



e2c

EMBRACE  CREATE

WWW.EMBRACE2CREATE.ORG



Welcome to Embrace 2 Create, where creativity meets innovation, and potential is unlocked! We are passionate about transforming the way individuals and organizations think, grow, and lead by placing creativity at the heart of every success story. Our mission is simple: to inspire you to embrace your unique creative power and drive meaningful change in both your personal and professional life.

Through our immersive workshops, expert consulting, and tailored coaching, we guide you in discovering fresh perspectives, cultivating leadership excellence, and building a culture of innovation. Whether you're a leader looking to inspire your team, an organization seeking creative breakthroughs, or an individual ready to take your career to new heights, we are here to support you every step of the way.

At Embrace 2 Create, we believe that when creativity is embraced, endless possibilities emerge. Join us on this journey to innovate, grow, and thrive like never before!

ABOUT



Embrace 2 Create is a premier professional development and training company dedicated to unlocking creativity and driving innovation within individuals and organizations. Our comprehensive services range from immersive workshops to expert consulting, all crafted to enhance creative thinking and foster leadership growth.

Whether you're looking to strengthen your leadership skills, enhance your personal brand, or build a creative and dynamic team, Embrace 2 Create is here to support your journey toward growth and success.





MISSION

Transform the way individuals and companies think about creativity by integrating it as a core component of success and growth.

VISION

Become the leading professional development and training company known for unlocking creative potential and driving innovation within individuals and organizations worldwide.



CORE VALUES

CREATIVITY

We believe creativity is the foundation of success. We inspire and cultivate creative thinking in every program, training session, and service we offer.

INNOVATION

Continuous improvement is at the heart of what we do. We push boundaries, offering innovative solutions that help individuals and organizations evolve.

INTEGRITY

Our actions are guided by honesty, transparency, and respect. We build trust through ethical practices and sincere relationships with our clients.



CORE VALUES

EXCELLENCE

We are committed to delivering the highest quality in all that we do. Our standard is to exceed expectations, fostering excellence in both our services and client results.

COLLABORATION

We foster an inclusive environment that values diverse ideas and teamwork. Together, we create spaces where innovation thrives, and creative potential is unlocked.



OUR TRAINERS & COACHES

E2C



**DR. ZEINA GHOSSOUB
EL ASWAD**
Ph.D. MCC, CWC



JOE CHAHWAN
ACC, MCCS, PHR-i



HIBA ABOU LTEIF
Msc, ACC, EQ-I

OUR TRAINERS & COACHES



**DR. ZEINA GHOSSOUB
EL ASWAD
Ph.D. MCC, CWC,
ACTC**

Dr. Zeina Ghossoub El-Aswad is a renowned wellness and leadership coach with over 25 years of experience in coaching and more than 30 years of experience in wellness. She is the founder president of the ICF Chartered Chapter Lebanon, a clinical dietitian, and CEO of Vie Saine, a wellness center in Beirut. Dr. Ghossoub is the co-founder and Chief Wellness Officer of Vital Signs Vital Skills, in Houston, Texas, the global president of executive woman and founder of her coaching company embrace2create. She empowers individuals and organizations globally through her diverse work, wealth of knowledge, dedication, and range of experience.

In addition to her coaching credentials, Dr. Ghossoub is an EQi and MBTI certified trainer, a certified LEGO® SERIOUS PLAY® facilitator, an NLP practitioner, and a certified team coach. She served as the President of the ICF- Lebanon Chapter from its inception in January 2018 until 2022 and is currently the Director of the Mentoring Program at the ICF Houston Chapter, underscoring her leadership in the coaching community.

A best-selling co-author with leading global leadership experts, Dr. Ghossoub is a regular presence on television and radio and an editor and contributor to several local and international magazines. Her professional philosophy centers on empowering individuals to become the best versions of themselves and achieve their goals through holistic wellness and leadership strategies.

OUR TRAINERS & COACHES



**DR. ZEINA GHOSSOUB
EL ASWAD
Ph.D. MCC, CWC**

EDUCATION

- Certified MeetYourself Axon Level 1. 2025
- Neuroscience and Relationship Trauma coach. 2025
- Advanced Certification in team Coaching. 2024
- Advanced LEGO® SERIOUS PLAY® Training 2023
- Time Line Therapy certification 2023
- NLP practitioner Certification 2023
- Hypnosis Certification 2023
- Certificate in Team Coaching 2023
- Certificate in Creating Wellbeing for Workplaces 2023
- Certified Team Coaching “GTCL” 2021
- Certified Team Emotional and Social Intelligence “Tesi” 2021
- PhD in Human Behavior and Counseling, Capella University 2016
- Certified Wellness Coach, American College of Sports Medicine 2013
- Emotional Intelligence (EQ) and EQ 360 certified 2013
- MBTI personality testing Certified 2009-present
- International Coach Federation Accredited 2009-present
- Professional Certified Coach (College of Executive Coaching) 2006-present
- PhD Student in Nutrition, Drexel University 1999-2001
- Masters in Clinical Nutrition and Dietetics, American University 1997
- University of Beirut (AUB) Bachelors in Nutrition and Food Sciences (AUB) 1993

OUR TRAINERS & COACHES



**DR. ZEINA GHOSSOUB
EL ASWAD
Ph.D. MCC, CWC**

PROFESSIONAL EXPERIENCE

- Co-Facilitator in MCC Mentoring Program with Dr. Marcia Reynolds 2023-present
- Co-Facilitator in EQi Certification Program with Dr. Relly Nadler 2023-present
- Co-founder and lecturer – Coach2Transform school 2022-present
- Board Member-ICF Houston Chapter 2023- present
- Board member - ICF Chapter Lebanon 2021-2023
- Global President Executive Women 2021-present
- President of the ICF Chapter Lebanon 2017-2021
- Faculty, College of Executive Coaching (ACTP program) 2013-present
- Vital Signs Vital Skills, L.L.C.: 2013-present
Executive leadership coaching and team development consultancy company based in the United States.
- Business development, entrepreneur, personal and professional Mentor; Blessing Foundation in Beirut 2013-present
- Group Coach Certified 2013
- Co-founder Global Coaches 8 2010-2013
- Certified “Train the trainer I & II” 2012
- Capacity and human development coach 2011-present
- Team building and organizational development coach 2011-present
- Self-leadership and team leadership coach 2008-present
- Corporate wellness, Joint Venture with Wellkom International 2010-2013
- Co-founder of the Lebanese Coaching Association 2010- present
- Founder and President of NGO “Ghalletna” 2009-present
- Certified Executive Coach 2006-present

OUR TRAINERS & COACHES



**DR. ZEINA GHOSSOUB
EL ASWAD
Ph.D. MCC, CWC**

PUBLICATIONS

- Management in Healthcare: A Peer-Reviewed Journal. First Published May 2016 Latest Issue June 2022
<https://hstalks.com/issue/745/mih-volume-6-number-4-summer-2022/?business> Ghossoub Z., Nadler R., El-Aswad N. (2018) Effect of using emotional intelligence, wellness, and leadership training on lived experiences of medical program directors burnout. Universal Journal of Public Health. 6(5): 298-305. DOI: 10.13189/ujph.2018.060508
- Ghossoub Z., Nadler R., El-Aswad N. (2018) Targeting Physician Burnout Through Emotional Intelligence, Self-Care Techniques, and Leadership Skills Training: A Qualitative Study. Mayo Clinic Proceedings: Innovations, Quality & Outcome. 2(1), 78-9.
<http://www.ncbi.nlm.nih.gov/pmc/articles/6124346>
- Leadership Training Targeting Physician Burnout. Poster presentation, American Conference on Physician's Health, San Francisco, October 2017.
- Physician Burnout: An Emotionally Malignant Disease. Create Space Publishing. North Charleston, S.C. El-Aswad N., Ghossoub Z., Nadler R. (2017).
- Physician Burnout and Emotional Intelligence. An online CME course published by the Sullivan Group, an online risk management and reduction group. "From the therapist's Perspective: What are the perceived factors for successful weight loss and weight loss maintenance?" Ghossoub, Zeina F. Capella University, ProQuest Dissertations Publishing, 2016. 10130754.
- Resident Burnout: An Emotionally Malignant Disease in need for an Emotionally Intelligent Therapy. Poster presentation, AHME, Fort Lauderdale, May 2016.
- Leadership Training Targeting Physician Burnout. Poster presentation, American Conference on Physician's Health, San Francisco, October 2017.

OUR TRAINERS & COACHES



JOE CHAHWAN
ACC, MCCS, PHR-i

EDUCATION

- Emotional Intelligence (EQ) and EQ 360 certified 2024
- Master Certified in Career Services 2024
- Doctorate in Management 2024-present
Universidad Catolica De San Antonio De Murcia, Spain
- Work Ready Now Facilitator 2024
- Associate Certified Coach 2023
- Strong Interest Inventory® Certified Practitioner 2022
- Employing Abilities At Work Certification 2022
- Certified Professional Coach 2022
- Certified NLP Practitioner 2022
- Certified Human Resources Analyst 2022
- Professional in Human Resources International 2021
- Certified Professional Trainer 2020
- Executive Masters Degree in HRM 2015
Lebanese Canadian University, Lebanon
- Executive Masters Degree in HRM 2015
IPAC Business School, France

OUR TRAINERS & COACHES



JOE CHAHWAN
ACC, MCCS, PHR-i

PROFESSIONAL EXPERIENCE

- University Lecturer –
Holy family University 2024-present
- Lead Soft Skills Instructor & Coach
The Nawaya Network NGO & UNICEF Lebanon 2021- present
- Human Resources Consultant and Analyst 2021-present
- Soft Skills & Employability Trainer 2018-present
- Learning and Development Officer
Byblos Bank Lebanon 2014 - 2018
- Asistant Operations Manager
M.H. Alshaya Lebanon & UAE 2011- 2014

CLIENTS & PROJECTS



- Executive and wellness coaching training for ENVISION Physician Service with EMCARE, USA Leadership coaching for Technica International SAL,
- Lebanon Executive coaching for multiple high-level government officials
- in Lebanon Executive coaching, c-level personnel, SUNBULA, Saudi Arabia Executive coaching, c-level personnel, DEBBAS, Qatar Executive,
- Wellness and Team building coaching, DEBBANEH group Executive coaching, c-level personnel, FFA bank, Lebanon Executive coaching, team building, FFA bank, Lebanon Executive coaching, self-leadership and team building, Nursing managers and directors, Clear Lake Medical Center, Clear Lake, Texas Executive coaching, self-leadership and team building, Nursing managers and directors, Kingwood Medical Center, Kingwood, Texas Executive leadership and group coaching, C-Suite, Kingwood Medical Center, Kingwood, Texas Executive coaching, self-leadership, and team building, Nursing managers and directors,
- Community Memorial Health Systems, Ventura, California “Physician Burnout among Surgical Residents”. McGill University, Canada.
- Introducing and training general surgery residents on burnout and coping using emotional intelligence and wellness techniques. “Physician Burnout and Program Directors”. Train the trainer workshop for program directors on dealing with their burnout, resident’s burnout and CLER goal achievement through emotional intelligence and wellness. Methodist Health Care Systems, Houston, Texas. “Physician Burnout and Hospitalists.” Training a 26-member hospitalist group on burnout through emotional intelligence and wellness. Hospital DOCS, Houston, Texas.

CLIENTS & PROJECTS



- Teambuilding For Better Outcome for Blink Experience, Dubai and KSA
- HR Policies & Standards Development for TIF Lebanon
- Employability Skills Trainer for Saint Joseph University Lebanon
- Career Coach for Knacklab UAE with Khalifa Fund
- Employability Trainer for Forward MENA with World Bank
- Teambuilding For Better Outcome for PTG Group Lebanon
- Performance Management Development for World Food Programme Lebanon
- HR Department Restructuring for Ora Invest Angola
- Team Building For Better Outcome for Ora Invest Angola
- HR Department Restructuring GreyBell Lebanon
- Job Description Development for SGBL Bank Lebanon with HR Forward

OUR TRAINERS & COACHES



HIBA ABOU LTEIF
Msc, ACC, EQ-I

About Hiba

Hiba Abu Lteif is an ICF-Certified Coach with a unique blend of expertise in leadership development, emotional intelligence (EQ-i 2.0), and wellness. With her deep understanding of emotional and cognitive behaviors, Hiba empowers leaders, entrepreneurs, and professionals to unlock their full potential. She works closely with clients to align their personal and professional goals, enhance decision-making, and build stronger, more empathetic leadership skills, helping them thrive in dynamic environments.

Hiba also integrates wellness coaching, emphasizing the importance of a balanced lifestyle, diet, and emotional well-being. With her background in dietetics, she supports clients in creating sustainable health practices that enhance energy, clarity, and productivity. Whether you're aiming to elevate your leadership, enhance your emotional intelligence, or improve your overall wellness, Hiba's holistic approach ensures that each client's journey is both fulfilling and transformational.

Step into your next level of leadership and wellness with Hiba by your side.

OUR TRAINERS & COACHES



HIBA ABOU LTEIF
Msc, ACC, EQ-I

EDUCATION

Diplome in Artificial intelligence and Data Science- American University of Beirut (AUB) October 2024

Certified Trainer - CPED May 2025

Accredited Certified Coach ACC – ICF Level June 2022

Bachelor of Science, Nutrition and Dietitics Lebanese International University (LIU) June 2011

Contractual ICF & EQ-I 2.0
Coach SMART Skills Group

- Developed and delivered over 130 customized self-development coaching programs, empowering clients to enhance personal growth, self-awareness, and emotional intelligence, resulting in improvement in life satisfaction and clarity in skill direction.
- Coached 36 business leaders and entrepreneurs in strategic planning, goal setting, and execution, leading to measurable improvements in business performance, including a 25% increase in revenue or operational efficiency.

Applied EQ-I 2.0 insights to help business clients improve interpersonal relationships, conflict resolution, and decision-making, contributing to a [percentage] increase in team cohesion and productivity. Coached business owners on optimizing business processes, resulting in tangible outcomes such as a 22% reduction in operational costs, streamlined workflows, and increased productivity.

OUR TRAINERS & COACHES



HIBA ABOU LTEIF
Msc, ACC, EQ-I

Assistant Manager Vie Saine
Clinical Dietician
Health and Wellness Center

Antelias, Lebanon
September 2016 – Present

- Streamlined daily operations of the Health and Wellness Center, resulting in a 37% increase in efficiency and a reduction in operational costs by 18%.
- Led a team of eight health and wellness professionals, providing mentorship and training to improve staff performance and service quality.
- Assisted in the design and rollout of health and wellness programs, ensuring alignment with client needs and industry best practices, contributing to a 42% increase in program enrollment and success rates.
- Managed the center's budget, optimizing resource allocation and reducing costs by 26% without compromising service quality.

HAAD Licensed Clinical Dietitian
Harley Street Medical Centre

Abu Dhabi, United Arab Emirates
December 2013 – December 2015

- Conducted comprehensive nutrition assessments and provided tailored education for outpatients with diverse medical conditions, including weight management, diet-related diseases, and eating disorders.
- Successfully managed a caseload of patients, resulting in a 38% improvement in patient outcomes related to weight management and diet-related conditions.
- Collaborated with NUTRINCODE and LIFE GENETICS laboratories to conduct DNA genetic testing,

E2C AMBASSADORS



MS. CAROLE CHAPTINI- ICF
E2C AMBASSADOR - NIGERIA

MS. DENISE CAMILLO- ICF
E2C AMBASSADOR - CALIFORNIA

MS. SABINE BALK- ICF
E2C AMBASSADOR- SAN DIEGO

CLIENTS



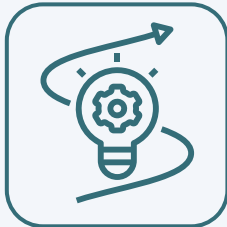
- Leadership coaching training- GUST university Kuwait
- Healthcare administrators and physicians one year program executive coaching , training and team building for 30 c-level personnel, Memorial Herman Hospitals, Houston- Texas
- Executive and wellness coaching training for ENVISION Physician Service with EMCARE, USA
- Leadership coaching for Technica International SAL, Lebanon
- Executive coaching for multiple high-level government officials in Lebanon
- Executive coaching, c-level personnel, SUNBULA, Saudi Arabia
- Executive coaching, c-level personnel, DEBBAS, Qatar
- Executive, Wellness and Team building coaching, DEBBANEH group
- Executive coaching, c-level personnel, FFA bank, Lebanon
- Executive coaching, team building, FFA bank, Lebanon
- Executive coaching, self-leadership and team building, Nursing managers and directors, Clear Lake Medical Center, Clear Lake, Texas
- Executive coaching, self-leadership and team building, Nursing managers and directors, Kingwood Medical Center, Kingwood, Texas
- Executive leadership and group coaching, C-Suite, Kingwood Medical Center, Kingwood, Texas
- Executive coaching, self-leadership, and team building, Nursing managers and directors, Community Memorial Health Systems, Ventura, California
- “Physician Burnout among Surgical Residents”. McGill University, Canada. Introducing and training general surgery residents on burnout and coping using emotional intelligence and wellness techniques.
- “Physician Burnout and Program Directors”. Train the trainer workshop for program directors on dealing with their burnout, resident’s burnout and CLER goal achievement through emotional intelligence and wellness. Methodist Health Care Systems, Houston, Texas.
- “Physician Burnout and Hospitalists.” Training a 26-member hospitalist group on burnout through emotional intelligence and wellness. Hospital DOCS, Houston, Texas.

CLIENTS



- Allo Transport - Lebanon
- Beirut Digital District - Lebanon
- Bridge The Gap - Lebanon
- UNICEF - Lebanon
- Nawaya Network - Lebanon
- Ostaz - Lebanon & UAE
- Khalifa Fund - UAE
- USJ University - Lebanon
- USF University - Lebanon
- Al Maaref University - Lebanon
- Ora Invest - Angola

WHY CHOOSE US



INNOVATIVE APPROACH

Cutting-edge methods to foster creativity and innovation.



EXPERIENCED CONSULTANTS

A team of experts in professional development.



CUSTOMIZED SOLUTIONS

Tailored services to meet specific client needs.



COMPREHENSIVE OFFERINGS

From leadership training to wellness coaching, full professional development support.



PROVEN SUCCESS

Track record of transforming individuals and organizations.

Services

01.

RELATIONSHIP BUILDING TRAINING

Develop interpersonal skills to create meaningful connections.

02.

LEADERSHIP TRAINING

Cultivate leadership qualities for inspiring teams.

03.

EXECUTIVE COACHING

Strategic coaching for enhancing leadership and decision-making skills.

04.

MAXWELL LEADERSHIP COACHING

Designed for team building and to help increase effectiveness and leadership awareness.

Services

- 05.** **ASSESSMENTS & PROFILING**
Gain insights into individual and professional strengths.

- 06.** **WELLNESS COACHING**
Focus on well-being to support creativity and productivity.

- 07.** **CAREER COACHING**
Provide strategies for career transitions and personal growth.

- 08.** **PROFESSIONAL BRAND TRAINING**
Build your personal brand with a unique value proposition and action plan.



RELATIONSHIP BUILDING TRAINING

Relationship Building Training is designed to help you develop the essential interpersonal skills needed to create and nurture meaningful connections. Whether in personal or professional settings, this training enhances communication, empathy, and teamwork, fostering stronger relationships that lead to more collaborative and productive environments.

KEY BENEFITS

- **Enhanced Communication Skills:** Learn effective communication techniques to express yourself clearly, listen actively, and foster mutual understanding.
- **Emotional Intelligence Development:** Build emotional intelligence to better understand and respond to the emotions of others.
- **Team Collaboration:** Improve your ability to work seamlessly in teams by fostering a collaborative mindset and building rapport with colleagues and partners.



LEADERSHIP TRAINING

Leadership Training program is designed to cultivate the essential skills and mindset needed to lead teams effectively and inspire others. This training empowers individuals to develop strategic thinking, foster innovation, and motivate their teams toward achieving common goals, all while leading with integrity and vision.

KEY BENEFITS

- **Strategic Thinking:** Develop the ability to think critically and strategically, enabling you to make informed decisions and drive your team toward success.
- **Inspiring Leadership:** Learn how to inspire and motivate your team by fostering a shared vision and encouraging a culture of innovation and collaboration.
- **Resilience Building:** Cultivate emotional resilience to navigate challenges with confidence and lead your team through adversity with poise and clarity.



EXECUTIVE COACHING

Executive Coaching service provides personalized coaching for executives and senior leaders, helping them enhance their leadership, decision-making, and performance in high-stakes environments. This program is tailored to address the unique challenges faced by executives, offering strategic guidance to drive personal growth and organizational success.

KEY BENEFITS

- **Personalized Leadership Development:** Receive one-on-one coaching focused on honing your unique leadership style and addressing specific growth areas to maximize your impact.
- **Decision-Making Excellence:** Improve your decision-making skills by learning frameworks and strategies to evaluate complex situations and make confident, informed choices.
- **Performance Optimization:** Develop techniques to enhance your personal and professional productivity, ensuring you achieve peak performance while leading your organization.



ASSESSMENTS & PROFILING

Assessments & Profiling service provides valuable insights into both personal and professional strengths. Through comprehensive assessments, individuals and teams gain a deeper understanding of their capabilities, communication styles, and areas for improvement, helping to unlock their full potential for growth and success.

KEY BENEFITS

- **Personal Strength Identification:** Discover your unique strengths and areas for development, providing a clear roadmap for personal and professional growth.
- **Team Dynamics Insight:** Understand team strengths and interpersonal dynamics to foster better collaboration, communication, and productivity.
- **Tailored Development Plans:** Receive customized feedback and action plans based on assessment results, offering focused strategies for improvement.



WELLNESS COACHING

Wellness Coaching service focuses on enhancing overall well-being to support creativity, productivity, and personal fulfillment. By addressing both physical and mental health, this coaching helps individuals manage stress, improve balance, and increase their performance in both their personal and professional lives.

KEY BENEFITS

- **Holistic Well-being:** Develop a personalized wellness plan that addresses physical, mental, and emotional health for a balanced and fulfilling life.
- **Stress Management:** Learn effective techniques to manage stress and prevent burnout, boosting both productivity and creativity.
- **Work-Life Balance:** Create sustainable strategies to achieve a healthy balance between personal and professional responsibilities, enhancing your overall quality of life.



CAREER COACHING

Career Coaching service offers personalized guidance to help you navigate career transitions, set clear goals, and accelerate your professional growth. Whether you're looking for a new direction, seeking advancement, or exploring personal development, this coaching provides the strategies and support needed to achieve lasting career success.

KEY BENEFITS

- **Personalized Career Planning:** Develop a tailored career roadmap based on your goals, strengths, and aspirations to guide your professional journey.
- **Goal Setting and Achievement:** Learn effective goal-setting techniques and action plans that drive your career forward and keep you focused on success.
- **Career Transition Support:** Receive expert advice and strategies to smoothly navigate career changes, whether transitioning to a new role or entering a new industry.



PROFESSIONAL BRAND TRAINING

Professional Brand Training helps individuals build a distinctive personal or professional brand that sets them apart in their industry. This service focuses on refining your unique value, enhancing your presence, and positioning you as a thought leader, ultimately boosting your visibility and credibility in the marketplace.

KEY BENEFITS

- **Personal Brand Clarity:** Gain clarity on your unique strengths, values, and expertise to develop a powerful, authentic personal brand.
- **Strategic Positioning:** Learn how to position yourself in your industry, highlighting your skills and achievements to stand out and attract the right opportunities.
- **Consistent Messaging:** Craft a clear, consistent message across platforms that reflects your brand identity and resonates with your target audience.

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, set against a clear blue sky. The perspective creates a sense of height and architectural grandeur. The buildings are partially obscured by a large, semi-transparent white rectangular area in the center, which serves as a backdrop for the text.

PROFILE

About Us

Mission

Values

Why us

Services



e2c

EMBRACE  CREATE

CONTACT US:

www.embrace2create.org 

info@embrace2create.com 