

Mohamed M. Bahgat, the founder & CEO of SeGa Group. He is the author of **"FIRST Framework"** book, and ATD Certified International Facilitator. He is Also the author of **"Introduction To GAMIFICATION for Learner eXperience"**, **"Manager as a COACH "** books. also, he was co-author of the Guide **"L&D models Digest"**.

In 2014, he has been selected and certified from ATD (Association of talent development) to be part of the global Facilitation team as to facilitate their learning programs, mainly the "Corporate Coaching" Certificate and others.



In 2016, **Bahgat** was chosen for ATD Middle East conference chairman in May 2016 in Dubai and same year he presented in ACTO conference in USA his paper titled **"Gamification and Gaming in Coach Training"**.

He presented a session in ATD 2017 international conference and expo; the session was titled **"FIRST LXF, Learner eXperience Facilitation"**; as well as contributing in a panel about training trends in Middle East at the same conference.

In 2017, **Bahgat** was a global board member in the Association of Coaches and Coach Training Organizations "ACTO".

In 2017 also, Bahgat published his book **"FIRST Framework, 5 Domains 15 Principles: Design & Facilitate Active Deep Learner eXperience"**. This book is for learning professionals, facilitators and designers, to acquire a new perspective and to learn new framework where the learner is the center of the whole process. This book has been introduced by B. Joseph Pine II. Author, The Experience Economy and Roy V.H. Pollock, DVM, PhD. Author, The Six Disciplines of Breakthrough Learning.

In 2018, Bahgat with Research Team had published **"FIRST Framework Design and Facilitate Active Deep Learner eXperience"** Research Paper in Journal of Education and Training Studies.

He presented a session in ATD 2018 International Conference and expo; the session was titled “**LXD (Learner eXperience Design) Using Design Maps for Active Deep Learner eXperience**”.

In 2020 he presented a session in LXDCON “Learning Experience Design Conference”; the session was titled “**Humanizing the Education Machine using FIRST-ADLX Framework**”.

In 2024, Bahgat with Research Team had published “**Maximizing the Benefits of ChatGPT with FIRST-ADLX Framework: Promoting Responsible, Ethical, and Impactful AI Integration in Education**” Research Paper in Journal of Education and Training Studies.

In 2025, Bahgat with Research Team had published “**Introducing FIRSTmed-ADLX Model: As a New Learner Experience LX Model in the Medical Context, Public Health and Wellness Education Intervention – the Case of the IMC Wellness Office in KSA**” Research Paper in International Journal of Higher Education.

Bahgat was certified by various institutions across the globe. He is the only person in the Middle East to be certified by NASAGA (North America Simulation and Gaming Association) in educational game design. Also, **Bahgat** is the only current certified facilitator in the Middle East from (Thiagi Group USA), the leading approach of interactive training strategies and game-based learning.

Bahgat In 2015 became GALLUP certified strengths coach and received the certification of Sentientia Gamification for talent development level 2 and eligible to certify others on level 1 as well. He is also a 6Ds certified facilitator.

Bahgat comes with 25 years of experience in the informal education field, and has been providing training, people development, coaching and consulting for the past 20 years to regional and international organizations; giving him international exposure and allowing him to work with more than 25 different nationalities worldwide.

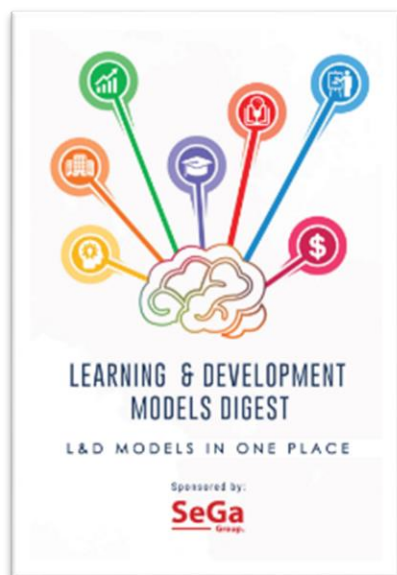
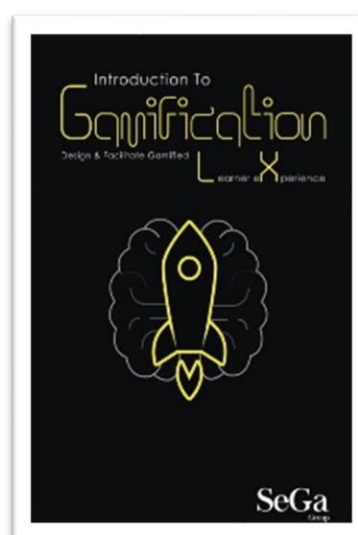
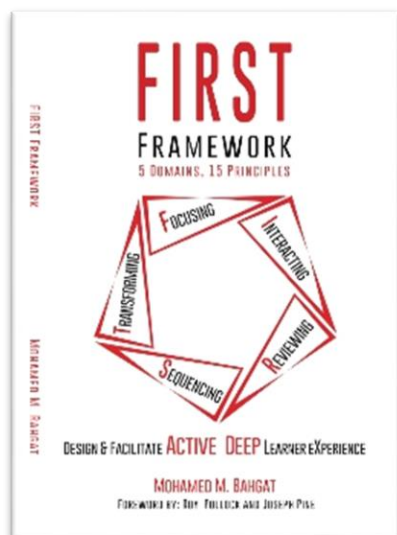
Bahgat In 2014 founded **SeGa Group**, a US established LLC, as a global research based social enterprise in talent development consultancy; a social impact business with a mission to “Develop Human Developers” in Active Deep learner eXperience approach.

Mohamed M. Bahgat originally studied Systems Engineering and graduated in 1998. He broadened his academic studies by studying Business Management starting in 2002. Afterwards, he finished 2 academic diplomas in Education and Psychology Counseling.



SOME OF PUBLICATIONS





THE PUBLISHED RESEARCH PAPERS

- November 2017, ICIE: [Facilitating Active Deep Learner eXperience, Using FIRST Framework.](#)
- August 2018, Journal of education and training studies predatory, [FIRST Framework Design and Facilitate Active Deep Learner eXperience.](#)
- February 2020, Journal Of Education And Training Studies, [Transforming a School into a Learning Community by Integrating FIRST Framework.](#)
- December 2020 ,ICEDU, [Validating the Impact of FIRST as a New Learner Experience Framework for Teachers Professional Development.](#)
- October 2024, Journal Of Education And Training Studies, [Maximizing the Benefits of ChatGPT with FIRST-ADLX Framework: Promoting Responsible, Ethical, and Impactful AI Integration in Education.](#)

- February 2025, International Journal of Higher Education [Introducing FIRSTmed-ADLX Model: As a New Learner Experience LX Model in the Medical Context, Public Health and Wellness Education Intervention – the Case of the IMC Wellness Office in KSA.](#)