OSAMA
ALI ABDELWAHAB

PROFILE

Consultant | Trainer | Policy Expert

Osama aims *to foster education and knowledge sharing through Technology. His goal is to develop optimal EdTech global modules for organizations and lifelong learners*.

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INTRODUCTION

Abdelwahab is a distinguished Education Technology policy advisor, keynote trainer, and entrepreneur, committed to addressing disengagements from eLearning platforms by enhancing the social aspect of learning through hybrid activities, challenges, and gamification. He holds a Master's degree in Visual and Digital Media from the esteemed IE University in Spain since 2015, where he specialized in "Digital Learning Experience" design. His work emphasizes each participant's unique learning journey's socio-cultural dimensions and cognitive learning behaviors.

Abdelwahab has spearheaded several impactful "Objective Based Education" workshop online programs since 2019. These programs effectively surmounted geographical, dialectal, and cultural barriers to learning, along with obstacles encountered with the new technology resistance.

By Utilizing storytelling, motivational games, applying peer-learning theory, and big-data analytics, he successfully designed and implemented over 3000 online workshop sessions, 27 problem-solving think tanks, and 19 peer-learning events for 439 adult learners till now. These achievements include 1800 multidisciplinary sessions and 14 problem-solving workshops for the Egyptian Mineral Resources Authority, particularly during the challenging circumstances of the pandemic. Notably, yielded a commendable 15% increase in learning curves among participants compared to their peers attending traditional training.

Over the subsequent five years till date, Abdelwahab's innovations in the EdTech playground have included the design of programs incorporating sign language interpretation for a Bahraini group of hearing-impaired participants in 2021. He has also utilized physical sports competitions as motivational activities in online programs for fresh graduates with the Ministry of Youth in Egypt in 2022. His "End of Career Training: Life Begins After 60" program aimed to facilitate intergenerational knowledge transfer through peer-learning applications with a group of Libyan leaders in 2022 / 2023. Moreover, he has undertaken three attempts to create a social network for leaders to meet, learn, and exchange experiences since 2021, with the fourth and possibly final iteration currently underway.

BIOGRAPHY

Abdelwahab professional journey commenced with a strong inclination towards working in a computer hardware repair workshop during his leisure time in high school, followed by internships at IT and management training centers amidst his undergraduate studies at the Faculty of Commerce, Ain Shams University. In 1999, he established a web design studio that successfully served an insignificant number of clients until it dissolved following an indexation project for medical doctors in Egypt. After graduation in 2002, he entered the FMCG market as a research officer at a food processing manufacturer for ten months, before embarking on an eleven-year career in the banking industry.

Opting for an interval-based life has undoubtedly been the most challenging situation he has encountered. In 2014, Abdelwahab made the courageous decision to transition from a successful banking career to pursue his passion for emerging digital technologies. This transition entailed relinquishing the security of a fixed salary, medical coverage, and other benefits. To navigate this new path, he drew inspiration from sailors. Like them, he recognized that to reach his destination, he needed to understand the sea, heed the wind, and embrace moments when everything aligned perfectly – much like the understanding of theory, practice, and innovative ideas that guided his journey.

In 2015, Abdelwahab sought to bridge the gap between theory and practice by pursuing a Master's degree in Visual and Digital Media from the School of Human Science and Technology at IE University in Madrid. This transformational journey from banking to digital media has shaped me into a unique Digital Marketing Manager with a profound understanding of markets and the monetary system, culminating in the successful execution of lucrative digital ad campaigns across Egypt and the Middle East. One of his most notable achievements was a viral campaign for Abbott Pharma (KSA, 2018), which achieved an ROI of 2350%.

The onset of the coronavirus pandemic provided him with an opportunity to realize a long-held dream of producing online courses. With the Center of Management Development in Giza, Egypt his innovations remarkably achieved enhanced engagement and a 15% increase in learner performance, as measured by learning curves.

As an individual, Osama's primary aim is to foster sustained innovation within the EdTech sector throughout his lifetime. He aspire to redefine the educational landscape by prioritizing social, cultural, artistic, and athletic advancements as core schooling activities while seamlessly integrating tutoring through interconnected devices.

CASE STUDIES AND EXAMPLES:

1. Overseas Engagement through Nano-Learning

Abdelwahab was hired by IE University as an overseas mentor for a work group of six international students in the class of 2023 based in Madrid. The objective was to guide their career-finding activities during their third and final semester. The primary challenge was managing the stressful periods associated with delivering their graduation project, which led them to miss up to one-third of the scheduled mentorship hours.

To address engagement issues, he employed the Miro App for collaborative classwork and whiteboards. WhatsApp Messenger was used for instant messaging to schedule one-on-one sessions and share relevant content from YouTube and LinkedIn. This nano-learning technique, which involves distributing small learning objectives across various mediums, allowed for interaction at convenient times for the stressed team. Case studies were personalized for each student according to their cultural backgrounds and practices, thereby enhancing their motivation to engage with the content.

2. Multi-geo-location workshops for problem-solving training

The challenge was to deliver a competency skills training program to 287 professionals working in the Egyptian Mineral Resources Authority. This multidisciplinary team comprised admin officers, geologists, chemists, and mining engineers, who were assigned to an online version of the capacity-building and problem-solving training program due to the constraints of the coronavirus lockdown. From the participants' perspective, they lost the opportunity to leave their rural locations in the Egyptian desert and attend the three-month program in Cairo, which included accommodations in five-star hotels and travel allowances.

To address the initial conflict of interest, key leaders in the petroleum ministry were enlisted to attend the program's opening ceremony. They emphasized the program's importance and explained that the transition to an online format was a necessary response to the pandemic. Additionally, financial allowances were suspended across all sectors in the ministry until the end of the pandemic.

During the first week, significant withdrawals and dropouts had occurred due to technology illiteracy, long hours spent on small mobile screens, and weak connectivity in rural areas. To address these issues, an orientation session for both participants and instructors was initiated. Participants were organized into teams of 10-15 members and engaged in problem-solving challenges with rewards. To mitigate connectivity problems, virtual sessions were recorded using high-end cameras and video compressors. Audiovisual equipment and network servers were powered by generators and connected

Figure 1: example of comic strips

with 4G modems to ensure stable streaming despite frequent power outages.

Figure 2: part of engagement on WhatsApp

Subsequently, storytelling was employed to introduce the program and its point system in form of an illustrated, open-ended comic strip storyboard titled "No Surrender nor Stepping Back." This story featured characters representing various types of employees in realistic situations. Participants were tasked with writing scenarios for each chapter of the story, addressing real-time problems that required solutions. An illustrator completed the drawings based on these scenarios. The comic strips went viral among the participants' WhatsApp groups and were shared with other employees, fostering peer conversation, learning, and knowledge exchange organically.

The reward challenges motivated participants to delve deeper into the subject matter and fully engage with the content. They volunteered extra hours to practice presentation skills, with teams presenting in a hybrid format: 4-5 presenters at the head office and others connected via Webex from their rural locations. Out of twenty-one teams, seventeen presented successful ideas, while five were disqualified from the finals.

The program's success was evident in the ==high level of engagement and a 15% increase in participants' learning curves== compared to their peers in traditional training programs.

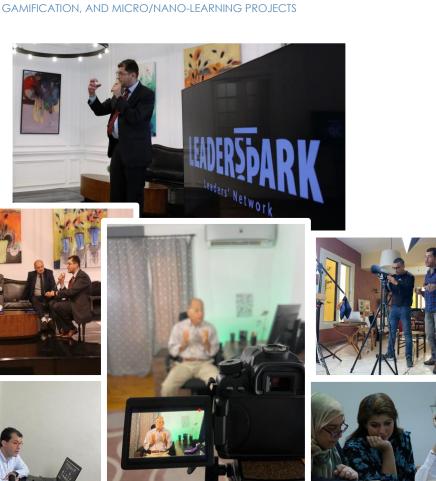*Image 2: During the Hybrid Pitch*

Image 3: Participants Engagement

Figure 3: Screenshot of individual data-driven report

APPLYING FUTURE TRENDS

- **Personalized Training Spaces (PTS):** Clients in the petroleum sector particularly require comprehensive reports on employee performance during training and the competencies developed. Producing such personalized training spaces for each individual necessitates the use of behavioral analytics through third-party assessments, surveys, interviews, and big data analytics. In 2020-2021, I manually created these reports for several projects with CMD in this sector by integrating data generated from Google Forms surveys, which measured participant performance in groups and their ability to influence others, attendance ratios, simple APIs on the Zoom app to measure engagement through classroom interaction, and other APIs to assess emotional engagement and understanding through biometric analysis. The data were consolidated into a single report, *as illustrated in Figure 3, Page 5.*

- **Storytelling:** Storytelling is an ancient technique for engaging audience, increasing their curiosity, and stimulating their imagination. Thanks to modern image creation software and generative AI imaging, I have applied visual storytelling in six projects since 2019. This technique has proven to captivate the interest of learners from various age groups. Sample of the learners feedback and engagement this technique *is demonstrated in Figure 2, page 4.*

- **Gamification:** In some projects, we integrated point systems and badges with open-ended stories and long-term commitments to participation and classwork tailored to the client's needs, *kindly refer to Figure 1,2 on page 4.* In other projects, we utilized points and badges in short, concise games lasting from 30 minutes to a couple of hours, mostly created using ready-made apps.

- **Microlearning:** Microlearning is a focused type of training, akin to crash courses, that does not exceed 40 minutes and can be conducted before or after the workday, either through physical or virtual sessions. During these 40 minutes, participants receive 10 minutes of introduction, 10 minutes of demonstration, 10 minutes of questioning, and 10 minutes of hands-on practice. We highly recommend gamifying this module to enhance learning outcomes.

- **Nano-Learning**: Nano-learning is a standard feature in all our projects. Using social groups on messaging apps, we distribute short forms of complementary knowledge content in the form of static visuals, infographics, or short videos. This technique is used to emphasize a topic, create discussions on social media, or provide moments of inspiration to the learner.

PHOTO GALLERIES FROM:

PERSONALIZED LEARNING SPACES, GAMIFICATION, AND MICRO/NANO-LEARNING PROJECTS

THANK YOU

Thank you for expressing interest in my profile. Please find my C.V. attached for additional information on my qualifications.

For any further inquiries, please feel free to reach out using the contact details provided on the first page. I greatly appreciate your time and consideration, and I look forward to the opportunity to collaborate with you in creating a training program that exceeds expectations.

Once again, thank you for considering Osama Ali as your training partner.

Sincerely,

Osama Ali