

# **20** Takatuf Oman **24 ANNUAL REPORT**

The background image shows two men in traditional Omani attire (white dishdasha and ghutra) standing in a meeting room. One man is pointing at a whiteboard covered with sticky notes, while the other stands beside him, looking on. The scene is overlaid with a semi-transparent orange and red gradient. A large, stylized orange shape is visible on the left side of the page.

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We have placed youth at the core of our interest and that of our government, following up on the efforts made to involve them in building the nation. We will ensure that this partnership is more inclusive and has a deeper impact, as various state institutions and their officials work to adopt sustainable working methodologies that focus on highlighting the active contributions of youth in this blessed journey - with God's permission - and organize their roles in serving the community

**His Majesty Sultan Haitham bin Tariq**



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## Chairman's Message

At Takatuf, our unwavering commitment to Excellence, Growth, and Collaboration drives us to be at the forefront of human capital consulting. We are dedicated to unlocking the full potential of organisations through innovative and culturally relevant solutions, empowering businesses to thrive in an ever-changing landscape. Our mission is to equip our clients with the strategic tools and insights needed to nurture their most valuable asset—their people.

In today's rapidly evolving business environment, the role of human capital has never been more critical. Our success lies not only in delivering high-value strategic frameworks but also in our ability to anticipate and address the dynamic needs of the workforce. Guided by our vision, we are poised to lead the transformation of organisations across Oman and the GCC, helping them achieve sustainable growth and a competitive edge through strategic human capital management.

As we look ahead, I encourage everyone to fully embrace our core values of growth, collaboration, and excellence. These principles are more than just words; they are the foundation of everything we do. Takatuf stands as a trusted partner, guiding clients through the complexities of the modern workplace and driving impactful, long-term success.

Together, we will continue to make a significant impact, leading the way in human capital consulting and shaping the future of our industry

**Nasser Sulaiman Al Harthy**  
Chairman Steering Committee  
Takatuf Oman

## CEO's Message

At Takatuf, our people are at the heart of everything we do. We are dedicated to helping businesses unlock their full potential by providing practical, forward-thinking human capital solutions. In an era of rapid transformation, organisations need to be agile, adaptable, and future-ready. Our role is to equip them with the right strategies, insights, and tools to build a workforce that thrives.

We take pride in our collaborative approach, working closely with our clients to understand their unique challenges and deliver solutions that make a real impact. Whether it's talent development, leadership enhancement, or workforce transformation, our focus remains on driving sustainable growth through people.

As we move forward, we remain committed to fostering a culture of excellence, collaboration, and continuous growth. These values shape our work, our partnerships, and our vision for the future. Takatuf is more than a consultancy; we are a trusted partner in building resilient, high-performing organisations across Oman and the GCC.

Together, let's shape the future of human capital.

**Ibrahim Mohammed Al Harthi**  
Chief Executive Officer  
Takatuf Oman

# Steering Committee Members



**Nasser Sulaiman Al Harthy**

- Chairman of Steering Committee of Takatuf Oman.
- Deputy President, Operations at Oman Investment Authority.



**Saud Hilal Al Yahmadi**

- Member of Steering Committee of Takatuf Oman.
- Chief of Human Resources at Oman Investment Authority.



**Abdul Malik Abdul Karim Al Balushi**

- Member of Steering Committee of Takatuf Oman.
- Chief of people and Culture at Asyad.



**Khalid Ghalib Al Hinai**

- Member of Steering Committee of Takatuf Oman.
- Advisor to The Minister of Energy and Minerals on Human Resources



**Ali Mohammed Al Lawati**

- Member of Steering Committee of Takatuf Oman.
- Chief of people and Culture at OQ.

# Our Management



**Ibrahim Al Harthi**

- Chief Executive Officer



**Hamed Al Rumhi**

- Consulting Services Director



**Salma Ismael**

- Sr. Manager - Finance & Support Services



**Dr. Qasim Al Mamari**

- Scholarship Management Director

A top-down view of a wooden desk with a laptop, a red folder, and a person writing on a document. The scene is overlaid with a semi-transparent orange and yellow gradient. The text 'Company Overview' is centered in white.

# Company Overview

# Our Mission & Values

# Who We Are



**Excellence**



**Growth**



**Collaboration**

Our goal is to empower organisations and teams to achieve their full potential. As an Omani consulting firm, we are committed to delivering unique, culturally relevant solutions that drive excellence, foster growth, and promote collaboration. With our team's combined expertise and experience, we aim to be a trusted partner for our clients, helping them succeed in today's fast-paced and competitive business environment.

We are a consulting firm based in the Sultanate of Oman, offering strategic and culturally relevant solutions to enhance organisational effectiveness and enable people performance.

We believe there is nothing more powerful within your organisation than the capabilities of your people, the performance they deliver, and the value they create for your business as a whole.



**94%**  
Omanisation



**120+**  
Unique Clients Served



**60,000+**  
Assessments Conducted



**1,700+**  
Graduated Participants of Corporate Academies



**1,600+**  
Sr. Leaders Coached

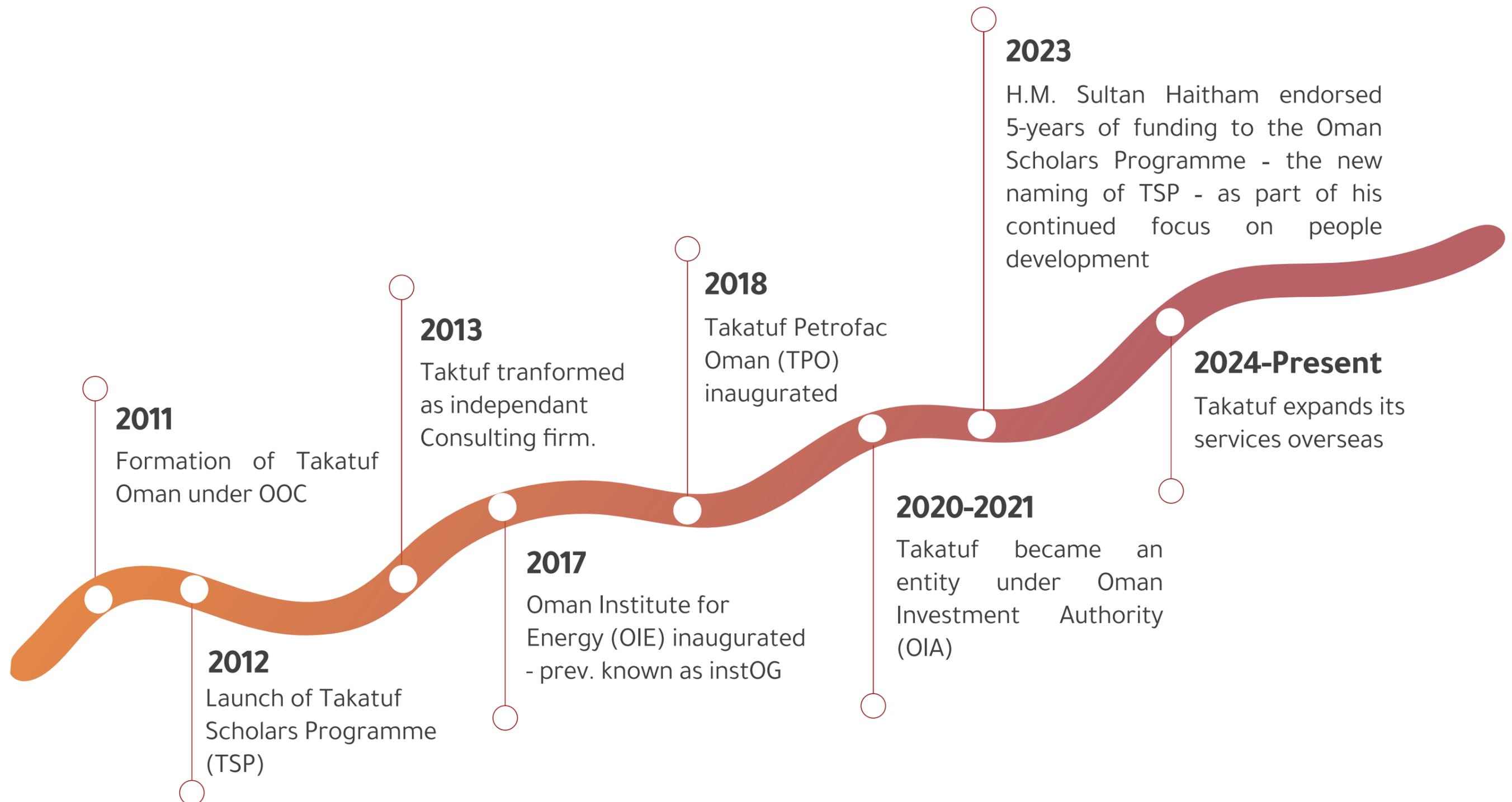


**2**  
World-Class Training Centres



**280+**  
International & Local Takatuf Scholars

# Our History



A woman wearing a dark hijab is seated at a desk in an office, pointing at a large computer monitor with a white marker. The monitor displays a presentation slide with four statistics: 25% (with a note about social media budgets), 30% (about tax payment receipts), 55% (about colorful messages), and 81% (about skimmed content). The desk also features a laptop, a keyboard, a mouse, a small potted plant, and a red notebook. The background shows office cubicles and a window with a plant. The entire image has a warm, orange-toned overlay.

# Key Achievements

# Consulting Services

## Takatuf Consulting Highlights - 2024

In 2024, Takatuf Consulting continued to drive impact across sectors through over 50 projects delivered by its advisory, assessments, coaching, and academies departments. These projects catered to clients in both the public and private sectors, covering a wide range of industries including investments, oil and gas, logistics, and others. Key focus areas included organisational diagnostics, structuring, EVP design, leadership development, and talent assessment.

### **Assessments Delivery and Impact**

A total of 23,206 assessments were conducted throughout the year, covering a spectrum of needs from talent acquisition to leadership development. These included high-volume assessment centers for graduate development programmes, specialised assessments for senior-level assessment, and customised competency-based evaluations.

### **Strategic Entry into the Government Sector**

2024 marked Takatuf's formal entry into the government advisory space, delivering two strategic projects that supported public sector. These initiatives focused on enhancing institutional performance, aligning organisations with 2040 national agendas, and building capabilities in line with government talent focused goals. This milestone reflects growing trust in Takatuf's ability to serve mission-critical public sector needs.

### **First International Advisory Engagement**

Takatuf expanded its geographical footprint through its first international advisory project with a global logistics company. The project sets a precedent for further international expansion and positions Takatuf as a regionally and globally capable consulting partner.

### **Ongoing Support for SMEs through the Musanada Programme**

Takatuf maintained its role in enabling the SME ecosystem through the Musanada Programme. This support spanned a variety of areas including technology enablement, and development interventions. The programme is designed to empower SMEs with the tools needed to scale sustainably and contribute meaningfully to the economy.

# Consulting Services

## **Mu'tamad Programme: Developing the Next Generation of Finance Professionals**

The Mu'tamad programme delivered two successful cohorts, supporting 45 fresh finance graduates through a structured development journey. Participants were placed across key national entities and undergoing rigorous learning paths that includes pursuit of globally recognized certifications ACCA and CFA. Complementing the technical training were over 4 enrichment courses focusing on predefined competencies, as well as 12 one-on-one mentorship sessions to guide their professional growth.

## **Commercial Mindset Academy: A New Product Offering**

Recognising the increasing need for commercial awareness across organisational levels, Takatuf launched the Commercial Mindset Academy. This programme equips participants with critical business-thinking skills, helping them make financially informed decisions, understand market dynamics, and align their daily roles with organisational profitability goals. The Academy has been well received across industries and is now a core component of our Corporate Academies portfolio.

## **Academies: Enabling Impactful Leadership and HR Transformation**

Takatuf delivered 10 specialised academies of Lead, Impact, and HR as a Strategic Enabler, reaching over 100 participants across various industries. These academies blended classroom-based learning with experiential activities and coaching, focusing on topics such as strategic leadership, stakeholder influence, change management, and the evolving role of HR in driving business success.

# Scholarship Management Services

## Oman Scholars Programme

 180 Omani Grade 11 students were enrolled in the Enrichment Programme.

 40 scholarships were awarded.

- Retention rate: 100%
- Progression rate: 103%

## Economics and Financial Experts Programme

- Partnered with the Central Bank of Oman.
- 5 postgraduate scholarships were awarded.

## Summer Enrichment Programmes (July - August)

In collaboration with the Ministry of Education, Petroleum Development Oman (PDO), Duqm Refinery and Petrochemical Industries Company (OQ8), and Duke Engage (Duke University), SMU managed and administered the following programmes for Omani students:

### Methods of English Language Instruction:

SMU in cooperation with the Specialised Center for Professional Training of Teachers, 20 English language teachers from Dhofar Governorate were trained on new methods of teaching English.

### English Language Upskilling and Leadership Skills Development Programme in Musandam:

128 students from Grades 8, 9 and 10 in Musandam benefited from the programme, during which gamification was the main instruction method to develop the students leadership and English language skills.

### English Language Upskilling and Leadership Skills Development Programme in Oxford:

22 Grade 10 students from Al-Wusta governorate were enrolled in a 6-week programme in Oxford. The programme focused on improving the students critical thinking and teamwork skills alongside improving their English language skills.

### English Language Upskilling and Leadership Skills Development Programme in Scotland:

10 Grade 10 students were enrolled in the Gordonstoun International Summer School. 5 students were from Musandam, and 5 students were the top participants in the International Olympiads. The students developed different sets of skills including leadership, teamwork, problem solving, and English language.



# CSR Initiatives

# CSR Initiatives

**Dhofar Teacher Training and Musandam Language Enrichment Programme**

**Date:**  
July 4<sup>th</sup> 2024

**Duke Engage**  
English camps for male and female students in Musandam in collaboration with Duke University

**Date:**  
August 8<sup>th</sup> 2024

**Omani Women's Day**  
Workshop for female business owners

**Date:**  
October 17<sup>th</sup> 2024

**Youth Day**  
Building Your Professional Brand Workshop

**Date:**  
October 26<sup>th</sup> 2024

A photograph of two business professionals in a meeting. One person is typing on a laptop while the other points at a document. The document contains various financial charts and graphs. The scene is overlaid with a semi-transparent white shape on the left and a dark orange gradient on the right. The text 'Financial Report' is centered in white.

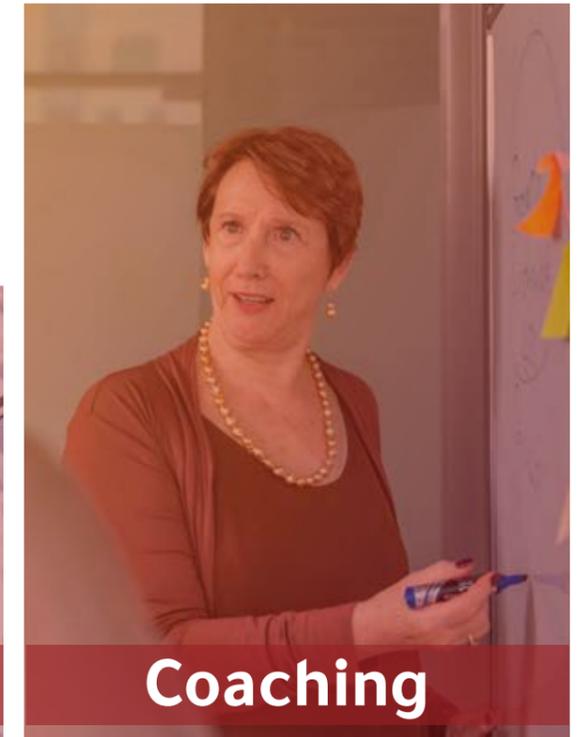
# Financial Report

# Statement of Comprehensive Income

Year ended 31 December 2024

	2024 (OMR)	2023 (OMR)
<b>Revenue from Contracts with Customers</b>	<b>6,631,730</b>	<b>5,157,321</b>
<b>Gross Profit</b>	<b>6,631,730</b>	<b>5,157,321</b>
Scholarship & Institutional expenses	(4,679,559)	(3,103,410)
Staff cost and Other expenses	(1,949,487)	(1,949,585)
Other income	312,648	189,066
<b>Profit / Loss Before Tax</b>	<b>315,332</b>	<b>248,392</b>
Taxation	(29,319)	(46,965)
<b>Profit / Loss After Tax</b>	<b>286,013</b>	<b>201,427</b>
<b>Total comprehensive (expense)/ income for the year, net of tax</b>	<b>286,013</b>	<b>201.427</b>

# Our Services



The image shows two men in traditional Arab attire, including ghutra and thobe, sitting at a desk and looking at a laptop. The man on the right is pointing at the screen. The background is a modern office with a window and a plant. The overall tone is professional and collaborative.

# Consulting Services

# Consulting Services



Organisation Design



Organisational Diagnostics



Career Path & Succession



HR Policies & Procedures



Employee Value Proposition



Employee Engagement



Grading & Salary Scale



Total Rewards

...and more!

Customised services can be provided based on your organisational needs



# Coaching

# Enabled Leaders

As an organisation's People consulting services partner, we believe that in a commitment to upholding the highest international standards and industry practices to ensure that we can provide you with the highest quality service.



International Coach Federation  
credentialed coaches



ICF Master Certified Coaches

A woman wearing a light-colored hijab and a matching top is smiling warmly. She is in a meeting room, with a whiteboard behind her. The whiteboard has a large blue circle drawn on it, with the letters 'WTH' written inside. There are two sticky notes on the board: an orange one and a yellow one. The woman is holding a blue marker in her right hand. The overall scene is brightly lit and has a professional, collaborative atmosphere.

# Assessment Center

# Assessment Center

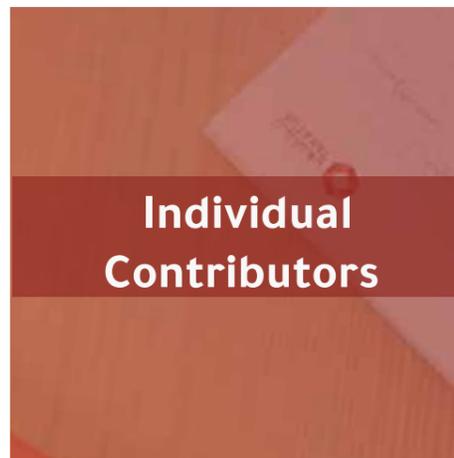
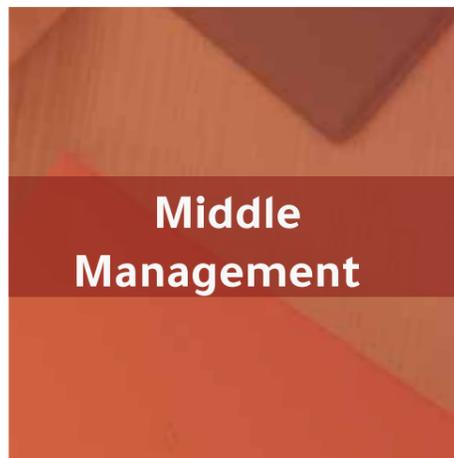
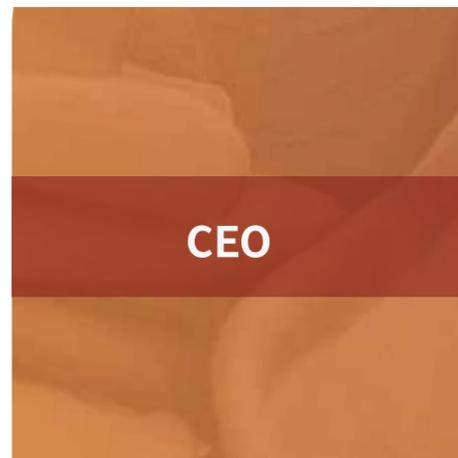
As part of identifying **leadership potential** within an organisation, Takatuf Assessment Centre **enables** decision makers to select and develop their most valuable assets-their employees

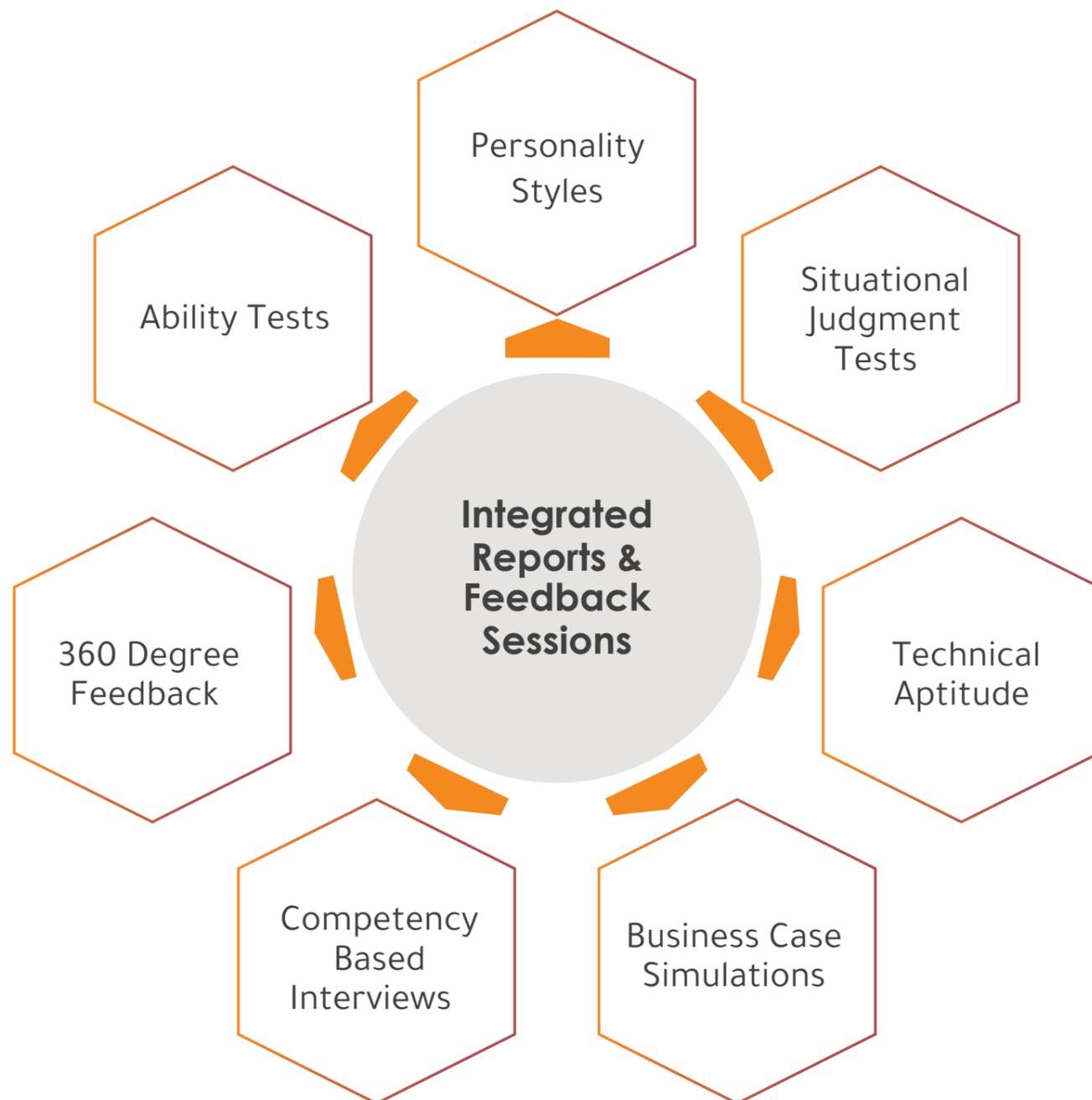


Takatuf Assessment Center Guiding Principles:

- The best predictor of future performance is past performance.
- Select for the things that are hard to train.
- Base selection decisions on agreed criteria (competencies).

**Our Assessments cover all levels:**





## Assessment Tool Box

Unlock your team's potential using our Assessment Tool Box - a suite of powerful tools designed to identify and develop your organisation's greatest asset: your people.



# Corporate Academies & Programmes

# Corporate Academies

Some of our proud in-house developed products

HR  
Academy

ADVENTURE  
**TAKATUF LEAD**  
Learn • Empower • Aim • Drive

**TAKATUF IMPACT**

مُعْتَمَد  
Mu'tamad

**Commercial  
Mindset**

# Customised Leadership Programmes



Takatuf prides itself on our expertise in creative innovative and unique leadership programmes custom made for your organisation. Our objective is to develop and enhance the leadership skills of participants by providing them with the knowledge, tools, and strategies needed to effectively lead teams, drive organisational growth, and navigate complex challenges in dynamic work environments.

**Here are some examples of previous projects we have either created or managed:**

## T100

**Client:** Oman Oil Company  
**Partners:** London Business School  
**Lead with Impact:** 50 part.  
**Emerging Leaders:** 50 part.

## Etimaad

**Client:** MOL  
**Partners:** CCL  
**Participants:** 500+ part.

## Mallah

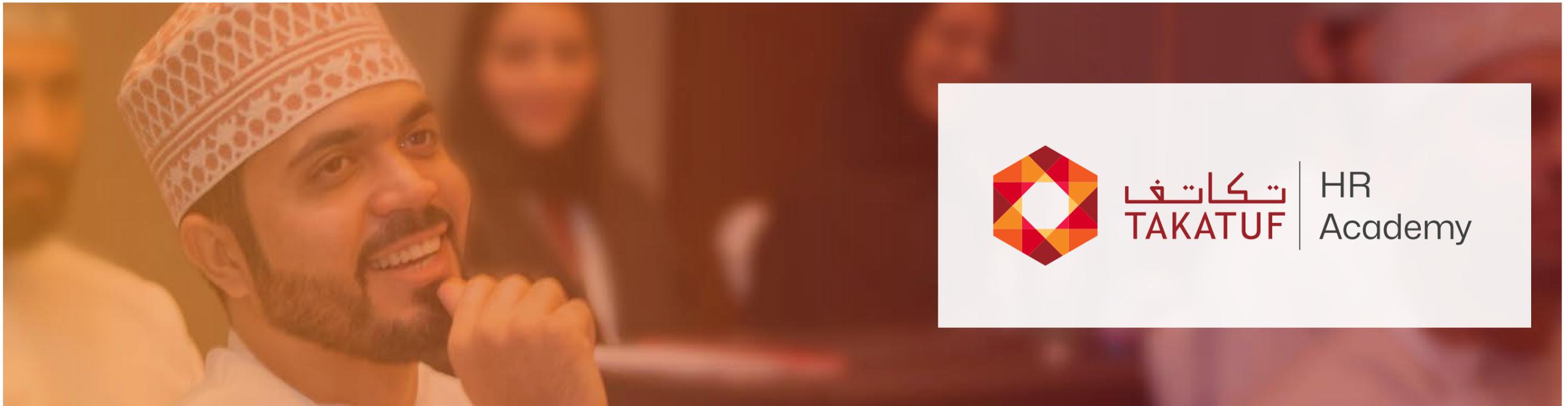
**Client:** Asyad Group  
**Partners:** CCL  
**Participants:** mid management leadership. 50+ part.

## OIA Leadership School

**Client:** OIA  
**Partners:** CCL  
**Participants:** two cohorts, with 50 part.

## Takatuf Emerging Leaders

**Client:** : Oman oil company  
**Partners:** HEC Paris  
**Participants:** two tracks with 50+ part.



Enhancing mindset shifts to help leaders create an impact and transform their surroundings; inclusive of sub-programme designed to target the same initiatives with varying durations (e.g. HR as Strategic Enabler).

### **Objective**

Equipping HR leaders & professionals with exceptional foundational and strategic capabilities enabling them to drive outstanding value for the business, employees, and customers.

### **Participants**

HR leaders and professionals looking to advance their knowledge and skill sets in the field of HR and be part of strategic planning of the organisation.

### **History**

Since its inception, Takatuf HR Academy graduated a total of **153** participants!



Enhancing mindset shifts to help leaders create an impact and transform their surroundings.

### **Objective**

An out of the ordinary growth experience for Leaders to unleash their potential and shift their mindset, to set them on a journey to transform and support the Organisation achieve success by mastering solution-oriented techniques.

### **Participants**

Team Leads/Managers with min. work experience of 6 years in addition to a min. of 1-year leading others.

### **History**

Since its inception in 2023, Takatuf LEAD has had a total of **+195** graduates!



DARE to explore the dynamics of courageous conversations, embrace ethical leadership and master change management strategies. A follow-up programme to the successful Takatuf LEAD.

### **What**

DARE explores the dynamics of courageous conversations, ethical leadership and change management strategies.

### **Who**

Team Leads/Managers with min. work experience of 6 years in addition to a min. of 1-year leading others, and who have completed the LEAD path.



## From Individual Contributor to Future Leader

### **Objective**

Equipping future Leaders with critical organisational tools such as: Understand what drives you and others, navigate your Org. by building trust and have great conversations, and much more!

### **Participants**

This highly interactive 3-day experiential learning approach is combined with practical models and tools that will push professionals / individual contributors to explore opportunities beyond their boundaries and grow into future Leaders.

### **History**

Since its inception, Takatuf IMPACT has had a total of **+75** graduates!



## From Individual Contributor to Future Leader

### **Objective**

Start-to-finish detailed journey providing participants with ACCA, CFA, & Legal Learning, Enrichment courses, Rotation Plans, and professional Mentorship.

### **Participants**

Fresh graduates in the fields of Finance and/or Accounting.

### **History**

Since its inception in 2023, we have 48 student currently in the programme!



رؤاد عُمان  
OMAN SCHOLARS

# Oman Scholars Programme

# Scholars Network\*

Our International scholars are attending the top ranked boarding scholars and universities around the world; gaining a life-long network rich with experience.



**170**  
Intl. Scholars



**110+**  
Local Scholars  
on Seat



**20**  
Top Boarding  
Schools



**45**  
Global Ranked  
Universities

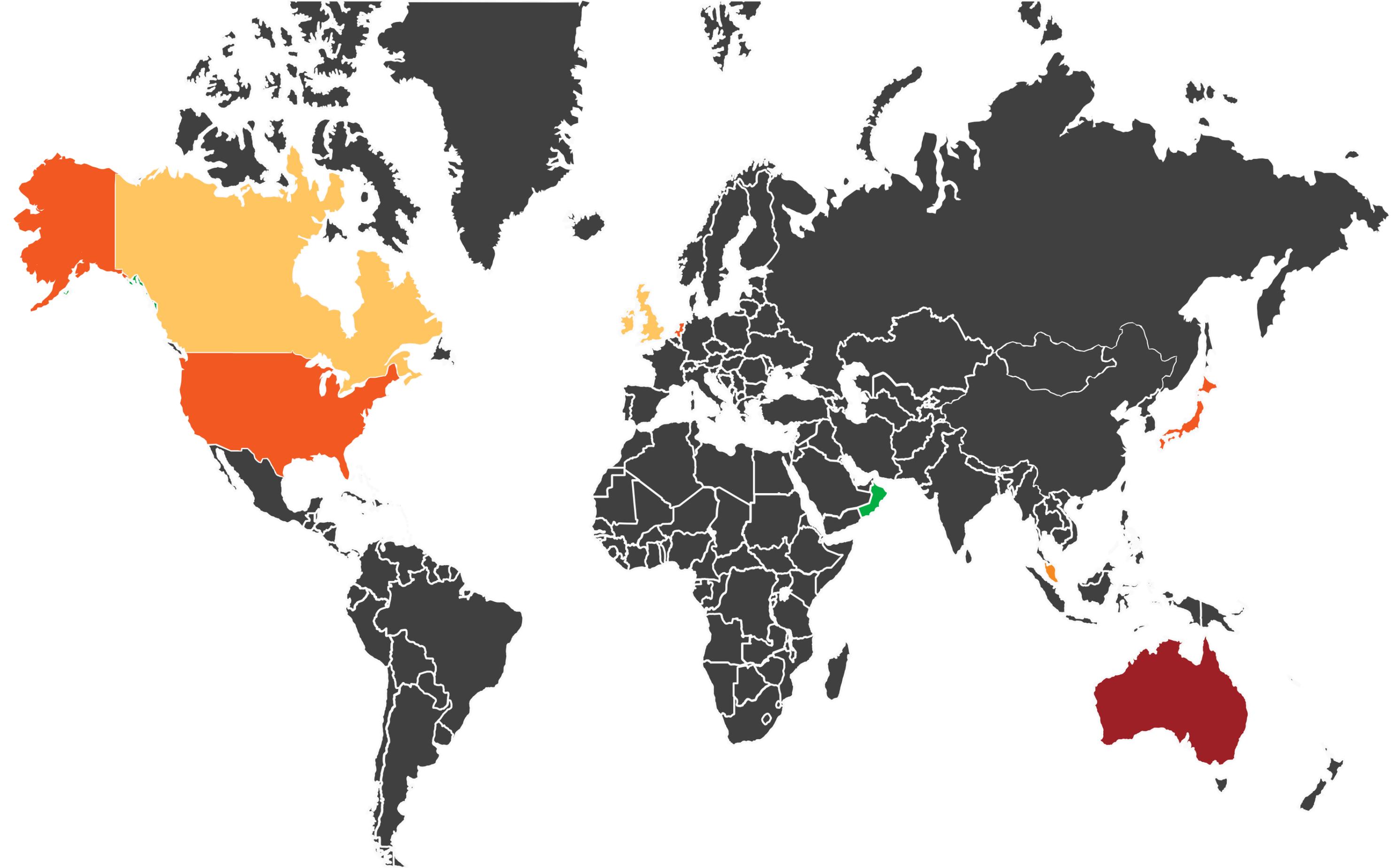


**120+**  
Total Intl. & Local  
Graduates



**90+**  
Total Employed

\*Data as of 2024



## From Oman to the World



Oman Institute for Energy **(OIE)**

# Cutting Edge Ecosystem

A **partnership** with **Takatuf Oman & Schlumberger** Oman that is first of its kind institute in the region.

Catering tailored simulation-based training and accelerated development programmes and providing best in class training methodologies delivered by experts in the field.



معهد عمان للطاقة  
Oman Institute for Energy



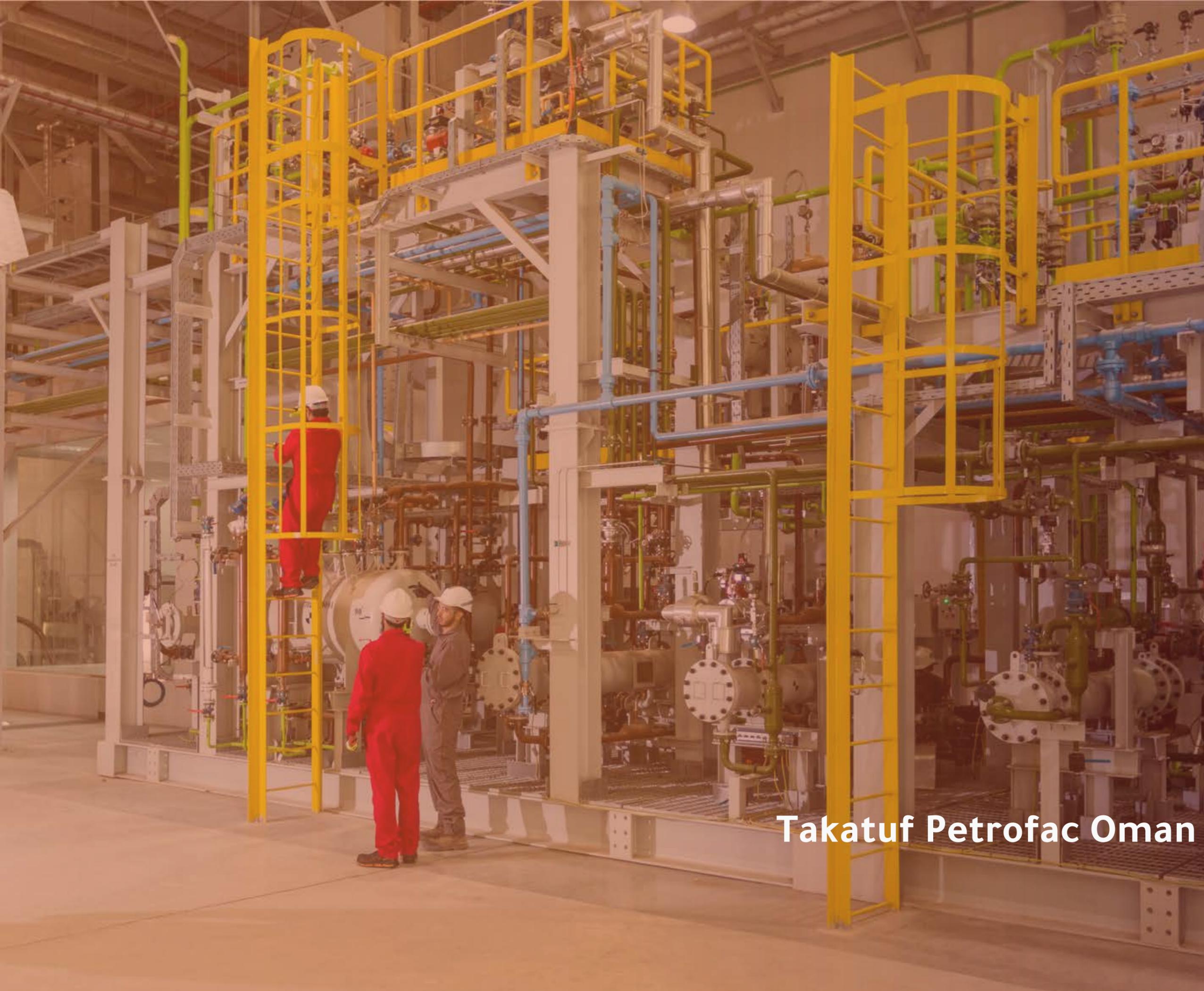
Train and develop talents in the energy industry.



Empowering careers and contributing in-country value by accelerating career growth.



Equip engineers and geo-scientists to develop, optimise and sustain energy resources for the benefit of the nation.



Takatuf Petrofac Oman (TPO)

# World Class Capability Advancing Facility

A state-of-the-art joint venture founded by **Takatuf Oman** and **Petrofac** since 2017.

Providing world-class, internationally accredited development pathways to maximise the growth and capabilities of future and existing personnel in the energy sector.



Professional short course programmes to Up-Skill for Career Progression / Conversion.



Provide internationally benchmarked and accredited training programmes focused on developing safe, competent and job ready technicians.



**TPO**

تکاتف پتروفاک عُمان  
TAKATUF PETROFAC OMAN

# 20 Takatuf Oman 24 ANNUAL REPORT

## **CONTACT US**

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