

CHOOSING MYSELF: HOW I LEFT THE SAFE JOB TO BUILD **JIWAR MOVEMENT**

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Jiwar is an Arabic word. It means neighbourhood and proximity. It is the act of standing beside someone rather than watching from a distance. When I named the company, I was not choosing a brand. I was naming the way I had always wanted to work: close to the people I build with, responsible for the outcome, present when it matters.

Where this started

It started small. I had a full-time job and something on the side that earned a fraction of my salary. On paper it was insignificant. In reality it was the most important door I had ever opened, because it showed me a world I loved and a version of myself, I was proud of. I was capable of more than my title allowed, and once I saw that, I could not unsee it.

I worked hard in the spare hours most people protect for rest. That groundwork is what let me take on a major project in Iraq, on my own, outside the safety of any company.

The moment it became real

They flew me out and put me up in a five-star hotel. No corporate badge behind me. Just me, my work, and my name. We went in and elevated the standard of the industry there: full concept development, commercial model, pricing, member journey, sales systems, the brand positioned as a genuine premium offering in a developing market. I felt proud in a way a salary never made me feel. Something grew in me on that trip. I have always wanted to soar, to do far more than sit inside a nine-hour day governed by other people's boundaries. The circumstances of that job pushed me further, and I am grateful for it. Sometimes the limitation is the thing that sets you in motion.

The part nobody tells you

Opening your own company is not easy, and it is lonelier than it looks. People you counted on will fail you. The thing that saved me was other entrepreneurs. Hearing their stories, I realised every one of them started exactly where I was. The only difference between the ones who



make it and the ones who stop is patience, faith, and the refusal to quit before things move. They always move, just rarely on your schedule.

There is a line from Jim Rohn I keep close: «Success is something you attract by the person you become.» You do not chase it. You build the person who draws it in. **And there lies the dignity of choice: you have the potential to be whatever you decide to be. The only thing standing between you and it is choosing yourself.**

The people who gave me wings

No one builds alone. Some people along the way saw my potential and gave me wings to fly. Others did not, and that pushed me just as hard. One mentor saw a performance driven, forward thinking leader in me and held me to it. Another saw how naturally driven I am and kept telling me to do more. Another looked at my portfolio, gifted me the CliftonStrengths book, and encouraged me to bring my strengths into how I introduce myself to owners and investors. I loved that from him. A client from twenty years ago became a lifelong friend who stood beside me the day I started Jiwar. And my family are my biggest fans. They back my decisions, encourage me, and champion everything I do. You carry these people with you. They become part of how you build.

What I built outside fitness

I had always wanted to own an Airbnb and turning that into reality was one of my proudest moments. More than two years on, I am still hosting. The FWD Living grew



from an idea into two apartments, FWD1 and FWD2, mainly on Airbnb and also earning points through Home Exchange. I built a smart system that lets me run the whole operation from abroad and go beyond for every guest, because hospitality is not a feature, it is the product. More than the numbers, it confirmed how I am wired: I see a system, I improve it, I make it run without me standing over it.

What Jiwar Movement actually does

Jiwar Movement works at the intersection of business performance and movement culture, across two angles that feed each other.

Jiwar Business Support.

I support founders, operators, and investors in fitness and wellness to build structured, scalable businesses. Strategic clarity before expansion. Commercial performance built on real systems. Operational structures that hold. From concept and launch through to growth and optimisation, I help facilities scale sustainably and step into existing operations when performance needs stabilising or elevating. Planning is precise. Execution is disciplined. Results are measurable. This is the same discipline I carried through every market I worked in. I made an impact in each one: Oman, the UAE, Saudi Arabia, and now Iraq, built on years of foundational work in Jordan. In Saudi Arabia, managing the full Fitness First regional portfolio of six clubs, that discipline delivered 176 percent operating profit growth. In the UAE, we took the smallest club in the ladies-only category and won first place at the REPs Awards 2023, proof that size is never the ceiling. The energy is.

Jiwar Movement - Fitness & Wellness Classes

Jiwar Movement brings movement closer to where people live. We activate spaces within communities across the UAE and deliver fitness, wellness, youth programmes, and Les Mills experiences through a growing network of locations. Structured programming, quality coaching, and meaningful

community experiences designed to make movement part of everyday life. Through our app, members book seamlessly, see where we are, and move with us across every location.

Our goal is simple. Get more people moving.

Dubai is moving toward a fitter future.

We move with it.

One company, two engines.

The consulting builds the businesses. The movement builds the people. Both are about raising standards.

How I lead, and why working with me works

I lead through people. I build clarity before speed and momentum through structure. I am futuristic by nature, which is a polite way of saying I see what something can become long before others do, and I am relentless about closing the gap. I individualise, because no two people unlock the same way. And I am candid. Working with me is genuinely fun, and it is honest. I will challenge the easy answer every time and push for the best outcome, for myself and for the team.

None of this is a performance I put on. According to CliftonStrengths, my top five are Futuristic, Individualisation, Significance, Responsibility, and Competition. They run in my DNA. They are simply how I am built, and Jiwar is what happens when I stop holding them back.

I am curious to a fault. I take on different projects on purpose, to learn from every one and to give my knowledge to more than one thing at a time. I did not build Jiwar to settle into a role. I built it to keep growing, beside the right people.

I have always had the courage to try. Brands, initiatives, side projects, ideas that worked and ideas that did not. I built them anyway, because trying is the only way to find out, and because I would rather attempt and learn than wonder. I will keep creating, keep building, keep starting again. Repetition is not the enemy of success. It is the path to it.

Built beside founders. Built beside teams. Built beside communities.

That is Jiwar Movement.