CRAM

CRAM Trainer Platform

Platform Profile

An integrated platform that turns a training course into an interactive learning journey — before, during and after training — with a professional studio for trainers to design kits in their own brand.





Dr. Mohamed Sorour
Consultant & Expert Trainer • Founder of CRAM Consulting

From Institutional Rushd to Institutional Flourishing

Who we are

Your partner in developing trainers and leaders and creating real training impact.



Dr. Mohamed Sorour

Founder and CEO of CRAM Executive Management Consulting & Advanced Business Solutions. Professional doctorate in Business Administration and 25+ years of training and consulting across government, private and non-profit sectors, with an approach that blends experiential learning, gamification, coaching and practice platforms.

Organizations that benefited from our programs

- Ministry of Education
- Saudi Electricity Company
- Banks and investment firms
- The Financial Academy
- Leadership Excellence Center
- NAFCEL

Our mission

We turn training from an event that ends at the classroom door into a **learning journey with documented impact**, using smart digital tools and a scientific methodology.



Challenge & solution

Why an integrated training platform?

Learning stops at the door

Weak transfer to the workplace

Scattered materials

Files and links with no clear path

Limited measurement

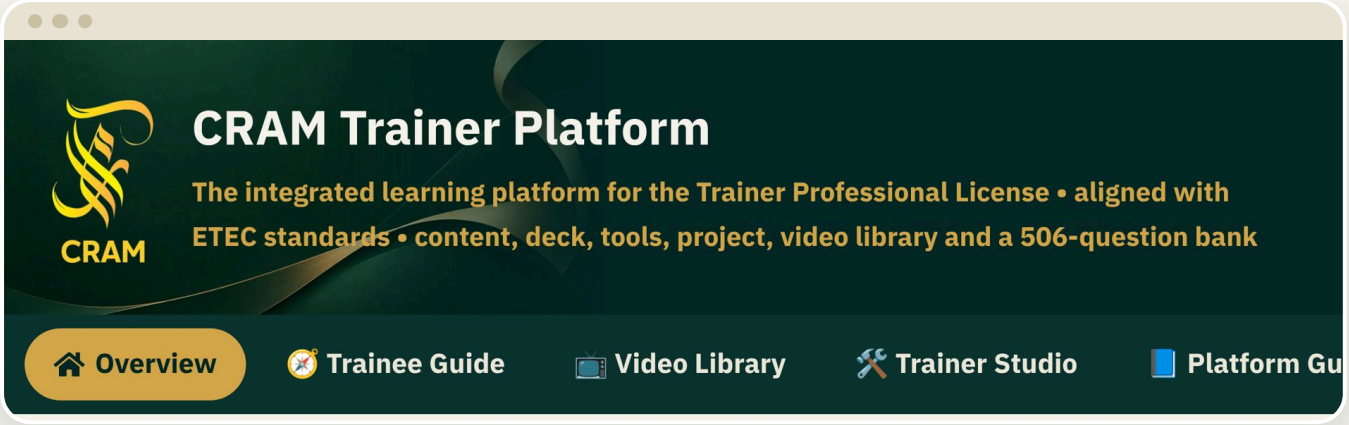
No reports showing real impact

The solution: CRAM Trainer Platform

Before
Orientation, diagnosis and “Start Here” videos

During
Content, tools, activities, points and ranks

After
Reports, development plan, certificate, follow-up



Everything in one link — no accounts, no apps

The platform in numbers

Rich content linked to the official Trainer Professional License standards.

39 practical tools	**506** scenario questions	**37** training videos	**69** linked indicators
30+ trainer tools	**6** ranks	**13** badges	**5** export formats

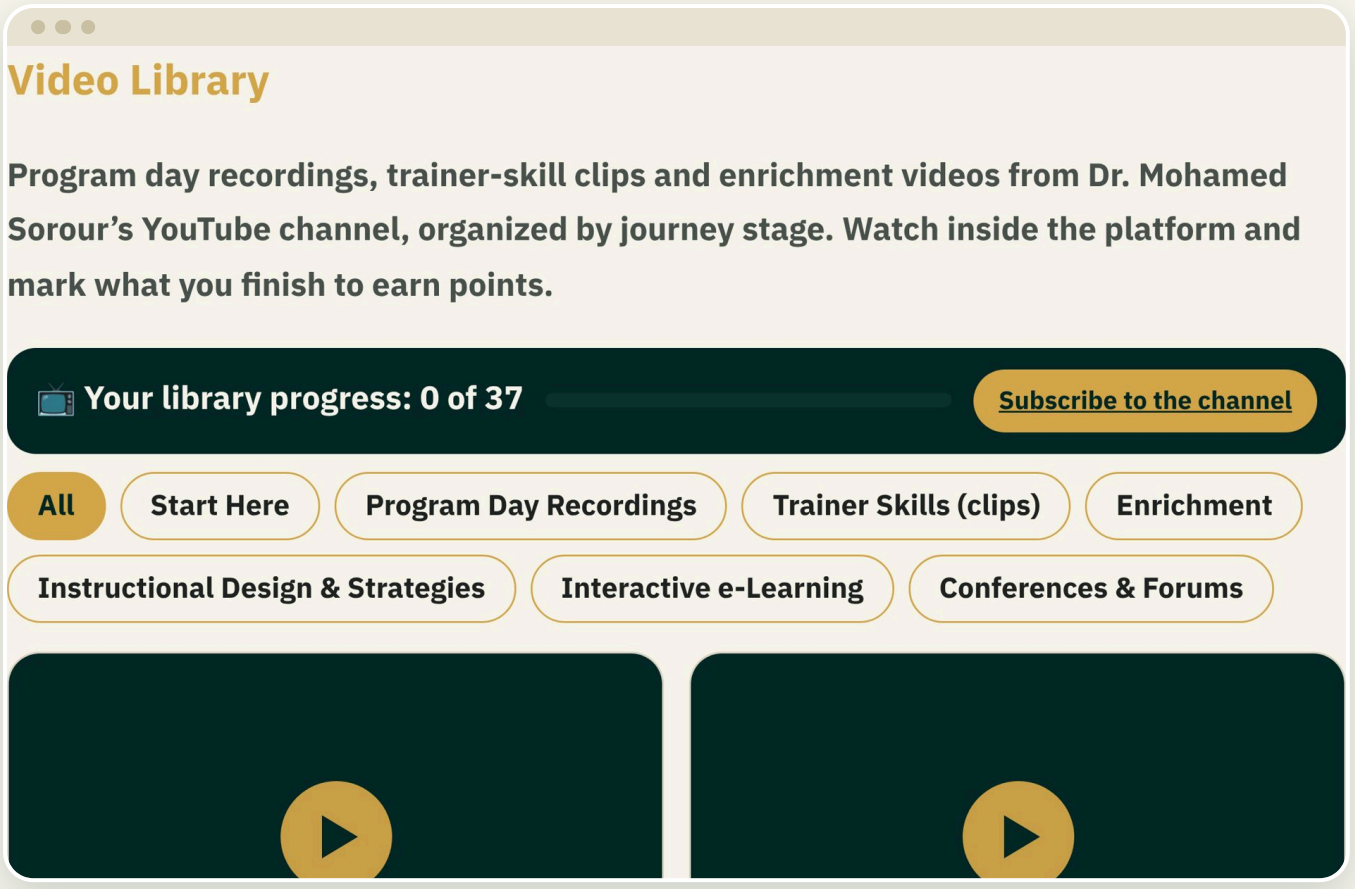
39 practical tools	**5** days • 30 hours	**10** core standards	**24** sub-standards
69 indicators	**8** project milestones		

How the kit works: the cycle of every session

1. Understand	2. Try	3. Check	4. Save
Training Deck	Tools kit	Scenario question	Interactive Template

The trainee experience

A motivating journey: read, watch, practise, self-test and see progress in numbers.



Video library

Content & interactive deck

Daily chapters and slides with scenario questions

Question bank

506 questions and an 80-question mock exam

Padlet wall

A documented portfolio for every trainee

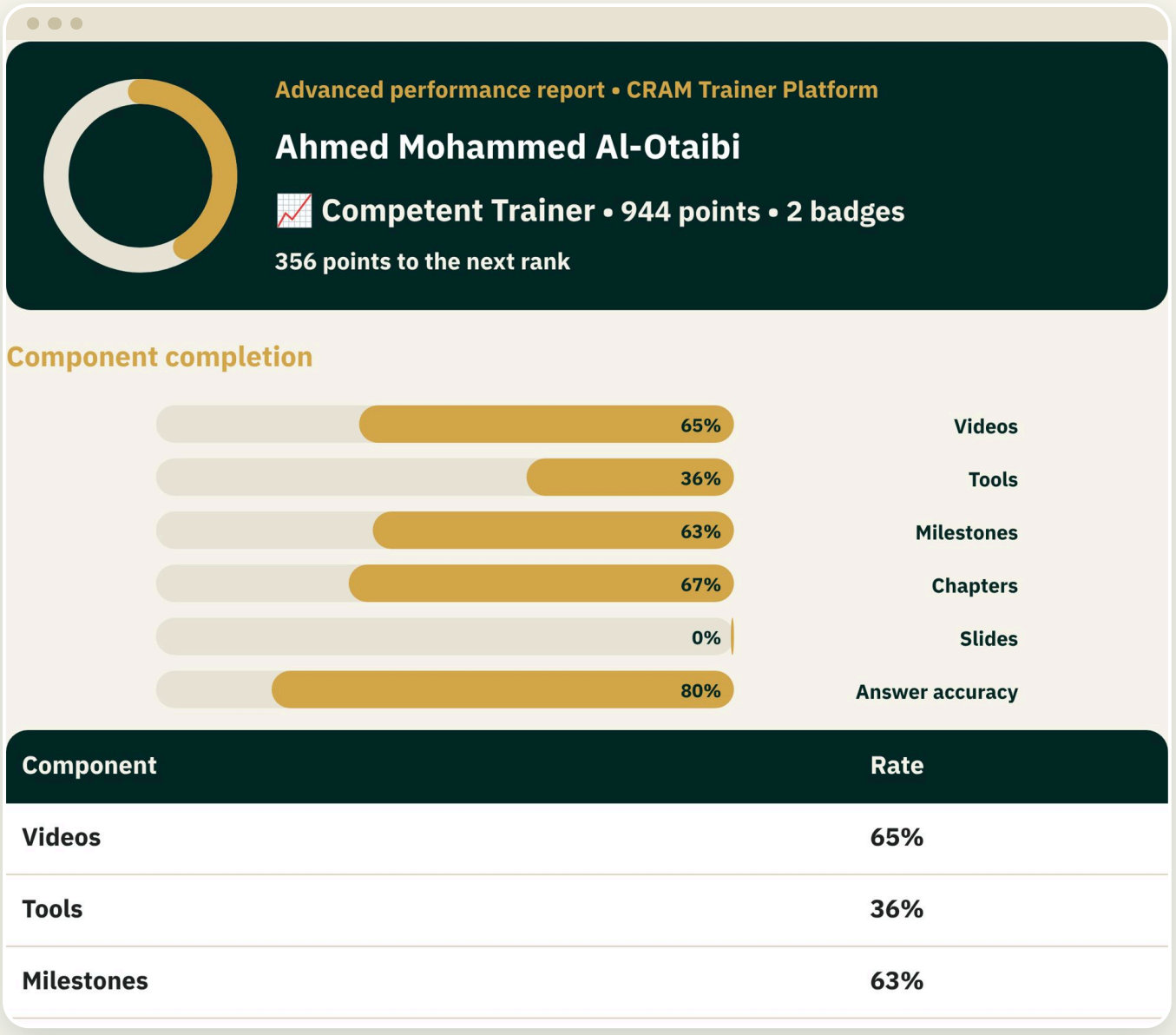
Gamification that drives commitment

Points, ranks, badges and a certificate keep trainees coming back every day.



Advanced reports

A personal infographic report for every trainee, exported in five formats and shared in one click.



PDF PNG PowerPoint Word Excel

The Trainer Studio

The platform's real power: 30+ tools covering the full life cycle of a training kit.

① Identity & Brand	② Before the course	③ During delivery	④ After the course
Personal brand, LinkedIn, social media, content calendar, posts, reels	Needs analysis, components, brochure, outline, objectives, agenda, strategies, PowerPoint, booklets, assessments, kit review	Engagement tools, activities & games, cases, gamification, video, infographics	Impact report, enablement, coaching, media coverage, audience motivation

① Identity & Personal Brand

Trainer personal brand designer

Message, unique value, audience, tone of voice and pillars

LinkedIn profile builder

Headline, About, experience, skills and recommendations

Social media profile builder

Bio and plan per platform: Instagram, TikTok, YouTube, X, Facebook

Content planner & scheduler

Daily, weekly and monthly post plan with platform and timing

Post & image designer

Post copy, visual design, hashtags and call to action

Reels & Shorts designer

30–60 sec script: hook, scenes, text and caption

From idea to a ready kit

Trainers enter their program details once, and the tools generate methodology-based outputs ready to export in their brand.

Training kit review form: Professional Presentation Skills

Data	Value
Program	Professional Presentation Skills
Audience	Trainers and specialists
Type & mode	Short course • fully in-person
Reviewer	.....
Date	.....

#	Criterion	Quality indicator	Weight	Score (1–4)	Weighted score	Notes
1	Needs analysis	A documented needs analysis linking the program to a real performance gap	10%			
2	Objectives	Measurable ABCD behavioral objectives at Bloom levels suited to	15%			

Example: training kit review tool

🎨

Your brand

Your logo, colors and font on every file

⬇️

Your format

PowerPoint • Word • Excel • PDF

Flexible for any program

The platform adapts to program type, delivery mode and client identity.

What is a training kit?

An integrated set of materials, guides and tools that enables the trainer to achieve defined learning outcomes, the trainee to learn and apply, and the organization to measure impact. It is usually built on the ADDIE model: Analysis → Design → Development → Implementation → Evaluation.

The 10 components of a professional kit

#	Component	Purpose	What it contains
1	Program card	Introduces the program before contracting and registration	Title, audience, duration, overall goal, modules, mode, trainer, expected outcomes
2	Needs analysis	Proves the program addresses a real gap	Organization, task and individual levels, tools, gap, success indicator
3	Objectives & outcomes	Defines what the trainee will be able to do	Overall goal + ABCD outcomes with measurable Bloom verbs
-	Modules &	Organizes content and	Modules, sessions, timing, breaks,

Delivery mode

In-person • Online • Blended

Program type

Short • In-house • Diploma • Fellowship

Identity

CRAM • ready-made • client brand

Measuring impact

A professional, data-driven impact report for management, clients and accreditation bodies.

1	2	3	4
Upload pre/post	Analyse Padlet and activities	Gain and Hake's gain	Kirkpatrick levels

Value for every stakeholder

For trainees

Better license readiness, a documented portfolio, continuous learning

For trainers

Less prep time, precise tracking, ready reports

For training centers

Competitive edge, higher completion, quality evidence

📈 In platform testing, the average score rose from **49% to 80%** with a Hake's gain of **61%**.

Enablement after the program

Post-program enablement & follow-up plan

Phase	Task	Indicator	Owner
First 30 days	Apply one tool from: Audience analysis	Application report + evidence	Trainee
Days 30–60	A small improvement project in: Message building	Before/after result	Trainee + manager
Days 60–90	Share the learning with the team	Knowledge-transfer session	Trainee

Subscription plans

Choose the plan that fits you or your training center — every plan includes a complete interactive learning experience.

Basic

SAR 349

per trainee

- ✔ Access for the program + 60 days
- ✔ Course content and interactive deck
- ✔ 39 practical tools and graduation project
- ✔ 506-question bank and mock exam
- ✔ 37-video library
- ✔ Points, ranks and badges
- ✔ Advanced report and certificate

Most popular

Professional

SAR 6,900

per cohort up to 25 trainees (≈ SAR 276 each)

- ✔ All Basic features for every trainee
- ✔ Full Trainer Studio (30+ tools)
- ✔ Trainer dashboard and cohort report
- ✔ Learning impact report generator
- ✔ Your center's brand on platform and files
- ✔ Collaborative Padlet wall for the cohort
- ✔ Trainer onboarding session

Enterprise

SAR 24,000

annual license

- ✔ Unlimited cohorts all year
- ✔ Hosting on your domain with user logins
- ✔ Full content and brand customization
- ✔ All studio tools and impact reports
- ✔ Technical support and updates
- ✔ Priority on new features
- ✔ Dedicated account manager

Plan comparison

Feature	Basic	Professional	Enterprise
Content, tools and question bank	✔	✔	✔
Video library and gamification	✔	✔	✔
Advanced report and certificate	✔	✔	✔
Trainer Studio (30+ tools)	—	✔	✔
Learning impact report	—	✔	✔
Trainer dashboard and cohort report	—	✔	✔
Your brand on the platform	—	✔	✔
Unlimited cohorts	—	—	✔
Own domain and user logins	—	—	✔
Annual support and updates	—	—	✔

Add-ons & offers

Add what you need and benefit from contract offers.

Extra video library

3-hour recorded session • SAR 1,500

Full rebrand for another center

SAR 2,500

100 custom questions

SAR 1,800

Trainer onboarding

90-minute session • SAR 1,200

Special offers: 15% off for 3+ cohorts • 10% off for graduates of Dr. Mohamed Sorour's preparation program • free demo before contracting.
Prices in Saudi riyals, excluding 15% VAT; offer valid for 30 days.

How to subscribe

1. Contact us at info@cram.sa
2. Get a free platform demo
3. Choose your plan and number of trainees or cohorts
4. We set up the platform in your brand and deliver the link within 3 working days
5. We run a trainer onboarding session and launch with your cohort

💡 **Why Professional?** It costs only about SAR 276 per trainee and adds the Trainer Studio, the impact report and the cohort dashboard — double the value for your center and documented quality for accreditation bodies.

Why us?

What makes CRAM Trainer Platform different.

Cross-sector expertise

Government, private, non-profit, banks and investment firms

Global best practice

Instructional design (ADDIE, Bloom, Gagné), gamification and impact measurement

Standards-linked

Official license domains, standards and indicators

Full customization

Client brand, program type and delivery mode

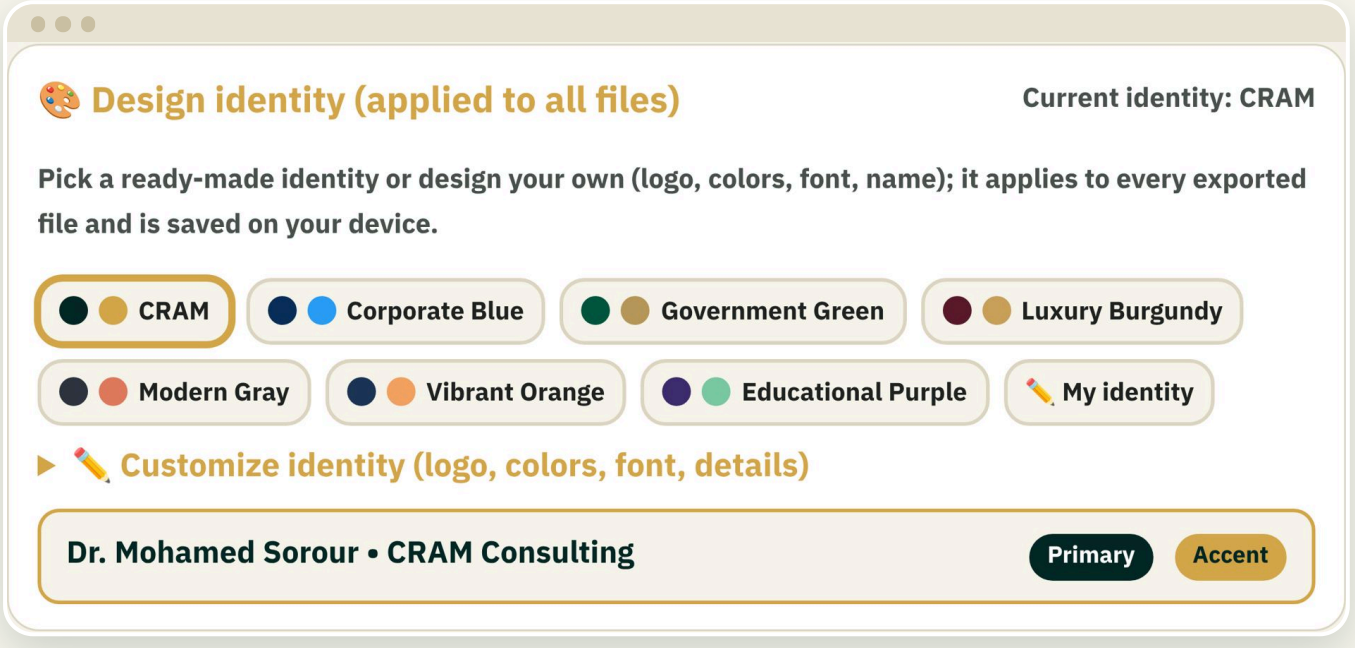
Privacy

Data stays on the trainee's device; reports are personal

Post-program follow-up

Enablement and coaching to secure transfer

Your brand on everything



CRAM

Let’s create real training impact

Dr. Mohamed Sorour • CRAM Executive Management Consulting

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