



COMPANY PROFILE

Sonjafa International Educational Consultancy & Services

Empowering Education. Strengthening Institutions. Inspiring Learners.

— Educational Leadership That Transforms Institutions

SIECS

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Transforming educational practice through expertise & partnership

Sonjafa International Educational Consultancy & Services (SIECS) is an educational consultancy and school development organisation committed to helping institutions build professionally sound, effective, sustainable and future-ready systems.

We work with schools to strengthen their leadership, academic systems, curriculum, teaching practices, teacher competency, assessment, policies, student development and parent engagement. Drawing on extensive experience in education leadership, school development, curriculum, teacher development and institutional improvement, SIECS brings together professional expertise, practical strategies and international perspectives to address the unique needs of every educational setting.

Our approach goes beyond providing advice or isolated training. We understand the institution, identify its strengths and gaps, develop practical solutions, support implementation and establish systems for continuous improvement.

Our Vision

To contribute to the development of professionally sound, child-centred and future-ready educational institutions that provide meaningful learning experiences and sustainable systems for growth — an education landscape where schools and leaders continuously evolve through strong leadership, effective systems, professional development, student-centred practices and a commitment to quality and lifelong learning.

Our Mission

To empower schools and educational leaders through strategic planning, academic development, professional capacity building and practical school transformation solutions. We help institutions transform their vision into effective systems, their systems into consistent practices, and their practices into measurable improvement — connecting local educational needs with global perspectives.

“SIECS stands for professional expertise, purposeful innovation, ethical practice and sustainable educational impact.”

BRAND POSITIONING

CORE VALUES

What guides every engagement

Seven principles shape how we work with every school, leader and educator.

01

Excellence

We pursue high standards in educational practice, leadership, institutional development and professional service, continuously striving to improve quality and outcomes.

02

Integrity

We uphold honesty, transparency, professionalism and ethical responsibility in every relationship, recommendation and decision.

03

Empowerment

Sustainable educational improvement comes through developing the knowledge, confidence, skills and capacity of educators and institutions.

04

Innovation

We embrace progressive ideas, emerging practices, technology and creative approaches that make education more meaningful, effective and future-ready.

05

Collaboration

We work in partnership with leaders, teachers, institutions, families and other stakeholders — lasting improvement is achieved collectively.

06

Context & Relevance

We connect global educational perspectives with local realities, so every recommendation is practical, culturally responsive and appropriate to each institution.

07

Learner-Centred Impact

We keep the learner at the heart of educational improvement, with the ultimate aim of creating environments where every learner can grow, thrive and reach their potential.

OUR APPROACH TO EDUCATION

Developing the whole learner

01

Personality Development

Building confidence, communication, leadership, creativity, independence and lifelong learning skills.

02

Social & Ethical Living

Developing responsible, respectful, empathetic and socially aware individuals.

03

Intellectual Development

Strengthening knowledge, critical thinking, problem-solving, inquiry, innovation and application of learning.

These principles are integrated into curriculum, classroom practice, co-curricular activities, teacher development and the wider school culture.

Integrated consultancy & school development services

From establishing a new school to transforming an existing one, SIECS provides structured support across five connected service areas.

School Development & Transformation

- School establishment and development
- School audits and institutional reviews
- Strategic planning and school improvement
- Academic and administrative system development
- Policies, SOPs and documentation
- School readiness and quality improvement

Leadership & Professional Development

- Leadership development
- School management systems
- Teacher competency development
- Training and mentoring
- Performance monitoring
- Professional development programmes

Academic Development

- Curriculum planning and alignment
- Annual schemes and academic frameworks
- Assessment and examination systems
- Academic monitoring
- Teaching and learning strategies
- Classroom observation and improvement

Future-Ready Education

- STEAM education
- Robotics and coding
- Digital learning
- AI awareness and educational technology
- Skills-based learning
- Innovation and project-based learning

Student, Parent & School Community Development

- Student wellbeing systems
- Personality development
- Social and ethical development
- Parent partnership systems
- Communication frameworks
- Student engagement and enrichment programmes

WHY PARTNER WITH SIECS

Experience

Practical understanding of school leadership, academic management and institutional development.

Systems

Structured processes rather than reliance on individual effort alone.

People

Developing leaders, teachers and teams who can sustain improvement.

Innovation

Preparing schools and learners for a changing educational and technological landscape.

Sustainability

Systems that keep functioning and improving beyond the consultancy intervention.

Transforming a building into a professionally sound school

A school is more than a building, curriculum or group of teachers. We do not simply tell schools what to do — we first understand the school, identify its needs, establish priorities and then work systematically, phase by phase, towards transformation.

Discover

01

We understand the school before recommending solutions.

- Vision, mission & ownership goals
- School context & community
- Academic & administrative systems
- Staffing & leadership capacity
- Infrastructure & environment
- Curriculum & assessment practices
- Current challenges & priorities

Outcome: a clear understanding of the school's existing context and priorities.

Diagnose

02

We assess where the school stands today.

- Strengths and gaps
- Operational weaknesses
- Academic & pedagogical needs
- Leadership & staff development needs
- Compliance & policy gaps
- Student wellbeing
- Parent engagement

Outcome: a structured diagnosis of key areas requiring attention.

Design

03

A practical roadmap aligned with the school's vision.

- School structure & organisation
- Academic framework
- Curriculum alignment
- Policies and SOPs
- Staffing structure
- Leadership systems
- Teacher competency development
- Assessment framework
- Parent partnership systems
- Student wellbeing systems

Outcome: a practical roadmap for development and implementation.

From planning to **sustained practice**

Develop

04

We build the systems, people and resources for implementation.

- Leadership capacity building
- Teacher competency development
- Academic resources
- School policies & procedures
- Documentation systems
- Classroom practices
- Assessment tools
- Communication systems

Outcome: the people, systems and resources to move from planning to practice.

Implement

05

Plans become practice.

- Training and mentoring
- Classroom observation
- Leadership coaching
- Academic monitoring
- System implementation
- Regular reviews
- Corrective action
- Follow-up support

Outcome: planned systems become consistent school practices.

Monitor & Improve

06

Transformation is not a one-time intervention.

- Progress reviews
- Performance indicators
- School readiness checks
- Teacher competency reviews
- Student learning & wellbeing indicators
- Parent feedback
- Leadership review
- Continuous improvement planning

Outcome: a culture of review, reflection and continuous improvement.

VISION → DIAGNOSIS → STRATEGY → SYSTEMS → PEOPLE → IMPLEMENTATION →
MONITORING → CONTINUOUS IMPROVEMENT

“We don't simply tell schools what to do. We help them build the capacity to do it well — and sustain it.”

THE SIECS PRINCIPLE

The SIECS approach recognises that meaningful school transformation takes time. Sustainable improvement comes from building the right systems, people, practices and culture rather than relying on isolated interventions.

Leading educational improvement through experience, insight & purpose



Shagufta Shahzad

FOUNDER & CEO, SIECS

36+

YEARS IN
EDUCATION

10+

YEARS AS
PRINCIPAL

AREAS OF EXPERTISE

- Educational leadership & school management
- Institutional development & school improvement
- Curriculum & academic planning
- Teacher development & professional learning
- Educational systems & policy development
- Quality assurance & continuous improvement
- Classroom practice & instructional improvement
- Student development & wellbeing
- Parent & community engagement
- Strategic educational planning

With more than 36 years of experience in education, Shagufta Shahzad is an accomplished educational leader and school development professional with extensive experience in educational leadership, institutional development, academic planning, teacher development and school improvement.

She has held senior leadership responsibilities, including Head of Education Management, and brings more than 10 years of experience as a School Principal. She has played a leading role in the development of many schools, gaining first-hand experience in translating educational vision into effective academic structures, professional teams, school systems and learning environments.

A practical approach to transformation

Shagufta believes meaningful educational improvement begins with understanding the context before proposing solutions. Every institution has its own culture, people, strengths, challenges and aspirations — so she advocates a collaborative, context-responsive approach rather than one-size-fits-all models.

Understand → Strategize → Strengthen → Implement → Evaluate → Improve

The vision behind SIECS

SIECS was founded as a natural extension of her lifelong commitment to education and her desire to share practical experience and professional insight with a wider educational community — bringing together international educational perspectives and local realities, with solutions that are progressive yet practical, relevant and sustainable.

“Strong educational institutions are built through purposeful leadership, empowered educators, effective systems, and a shared commitment to the growth of every learner.

SHAGUFTA SHAHZAD

OUR COMMITMENT

Let's build better education together.

We work alongside school owners, leaders and educators to turn educational aspirations into practical, measurable and sustainable systems. Whether a school is being established, repositioned, expanded, reviewed or transformed, SIECS provides structured support to move the institution forward with clarity and purpose.

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AREAS YOU MAY CONTACT US ABOUT

School & Institutional Development

Educational Leadership & Management

Teacher Development & Professional Learning

Curriculum & Academic Development

School Improvement & Quality Assurance

Educational Projects & Strategic Consultancy

STEAM · Robotics & Coding

Digital & AI-Enabled Education



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The SIECS Principle