

## | Siraj

**Launched in:** 2022

**In partnership with:** CNN Arabic

Siraj is a 6-week communication skills training program that aims to prepare Emirati youth for the job market. By focusing on future-facing transferable skills like critical thinking, strategy building, and storytelling, Siraj empowers participants to better tell their own stories and succeed in the evolving world of work.

### Siraj successfully engaged participants through:



**Sessions delivered by senior industry executives and CNN journalists** to improve youth's storytelling skills.



**Hands-on projects** to enhance crucial transferable skills.



**Strategic partnerships with multi-sector stakeholders** to facilitate employment and experiential learning opportunities.

### By 2023, Siraj recorded:

**203** learners

**76%** female

**160+** original stories



“Siraj has profoundly influenced both my personal and professional development. The program provided a transformative space for me to sharpen my storytelling skills. Additionally, the emphasis on debating, an area where I initially faced challenges, has empowered me with the ability to effectively present and persuade. The program has not only bolstered my self-confidence but has also equipped me with valuable tools to delegate effectively, utilize software for task management, and embrace adaptability in my routine.”

Ameerah Abdulla Bin Ofai, Siraj Graduate