

برنامج الشركات
الناشئة العُمانية الواعدة



أَمْدِي

EMPOWERING THE SUSTAINABLE GROWTH
OF OMANI STARTUPS

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Introduction

Outward Bound Oman is happy to introduce Wa'ed programme for startups in the field of technology and innovation, in partnership with bp Oman and The Rising Omani Startups Programme within the SME Development Authority.





FOR PROMISING OMANI STARTUPS

Wa'ed Programme

Wa'ed is a training programme delivered by Outward Bound Oman in partnership with bp Oman and The Rising Omani Startups Programme within the SME Development Authority.

The programme targets Omani entrepreneurs and student companies in the field of technology and innovation to offer them with a comprehensive and impactful training experience using an experiential learning approach. It aims to help Omanis in startups create a healthy work environment, improve teamwork skills, understand leadership better, encourage collaboration, enhance communication, and make plans to use what they learn in their businesses.

The programme consists of 3 levels, during each level, participants experience an integrated mix of activities to achieve the programmes objectives of empowering Omani startups through experiential learning, leadership development, and fostering a culture of innovation and sustainability.

The three levels are:

Level 1

COMMUNICATION COMPASS

Nature: Indoors
Duration: 8 hours
0800 to 16:00
Location: Outward Bound
Oman's Muscat
Training Centre,
Al Khoudh 6

Level 2

STARTUP LEADERSHIP SUMMIT

Nature: Outdoors
Duration: 3 Days
Location: Outward Bound
Oman' Jabal
Akhdar
Training Centre

Level 3

PATHWAYS TO SUCCESS

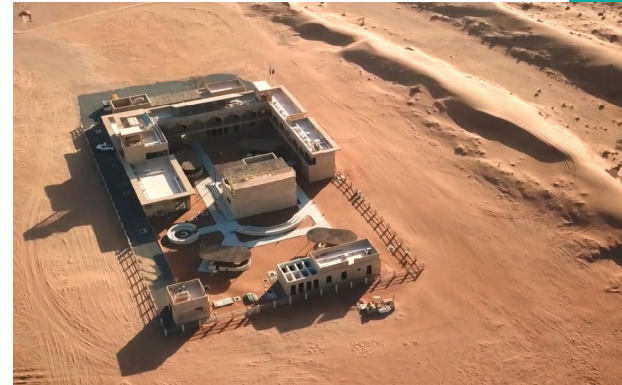
Nature: Outdoors
Duration: 5 Days
Location: Outward Bound
Oman' Jabal
Akhdar
Training Centre

About Outward Bound Oman

Launched in 2009 by the Minister of Education and granted Foundation status in 2014 by Ministerial Decision, Outward Bound Oman (OBO) is part of an international network of Outward Bound, the world's oldest and most far reaching human resource development organisations, with over 30 schools world-wide. Oman has the first Outward Bound school in the Arabic speaking countries.

Outward Bound Oman uses challenging journeys in the mountains and deserts of Oman to develop key life skills, and help people realise their potential. Unlike traditional training programmes, Outward Bound Oman emphasizes a facilitative approach rather than a purely instructional one with Kolb's Experiential Learning Model. Our methodology is designed to create immersive educational experiences that engage participants fully, shifting the focus from merely delivering information to fostering active involvement and interaction.

The courses operate inside or out of one of our three purpose-built national training centres, located in Muscat, Sharqiyah Sands and Jabal Akhdar.



Our award winning Desert Centre, located in the Sharqiyah Sands and opened in 2018



Our urban HQ and training centre in Al Khoud 6 opened in 2020



Our mountain training centre in Jabal Akhdar opened in 2022



Level I Communication Compass

A one day indoor programme inside Outward Bound Oman's Muscat Training centre. This level lasts for 8 hours (from 0800 to 1600).

The programme activities include:

- Interactive workshops on effective communication and team dynamics
- Team-building exercises to foster collaboration and trust
- Role-playing scenarios to enhance communication skills

Key Objectives:

- To improve teamwork and promote a sense of collaboration
- To foster stronger relationships, trust, and cohesiveness
- To improve team communication and effectiveness

Level 2

Startup Leadership Summit

During this level, participants embark on an inspiring learning experience for 3 days in the beautiful environment of Jabal Akhdar, away from any distraction. The activities will include:

- Outdoor leadership challenges and simulations
- Workshops on leadership styles and qualities
- Discussions on OmanVision 2040 initiatives and environmental leadership

Key Objectives:

- To cultivate leadership qualities within team members and empower them to take initiative and ownership in their roles
- To increase participants' understanding of leadership styles and characteristics
- To increase awareness and assist participants in developing specific skills and competencies needed for effective leadership
- To use leadership skills to be involved in Oman vision 2040, environmental issues and in leading collaborations through effective synergies
- To promote agility and flexibility within the team





Level 3

Pathways to Success

Ending the journey on the most perfect setting in Jabal Akhdar, the final level will last for 5 days with the following activities:

- Extended wilderness expeditions focusing on resilience and adaptability
- Team-based problem-solving activities
- Workshops on innovation and technology goals by experts

Key Objectives:

- To cultivate resilience and adaptability, empowering individuals to navigate challenges effectively
- To foster a culture of cooperation and teamwork among team members, acknowledging the importance of diverse perspectives and collective intelligence
- To define specific goals related to innovation, resilience, and other targeted areas
- To define specific strategies and tactics for achieving each milestone, outlining responsibilities, time-lines, and resource requirements

Programme Timeline

	Level	Date	Location
Group 1	Level 1	16 June 2025	Outward Bound Oman's Muscat Training Centre
	Level 2	17 - 19 June 2025	Outward Bound Oman's Jabal Akhdar Training Centre
	Level 3	24 - 28 August 2025	Outward Bound Oman's Jabal Akhdar Training Centre
Group 2	Level 1	30 June 2025	Outward Bound Oman's Muscat Training Centre
	Level 2	01 - 03 July 2025	Outward Bound Oman's Jabal Akhdar Training Centre
	Level 3	14 - 18 September 2025	Outward Bound Oman's Jabal Akhdar Training Centre
Group 3	Level 1	14 July 2025	Outward Bound Oman's Muscat Training Centre
	Level 2	15 - 17 July 2025	Outward Bound Oman's Jabal Akhdar Training Centre
	Level 3	05 - 09 October 2025	Outward Bound Oman's Jabal Akhdar Training Centre

Note:

Each participant need to choose one group during the registration process.

Participation Criteria

The participation on **Wa'ed** programme is open to Omanis with the following criteria:

**Entrepreneurs/student companies
in the field of technology and innovation**

Committed to fulfil the whole programme

**Priority will be given to those registered with
the SME Development Authority**

Participation Benefits

The programme is fully funded by bp Oman, translating their commitment in supporting Oman's sustainable development through developing local capabilities and supporting local companies.

In addition to achieving the programme objectives and be better equipped as entrepreneurs, participants on the programme will get the following benefits:

Graduation certificate and ceremony

**The opportunity to meet experts and high
profile mentors during the programme**

**Special rates on future usage of Outward
Bound Oman's training centres facilities**





For more enquires, contact us at:

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Click to find us
on social media platforms

