

VCL.

NEXT CAPACITY

**EQUIP YOUR WORKFORCE
WITH THE SKILLS TO THRIVE IN
THE AI-DRIVEN ECONOMY**

VCL.
VALUE CREATION LEADERSHIP

Part of TTM Associates Group

Powered by leading global partners





Developing AI-centric workforces for tomorrow's challenges

VALUE CREATION LEADERSHIP (VCL)

VCL is dedicated to transforming organisations for the AI-driven future.

Our purpose is to help businesses and government entities **re-invent their value** through digitalisation, with a particular focus on **developing AI-centric workforces that can thrive in the rapidly evolving digital landscape.**

We prepare organisations for the future where 39% of workforce skills will be transformed by 2030

We foster AI literacy and promote responsible AI development across all organisational levels

We enable organisations to harness AI full potential while mitigating risks

We create sustainable AI-centric workforce development strategies that empower individuals and organisations



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A COMPREHENSIVE DIGITAL TRANSFORMATION APPROACH

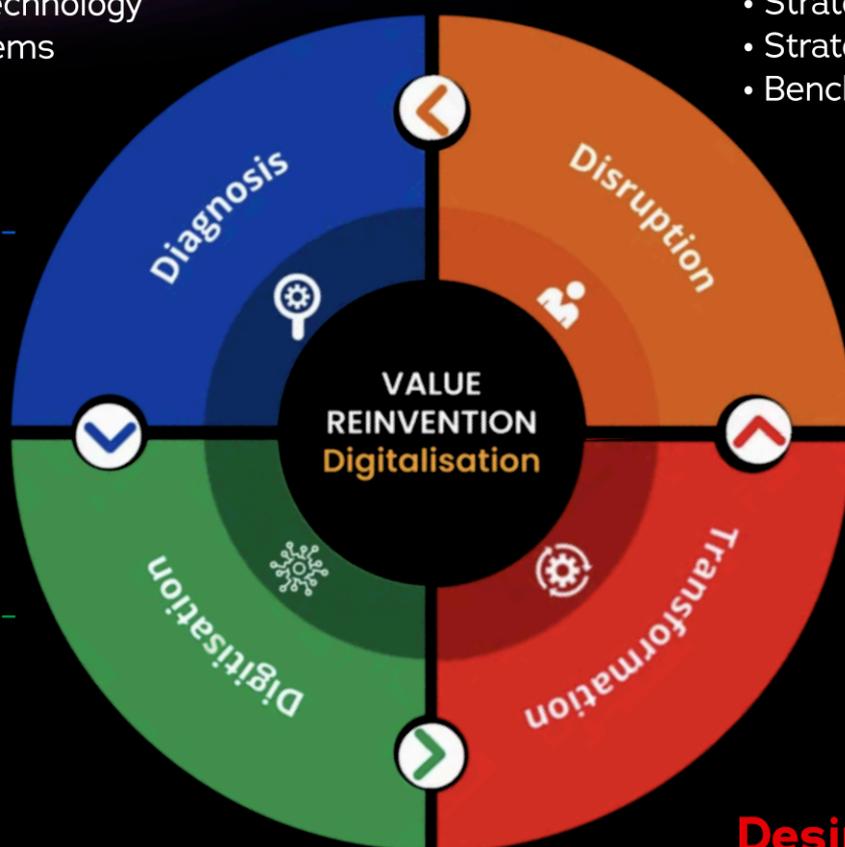
Our **4D methodology** ensures sustainable change and measurable results in developing AI-centric workforces.

Diagnosis

- People, Culture and Structure
- Process & Governance
- Emergent Technology
- Data & Systems

Disruption

- Value Innovation & AI
- Digital Disruption & AI
- Strategic Measures
- Strategy Canvas
- Benchmark



Digitisation

- Embedding Emergent Technologies into the New Operating Model
- Governance Models
- PMO

Desired Transformation (Culture, change & people)

- Digital & AI Customer Interface
- Digital & AI Culture
- Digital & AI Change
- Digital Leadership



NEXT CAPACITY

VCL's NextCapacity Solutions

are committed in capability building to harness an AI-Centric Workforce

REINVENTING CUSTOMER VALUE

Understand your customers on a deeper level and deliver new, personalized value propositions.

NEW SEGMENTATION AND TARGETING

Use AI-powered behavioural segmentation for precise, real-time targeting and deeper customer insights.

UNCOVERING LATENT DEMAND

Anticipate emerging customer needs through advanced data analytics and intelligent automation.



Diagnose & identify gaps
in Digital acumen



Capability
Development



Measure
Effectiveness



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NEXT CAPACITY

**ENABLING YOU TO THRIVE
IN AN AI-DRIVEN ECONOMY!**

The VCL NextCapacity Solution enables you to enhance your digital skills, by aligning them to business needs, balancing technological & behavioural skills with industry strategic insights, in a fast-paced AI-driven economy.

TECHNOLOGICAL

Provides the ability to leverage technology and data to analysis situations and identify solutions

CREATIVE

Strengthens critical thinking, communication, adaptability and enhancing decision-making

BEHAVIOURAL

Guides teams through complex challenges and ensures goals alignment

SECTORAL

Enhances problem-solving by leveraging critical sector-related knowledge



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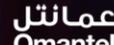
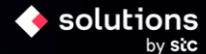


NEXT CAPACITY

VALUE REALISATION THROUGH AI AND DIGITAL TRANSFORMATION

OUR CLIENTS

هيئة الزكاة والضريبة والجمارك
Zakat, Tax and Customs Authority



To learn more, visit www.vcl.solutions



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