



Charisma

Where Charisma Can Be Measured and Mastered

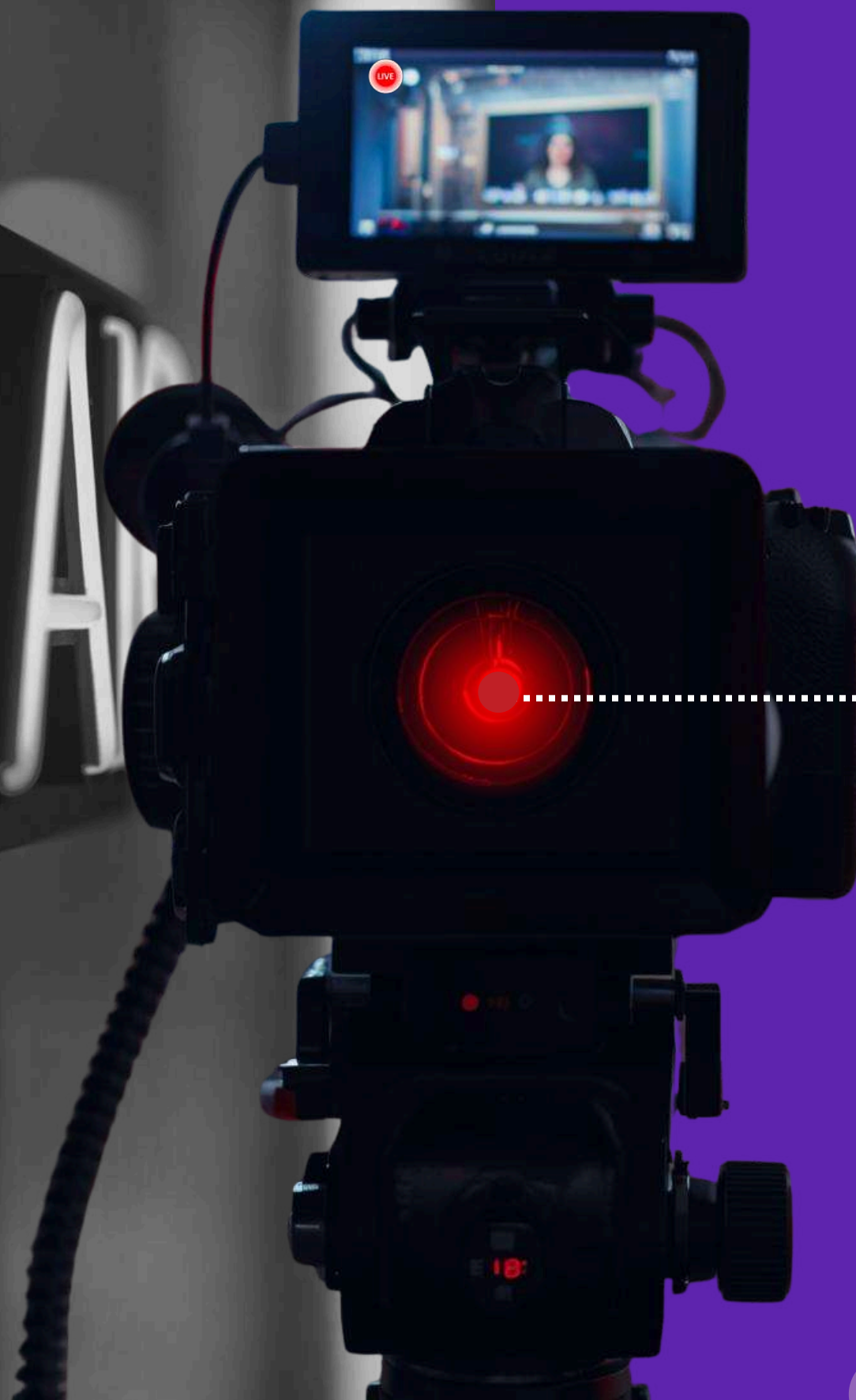
WEBSITE

CharismaQ.ai

  CharismaQ.ai

*In **crises**, the camera isn't just a lens... it's a bridge to trust.*

ON AIR



WHEN THE RED LIGHT TURNS ON FOR A LIVE BROADCAST

There's no room for trial.
No chance for a redo!
You either show up with
confidence.
or everything you meant
to say .. fades away!



WHO WE ARE

A leading Saudi company specializing in **media training, communication solutions,** and **AI-powered media assessment.** We empower leaders, professionals, and organizations to enhance their media readiness, public speaking, spokesperson skills, and on-camera presence across all media platforms.



JOURNEY OF TRANSFORMATION

From Training Passion to CharismaQ

Since 2009, our journey in media and communication training began with a passion to empower individuals and organizations in impactful presence and public speaking. Over the years, our efforts evolved from individual initiatives into structured programs that influenced hundreds across sectors.



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▶ **17+**
Years of Experience.

▶ **153+**
Governmental and Private Organizations

With a legacy of collaborating with over 153 governmental and private organizations, **CharismaQ** today reflects more than 17 years of experience, now reshaped into a brand that blends precision, influence, and strategic media intelligence.

WHY CHARISMAQ

Because Influence Shouldn't Be Left to Luck



70%

*of jobs require
presentation or public
speaking skills.*

90%

*of participants said that
public speaking training
boosted their self-
confidence.*



60%

*Of a positive
first impression
is shaped by
visual contact.*

We don't assume — we measure. Through real-time tracking of tone, expression, and motion, we turn on-camera moments into measurable growth.

The audience sees you before they hear you!

33%

*Higher viewer retention
is achieved by speakers
who use structured
hand gestures, steady
eye contact, and a
dynamic vocal tone.*

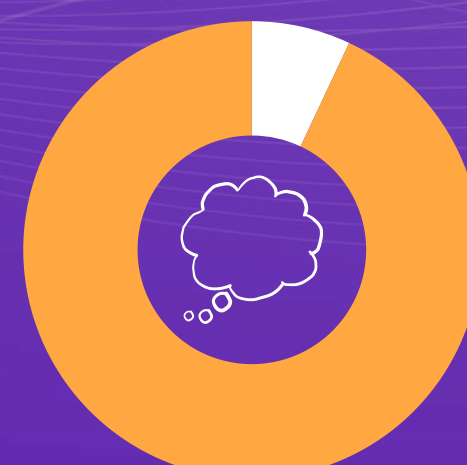
Mehrabian's Communication Model



55%

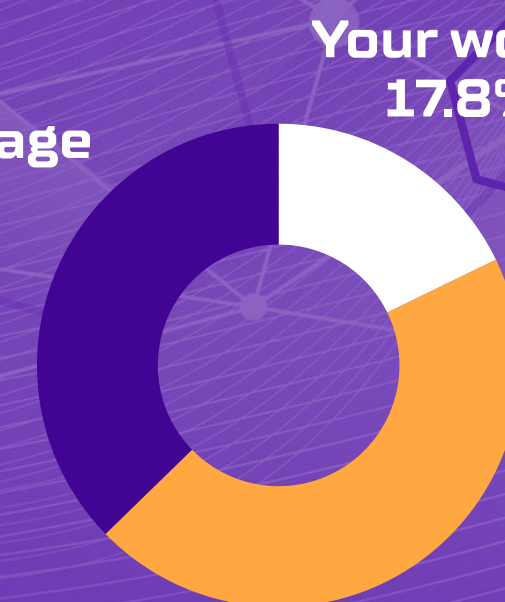


38%



7%

Your body language
37.3%



Your words
17.8%

Your tone
44.9%

So — if you don't look confident, your message won't land, no matter how perfect your words are.



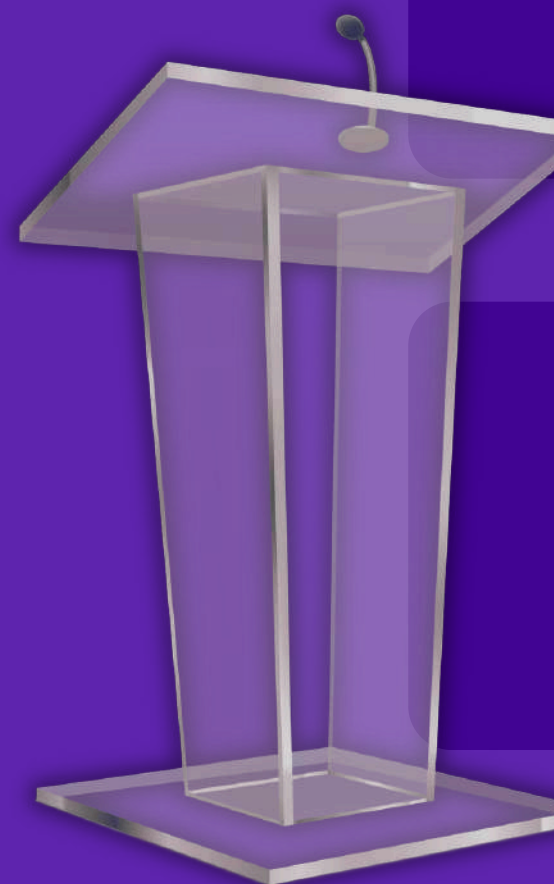
OUR APPROACH:

DESIGNED FOR REAL-WORLD IMPACT

Immersive simulation. Instant feedback. Measurable transformation.



At **CharismaQ**, we offer cutting-edge media training experiences built on immersive simulation through mobile studio setups, designed to create a unique, realistic environment that mirrors actual media appearance scenarios.



80%

Practical Application

Focused on real-world performance, simulation, voice training, and live feedback.

20%

Theoretical Content

Covers core media concepts, communication principles, and professional insights.

Our programs are tailored for executive leaders, professionals, and emerging talents, and are powered by artificial intelligence and real-time digital analytics — ensuring high-impact performance development, enhanced media readiness, and confident presence across all communication platforms.

OUR METHODOLOGY:

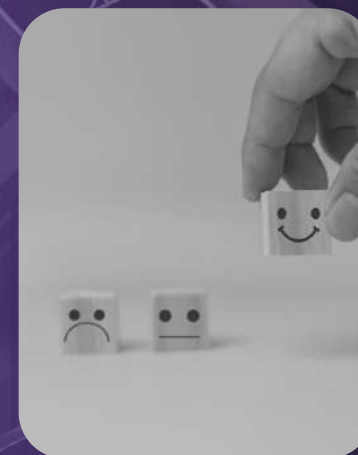
PRECISION MEETS PERFORMANCE

Where Lenses Meet Algorithms to Build Presence

We combine advanced camera capture, AI-driven analysis, and real-time feedback to monitor and evaluate every element of communication — from facial expressions and body language to pacing and vocal tone. This fusion turns soft skills into measurable metrics.



Understand



Evaluate



Design



Deliver

From **insight**
to **impact**.



Measure



Enable

OUR CORE SERVICES

Where Training, Analysis, and Smart Matching Create Charisma



Strategic Communication Advisory

Customized guidance on messaging, presence, crisis handling, and personal branding.



Media & Public-Speaking Training

Tailored programs for executives, spokespersons, teams, and youth.



Intelligent Performance Analysis

AI-based diagnostics of body language, voice, eye contact, and confidence indicators.



Immersive Simulation Labs

Real or virtual media settings that mimic live camera or stage conditions.



CharismaQ Connect

Our smart matchmaking engine that connects talent to stage — safely, strategically, and seamlessly.



Digital Learning & Self-Guided Practice

Anytime-access modules to develop, refine, and self-assess skills at your own pace.



Their
Excellencies
and Their
Honors



Senior leadership
in civil and
military
government
ministries and
entities



Government
and corporate
spokespersons.



Communication
and PR teams.



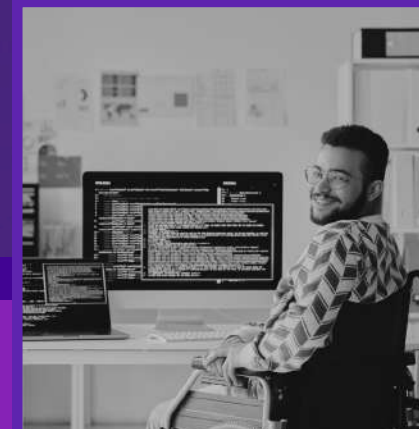
CEOs and their
Deputies across
the public,
private, and third
sectors.



Executives &
Entrepreneurs



Youth aged 6–
15 in
developmental
programs.



Non-
Specialists
preparing for
impactful
exposure.

WHO WE SERVE

For Individuals, Teams, and
Institutions



Of clients report improved **confidence** after one cycle — our data speaks volumes.



PROOF IN NUMBERS

Real Stories. Real Change. Real Impact.

Of clients demonstrate measurable improvement in **eye contact, tone control, and clarity** — from leaders to learners, **CharismaQ** drives visible results.



STANDARDIZING READINESS

Media Presence Is Not a Feeling — It's a Measurable State

We've developed proprietary readiness benchmarks that ensure **fairness, transparency, and reliability** across industries. These aren't soft metrics — they're performance data tied to success.





FOR THE NEXT GENERATION

Raising a Generation That Speaks Before It Shouts

With expressive communication becoming essential in the digital age, **our youth programs** equip young minds with the ability to speak, express, and lead with clarity — preparing them for tomorrow's spotlight.





63% of audiences expect leaders to speak publicly during crises — and trust in the organization can drop by up to **40%** when they don't.

VISIBILITY DRIVES TRUST

SPEAK WITH
Impact

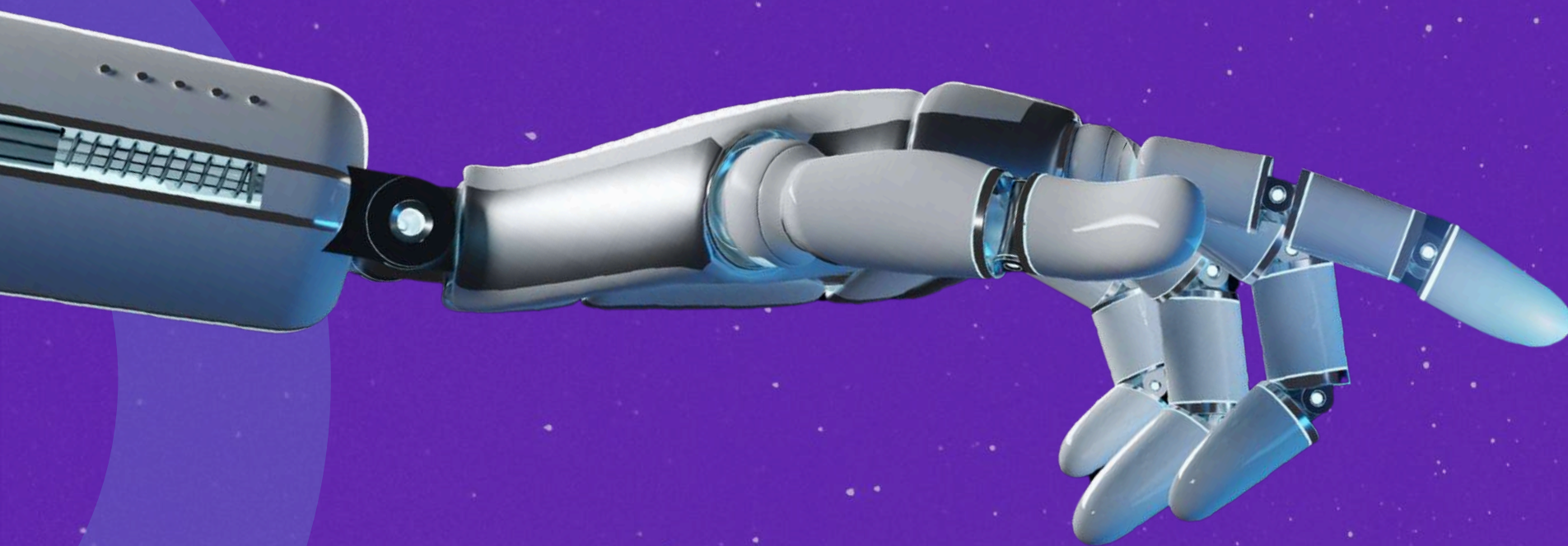
APPEAR WITH

confidence

SHOW, DON'T TELL!



Visual communication is **2.4** times more impactful than written statements — press conferences and on-screen presence build credibility and reassurance.



THE HUMAN EXPERIENCE, AI-ENHANCED

AI That Elevates Human Impact

We use machine learning not to replace human connection — but to enhance it. Every insight generated is focused on helping the user understand and refine their authentic self, bringing confidence to the surface.

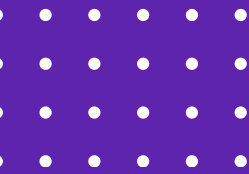




FROM STUDIO TO STAGE

Creating a Presence That Lasts

Our immersive environments replicate high-stakes media settings — interviews, debates, panels — allowing clients to train in conditions as close to the real thing as possible. Rehearse, refine, repeat.





WE GO BEYOND TRAINING.



CHARISMAQ CONNECT

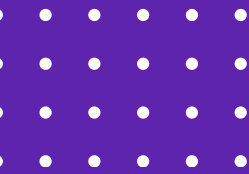
 WWW.CHARISMAQ.AI 

CharismaQ is where events meet voices — matching speakers with platforms through AI and strategic alignment. With verified profiles, performance ratings, contract management, and secure payments, **CharismaQ Connect** ensures every match delivers real impact.

THE USER JOURNEY

From Readiness Check to Impactful Appearance

Your experience with **CharismaQ** begins with a personalized assessment, followed by a tailored development path, simulation experiences, and readiness certification. Our dashboards track progress, visualize growth, and benchmark performance.



MORE THAN TRAINING

A Platform for Reputation and Message
Building

We help you craft not just
presence — but perception. From
tone to talking points,
CharismaQ helps you align your
public voice with your brand,
message, and mission.





INSIDE THE PLATFORM

What the AI Sees — and Why It Matters

30

Our backend analyzes **over 30 variables** per performance: vocal steadiness, eye focus, facial expression shifts, speech tempo, and more. These insights are mapped to personalized growth tracks to ensure improvement.

We use an advanced AI system that analyzes your media performance with impressive precision :



98.07%
accuracy in text analysis



98.80%
accuracy in voice analysis



97.56%
in facial expressions and body movement

WITH AN OVERALL ACCURACY OF



Growth Steps Anthropic Paths

Unifont



STRATEGIC PARTNERSHIPS

Stories of Trust, Results, and Long-Term Value

From **government agencies** to **global brands**, CharismaQ has helped organizations transform how their leaders appear, speak, and lead. Our results aren't theories — they're stories of visible transformation.





LET'S BEGIN

The Next Stage of Your Presence Starts Here

Whether you're preparing for a keynote, media appearance, leadership transition, or career leap — **CharismaQ** is here to elevate your voice and presence to match your ambition.



Charisma

Where Charisma Can Be Measured and Mastered

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