



Ammar Sallam

Transformational Coach:
From Challenge to Achievement



Do Any of These Sound Like You?

1. Self-Doubt & Imposter Syndrome

"What if I'm not actually cut out for this, and everyone finds out?"

You've achieved success — but still feel like an imposter waiting to be exposed.

2. Lack of Clarity in Leadership Identity

"What kind of leader am I really supposed to be?"

You find yourself mimicking others or switching styles, unsure of your own authentic leadership voice.

3. Navigating Office Politics & Power Dynamics

"How do others seem to play the game so well — and why do I feel left behind?"

You feel like you're missing the hidden dynamics of influence and visibility.

4. Lack of Vision or Strategic Thinking

"Why do I feel stuck managing the day-to-day, instead of actually leading?"

You're buried in tasks but struggling to carve space for vision, direction, and long-term thinking.

5. Conflict Avoidance & Communication Gaps

"Why is it so hard for me to have direct and honest conversations?"

You delay tough discussions, soften your words, or avoid saying what really needs to be said.

6. Inconsistent Decision-Making

"Why do I keep swinging between indecision and impulsiveness?"

Under pressure, you either freeze or overreact — unsure how to find grounded clarity.

7. Struggling to Influence or Inspire Others

"Why aren't people responding to me the way I need them to?"

Despite your ideas or efforts, you feel unheard, untrusted, or unable to mobilize your team.

8. Fear of Judgment or Rejection

"Why do I constantly worry about how others will perceive me?"

You hold back in meetings or avoid conflict to protect how you're seen — even when it hurts your leadership.

9. Difficulty Regulating Emotions

"Why do I either explode under pressure or completely shut down?"

You struggle to stay grounded when tensions rise, which impacts your clarity and presence.

10. Perfectionism & Overthinking

"Why do I keep getting stuck trying to get everything exactly right?"

You overanalyze, hesitate, and burn out trying to meet unrealistic standards — often set by yourself.

This program is designed to give you clarity, structure, and confidence — guiding you through the real transformation you've been seeking. Below is the journey we'll walk together:



Stage 0

Discovery & Fit

We begin with a 30-minute consultation to understand your challenge, explore expectations, and determine if we're the right fit to work together.



Outcome: Clear understanding of how we'll move forward and what our partnership will look like.

Stage 1

Foundation & Self-Discovery

You'll complete a personality assessment before your first full session. We'll use this to uncover your strengths, blind spots, and whether your challenge is internal, external, or both.



Outcome: A tailored coaching path based on who you are and how you think.

Stage 2

Clarify the Core Challenge

Together, we'll explore what's truly holding you back. We'll go beyond surface problems to uncover the root cause and contract a clear goal for our work.




Outcome: A focused, meaningful coaching goal broken into micro-goals.




Stage 3 Define What Success Looks Like

We'll align your goals with your values and define exactly what outcomes you want to see — emotionally, mentally, and professionally.

 Outcome: Personal success criteria and measurable objectives tailored to you.


Stage 4 Strategy & Action

We co-create a 3-layer solution that breaks down your challenge into a realistic action plan. You'll know what to do, why you're doing it, and how to move forward confidently.

 Outcome: A clear, achievable plan you can act on immediately.

Stage 5 Execute, Reflect, and Grow

You'll begin implementing your plan. I'll support you in each session by tracking progress, adjusting strategy when needed, and helping you build momentum toward real results.

 Outcome: Tangible progress, mindset shifts, and deeper alignment between your goals and actions.



Communication & Session Logistics



Session Format: All coaching is done 1:1 — either in person or online.



Session Length: Each session is 45–60 minutes.



Your Commitment: Show up on time, be honest, and stay open for the change — and I'll meet you with structure, clarity, and full support.

Final Note

This is more than just a coaching program. It's a strategic and personal transformation designed around you. Whether you're stuck, navigating change, or aiming for something bigger — I'm here to support your clarity, action, and growth.

Shall we begin?





Ammar Sallam

Transformational Coach | Seasoned Facilitator | Content Creator

With over 25 years of leadership and management experience and a Masters in Business Administration (MBA), Ammar brings deep expertise in supporting individuals through meaningful growth and change. Drawing on his training in the core competencies of the International Coaching Federation (ICF), he works with executives, emerging leaders, and teams to elevate leadership presence, overcome internal challenges, and drive sustainable results. His approach combines deep listening, powerful questioning, and goal-oriented coaching practices—delivered through personalized coaching, high-impact workshops, and executive training programs that align vision with action and create measurable, lasting transformation in both the client's professional & personal life.

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