

For a Sustainable
Quality Education



Company Profile

WWW.PEACEADVISE.COM

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I. OUR STORY & MOTIVATION

It all started with Passion, Passion towards the World, Passion towards Quality Education, and Passion towards How We Can Contribute to future Generations.

The number of Higher Education Institutions is increasing globally in a world where borders, language and cultural discrepancies, and geographical distances do not have a major impact as we are tremendously moving towards globalization.

It has been noticed that the main pillars of an education institution, both faculty and students, do not have problems to relocate, individually or with the family, for the sake of joining high quality reputable institutions due to the added value that these institutions reputation and brand offer to their character and education and consequently, their future. As a result, an aggressive competition among these international institutions has been increasing, on the hour, in order to attract high quality faculty and high quality students and further enhance their reputation and increase their impact and contribution to their socio-economic environments.

So in order to survive, higher education institutions have been striving to develop and enhance their quality of education, their branding, their reputation, their rankings, and their sustainability goals through different means by attending global summits where advanced institutions, global strategy & Excellence leaders of governments & industries and academic influencers meet to share their experience, get access to new data and trends, and draw their vision of educational innovations.

Being academic influencers in most of these summits, PEACE ADVISE founders started networking with higher education institutions that were seeking expertise. Our founders started providing individual consulting for high education institutions, based on ad-hoc requests, on topics like Rankings, Strategy, Efficiency, etc...

As demand was getting higher and our work has been achieving satisfactory results over the last few years, we knew it was the time to establish an Education Consulting House that can combine the variety of experiences and competences that our people acquire. We were distributed in multiple countries, and come from different nationalities and cultures, but this did not prevent us from transforming our passion and dream into reality.

As a result, PEACE ADVISE was officially born in 2018 with its headquarters office in the city of Albacete, Spain. Very shortly after, we expanded our operations to include Asia, the Middle East and the Arab world where we touched thirst for Strategic Advising and Sustainability Embracing that was also boosted by the governments embracing of the UN sustainability goals and enhanced quality of education.

Today, we have several long-term partnership programs with reputable universities that are opting to surf the Excellency wave before they lack behind and struggle to follow.

II. ABOUT PEACE ADVISE

Our Identity

The company name “**PEACE**” was a logical reflection of the heart of What We Are “**Professionals of Advising & Excellence**”, and WHAT WE DO: “**Education & Consulting**”, hence, “**Professionals of Education Advising & Consulting Excellency**” or “**PEACE**”.

PEACE ADVISE is a professional consulting services provider dedicated to provide superior consulting along with management consultancy and professional development services to support private and public enterprises and ministries, as well as high academic institutions, advance to enhanced excellence levels. We aim to become a strategic professional services partner with our clients, providing value solutions and services shaped with strategic sustainability and excellence.

Our Mission

PEACE ADVISE is a Professional Consulting Services provider for higher education institutions that is committed to provide its profound expertise and knowledge in all international and regional rankings to uncover Universities’ strengths and potentials.

PEACE ADVISE closely works with Higher Institutions’ Leadership and Ranking Teams to guarantee *Performance Improvement, Ranking Enhancements, and Strategic Sustainability*.

Our mission is to transform Universities’ potentials and strengths into tangible results so they can rise up and shine using our consulting program, ***RISE UP!***

Our Differentiators

PEACE ADVISE can be differentiated from other advisories through:

- ✓ The Profound and Overwhelming Practical experience and Detailed Knowledge that our team possesses about all international rankings which assures full visibility and coverage of ranking criteria. *We really know what we are doing!*
- ✓ The proven Regional Experience and Footprint in the Middle East and the Arab Region helps us avoid cultural, language and other discrepancies. We understand the regions we cover very well and know how to support their improvement. *We know the Potentials of our Operational Regions!*

- ✓ The diversity of our team's consulting competencies from the technical knowledge, to the program/project management experience, to the agile implementation methodology, and transparent executive-level relationship management, highly enables and fulfills the end-2-end long term partnership program. *We seek PARTNERS not CLIENTs!*
- ✓ The open 2-way communication with our partners, not only pushes our consulting methodology to achieve the expected targets, but also assures *Knowledge Transfer* to excellence teams within these institutions. *We provide the Knowledge Transfer of the what-to-do and the how-to-do!*
- ✓ The high confidence in our work enables us, not only to set the expectations of the work, but also to *Guarantee* that any strategic partnership, if executed with the expected cooperation, will ascend our Partners to advanced stages of research and ranking recognition excellence. *We do not only Promise, We Guarantee Positive Results!*

Our Team

We are a team of senior academic and non-academic international experts who have extensive experience with the different international accreditations, international academic best practices and rankings, as well as an extensive experience in the middle-east region where our major accounts exist, which will assure our strategic partners an enhanced performance in the aspects of Quality Assurance, Sustainability, Research, Strategy, and Ranking Recognition. Most of our team members have PhD and post-graduate degrees with a research and practical emphasis on High Educational Environments Development and Sustainability.

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III. OUR METHODOLOGY & SERVICES PORTFOLIO

With our **Ranking Oriented Consulting**, we do not only unleash the Higher Education Institutions' strengths and potentials, but we also drive Universities' strategic plans and efforts towards raising their ranking positioning and overall sustainability.

We call our consulting program “**RISEUP**”. It stands for **Ranking Increase & Strategy Excellence University Program**. The program name aims to express our passion and confidence to support our partners to RISEUP & Shine.

For this sake, we, at PEACE ADVISE, embrace a proprietary consulting methodology, called “**DARE**” (**Discover, Assess, Recommend & Enhance**), which assures a smooth and gradual progress of our **RISEUP** program with our partners.

Our **DARE Methodology** and **Services Portfolio** are highlighted below:

1. Discover: Data Mining and Collection

The goal of the “**Discover**” activity is to explore the *AS-IS* status of our Partner. This is the base that all subsequent analysis and decision making relies on. Data Mining's goal is to assess the following hot criteria:

- i. Current position in any published rankings and in the broader market, both domestically and internationally.
- ii. Institutional Benchmarking and Competitor Analysis.
- iii. Implementation feasibility of the University's Strategic Direction.
- iv. Important data like Number of Staff, Students, Internationalization, and Scientific Levels.
- v. Overall Teaching Quality and Student Satisfaction Rates.
- vi. Graduates' Employment Rate and Employers' Relations and Partnerships.
- vii. Academic and Research Reputation factors like Development Projects, Exchange Programs, International Events Participation, etc.
- viii. Research Strategy, International Research Collaboration and Research Management and Measurement. This covers:
 - a. Current Research Profile.
 - b. Current Number of Published Papers & Citations, Related Journals, etc.
 - c. Current Publication Practices.

- ix. Existing Infrastructure Facilities.
- x. Operating Branding Frameworks.
- xi. International Effectiveness of the University's Web Presence.
- xii. University's Online Marketing Review.
- xiii. University's Social Media Utilization and Management Strategy.

Data Mining will be fulfilled through multiple approaches:

1. *Remotely*: This is related to generic information that can be fetched using our tools and channels in order to explore the current state.
2. *Onsite*: This is related to private data that will be captured through pre-agreed onsite workshops with the stakeholders at the University's premises in order to further clarify its positioning.
3. *Continuous*: This is related to the continuous flow of information during the program lifetime for the sake of data clarification and acknowledgement.

2. Assess: Data Analysis and Assessment

This phase provides the full visibility of the current positioning of the University and set the expectations. This activity relies on:

- a. The Data and Information that is collected in the “**Discover**” phase.
- b. PEACE's data analysis and transformation tools.
- c. PEACE's consulting team analysis and assessment expertise and knowledge.
- d. University's Leadership Strategic Direction.

3. Recommend & Enhance

This is the final phase of the “**DARE**” methodology where the “**TO-BE**” positioning is drawn by recommending a set of *Advices & Actions* (Deliverables) for the sake of achieving the pre-set targets. In this phase, **Quick, Short and Long Term Wins** will be proposed to assure a First-Done First-Execute benefits schema during the engagement lifetime. This phase depends on the success of the preceding phases with a focus on:

- a. Preparing Universities to apply to the new relative Rankings and Rankings that they have not applied previously to.
- b. Improving Universities' position in the most important Higher Education Rankings and Rating Systems like QS (including all QS Sub-Rankings), QS Rating Stars, Webometric, Greenmetric, THE Ranking (including all THE Sub-Rankings).

- c. Enhancing University's Branding & Reputation.
- d. Boosting University's International Network.
- e. Improving University's Research Publications and Citations.
- f. Fueling University's long term Ranking Strategy.
- g. Drawing University's long term mapping between Ranking Indicators and Accreditations.

4. RISEUP TimeLine & Deliverables

RISEUP pre-agreed milestones and deliverables will be aligned with the University's strategy lifetime and scope and will be positioned on the program's timeline.

Final deliverables can be in different formats:

- ✓ A PowerPoint Executive Presentation that will summarize, "RISE UP" achievements, to executives and senior stakeholders.
- ✓ A detailed consolidated Finding, Analysis, Recommendations and Actions Report in pdf or word formats.

