

# LAYAL CHEMALY

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**Emotional health coach**

**Soft skills trainer**

**Spa management and consultancy expert**

**Senior Physiotherapist**

## ➤ **Contact**

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Date of Birth: 19 April 1984

Nationality: Lebanese

Status: Married

## ➤ **Professional Profile**

I am a dedicated healthcare professional that worked and managed effectively multi-disciplinary teams.

Besides the 20 years of experience in the field of physiotherapy, healthcare and wellness, the coaching skills that I have acquired lately and where I discovered an absolute passion have given me an innovative approach to soft skills enhancement and training deliverability.

## ➤ **Educational Qualifications**

**Lebanese University – Beirut**

Bachelor of Science in Physiotherapy

## ➤ **Languages**

Arabic, English & French (Read, Write, and Speak fluently)

## ➤ **Key Attributes**

- Emotionally intelligent
- Excellent ability to deliver info in an engaging way on a public speaking platform
- Empathetic and insightful in one-on-one coaching
- Adaptive to new environments
- Attentive to details especially in people's behavior
- Good organizational and communication skills
- Ability to work under pressure and multi-task in fast paced environment
- Proactive with the ability to learn quick and react
- Excellent time management skills
- Strong ability to lead multinational teams
- Expert in Microsoft Office Suite (Excel / Word / Powerpoint...)

➤ **Trainings and certificates**

- June 2013 Big Kahuna Sales coaching - Wydner coaches
- March 2014 Big Kahuna Supervisory Coaching - Wydner coaches
- June 2014 Communication skills - Formatech Tammayaz
- 2012/2013/2014 Several abroad trainings on machines and disciplines
- 2023 NLP practitioner EANLP - Beirut

➤ **Professional Experience**

October 2023 – Present  
**Soft skills coach and trainer**  
**Self-employed**

October 2005 - Present  
**Physical therapist**  
**Self employed**

- **Granting individuals both personal and professional growth** through providing trainings and promoting group discussions to enhance soft skills within groups, organizations and companies, such as: communication, leadership, customer service, time management, emotional intelligence...
- **Ameliorating the quality of life of countless patients** through comprehensive physiotherapy treatment.

October 2023 – May 2024  
**Pre-opening Consultant**  
**Pyrk – Lebanon**

**Facilitating a smooth opening of the center and a head start of 30% of its capacity within the first few months, through:**

- Providing pre-opening consultancy services related to operation of the aesthetic, medico-aesthetic, sports and physiotherapy departments of the wellness center; consultancy in staff recruitment, treatment protocols, rooms' architecture and layout to align with their functionalities; as well as the staff's technical and soft skills training.
- Lead provision and development of the staff's capacity to develop and implement comprehensive sports and wellness programs for the clients.
- Implementing SOPs.

May 2016 – August 2021  
**Spa Manager**  
**Cloud Eleven Urban Spa – Lebanon**

**Ameliorating sales by nearly 30 to 40% while enhancing services, quality and customer experience through:**

- Ensuring a smooth operation of the Spa in all its managerial aspects: Managing a team of physiotherapists in a caring and respectful environment and facilitating case discussions while encouraging all concerned parties input to ensure the best service.

- Working effectively autonomously and as part of the team.

May 2012 – May 2016

**Senior trainer and application specialist**

**Gannage Holding – Lebanon**

**Contributing in an exponential enhancement in the sales of multiple departments by providing trusted input both internally and to clients and suppliers:**

- Head of a team of application specialists: Responsible of the coordination of the team's appointments and duties.
- Responsible of the technical and scientific training and the periodical follow up of both the company's sales representatives and clients.
- Responsible for remote learning support via phone calls or chats.
- Field visits at the client's place of work.
- Provider of mentoring-like interdepartmental support within the whole company.
- Responsible of the research on scientific data/competition/new suppliers for existing and forthcoming company products.
- Contributing in the preparation of exhibitions, congresses, conferences... and facilitating group training activities.
- Participating in the integration program and the assessment of the learning outcome of new joiners, as well as creating or adapting additional resources depending on new joiner's needs.
- Leading and participating in team and management meetings to debrief and share proactively outcomes, evaluations and assessments, creations of additional resources, courses calendars...

May 2010 – May 2012

**Therapist applying aesthetic procedures to walk-in clients**

**Dermavie – Lebanon**

April 2009 – May 2010

**Sales Consultant for healthcare and ergonomic adaptation in the field of occupational therapy.**

**Albert Massaad – Lebanon**

October 2005 – March 2009

**Spa Therapist applying aesthetic procedures to walk-in clients**

**Le Royal Hotel and Spa – Lebanon**