



ذاتیو سئول

THE NEW SCHOOL

Company Profile



A heritage you know. A future you own.



About *The New School*



At *The New School*, we start from a deep understanding of legacy and heritage to build a sustainable future for family businesses and ambitious SMEs. We operate through a modern methodology aligned with today's challenges, meets the demands of success, and represents a new school of thought shaped by the ambitions and ideas of a new generation of leaders.

We work in close partnership with our clients to turn **succession** into a structured and sustainable transition, prepare the **next generation of leaders**, translate **strategy** into a lived and actionable reality, and build **governance** frameworks that strengthen continuity and long-term growth.



Background



Founded in 2026, The *New School* is built on strong management and legal expertise, we bring a curated team of consultants with extensive experience in business consulting and strategy for SMEs across various sectors, family business, as well as advising and mentoring SME owners.

Our work spans strategy; engagement with senior management, stakeholders, and boards of directors and their committees; governance; and legal matters.

Locally grounded, globally minded, and multilingual in delivery.





Mission

We are committed to empowering businesses to shape their future by integrating innovative consulting methodologies with practical solutions, leveraging our expertise to achieve strong performance and sustainable growth. We strengthen our competitive position through impactful local and global partnerships, striving to be the ideal Saudi partner in leading transformation and creating impact.

Vision

Leading the next generation of consulting.

Values

Adaptive: Evolving with every challenge

Sustainability: Creating lasting impact

Trustworthy: Acting with integrity

Services: Strategy & Direction



Strategy Consultation

Consultation sessions focused on specific challenges, and implementable practical recommendations on strategy.

Strategic Health Check

A comprehensive assessment of the organization's current state in terms of strategic clarity and execution.

Strategic Planning & Development

Design of an integrated strategy that supports the organization's growth and future direction.

Services: Strategy & Direction



Strategy Execution & Activation

Management and execution of strategic initiatives, translating them into tangible results.

Strategy Oversight & Performance Review

Oversight of strategy execution, ensuring progress in line with the plan.



Services: Governance & Sustainability



Governance Consultation

Consultation sessions focused on specific challenges, and implementable practical recommendations on governance.

Governance Health Check

Analysis of decision-making structures and authorities within the organization to reduce overlap and enhance clarity of responsibilities.

Corporate Governance Framework

Designing a governance framework that regulates the relationship between owners and management, defines authorities and decision-making mechanisms, and enhances institutional stability.

Services: Governance & Sustainability



Board & Committee Governance

Structuring the work of the Board of Directors and its committees, and enhancing decision-making efficiency at the executive leadership level.

Family Charter

Structuring the relationship among family members and establishing a clear framework for managing family businesses, ensuring their continuity across generations.



Services: Succession & Leadership Development



Succession Consultation

Consultation sessions focused on specific challenges, and implementable practical recommendations on succession planning.

Leadership Readiness Assessment

Assessing the capabilities of current and future leaders, and determining their readiness to assume more advanced responsibilities.

Succession Planning

Designing a practical leadership succession framework that identifies critical roles, potential succession pathways, and readiness requirements. Ensuring leadership continuity and minimizing the risks of leadership gaps.

Services: Succession & Leadership Development



Next Generation Development

Focused on preparing family members for their future roles within the family business ecosystem – whether as operational leaders within the company, influential owners, or individuals contributing to the continuity of the family's legacy through roles beyond direct day-to-day operations.

Leadership Development Programs

Targeted leadership development programs to prepare current leaders and second-line talent, with a focus on leadership capabilities, decision-making, and readiness to take on greater responsibilities.



Target Clients



Startups

We *support* startups from founding through sound structuring to a secure and sustainable launch.

SMEs

We *support* SMEs seeking growth by enhancing operational efficiency and increasing profitability.

Family Businesses

We *support* family businesses with succession planning, leadership development programs, and leadership readiness assessment.

Why *The New School*



Tailored

Best fit approaches designed
around each client's context

Locally grounded, globally minded

Deep, regional insight with an open,
international perspective

Diverse backgrounds

20+ years across strategy and
legal advisory

Experience with SMEs & entrepreneurs

Hands-on experience with
SMEs and entrepreneurs

Our Methodology



1. Understanding

Identifying client needs
and defining the core
problem

2. Proposal

Structuring the
approach, pricing, and
alignment

3. Development

Internally developing a
tailored plan

4. Execution

Delivering the plan with
clear direction and
accountability

5. Review

Evaluating outcomes
and refining where
needed

Contact Information



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THANK YOU