2Y3X Programme launches in the Middle East and North Africa

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2Y3X, the growth acceleration programme with a five-year track record of doubling participating companies' revenue, is launching in the Middle East and North Africa.

United Kingdom-based 2Y3X has signed an agreement with LINK Advisory, the UAE-based management consultancy, to deliver the 2Y3X® Programme throughout the Middle East region and North Africa (MENA). The programme launches with two tiers, one for rapid rebound planning and execution over ninety days, the other a two-year programme designed to rapidly scale participating companies.

2Y3X co-founder Felix Velarde said, "2Y3X's mission is to give leaders the tools to break through the business plateau and rapidly scale their companies. With the programme now available in the MENA region we can help more business owners achieve their ambitions."

LINK Advisory's CEO, Georges Chakar said, "2Y3X helps businesses rebound from the economic turmoil caused by the pandemic. We are delighted to be able to provide the 2Y3X programme to companies in the region, to give them the tools to drive growth and build agile, resilient teams so they can benefit from emerging opportunities."

The 2Y3X Programme is designed for companies that have reached a plateau and want the processes and frameworks to be able to expand. The 2Y3X QuickMap® programme is a 90-day version for companies who need strategic planning for a fast rebound.

LINK Advisory specialises in implementing business transformation strategies in growth markets. It covers a variety of industry sectors including hospitality, tourism, retail, telecoms and government, and has worked with some of the region's biggest brands.

For more information visit 2Y3X.com

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