

crf

CORPORATE RESEARCH FORUM



**Gulf Overview**



### Already a CRF member?

...and have a question on how to optimise the value of your membership, please email [memberrequests@crforum.co.uk](mailto:memberrequests@crforum.co.uk)

### Not yet a CRF member?

...and interested in your organisation joining our growing global network, please email [michael@crforum.co.uk](mailto:michael@crforum.co.uk)

## Corporate Research Forum (CRF)

is a research-led learning network for HR leaders and their teams.

We build capability in HR through a programme of evidence-based research, technology-enabled learning and development, events delivering expert-led insight, and peer exchange.

### CRF Contact



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Director, CRF

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Our partners at **Strategic Dimensions (SD)** have long-standing relationships across the global HR community, helping organisations in the UK, Europe, and the Gulf Region find outstanding HR talent. They recruit permanent and interim professionals from board-level executives to emerging leaders, and their talent mapping services give clients clear market insight, benchmarking, and a head start on future searches.

## CRF UAE COMMUNITIES Regionally-focused community groups

Our invite-only UAE Communities bring together senior HR leaders and specialists to explore our latest research, participate in peer discussions, and build a trusted network of peers to gain outside thinking and perspective.

- Regularly connect and learn with peers, academics and experts
- Meet on network-led topics
- Stay connected through WhatsApp groups



	Talent and Learning Leaders Community	Jan. 	Jun. 
	The HR Function and Risk Management: Navigating Complexity with Resilience	Jan. 	
	Chief People Officer Community	Mar. 	Oct. 
	 Creating an Effective Learning Ecosystem	Mar. 	May 
	Financial Services Community	Apr. 	Sep. 
	 Designing Jobs in the Age of AI	Jun. 	
	INTERNATIONAL CONFERENCE Turning Uncertainty Into Advantage	Oct. 	
	 Early Careers and Skills: Equipping the Workforce for What's Next	Nov. 	
	 GULF CONFERENCE Teaming: Leading High Trust, AI-enabled Teams 	Nov. 	
Constant external change, hybrid working models and the growing adoption of AI are prompting organisations, leaders and employees to re-evaluate how teams function. This conference explores how to build and lead high-trust, AI-enabled teams that deliver sustained performance. We'll examine how team dynamics are evolving, the role of leaders in shaping trust and adaptability, and how AI tools can enhance – not replace – human collaboration.			
	OPEN PROGRAMME HR Business Partnering Accelerator	25,000 AED CRF members 30,000 AED Non-members	Nov. 
	HR Leaders' Dinner	Dec. 	

**CRF FACULTY** Regional faculty includes


**John Whelan**  
MBE,  
CRF Director and  
ex-BAE  
Systems



**Tony Verbraeken**,  
International  
HRD (ex-Shell)  
and Senior  
Advisor



**Clare Stafford Tylaur**,  
Conscious  
Consulting and  
ex-Mubadala  
Capital



**Shaikha Al Hajri**,  
Conscious  
Consulting and  
ex-Mubadala  
Investment  
Company



**Nick Holley**,  
CRF Learning  
Director and  
ex-Henley  
Business  
School

## LEARNING NEEDS ANALYSIS

To assess current skills and identify the areas requiring capability development

## ON DEMAND

A library of online courses offering HR professionals a flexible way to upskill both within teams and as individuals

**LEARNING**  
Building  
Capability

## OPEN PROGRAMMES

Development courses delivered both face-to-face and online, for aspiring and senior HR professionals to learn alongside peers from other organisations

## CUSTOM PROGRAMMES

Tailored to the specific context and requirements of the organisation, integrating content from CRF programmes and evidence-based research

## CRF CUSTOM PROGRAMMES

Custom solutions tailored to the requirements of the organisation

**Custom Programmes** leverage CRF's catalogue of research, models and learning tools to meet the specific needs of your organisation, minimising protracted and costly design phases and offering the greatest return on investment. CRF's **Custom Programmes** are co-created with you and delivered by our outstanding faculty of practitioners and experts. Core learning areas:

- Leadership Development
- Organisational Design and Change
- Learning and Capability Building
- Strategic Workforce Planning
- International Expansion and Global HR
- Culture and Engagement

## CRF ON DEMAND

Learn at your own pace, in your own space

## CRF MEMBERS

**1,000 AED** per participant, per course | **4,000 AED** per HRBP bundle

## NON-MEMBERS

**1,500 AED** per participant, per course | **6,000 AED** per HRBP bundle

**On Demand** courses are flexible, online learning paths designed for HR professionals to learn at their own pace, led by experts sharing the insights and advice of leading HR practitioners. Including our flagship **Reimagining HR Business Partnering Suite**.

HRBP

**The Strategic Role of an HRBP**

**Change Management Mastery**

**Persuasive Analytics**

**Agile HR Practices**

**Commercial Acumen in HR**

**Digital HR**

NEW

**crf AI suite**

## Thirty years of CRF Research. One powerful AI engine.

The **CRF Research Tool**, part of our **AI Suite**, delivers clear, evidence-based answers to your toughest business and people challenges in seconds.

Ask a question, get concise, tailored responses grounded in CRF's exclusive insights.

Building a business case, writing a board paper, exploring new initiatives or deepening your understanding of HR strategy? Our **Research Tool** is your thinking partner, available anytime.

- Get clear, research-backed responses to complex questions in seconds
- Pick up where you left off – revisit past conversations any time
- Access linked source citations to explore CRF's full research.