



Our team

All our facilitators are certified Design Thinking trainers from ExperiencPoint.



Raghda Elkasaby

Talent Development
Consultant

Seasoned HR & Talent Management lead with extensive experience in learning & development, change management, corporate culture, strategy, wellbeing, diversity and inclusion.. Raghda brings 15+ years of HR experience in IT & Pharmaceutical industries. Certified business & career transition coach from ICF, certified leadership trainer from Dale Carnegie.



Ahmed Habib

Business Transformation
Consultant

Experienced Business Transformation, Operational Excellence and process improvement consultant with 15+ years in Telecom and IT industries, leading change for multinational companies within different functions with a track record in Design Thinking, Lean, Six Sigma, Quality Management and Business Continuity.



Christine Nagy

Customer Programs lead

Extensive experience leading customer facing teams with focus on customer experience and business improvement programs leveraging lean six sigma and Design Thinking.



Adrian Ionescu

Experience Design Lead

Senior-level Experience Design Lead with 15+ years of US and international success in Service Design, reimagining customer experiences, crafting employee experiences, Design Thinking, Design Sprints, Empathy and Failure training, in startup, turnaround, and growth arenas.



Who We Are?

The Axle training and consultancy company was founded in 2021 with a clear intention:

We enable **human-centered innovation**.

Our purpose is to help our clients augment **innovation** and **Customer Experience** capabilities and get better results, products and services.

We partner with high-potential teams that have a track record with a variety of innovation frameworks, and strongly willing to adopt human-centered innovation, aka **Design Thinking**, at scale.



Why Design Thinking?

- If your **Team Members** feel stuck working across the seams and want to drive a better customer experience but don't know how, we can empower them with the tools, methods and mindsets they need to drive effective change daily.
- If your **Leaders** feel like they must get it right the first try and don't know how to escape the tyranny of back to back meetings to think and build, we can help jumpstart a culture of experimentation.
- If your **Executive Management** wants to create competitive differentiation and feel pressured, we can help accelerate a human-centered innovation movement at ecosystem level.

Practicing **Design Thinking** is a proven approach to innovate and create scalable solutions successfully which is the main differentiator for market leaders from their competitors.

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"Emerging soft skill showing growth in demand" – **Gartner**.

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"Companies that consistently follow design thinking practices generated roughly 32 percent more revenue and 56 percent higher returns for shareholders than those that did not"
- **McKinsey & Company**, [The Business Value of Design](#) report.



How we help?

We enable high-potential teams to scale methods and mindsets. We create the conditions for human-centered innovation at a significant cost advantage to what Big 5 consulting companies would offer and with a significant differentiator: enabling change from within.

Human-centered innovation is the on-ramp to a deliberate learning organization.

Spark

Build the baseline by exposing the core team to fundamentals training and allowing them to apply on an existing business challenge.

Enable

Enable a community of capable catalysts who will be equipped to lead the transformation journey utilizing our framework.

Transform

Drive an organization-wide impact by scaling knowledge and business results across different functions.



Why AXLE?



We are capable of equipping your organization with **methods** and **tools** to transform mindsets and enable practitioners to be the engines of change from within rather than leveraging internal or external consultants.



We are very conscious about building an **Ecosystem** approach vs. individual transformation by using simple nudges, artifacts and behavioral enablers.



What distinguishes our approach is the **Complementarity** of different frameworks vs being dogmatic about how we tackle challenges.



Interactive Experiential learning experience designed to engage participants either in-person or remotely.



Certified facilitators with diversified backgrounds.



Interested?

We'll be happy to get on a call to share a short demo about the experience and answer all your queries.

If you want to know more about our offerings, drop us an email on:

Transform@Axle360.com

Or

Call us: +2 0111 9044 309

