



# JOELLE EL HELOU

**MANAGING DIRECTOR** | Arbinger Middle East

## ABOUT ARBINGER

*Arbinger is the world leader in mindset change. Through training, consulting, coaching, and implementation programs, Arbinger enables individuals, teams, and organizations to change from the default self-focus of an inward mindset to the impact-focus of an outward mindset. Arbinger provides strategies and behavioral reinforcements that sustain this change. The result is dramatic and sustained improvement in the key success indicators of our client organizations—in their levels of collaboration, employee engagement, accountability, revenue growth, market share, and profitability.*

*Arbinger's programs and methodology are based on 45 years of research in the psychology of human behavior and motivation, and more than 40 years of experience working with organizations worldwide in the corporate, healthcare, education, government, public safety, and nonprofit sectors. The Arbinger team is comprised of individuals from diverse backgrounds and industries who possess the ability to help individuals and organizations achieve success through a fundamental change in mindset. Arbinger has offices in nearly 30 countries.*

Joelle El Helou is the managing director of Arbinger Middle East. She is a sought-after transformational expert, authoritative speaker on mindset shift, and master trainer.

Joelle comes from a seasoned career in regional and multinational corporations. Rising from sales manager to country manager and then international product manager, she has managed global brands worth \$600 million in revenue, led international integration strategies, and served on upstream product development teams.

She integrates this deep business knowledge into her speaking and facilitation, connecting with audiences around their actual goals and challenges. She is credible, real, energetic, dynamic, friendly and fun. With a remarkable ability to pace and lead even tough crowds, Joelle isn't afraid to push and challenge people. She is committed to helping people become aware of what is holding them back. She has developed programs and given speeches for organizations, audiences, and teams in Europe, Asia, North America, Latin America, and the Middle East. Clients praise her focus on results, persistence, honesty, people development skills, passion, and motivational style.

Joelle's experience spans industries and job roles; she has helped develop executives, directors, medical personnel, engineers, students, seniors and more. Her speaking engagements include presentations at Saint Joseph University, the American University of Beirut, the Young Presidents Organization (YPO), HR communities, and the Training and Development Show Dubai.

Joelle is a mom of three children. She lives in Beirut, Lebanon, loves to listen to people's stories and hold meaningful conversations over a nice cup of coffee, and occasionally writes random thoughts.