



About George Basta

With over 15 years of experience across the UAE and the broader Middle East, George is a seasoned leadership training facilitator and business development consultant. He has partnered with organisations across a wide range of sectors - including sales, customer service, architecture, and construction - to deliver impactful learning experiences that drive performance and foster leadership growth.

George brings a distinctive blend of commercial insight and creative facilitation to his training. With a background in architectural engineering and a strong passion for acting, his sessions are known for being dynamic, immersive and highly practical. He leverages experiential learning techniques to challenge participants to step outside their comfort zones, helping them uncover new perspectives and build the confidence needed for lasting transformation.

A strong advocate of coaching as a catalyst for growth, George believes that empowering individuals is key to unlocking their full potential. He is particularly skilled in designing learning journeys that align with business strategy, delivering measurable outcomes and a high return on expectation (ROE).

Able to facilitate sessions in both English and Arabic, George has worked with organisations such as Emirates, Diriyah Company and RMJM Architecture. His specialisms include team effectiveness, negotiation skills, executive presence, storytelling, and customer experience. Recognised for his strategic mindset, business acumen, and people-centric approach, he is adept at engaging stakeholders at all levels and adapting learning to suit both local and international audiences.