



CORPORATE PROFILE

Building Leaders for a Better World

A transformation partner for professionals, teams and organizations — building future-ready leadership, one program at a time.

15+

Training domains

8

Sectors served

1:1 → 50+

Individuals to enterprises

About SOULS

More than training. A transformation partner.

SOULS — School of Utmost Leadership Skills — designs learning experiences that move beyond theory to create measurable behavioural change. From leadership development to AI literacy, our programs help professionals become agile, ethical, strategic and future-ready. We partner with forward-thinking organizations to build sustainable capability that helps them thrive in an era of rapid change.

Our mission, **Building Leaders for a Better World**, reflects a commitment to developing professionals who are competent, humane, ethical, agile, emotionally intelligent and ready for what comes next.

Ms. Shaista Abbas

Founder & Lead Facilitator — a distinguished corporate trainer, executive coach, leadership facilitator and transformational learning expert. She is recognized for humanizing high-impact learning and making it practical for everyday leadership challenges, combining strategic clarity, emotional intelligence, cultural understanding and practical corporate execution.

Credentials

- ✓ MPhil in Quranic Sciences
- ✓ Leadership & Management Certification, Harvard-PIM
- ✓ Certified in CBT (Cognitive Behavioral Techniques)
- ✓ Silva Mind Method Practitioner
- ✓ Visiting Faculty — Bahria University, Karachi
- ✓ Certified Business Communication Expert
- ✓ Certified NLP Practitioner
- ✓ Certified Life Coach, UK
- ✓ Visiting Faculty — Pakistan Institute of Management (PIM)

Areas of strength

- Strategic clarity and ethical leadership perspective
- Emotional intelligence and cultural understanding
- Reflective yet dynamic facilitation
- Behavioural transformation with measurable workplace impact

Training domains

Leadership & Human Capital

Strategic leadership & decision-making, leadership in a VUCA world, accelerating women leadership, coaching & mentoring, high-performance teams, change leadership & resilience.

Business Growth & Commercial Excellence

Sales mastery & modern selling, advanced negotiation, customer service & experience, strategic marketing & brand growth, business development & go-to-market strategy.

Digital & Analytics Capabilities

Power BI, data analytics & decision support, AI for non-tech staff, AI literacy & adoption, digital transformation essentials, AI-augmented leadership.

Professional & Personal Effectiveness

Business communication & executive presence, NLP, Seven Habits, emotional intelligence, critical thinking, time & priority mastery, presentation & influence.

Operational & Functional Skills

Finance for non-finance managers, budgeting & financial decision-making, project & program management, risk & compliance culture, productivity & workflow optimization.

Coaching & Consultancy

Executive coaching, life coaching, mind sciences, business consultancy, startup advisory, organizational culture and performance improvement.

Our approach

SOULS uses a customized, impact-driven method that turns a training request into measurable change on the ground.

- 01 Diagnose**
Understand the organization, its goals and the real capability gaps.
- 02 Design**
Build custom content, case studies and simulations for your sector.
- 03 Deliver**
Facilitate engaging, practical sessions that shift behaviour.
- 04 Reinforce**
Toolkits, follow-ups and post-training support embed the learning.
- 05 Measure**
Track behavioural and workplace impact so value is visible.

Who we serve

- Corporations & enterprises
- Banks & financial institutions
- FMCG & manufacturing
- Government & defense
- Universities & academia
- Entrepreneurs & startups
- Professionals & individuals
- Executive & leadership teams

Trusted by leading organizations

MAN Energy Solutions · PARCO · FCCL · NADRA · HILAL Foods · Artistic Milliners · Asian Pharma · Martin Dow · Pakistan Navy · CATI · HBL · Platinum Corporation · Bahria University · IBA · University of Karachi · Al-Jau Green, and other reputable institutions.

Let's build your next leadership program

Book a consultation and we'll help design the right capability development experience for your organization.

WhatsApp +92 334 110 3110 · shaista.abbas@souls.com.pk · www.souls.com.pk