

Meet Cosmic Centaurs

About Us

Cosmic Centaurs is a consultancy, training, technology, and insights company helping executives, leaders, managers, and teams, **creating happier and more flexible workplaces.**

We focus on improving the **collective intelligence of teams, by improving collaboration, resilience and innovation.**

Our work supports organizations by operating at multiple levels:

50,000 feet

Thinking Partners

We sit at the intersection of executive leadership, HR, internal communications and project management helping our clients adapt to the new 'where' and 'how' of work and learning. In doing so, we support the business strategy and maintain employee engagement and internal alignment.

5,000 feet

Flexible Work Experts

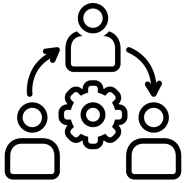
We conduct comprehensive research and extract insights to help our clients make informed, data-driven decisions. Our findings also help us develop frameworks, models and content, rooted in academic research.

5 feet

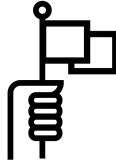
Changemakers

We work with clients to implement change, from managing projects, to introducing new processes and tools for lasting, sustainable progress.

We focus on improving the collective intelligence of teams, by improving collaboration, resilience and innovation.



Created by priyanka
from Noun Project



Created by Oksana Latsheva
from Noun Project



Created by Chamelion Design
from Noun Project

Collaboration

Our consultants work with teams to introduce new work models that promote greater team collaboration and greater collaboration with clients, suppliers, and partners.

Resilience

We equip teams with the skills and cohesion needed to navigate change and manage disruption. Our interventions are designed to help build resilience and support business continuity.

Innovation

In the emerging post-pandemic world business models are being disrupted. We help teams ideate and innovate, introducing methodologies and new approaches for value creation.

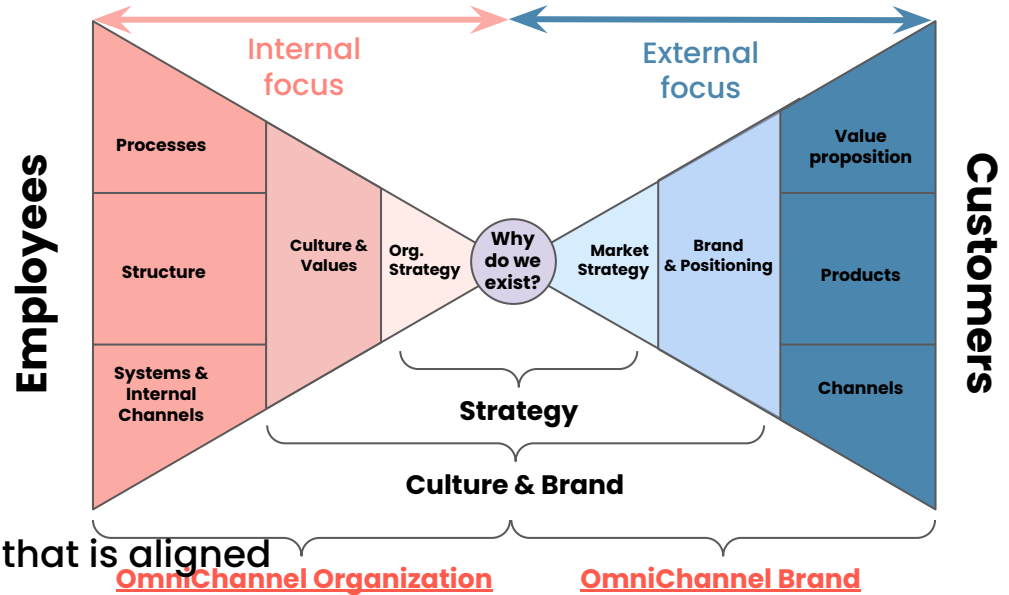
The future of work is Omnichannel.

We believe in creating holistic, integrated experiences for teams and individuals to contribute their best value.

Omnichannel experiences are used to drive rich and engaging user experiences across industries.

The Omnichannel OrganizationTM

& Brand deliver a coherent experience that is aligned with the organization's goals, for both customers and employees that extends across all touchpoints, physical and virtual.



We create **Omnichannel** experiences through our

Services



**The Omnichannel
Organization**



**The Omnichannel
Brand**



Training & Workshops

Products



**The Omnichannel
Leader Program**



Cosmic Clinic



Aion

We're trusted by...



exceeders

ZENSION

Technology

SIIN
STUDIO
CREATIVE
SPACES

DESIGN
REPUBLIC
/ BRUSSELS

Service



Construction



Petcare



Berytech
bloom

Accelerators



codi



AUS
American University of Sharjah



مؤسسة محمد بن سلمان الخيرية
Mohammed bin Salman Foundation
misk Foundation
مسك الخيرية



Education

What our customers say



Victor RIBEIRO
HR Director



"There was profound thinking beyond simply delivering on our request. Unlike many other consulting firms, Cosmic Centaurs pushed us past our initial position on the topic of remote work. The collaboration really allowed us to move forward. We liked the team's ability to get to know us and adapt to who we are while pushing us to think beyond our own beliefs. We have since succeeded in implementing flexible work models, both with people working at the office and on construction sites."



Francis Van Acker
Co-Founder & CEO

**DESIGN
REPUBLIC**
/ BRUSSELS

"We engaged Cosmic Centaurs to improve our hybrid working model, increase our team cohesion and help management measure the teams' productivity and performance. At the beginning of our engagement, it felt the company was being put upside down, but Cosmic Centaurs are so knowledgeable and they use the right techniques to help us land on our feet again. They work swiftly, are holistic in their approach and are effective project managers, working hand-in-hand with our team to implement the changes they recommended."



The Omnichannel Organization

The impact of a highly engaged workforce can positively impact many areas of a business

Engaged employees produce

~1.5x

as much as 'satisfied employees' who are productive at an index level of 100.

[Bain & Company](#)

Inspired employees produce

2.25x

as much as 'satisfied employees' who are productive at an index level of 100.

[Bain & Company](#)

Highly engaged teams deliver

21%

greater profitability compared to teams who do not exhibit 'engaged' behaviors.

[Gallup](#)

Our Approach

The future of work is: **The Omnichannel Organization®**

Omnichannel experiences are used to drive rich and engaged user experiences across industries. The Omnichannel Organization® delivers an experience for employees that extends across all touchpoints, physical and virtual, allowing them to seamlessly connect and align with the organization's goals and add meaningful value wherever they are.

We do this in three steps:

1. Upgrading Work Models

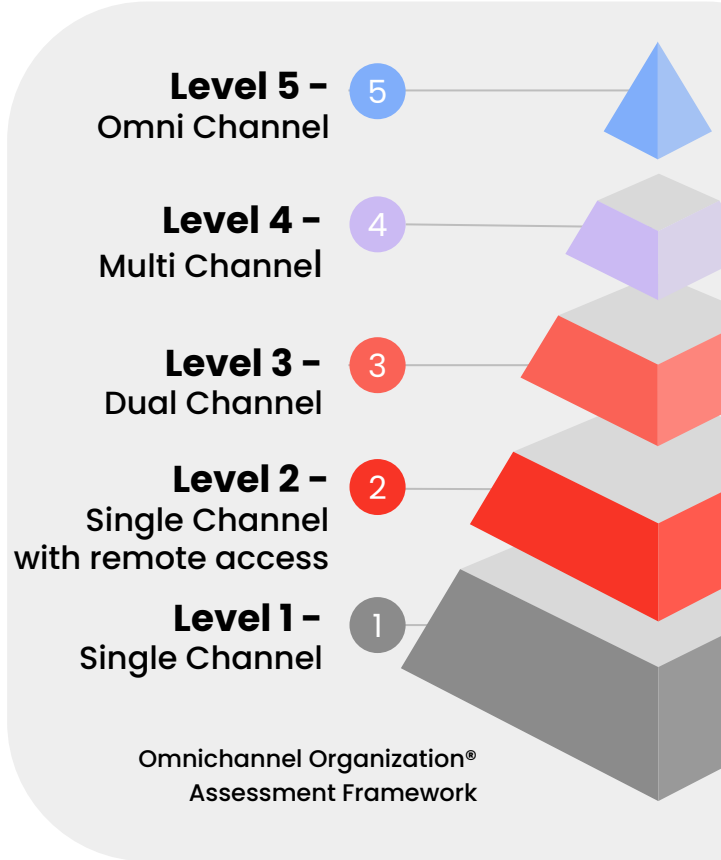
We study legacy work models, and suggest an evolution where relevant.

2. Driving Durable Change

Across culture, people, process, system, and structure.

3. Measuring Impact

Using our Omnichannel Organization® Assessment Framework



The Omnichannel Organization keeps organizational strategy aligned with business goals, while integrating new work models.

Purpose & Business Strategy

Sales
Strategy

Marketing
Strategy

Service
Strategy

...

Organizational
Strategy

We help organizations:

- Adapt to **new work models**, post the global remote work experiment
- Maintain their organizational strategy **aligned to the business strategy**
- **Ensure all elements** of organizational strategy **are in sync**

People

Process

Culture

Structure

Systems

Where we play

The five key areas of Omnichannel Organization®

1. Process

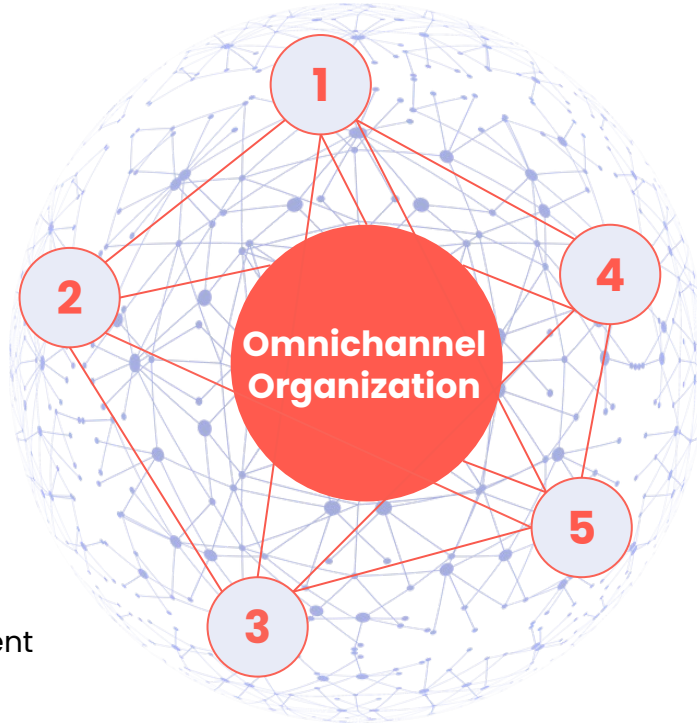
- Process & Methodologies
- Knowledge Creation
- Documentation

2. Culture

- Team & Company Culture
- Rituals
- Internal Communication

3. Structure

- Team & Company Structure
- Roles & Responsibilities
- Workspace Design & Management



4. People

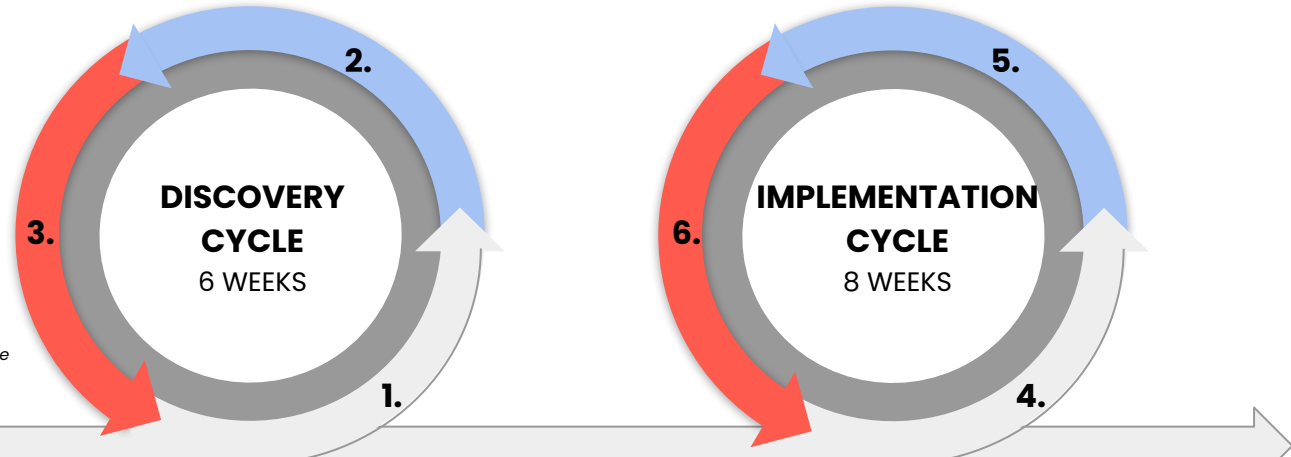
- Capability Building, Learning & Development
- Leadership Coaching
- Recruitment, Onboarding & Offboarding

5. Systems

- Productivity & Performance measurement
- Promotions, salaries & benefits
- Technology & Tools

The Omnichannel Organization® - Typical Engagement*

We apply Human Centered Design to keep employee engagement at the core of our approach. Design Thinking follows a cyclical 3-phased approach. The real needs of the team and its clients are at the center of this approach.



**Based on a single team of less than 20 people, Subject to change for multiple teams. For larger organisation we rely on pilot teams first, before scaling learnings to the rest of the organisation.*

1. RESEARCH & DIAGNOSTICS	2. TEAM WORKSHOP	3. PRELIMINARY PRESENTATION	4. IMPLEMENTATION & TEAM FEEDBACK	5. STRATEGY REVIEW	6. IMPLEMENTATION & MEASUREMENT
3 weeks 1 hour per team member	2 weeks 2.5 hours per team member	1 weeks 1 hour per team member	3 weeks 3 hours per team member	1 weeks 1 hour per team member	4 weeks 3 hours per team member

The Omnichannel Organization® - Case Study*

Engagement:

Industry:
Creative
Services

Country:
Belgium


**Duration of
engagement:**
3.5 months

**Engagement
Language:**
English &
French

Areas of intervention:

						
Technology & Proficiency	Processes & Methodologies	Documents & Data	Learning & Growth	Productivity & Tracking	Teamwork & Feedback	Community & Rituals

Outputs of intervention:

8 

Processes & Guidelines

2 

New Tools

3 

Rituals & Events

1 

New Knowledge sharing Thread

4 

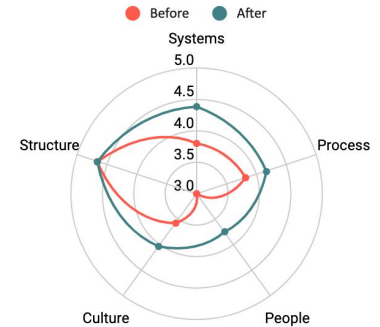
Trainings

3 

New Meeting Formats

Impact:

Improvements across measurement areas after a 4-week intervention



4.8 / 5

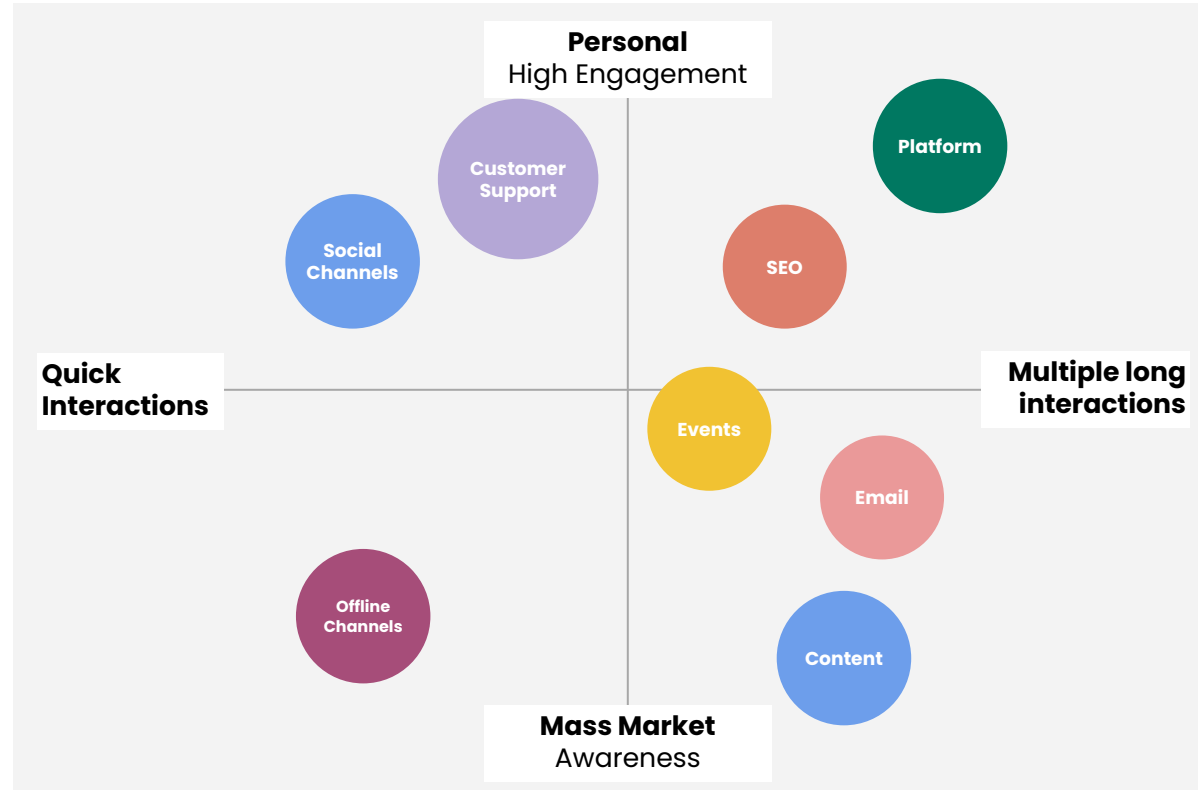
Overall program satisfaction levels of team members



The Omnichannel Brand

(Re)Designing your Business for the Digital Age

Building successful digital experiences relies on developing **Omnichannel brands and integrated customer experiences**, cultivating deeper relationships with all users.



Our Approach

Our team has over **20 years experience** in designing digital strategies, building digital products, scaling online businesses and optimizing digital tools to grow and engage online audiences.



Co-Design

We use human-centric, Design Thinking principles and tools to research, analyze and develop the strategy to define your brand and create seamless digital products and experiences.



Co-Create

We work with your teams to shape product strategy, identify the right implementation partners and oversee the rollout of a project using Agile methodologies.



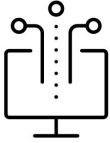
Grow

We work with your teams and agency partners to develop and implement data-driven marketing and communication plans and go-to-market strategies.

What we can help you achieve

Digital Brand	Value Proposition	Digital Channels	Digital Products
Build a digital native brand that resonates	Develop your unique promise of value	Connect with your audience on the right channel	Build a truly omnichannel experience
Brand Definition & Brand Key Brand Identity Brand Positioning	Competitive Landscape & Market Research Customers & Customer Benefits Reasons to believe & USP	Distribution Channels Communication Channels Service Channels	Digital Products Design & Development Pricing & Revenue Model Performance Analysis & Assessment

Services we offer



Digital Brand Strategy

We help you with your digital brand strategy by defining the target audience, benefits, personality, essence, identity, tone of voice, etc.



Digital Marketing Strategy

From setting up objectives & KPIs to defining your channels strategy and social media calendar, we help you setup your digital marketing strategy to serve your business goals.



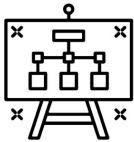
Product Management

We can support the team in designing and launching your digital product based on the Agile Methodologies. We can intervene at the level of product strategy, project management and go-to-market strategy.



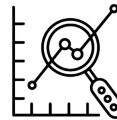
Content Strategy

Craft a content strategy that will help you reach new audiences and keep them engaged on all the different touchpoints.



Business & Execution Plan

Building a strong business plan that will help you get a clear understanding of your objectives, strategies, and financial viability and be more prepared to pitch to investors, receive funding, and achieve long-term success.



Reporting & ROI

Leveraging the power of data to help you evaluate your performance and inform your decisions.



Upskilling & Training

Designing and facilitating workshops and training sessions for your team.



Trainings & Workshops

We believe that learning is a determinant factor in the growth of an organization

59%

of employees claim **they had no workplace training** and that most of their skills were self-taught.

[Lorman](#)

74%

of workers are **willing to learn new skills or re-train** in order to remain employable.

[Lorman](#)

87%

of millennials believe **learning and development in the workplace is important.**

[Lorman](#)

We provide research backed, user centric, humane, and engaging trainings and workshops for:



C-level executives

Coaching on topics related to Organizational Strategy, Team Culture, Digital Strategy... covering the business goals and reasons to exist. We can also act as facilitators for meetings leading to major decisions related to the organization working models and processes.



Teams

Supporting, upskilling and helping teams to unlock their potential, strengthen their cohesion and better contribute to the achievement of the company goals. We can also help teams adapt to a distributed or remote setting.



Students

Designing and delivering courses and lectures related to Design Thinking, Digital Marketing, Remote Working, Personal Branding, Networking and building relationships online, etc. We support emerging talent to acquire new skills and excel in their career.

Topics we cover...



The Omnichannel Organization

Understand the Omnichannel Organization®, our proprietary model, to help in driving rich and engaged user experiences across industries.



Strategy in the age of digital disruption

Basic strategy frameworks to understand the context and competitive landscapes in which businesses operate.



Design Thinking Course & Workshop

The basics, mindsets, process, and tools to solve challenges with design thinking.



Organizational Resilience

Exploring organisational resilience, in the applied form of case studies, frameworks and tools.



Strategic Communication

Developing and managing a strategic communication campaign from objective to implementation.



Storytelling 101

The art of communication in writing emails, storytelling within presentations internally and externally.



Leading Distributed Teams

Helping leaders understand the fundamentals of remote work and how to lead in distributed settings



Scrum & Agile Methodologies

Overview of agile methodologies. Deep-dive into SCRUM artifacts, events, and personas.



Persuasion & Behavioral Econ.

Making and influencing decisions. Principles of persuasion and rhetoric in marketing and comms.

Our Track Record

80+

leaders coached

100+

teams served

1000+

students trained

2

languages





The Omnichannel Leader Program

Leaders have to develop new skills to be able to run distributed teams efficiently

69%

of managers report feeling **uncomfortable communicating** with employees in general.

[Gallup](#)

40%

of supervisors and managers expressed **low self-confidence in their ability** to manage workers remotely.

[HBR](#)

41%

of managers have **trust issues** as to whether remote workers can stay motivated in the long term.

[HBR](#)

Meet The Omnichannel Leaders

Omnichannel leaders are equipped with the right hard and soft skills to lead their organizations to success.

They are able to manage hybrid and distributed teams across time zones and cultural distances.

They have adapted their management and leadership style to the new world of work.



Level 3 Global Virtual Leader

Manages virtual/hybrid talent globally – Cultural Intelligence skills:

- Culture & Connections for Hybrid teams
- Psychological Safety & Building Trust
- Change management
- Strategic alignment
- Team Empowerment
- Learning & Development



Level 2 Virtual Leader

Manages virtual/hybrid talent – Virtual management skills:

- Virtual team management
- Proficiency in digital tools
- Emotional intelligence & Social support
- Conflict Management in virtual teams
- Maintaining & Measuring Productivity & Engagement



Level 1 Co-located Leader

Manages co-located talent – Leadership Skills:

- Leadership & Mentoring
- Communication
- Organizing Workflow & Information
- Performance Management

The Omnichannel Leaders Program

Our Omnichannel Leaders program is designed for **Managers** and **C-suite Executives** who are leading distributed teams.

In this program, we can tackle*:

Leadership & Alignment



Develop, document and share the vision, strategy, and culture of the organization

Teamwork



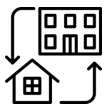
Enhance collaboration and communication inside their teams / organizations

Psychological safety



Build trust & cohesion among team members. Manage conflict virtually.

Flexible work models



Find the best working models for your teams & increase flexibility

Performance



Manage hybrid/virtual teams for high performance

Change management



Implement lasting sustainable change in a distributed setting

* not exhaustive, will be adapted based on customer needs

The 4 Steps of the Omnichannel Leaders Program

1. Leaders Survey

As a first step we will **send a survey for each leader and their team members** to measure their proficiency & performance on the themes of the Omnichannel Leader model.

Duration: 1 week

2. Program Creation

We will then **craft a development program for each leader** based on the themes of the Omnichannel Leader that are identified in the survey findings.

Duration: 2 weeks

3. Development program

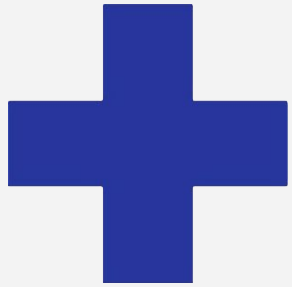
We will organize **a series of group workshops & one-on-one sessions** to guide the leaders and upskill them where needed, providing them with resources and worksheets.

Duration: 6 to 8 weeks

4. Closing Assessment

At the end of our engagement, **we will send a closing survey** to the team and compare the results with the first survey to measure the progress of team leaders.

Duration: 1 week



Cosmic Clinic

The Cosmic Clinic

The Cosmic Clinic is a 2.5-hour workshop where we assess your ways of working using our proprietary Omnichannel Organization™ model, and prescribe changes to improve your collaboration, cohesion, processes and culture.

Here's what the Cosmic Clinic will give your team:



Time Back

Our recommendations will promote more efficiency and productivity with a view to giving employees more hours back in the day.



Ways to Innovate

Depending on the nature of your work, we'll explore new ways you can ideate and innovate as a team.



Team Cohesion

From ritual ideas to new team feedback formats, bringing you closer together as a team.



Resilience

Our objective is to help your team be more resilient and ready to adapt quickly when things change.



Improved Collaboration

We will look at how you currently collaborate and suggest ways to improve this, particularly in distributed settings.

Here's how it works

1

Book your 1-on-1 consultation

We'll take 30 minutes of your time to hear about the challenges you're facing

2

Take the Team Diagnosis Survey

We promise it won't take more than 5-minutes per employee

3

Book & Attend a 2.5 hour workshop

Schedule your team workshop and come with an open mind and ready to share

4

We'll share your report within 48 hrs

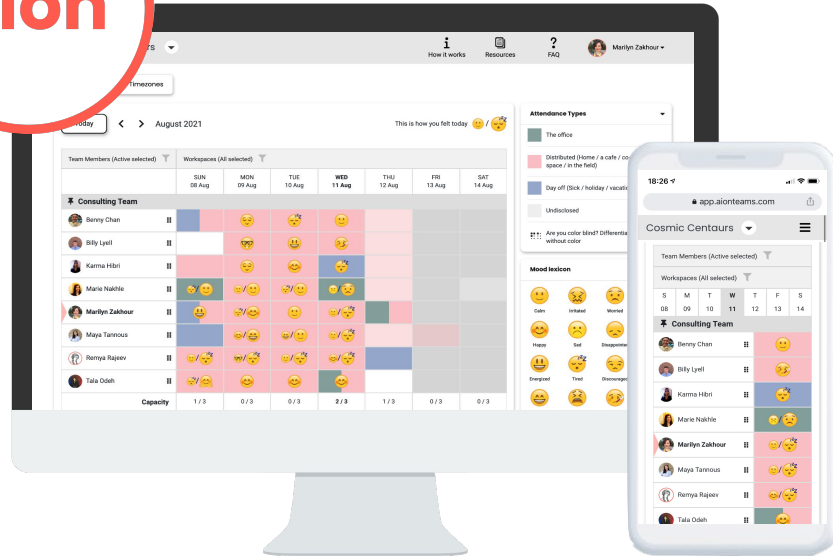
Capturing the advice and resources we shared in the workshop (& more!) to help you put them in practice

Aion

About Aion

Aion

By Cosmic Centaurs



Aion enables teams to **boost their collective intelligence and output** by optimizing the way that distributed team members connect with one another and allocate time.

Aion was born out of an observation that as teams and organizations switched to a semi-permanent form of distributed work there were very few tools that would **help them organize their in-person and distributed time with a view to improving their collective happiness, innovation and productivity.**

W: aionteams.com/
E: Aion@cosmiccentaurs.com

About Aion

The **Aion** app is **a website** and **Chrome extension**, where organizations can register, create physical and virtual workspaces, define physical office capacities, invite team members, and access a shared calendar view.

The calendar view gives team members access to:



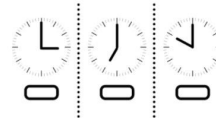
Location and schedule management

Create offices & virtual workspaces and let your team members plan and tell you where they will be working from today.



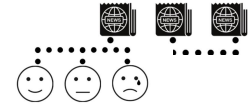
Mood sharing

Get a daily overview of your team members' mood and create space for humane conversations



Time zones at a glance

Stay connected with your teams and keep track of all their different time zones for better meetings schedules



News Updates

See the local news where your team members are located, and gain context on their mood or start a conversation.

Know when your coworkers are available and where they are working from

Be aware of colleagues' moods and stay emotionally connected

Find the right time to meet across time zones

Stay up to date with the local context in all country markets

Team & Resources

Meet the Leadership Team

Our team, comes from diverse backgrounds, each with their own non-linear career journey. From finance to management, to project management and marketing we bring our divergent perspectives to the work we do.



Marilyn Zakhour **Founder & CEO**

Founder Marilyn Zakhour has experience in organizations of all sizes and knows how to bring the agility of small startups to big corporations. Previously CMO of EMAAR, and Head of Dubai Opera, Marilyn holds an executive MBA from INSEAD. She has also spent 10 years in the startup world, building and running digital native companies.



Tala Odeh **Consultant**

Tala Odeh brings her storytelling, team-building and strategic planning experience to the company. She previously worked at EMAAR managing external communications and reputation risk for the group. Previously Tala was a Strategic Planner at Ogilvy, developing insight-driven marketing solutions for Fortune 500 clients. Tala is a graduate of Columbia University.



Marie Nakhle **Consultant**

Marie has over 10 years of experience building and executing digital marketing strategies and managing e-commerce platforms. She also lectures students and professionals in Lebanon's top institutions. Previously the Head of Digital at Antoine Library, Marie holds a Masters Degree in Information Systems and Digital Transformation from Paris Dauphine University.

Meet the Team

Our team, comes from diverse backgrounds, each with their own non-linear career journey. From finance to management, to project management and marketing we bring our divergent perspectives to the work we do.



Benny Chan **Consultant**

Benny joined Cosmic Centaurs after having spent almost 20 years in the airline industry. Benny holds a BA Management and Business Studies from Leeds Beckett University and is a Certified Scrum Master.



Anwar Choucair **Product Manager**

Prior to joining Cosmic Centaurs as AION's Product Manager, Anwar lead digital transformation projects within the banking industry, corporate finance, and FinTech. He holds an MBA from Newcastle University.



Karma Hibri **Marketing Executive**

Karma joined Cosmic Centaurs after obtaining her BA in Psychology at the American University of Beirut. She has an interest in organizational and behavioral psychology, and manages our marketing, content, and events.



Maya Tannous **Junior Consultant**

Maya is a Junior Consultant at Cosmic Centaurs, and Marketing student minoring in Data Analytics at the Lebanese American University.

Insights & Resources - www.cosmiccentaurs.com

Rituals

Rituals are any activities or habits your team employs to foster culture, collaboration and connectivity. Below are just a few of our beautiful Rituals developed by Cosmic Centaurs and our community.

Filter By Goal

Praise Wall
Highlight good work or notable efforts of your team members or a peer/colleague. This can be a shared channel or a weekly email round-up commending employees on their achievements. A Praise Wall will uplift morale, encourage performance and support a positive working work culture.

Celebrate Performance
Celebrate group work sessions can be inherently productive, but also a little boring. Instead, our team had one of those and we broke out into a dance party to legitimize the moment and take a step away from the stress. A live song got everyone and the encourage that good music brought new life to their team - getting a little energy for the rest of work day!

Performance Stretch it out
Spring or a dead end day can leave you feeling achy and sore. One way to give yourself more energy, team participation and comfort is to do a short 10 minute group stretch. Add music to encourage movement, connect the group and promote healthy behaviour.

Ritual Bank

If your team, classroom or company is looking for rituals to help with performance, cohesion or communication, visit our ritual bank for inspiration.

Cosmic Centaurs Presents

THE FUTURE OF WORK CONFERENCE

THEME: EXPLORING REMOTE WORK IN THE POST-PANDEMIC WORLD

JULY 21 & 22 2020 | LINKEDIN LIVE

REGISTER TODAY

THE INAUGURAL EDITION OF
Cosmic Conferences
COSMICCENTAURS.COM/COSMIC-CONFERENCES

Cosmic Conference

Our virtual conference series explores the future of work & learning. We held the inaugural edition in July 2020 with 1000+ attendees, 6 live sessions, 20 speakers, and endless insights.

Cosmic Centaurs

Collaboration without co-location

Individual - Workspace Management - The Time & Place Boundaries

As we have been pushed into remote work, most of us don't have our space and our desk setup in a way that accommodates for this. The boundaries we have to draw for ourselves and one another become more and more important, as weekdays and weekends merge into another, and the daily rituals of commuting to work no longer mark the beginning and end of our work day.

The below worksheet will help you (and those who live with you) in defining the physical and temporal limits of your workspace.

1- List your spaces

Start by listing all the potential spaces in your home, then specify which ones you think can be used for work. If you live with someone else, a spouse, a room mate,

Spaces	Your Answers	2nd Person's Answers
Living Room		
Dining Room		
Bedroom		

Worksheets

We offer free worksheets for individuals and teams helping them manage their workspace, facilitate retrospectives or decide on the relevant tech stack.

Centaur STAGE

CHASING LEADS & CLOSING DEALS:
SALES & MARKETING IN HYBRID SETTINGS

A DISCUSSION WITH

ZIAD RAHHAL
Head of LinkedIn Marketing Solutions MENA

MARILYN
CEO & Founder of Cosmic Centaurs

Thursday 26 November | 2:30 PM Dubai-Time | LinkedIn Live

Centaur Stage

Our weekly live video series is hosted by Marilyn, and features and some incredible we uncover sharing insights, opinions and perspectives about how we work and learn.

Press Features

Financial Times

August 2021

Marilyn Zakhour on
Personal Branding



Curated Today

March 2021

How to Navigate New
Work Environments



Entrepreneur Middle East

December 2020

Leadership in the
Era of Uncertainty



Wamda Op-eds

August 2021

When we can't build startups
from a garage, how do we
create strong teams?

When we can't build startups from a garage,
how do we create strong teams?



May 2021

Can remote working survive?

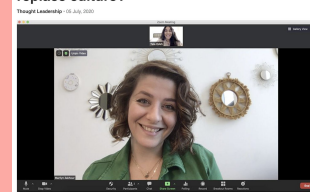
Can remote working survive?



July 2020

In a world of remote work,
will control replace culture?

In a world of remote work, will control
replace culture?



Get in touch!

Whether you want to learn more about our frameworks, explore a collaboration opportunity or hypothesize about the future of work – we'd love to hear from you.

Email us at greetings@cosmiccentaurs.com

