable competitive advantage.

OUR MISSION

To empower individuals and organizations to lead the future through innovative learning, development, and talent solutions that strengthen human capital readiness, enable sustainable institutional success, and support the objectives of Saudi Vision 2030.

100,000+

TRAINING HOURS

15,000+

PROGRAMS DELIVERED

420+

CLIENTS

10+

YEARS OF EXPERIENCE

The WFA Standard of Excellence

At Watan First Academy, quality is embedded across every stage of the engagement, from needs analysis and solution design to delivery, reporting, and continuous improvement. Our approach ensures that each program is strategically aligned, professionally delivered, and measured against clear outcomes.



Strategic Alignment

Every solution is designed around the client's business objectives, workforce priorities, and capability requirements.



Expert-Led Delivery

Programs are delivered by qualified trainers, consultants, assessors, and subject matter experts with strong practical and industry experience.



Structured Quality Control

Learning content, assessment tools, delivery plans, and reports are reviewed to ensure accuracy, relevance, consistency, and professional standards.



Participant Experience

We focus on creating engaging, practical, and high-value learning experiences that support knowledge retention and workplace application.



Measurable Outcomes

Each engagement is supported by feedback, reporting, evaluation, and recommendations that help organizations track progress and impact.



Our Integrated Solutions

A comprehensive suite of solutions designed to strengthen talent, accelerate learning, and support sustainable organizational performance.



Learning & Development

Capability-building programs aligned with business priorities.



Digital Learning

Scalable digital ecosystems for modern workforce learning.



Talent Management

Integrated talent systems for performance and future readiness.



Talent Assessments

Structured evidence for clearer talent decisions.



Learning & Development Solutions

Capability-building programs aligned with business priorities

We design and deliver structured learning journeys that close capability gaps, strengthen workforce performance, and support continuous professional growth. Each program is shaped around organizational priorities, role requirements, and practical workplace application.



Specialized Training Programs

Targeted programs designed to address specific business, technical, and professional capability needs.



Technical and Functional Training

Role-specific training that strengthens technical expertise, functional capability, and operational performance.



Graduate Development Programs

Structured journeys that prepare fresh graduates and early-career talent for workplace success.



Training Needs Analysis (TNA)

A structured process to identify skill gaps, development priorities, and training investment needs.



Professional Certification Programs

Certification pathways that build recognized knowledge, practical skills, and professional credibility.

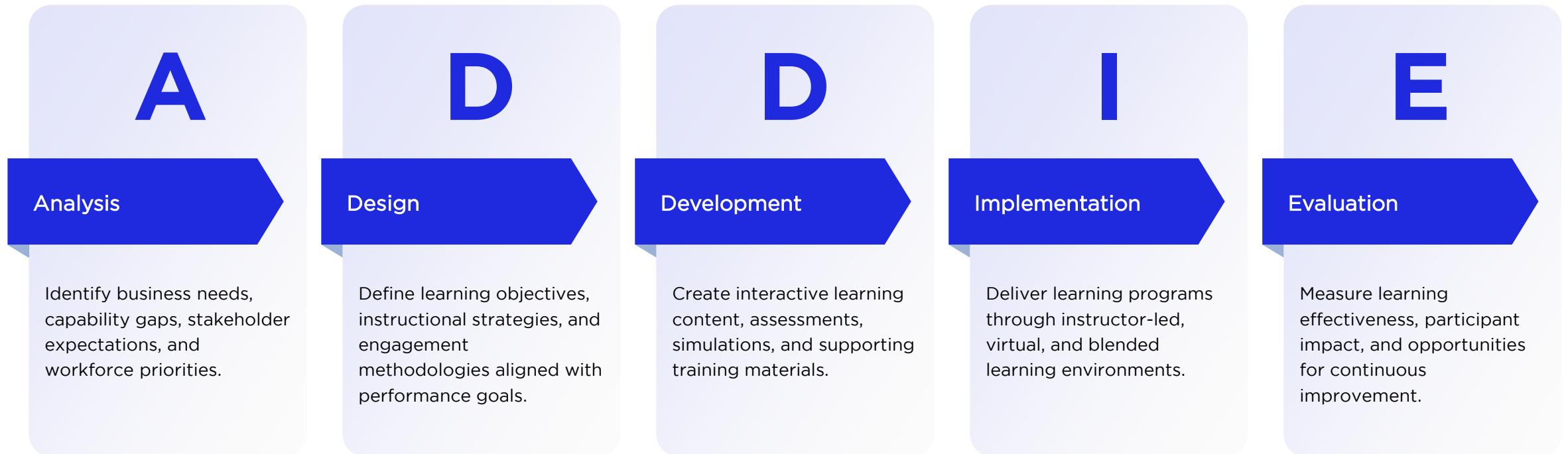


Customized Learning Solutions

Tailored learning journeys designed around organizational goals, workforce needs, and business outcomes.

ADDIE-Based Learning Design Framework

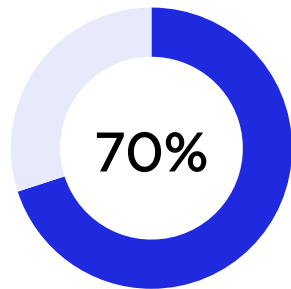
A structured, end-to-end learning design approach built on the ADDIE model, ensuring alignment between organizational needs, instructional design, delivery, and measurable performance outcomes. It enables consistent, scalable, and impact-driven learning solutions.



The 70:20:10 Framework

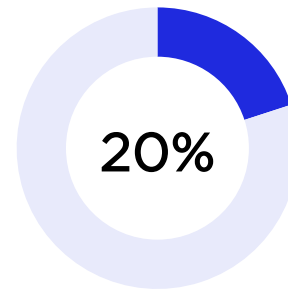
LEARNING EXPERIENCE MODEL

Experiential Learning



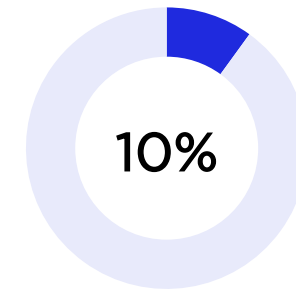
Learning through on-the-job application and real workplace challenges.

Social Learning



Learning from others through coaching, mentoring, and collaboration.

Formal Learning



Structured learning through programs, courses, and certifications.

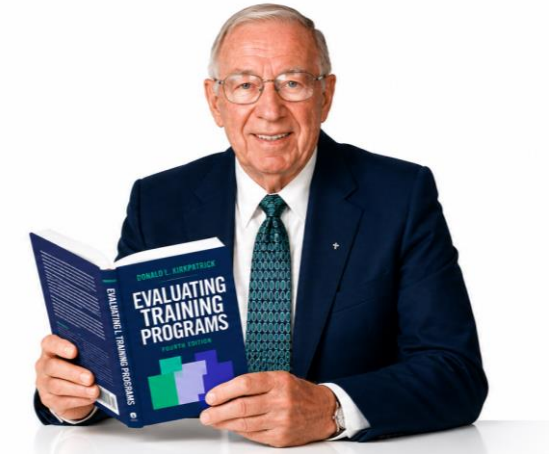


Evaluating Training Impact: The Kirkpatrick Model

The Kirkpatrick Model is a globally recognized framework used to evaluate the effectiveness and impact of learning and development initiatives. At Watan First Academy, we apply the model to measure participant satisfaction, knowledge acquisition, behavioral application, and business impact, ensuring every learning intervention delivers measurable organizational value.

Donald L. Kirkpatrick

Father of the Kirkpatrick Model
and Training Evaluation Pioneer



LEVEL 1



Reaction

How participants feel about the training.

Measurement Methods

Satisfaction surveys, net promoter scores (NPS), and feedback forms.

LEVEL 2



Learning

The degree of acquired skills, knowledge, or attitude change.

Measurement Methods

Pre- and post-training tests, quizzes, and practical simulations.

LEVEL 3



Behavior

How effectively trainees apply new learning on the job.

Measurement Methods

Workplace observations, manager follow-ups, and peer reviews.

LEVEL 4



Results

The ultimate impact of the training on organizational outcomes.

Measurement Methods

Analysis of business metrics like increased sales, ROI, or lower turnover.

Digital Learning **Solutions**

Scalable digital ecosystems for modern workforce learning

We enable organizations to modernize learning through integrated digital ecosystems that enhance accessibility, engagement, and measurable performance outcomes.



Learning Management System Solutions

Centralized platforms to deliver, manage, and track learning at scale.



Digital Learning Content Development

Structured e-learning modules designed for retention and workplace application.



Immersive Learning Experiences

Simulations, scenarios, gamification, and interactive storytelling.



Multimedia Learning Production

Video, animation, and visual assets that simplify complex topics.



Virtual & Self-Paced Learning Programs

Flexible learning journeys for live and independent learning.



Content Digitization & Transformation

Transforming traditional materials into scalable digital formats.

Digital Learning Ecosystem

Our Digital Learning Solutions are built around an integrated e-learning system that enables organizations to deliver scalable, flexible, and measurable learning experiences.

academy.watanfirst.com



Online Assessments
& Certificates



Custom Content
Development



Centralized Learner
Dashboard



Progress Tracking
& Completion Records

10

LEARNING CATEGORIES

150+

DIGITAL COURSES

A scalable digital learning ecosystem designed to make workforce development more accessible, measurable, and future-ready.



Talent Management Solutions

Integrated talent systems for performance and future readiness

We support organizations in identifying, developing, and retaining the talent required for sustainable performance. Our solutions connect leadership development, succession, competencies, career growth, and performance into a practical talent framework.

Talent & Leadership Development

Development programs that strengthen leadership capability, professional maturity, and workforce readiness.

Executive and Leadership Development

Advanced journeys that enhance strategic thinking, decision-making, and leadership effectiveness.

High-Potential Talent Development

Structured programs that prepare future leaders for broader responsibilities and critical roles.

Executive Coaching & Mentoring

Personalized guidance that strengthens leadership presence, performance, and strategic impact.

Succession Planning & Continuity

Frameworks that identify critical roles, successor readiness, and leadership continuity priorities.

Performance Management Systems

Practical systems that align goals, feedback, accountability, and performance improvement.

Competency Framework Design

Customized frameworks that define the skills, behaviors, and capabilities required for success.

Career Pathing & Development

Clear progression pathways that guide employee growth and support long-term retention.

Early Career Development Programs

Structured programs that build foundational skills, confidence, and professional readiness.

Talent Assessments

Structured evidence for clearer talent decisions

We design evidence-based assessments that help organizations evaluate capability, potential, readiness, and role fit with greater consistency.



Psychometric & Professional Assessments

Assessment tools that provide insight into behavior, personality, leadership style, and professional fit.



360-Degree Feedback

Multi-source feedback that reveals strengths, blind spots, and leadership development priorities.



Assessment Centre Design & Delivery

Structured assessment centers that evaluate capability, potential, and readiness through practical exercises.



Competency-Based Interview

Structured interviews that assess candidates against role-specific competencies and success indicators.



Cognitive and Behavioral Assessments

Evaluations that measure problem-solving, critical thinking, decision-making, and workplace behaviors.



Talent Insight & Development Reports

Clear reports that translate assessment outcomes into practical insights and development recommendations.

Evidence-Based Assessment Methodology.

This rigorous, data-driven framework ensures that talent decisions are aligned with your organization's overarching strategic goals. By combining scientific psychometric tools with structured behavioral evaluations, we mitigate bias and uncover precise insights. The result is a clear, actionable roadmap that empowers leadership to confidently select, develop, and retain top-tier talent.



Define Assessment Objectives

Clarify the purpose, target roles, competencies, participant groups, and expected outcomes.



Design Assessment Architecture

Select the right mix of tools, exercises, psychometric assessments, interviews, and evaluation criteria.



Conduct Structured Assessments

Deliver assessment activities through trained assessors using consistent and evidence-based methods.



Analyze Talent Insights

Review results, identify capability gaps, assess leadership potential, and interpret behavioral indicators.



Deliver Development Reports

Provide clear reports, recommendations, and actionable development priorities for individuals and organizations.

Let's Build Future-Ready Capabilities.



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