



Challenger Team

Founded in 1995, Challenger Team is a Jordanian company that aims to help different segments of society change negative behaviors, and conducts leadership training for all age groups. Challenger Team is the brainchild of its CEO, Thabet Al Nabulsi, who had been an adventure and scouting enthusiast in his childhood.

Since its inception, Challenger Team has continued to develop and evolve. When it was first established, the Company served as a camping service provider, organizing specialized training camps for private schools. 18 years later, Challenger Team has grown to offer three main units and various programs.

Challenger Team's first unit, Life Education Advancement and Development (LEAD), is a practical leadership training program for private schools, and lends its services to more than 20,000 students across the Kingdom's various governorates. The second unit, Training Employees and Managers (TEAM), offers leadership and management programs to over 6,000 executives and employees. Lastly, the Community Action and Reinforcing Engagement (CARE) unit partners with the public sector and non-profit organizations to develop and implement different training programs.

In addition to these units, the Company offers numerous youth activities such as the Challenge Village training campus, boot camps and rope climbing. These programs aid young people in honing their mental and physical abilities, and help them understand their responsibility towards themselves, their families and their communities.

Challenger Team's management first heard about the support that the European Union (EU) and Jordan Enterprise Development Corporation (JEDCO) give to start-ups during a day-long seminar about JEDCO and its services, hosted by The King Abdullah II Fund for Development. Hoping that JEDCO and the EU would provide them with the grant required to implement much-needed improvements, Challenger Team applied soon after. Once it was approved, Challenger Team used the grant to design and create coaching aids for different training programs, set up a proper internal system, as well as develops and prints new training materials. JEDCO and the EU supported the company with its marketing efforts, and helped it promote itself on a much larger scale.

Ultimately, the grant which was presented by JEDCO and the European Union (EU) enabled Challenger Team to achieve its plans. The Company underwent internal restructuring in order to keep up with its expansion, and began marketing its services through its official website and social media channels. Challenger Team's ambitions grew with the growth of the Company. As such, it is now working towards creating additional youth training programs and is well on its way to establishing "Challenge Villages" throughout the governorates in order to positively impact the largest number of individuals possible.

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