

ALTITUDE

The Emirati Retention Track – Built for Enterprise Scale

Prepared for Shukran HR Consultancy by Michelle Raymond

WHAT IS ALTITUDE?

A behavioural-coaching programme



What it is

Altitude is a behavioural coaching-led retention programme that works on both sides of Emirati attrition at once: Coaching managers to lead, while coaching Emirati employees to build their own reasons to stay



How it helps

Retention usually breaks down in the same 3–6 month window: the point where early enthusiasm fades and managers can misread it as disengagement. Altitude closes that window from both sides.



Why it's different

Built on three established, evidence-based frameworks

- 1) Motivational Interviewing,
- 2) Narrative Coaching, and
- 3) Situational Leadership II

Delivery is grounded in a track record from prior international engagements, now adapted specifically for Emiratisation dynamics.

METHODOLOGY

A dual-stream model

Emirati track leads, manager track supports



Emirati Track

Primary focus of this particular proposal

Builds the employee's own sense of purpose and ambition in the role so staying becomes their decision

Arrival	1:1 ·
Vision Mapping	Group ·
Skills Bank	Group ·
Friction Points	1:1 ·
Future Self	Group ·
Altitude Peer Circle	Group ·

~7.75 hours across 10–12 weeks



Manager Track

Optional – available as an add-on

Builds line managers' ability to lead Emirati talent through the exact stage where most attrition happens providing managers with the capability, confidence and skillset to retain staff

Retention Risk Diagnostic	Self-serve ·
Why They Leave	Cohort ·
What You Do Differently	Cohort ·
Live Situation Coaching	1:1 ·

~5.5 hours across 8 weeks

AED 3,500 per manager (M1–M3) – priced and scheduled independently of the Emirati Track.

Most attrition traces back to a manager misreading where an employee is in their development. The Manager Track closes that gap alongside the Emirati Track above.

THE EMIRATI TRACK

Seven sessions, individual depth plus group reinforcement



Total participant time: ~7.75 hours across 10–12 weeks (E1–E6) — 1 hour individual, ~6.75 hours in small facilitated groups. E7 is an optional continuation, billed separately per quarter.

E1 and E4 stay individual and confidential by design. The moments where someone needs to speak in their own words, unfiltered. E2, E3 and E5 run in small groups, where peer perspective adds to the work rather than limiting it.

Designed to scale without losing depth



Depth is preserved, not diluted

The individual sessions that call for confidentiality and precision stay 1:1. Group sessions add peer reinforcement on top — they don't replace the personal work.



Flexes with hiring volume

Cohort size adjusts to intake volume, whether that's 15 a month or higher (or lower) without changing the underlying design or the experience each participant receives.



Built-in quality control

Every group element runs in small circles, so no participant's experience gets lost as volume increases. Delivery scheduling is confirmed directly as part of onboarding.

Enterprise-grade delivery



In-person delivery

All sessions delivered on-site at clients premises, in dedicated confidential space.



English Language delivery

Sessions run in English throughout consistent with the language requirements of the role itself.



Confidentiality

1:1 coaching content stays between coach and participant



Scheduling

Cohort calendar fixed at kickoff; session cadence designed around client's operating rhythm.

INVESTMENT

Emirati Track pricing – with volume built in for scale

Cohort size	Per participant	Notes
1 (standalone)	AED 6,000	Full Emirati Track, E1–E6
2–14	AED 5,100 (15% off)	Standard volume discount
15–29 (one full cohort)	AED 4,800 (20% off)	Applies to the 15-person cohort discussed
30+ (ongoing monthly intake)	Bespoke retainer — to be scoped	Depends on delivery scheduling and cadence

Manager Track add-on (M1–M3): AED 3,500 per manager — priced and scheduled independently of the Emirati Track above.



Payment terms: 50% upfront on confirmation, remainder due at programme midpoint.

Figures above are a proposal-stage starting point for discussion, not a final quote.

PROVEN APPROACH, NEW MARKET

A track record built internationally, adapted for the UAE

20%

retention uplift
in prior engagements

Higher

manager confidence
scores, measured pre/post

Faster

path to full contribution

Delivered in a closely related dual-stream form across international organisations, including UCL, several law firms, IT and facilities management companies, Deloitte, BT, and Refinery29. This proposal adapts the same model to Emiratisation-specific dynamics: quota pressure, cultural fit, and the confidence dip Emirati talent commonly hits in SMEs and enterprise alike.

NEXT STEPS

Proposed path to a first cohort

1

Confirm cohort structure

Agree the 15-person cohort (or less), delivered via blended 1:1 and small-group sessions.

2

Confirm scope

Emirati Track only, or with the Manager Track add-on.

3

Commercials

Finalise pricing at the 15-person tier and payment schedule.

4

Kickoff

First cohort begins, in-person, client site

Let's collaborate

Open for discussion