

Learning  
Talent NLP Strategy  
Degree Service E-Learning  
Greatness Empowerment Information Extra  
Intelligence Organizational Formulation  
MRT CONSULTANTS  
Assessments  
Emotional Design  
Thoughtful Inspiring Speeches  
Culture Execution  
Thinker

# Welcome to MRT

Integrity, greatness, agility and originality define Melkart Rouhana's Team of Consultants.

Our "best in class" team represents an effective mix of seasoned and expert leadership to provide you with unmatched solutions revolving around individual & organizational greatness. We offer you a world class blend of learning and development solutions that translate into measurable actions and results. We believe in transforming your internal capabilities to eliminate consultancy dependence.

## OUR PILLARS:

- Organizational Culture
- Learning & Development
- Events and Keynote Speeches
- Human Resources
- Innovation
- Hotel Openings



*"Enabling greatness is our passion yet our mission for individuals and organizations everywhere. We are proud to be your partners!"*



Enabling greatness  
is our passion

## Melkart Rouhana

MSc, PGD, CPS, EIEC, NLPP

Organizational Culture & Effectiveness Consultant, Executive Coach, Learning Expert and Growth Strategist, NLP Practitioner & Motivational Public Speaker.

### PROFILE

Melkart is a Motivational & Public Speaker, Emotional Intelligence Practitioner & Trainer, Executive Coach, NLP practitioner, Learning and Development Strategist, Innovator, teambuilding expert, Interview Analyst and Specialist in Building Talent Based Organizations. He lead global presentations, openings, workshops and consulting projects for many organizations, institutions and colleges around the globe including but not limited to The Ritz-Carlton Hotel Company, Armani Hotels & Resorts, Emaar Hospitality Group, Weill Cornell Medical College, Proctor & Gamble, Cheesecake Factory, SAIC Defense Solutions Group, Washington Trade Board, ConocoPhillips, Sewell Ford, Pinnacle Financial Partners, Innova Health Systems, Hotel Consult Switzerland, Les Roches ISHM, Cesar Ritz Colleges, Labor Department Tunis etc...

Melkart is the Founder and CEO of MRT Consultants that offers world class blend of consultants and learning solutions that revolve around individual effectiveness & organizational greatness.

Melkart held previous positions such as Corporate Head of Learning & Development for

Emaar Hospitality Group (The Address Hotels & Resorts + Residences + Leisure Business Units) and Armani Hotels & Resorts; Corporate Director of Global Learning at The Ritz-Carlton Hotel Company; Public Speaker & Consultant for The Ritz-Carlton Leadership Center, Executive Director of Human Resources, Manager of Human Resources & Leadership Development as well as Director of Training and Organizational Effectiveness in the Ritz-Carlton international arena. During this period, Melkart was engaged in leading opening countdowns and his L&D projects won prestigious global awards.

Melkart holds a Bachelor of Science degree in Hotel and Tourism Management (NDU, Lebanon), Post Graduate Diploma in International Hospitality Administration (University Cesar Ritz UCCR, Switzerland) and a Master of Science Degree in International Hospitality Management (Manchester Metropolitan University, England MMU). During that period, Melkart earned the end-life membership in the International Hospitality Honor Society, ETA SIGMA DELTA, the most prestigious International Hospitality Honor Society for exceptional achievements. He graduated with distinction and his studies and thesis focused on organizational effectiveness and transformational leadership.

Melkart brings a wealth of knowledge and consulting experience in redefining companies' cultures and L&D platforms, executive coaching, emotional intelligence, Neuro Linguistic Programming, teambuilding, organizational behavior and effectiveness, learning and development, innovation, hotel openings, leadership development, eLearning and human resources.



"Four hours that could change your life!"  
Alison Drewell, VP Retail - VF Corporation

Join the world class organizations that experienced Design Thinker. An award-winning workshop built in collaboration with innovation design firm IDEO.

# Experience Innovation: Design Thinker

Today's business leaders face unprecedented complexity and change. As a consequence, traditional analytical thinking alone cannot deliver tomorrow's breakthrough strategies, offers, and organizing systems. Design thinking is the antidote. It accelerates innovation to help create better solutions for the challenges facing modern businesses. We are proud to partner with you to engage your organization with the techniques, and thought patterns of successful innovator and inspire solutions that confer competitive advantage. MRT presents "Design Thinker" Simulation developed by ExperiencePoint in collaboration with innovation design firm IDEO.



*"I loved exploring my own biases and tendencies through this activity and being pushed beyond what I thought were my limits."*

ANNA HOPKINS  
Engineers without Borders

*"Brilliant simulation that brought design thinking to life. Outstanding workshop!"*

TERRI EGAN  
Associate Professor Pepperdine University

# Inspiring Leadership: Enabling Greatness

Frightening and leaderless, today's teams are facing enormous road blocks. With the absence of a defined journey, mediocre leaders are creating influential dispensers of negativity in the workplace. The fact is, no organization has ever become great without exceptional leadership – Leaders who enable greatness by inspiring trust, unleashing the talents of their teams, and empowering them to translate actions into results. We are proud to partner with you and deliver Inspiring Leadership: Enabling Greatness workshop/ journey to equip your leaders with the new mind set, skill set and tool set required to become transformational leaders and enable greatness.

## LEARNING OUTCOMES:

- Embrace a winning mind-set to achieve your personal and professional goals
- Unleash your intrinsic motivation and elevate your (& team) spirit
- Develop and utilize your lasting inner drivers and emotional intelligence to formulate impactful choices
- Release passion and capabilities through empowerment
- Enable greatness through agility and execution intelligence



*"Extremely motivational, Inspirational & Powerful."*

*Melkart will rock your business".*

AARON KAUPP,  
General Manager,  
Armani Hotel Milano



# Inspiring Leadership: Winning Attitude

"It's not enough to be busy, so are the ants"! Today's workforce possess far more talent, intelligence, capability and creativity than their current jobs require. Unleashing the potential of this dynamic workforce require leaders to embrace a winning attitude: the power of intrinsic drive and stimulus (Self Motivation); the deeply held driving forces guiding the highest priorities (Inner Compass); the influential collision and impact of choices (Consequential Choices); the ignition of talents and passion (Releasing Talents); and ability to foster agility and effective execution (Disciplines of Execution). We are proud to partner with you and deliver Inspiring Leadership: Winning Attitude workshop/journey which will transform your leaders' IQ (mental intelligence), EQ (emotional intelligence) and XQ (execution intelligence).

*"Must attend workshop for every leader who wants to create a talent based organization and promote organizational greatness."*

*Melkart will exceed all your expectations."*

ABDUL AZIZ AL EMADI  
CEO - Hospitality Msheireb Properties



## WINNING ATTITUDE = IQ + EQ + XQ

"Inspiring Leadership: The Winning Attitude" workshop also taps into the best thinking of leadership experts including Daniel Jay Goleman (author of Emotional Intelligence); John Antonakis (author of The Nature of Leadership); Jack Welch (author of Winning); Ram Charan (author of Execution: The Discipline of Getting Things Done); Stephen R. Covey (author of The 8th Habit); & Melkart Rouhana's research on Transformational and Transactional Leadership.

# Inspiring Service: The Vital Few

In today's competitive environment, personal and organizational success depends on the associates' mental attitude more than their ability to serve. It is this attitude that will magnetize your clients/guests to the brand and create loyalty and emotional engagement. We are proud to partner with you and equip your organization with the mind set, skill set and tool set to deliver unique, personal, and memorable experiences for your clients/guests. MRT presents Inspiring Service: The Extra Degree as an innovative practical workshop to transform your workforce and services.

## LEARNING OUTCOMES:

- Differentiate between the "purpose" and "functional" part of the job
- Embrace a "Yes I can" attitude
- Master the service basic etiquette (smile, body language and eye contact)
- Create a lasting 1st impression - professional appearance, language and behavior
- Connect with the guest by learning to be welcoming, enthusiastic, curious and resourceful
- Deliver the World Warmest Welcome and Fondest Farewell (power of approachability)
- Provide a sense of well-being through the art of anticipation
- Apply the Vital Few and create the element of unpredictable service
- Role Plays and real-case scenarios



*"This workshop will transform your people, teams and organization..."*

*Melkart will surprise you, amaze you and unleash your superstars!"*

Wael Maatouk,  
Hotel Manager,  
The Ritz-Carlton, Riyadh

# Inspiring Acumen: Emotional Intelligence

The evidence is increasingly captivating...  
"EQ has twice the power of IQ to predict performance. EQ is also a better predictor than employee skill, knowledge, or expertise."

Emotional Intelligence competencies are measurable, learnable and significantly relate to organizational performance.

We are Proud to be your partners and:

- Conduct EQ Assessments and one on one Coaching Dialogues;
- Develop tailored made EQ workshops for your organization; and
- Facilitate formal and informal EQ Learning Solutions.

"EQ may be essential to differentiating world-class organizations in an increasingly complex and competitive marketplace. No doubt emotional intelligence is more rare than book smarts, but my experience says it is actually more important in the making of a leader. You just can't ignore it."

Jack Welch



## EMOTIONAL INTELLIGENCE (EQ)?

EQ is the process of blending IQ with EQ to enable a work environment where excellence flourishes. It is the ability to navigate your emotions and generate positive choices that will impact relationships hence individual and organizational greatness!



### Your Organizational Culture

Culture is the most visible and influential force for any organization's well being and success. It is the compass that puts everyone on the right track, reduces uncertainty and is manifested in the organization's climate! Do you have shared values, beliefs, and service standards to guide your conscious and unconscious decisions and actions? We are proud to partner with you to define the identity of your organization which will ultimately inspire engagement at all levels and drive business results...

### The Journey

Do you believe that employee learning and development cost a ton of money, and often go nowhere? Are you wondering how to maximize your L&D resources through implementing formal, informal and personal learning solutions? We've discovered and designed a way forward: The L&D Journey. We are proud to partner with you and design your organization's 365 days L&D journey that combines diverse, evidenced-based formal, informal and personal learning solutions that link L&D to the business objectives, maximize its impact, ensure sustainable return on investment and create a high-impact learning culture.



### Emotional Intelligence

The evidence is increasingly compelling. The measurable, learnable skills of emotional intelligence make a significant impact on organizational performance. EQ may be essential to differentiating world-class organizations in an increasingly complex and competitive marketplace. In other words, your people are the differentiating factor and there is undeniable evidence to develop and apply the science of EQ. We are proud to partner with you and develop your organization to become efficient, effective and inspire a work environment where excellence flourishes, in all EQ dimensions.

### Inspiring Teamwork: Enabling Trust

Building an effective and cohesive team is vital to create a work environment where excellence flourishes. Teamwork remains a competitive advantage that has been ignored... it is always lacking in companies that fail but so present in companies that win. Teamwork once measured and verified, will inspire a sense of belongingness and assist your associates to find fulfillment in their work. Teamwork's impact will go far beyond the walls of your offices. We are proud to partner with you, assess your team effectiveness and promote a team culture of high trust, accountability and results.

### Other Services / Learning & Development

Learning and development (L&D) assessment | L&D strategy & optimisation | On boarding learning journey | Assessment of learning function, structure and capabilities | eLearning capabilities | Talent based selection tools | L&D/Competencies mapping | Keynote motivational speeches | Emotional Intelligence Coaching | NLP solutions