



Bassem Terkawi

Executive Leadership Coach, Author & Human Development Expert

Syrian - United Arab Emirates

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Who is Bassem Terkawi

Bassem Terkawi is an international executive leadership coach, author, and human development expert with over 21 years of experience working with major organizations in the Middle East. He serves as a faculty member at INSEAD Business School in France, an independent senior advisor for McKinsey & Co., and an associate at Cultivate Leadership. His career began in 1996 in strategic communications and public relations, where he held leadership positions at prominent organizations including Jumeirah Group, Qatar Tourism Authority, and Dubai Festival City. Since 2013, Bassem has been a faculty member at the Co-Active Institute (CTI) in California, where he is a Front of the Room Leader and an individual supervisor for the institute's certification program. He established his successful coaching practice in 2012 and holds the prestigious Master Certified Coach (MCC) credential from the International Coach Federation (ICF), the highest professional designation in the field. His coaching philosophy is centered on enabling leaders to harness the power of inner peace to maximize their potential. He frequently appears on media outlets like Al Arabiya to discuss topics related to self-development and psychological resilience.

Achievements of Bassem Terkawi

As one of the few coaches in the Arab world to achieve the Master Certified Coach (MCC) credential from the International Coach Federation (ICF), Bassem Terkawi stands at the pinnacle of his profession. This certification represents the highest level of professional and ethical standards in the coaching industry. Bassem is the author of the book "Peace In - The Five Laws of Peaceful Living," published in 2020. The book provides practical insights and strategies to help leaders and individuals achieve balance and success by cultivating inner peace. He is the creator of "The Growth Stack," an innovative developmental tool consisting of a deck of cards designed to facilitate more effective coaching conversations between leaders and their teams. This tool aims to foster personal and professional growth within organizations. Bassem has worked with an extensive list of high-profile global clients, including Saudi Arabia's Public Investment Fund (PIF), The Executive Council of Dubai, and major multinational corporations such as Google, Aramco, and SABIC. This reflects the significant trust placed in his expertise and his ability to deliver impactful results.

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