

SHAHEEN

Volume I, Issue 3

July - October 2010



Core Team

Spiritual
Encouragements

SHAHEEN
Team Building



Volume I, Issue 3 July - October 2010
 SHAHEEN is published regularly by AIG
 for its employees, customers, suppliers,
 and business associates.

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The Growth and Commitment

Over the past months since the kick-off of Project Shaheen, we have been extremely occupied with our respective business agendas. Subsidiaries have been very busy with two things: business growth and maintaining the balanced dynamics of their operations.

And despite the huge responsibility the heads of subsidiaries are tasked with and the expectations to deliver, we are still able to manage and participate in the conglomerate-wide business priorities.

After a quarter of hard work, Project Shaheen has flown steadily. With about ten (10) months to go before its final landing, the project as a whole is registering a remarkable performance that is responsive to its timelines and deliverables.

This is never attained without the full support and dynamism of the heads of subsidiaries as well as that of the team members. Moving from "As-Is" into the "To-Be" Phase is critically tough; maintaining the steady flight is equally difficult.

Managing a complex project such as Shaheen requires a massive amount of commitment. The challenge of maintaining the equilibrium between the enormous responsibility that rests on the Core Team and the expected commitment from the heads of subsidiaries will gradually subside.



Khaled Masri
Deputy Chairman, AIG

The Core Team is reaching another milestone on its path, a matter that deserves a commendation.

The flight Project Shaheen is on can still encounter some stormy weather. On behalf of the Members of the Board, I would like to encourage everybody to flap with Shaheen and accord it with the aerodynamics it needs to fly high and reach greater heights.

Be an agent of change. Be the change you want AIG to be!

Shaheen vision

"AIG to have the best practice business process enabled by a state-of-the-art technology that will accommodate future growth"

TPMC CEO message



Ghiath Sukhtian
TPMC CEO, AIG Board Member

Since its inception in 1994, TPMC has achieved consistent profitable growth and established a presence in several markets. Moving forward, TPMC has set an ambitious yet achievable aspiration, defined in the Tabuk 2015 Program.

In short, Tabuk has the potential to become a leading MENA player in the Generics business reaching \$400-500M in the next 5 years with sustained profitability. A significant upgrade of our organization, processes and systems is bound to happen along the way.

In this context, implementing the Shaheen-SAP project is a major and

mandatory milestone for TPMC. Tabuk 2015 will simply not happen without a modern and comprehensive IT system in place.

The entire TPMC organization is stretched, on several dimensions, as it strives to deliver on the Tabuk 2015 business priorities. In parallel, I urge all our employees to continue allocating resources and management attention to Shaheen. TPMC has staffed a broad and talented team on this project: I am extremely positive about the SAP implementation progress to date, and look forward to its successful completion.

Our TPMC future depends on Tabuk 2015 - and Shaheen will be one of its most critical enablers.

Shaheen Chairman message

The project is on its second stage, the Business Blue Print (BBP). It is the result of analyzing the "As-Is" business processes vis-à-vis requirements and Gaps that comprise the "To-Be" design. The BBP summarily presents the "As-Is" and the Gaps completely and thoroughly deliberated and agreed by all members of the team with the consultants along with the business process owners.

Upon presentation to business owners, we assume the BBPs shall be accepted 99% change-free. With almost all equipments completely on hand, the installation of the ERP System along with the requirement hardware will start in the second week of October 2010. Hopefully, the Team will be ready by the end of November for the Testing Phase before moving out of Riyadh.

Organization Change Management (OCM), on the other hand, has done a near-completion of its activities. It has introduced SAP to the subsidiaries, determined the SAP users and identified potential business risks in the process."

The conglomerate has a wide range of products with pharmaceuticals and steel at both extremes, and chemicals and polymers at the center. Shaheen was able to address all the requirements to make SAP running across the subsidiaries."

You and I are all part of this noble project. Let us sanction ourselves to deliver what the Team needs and perform with our utmost best towards the final realization of the project."

Congratulations, Shaheen for another achievement!



Selman Al Fares
Board Member & Chairman Shaheen
Steering Committee



Khalid Al-Gwaiz
Chief Executive Officer

CEO message

As we progress on our committed track towards the successful development and implementation of Shaheen system

I would like to express my sincere appreciation to the core team members, consultants and project management team for their continuous and vigorous support to this critical milestone in AIG development. We are entering, as we speak, the most crucial stage of the project i.e. Business Blueprint finalization and I feel overwhelmed with the fact that all our core team members and consultants are working together to finish the Blueprint on time without any compromise on quality. This reinforces my confidence that the actual system will soon be there to serve our current business needs, and cater for the expanding needs that

are sure to be brought about as a consequence of our continued success and growth.

I would like to take this opportunity to send my special thanks and gratitude to the heads of subsidiaries for their enormous support and ever enlightening guidance from the inception of this project. Without their support we would not have reached so far.

While good progress has been achieved, we shall keep in mind that major tasks remain ahead of us. Such tasks do not lack complexity nor challenges, which necessitates maintaining the momentum together, as one team if we are to do it right. Wish you all the best!!!

Message from VP-SS and Shaheen Program Director

Working for and with Shaheen in the last four months has been very challenging for me; seeing the project moving towards the end is far more demanding.



Ali Mezrawi
VP – Shared Services
Shaheen Program Director

Along the way, we have faced so many challenges: composing the Core Team, As-Is analysis, data collection, timeliness and time allocation, conceptualizing chart of accounts, enterprise organization design, pharmaceutical prototypes, steel re-designing integration, and a lot more.

However, every time we address each challenge, we feel and see its complexity unfolding. We then realize the need for solution: SAP.

And this has to be accepted by all stakeholders: Employees, KPMG, Head of Subsidiaries, Core Team, Steering Committee and the Board.

The challenge will continue, and I am sure that the business will continue to extend their support which has been crucial in helping us reach till this stage. In the long run, what we need to appreciate is how to work in consonance with the vision and mission of the project to achieve the business goals.

Once again, in behalf of the Team, allow me to express that everybody's support drives our success!

FICO visits TPMC



During its visit to TPMC, FICO Core Team along with Ali Mezrawi engaged themselves in the production floor to capture the production processes that actually dictates its Product Costing Methodology.

The FICO Core Team members brainstorm with TPMC representatives and consultants to generate ideas that would eventually add value to the To-Be preparation.



Finance Core team visit at TPMC



Mohannad F. Toemh, TPMC CFO in one of the sessions



Each subsidiary has been very extremely supportive to provide their business experts to the Core Team. Part time members were aligned from the beginning of the project until the end of August 2010. This pool of experts helped to map the varied business processes and determined the respective needs. Part time members have been demobilized and sent back to their respective units.

On the other hand, full time core team members are dedicated fully to the project until July 2011. Full time members have become instrumental to the development of the To-Be processes and eventually to the design and final production of the Business Blue Prints which will be the basis for the development of the fully integrated ERP System.

Human Capital Management (HCM)



Team Lead
Emmanuel K. Rebueno
35 years experience
MBA units in HRM



Super User
Rolo B. Cena
20 years experience
Doctors Degree units in HRM



Super User
Nizar Athel
13 years experience
HR manager TPMC



Super User
Ali Lami
14 years experience
M.TQM-TPMC HR manager



Super User
Safwat Hijjawi
6 years experience
Bachelors Finance



Consultant
DVD Raju
7 years experience
Bachelors in corporate



Consultant
Durai Murgan
9 years experience
MBA HR

SAP Human Capital Management (HCM) is a modular application that has been developed with best business practices across the globe. It is perceived to be an HR tool available on hand for the each organization to manage its talents effectively and efficiently. Consistent with the fully integrated SAP platform, HCM Module is linked with FICO, Production Planning, Material Management, and other modules that require HR-related information and data.

Information Technology (IT)

Shaheen's Information Technology Team comprises of highly qualified experts from various subsidiaries

The team members, whose experiences range from four (4) to thirteen (13) years, are working cautiously to provide the ultimate and suitable technology for AIG.

This technology is drilled down to the following: Central IT Activities, emails, portals and documents sharing, digital IP technology, central IT security and procedures, and central disk system.



IT Team Leader
Eng. Ehab Atallah
12 years Experience
Asst. IT Manager, TPMC



SAP Basis Administrator
Eng. Saleem Mousa
7 years Experience
IT Manager, Astra Chem



Data Migration Manager
Michael Wee
13 years Experience
BS Computer Science
IT Manager, Astra Polymers



SAP Authorization
Siraj Munir
4 years Experience
IT Supervisor, IBSF



SAP Basis
Moh'd Jamil Shaikouni
5 years Experience
Network Engineer



SAP Solution Manager Admin.
Abdullah Mobarak AL Qahtani
12 years Experience
Certified Database Developer



Mohammad mazher qaiser
WIPRO IT Netweaver/
Basis consultant
5 years SAP experience

Production planing (PP)



Team Lead
Khaled Abu Azzeh
7 years experience
Planning Supervisor

SAP Production Planning and Control (PP) addresses the planning and production AIG's tactical or operative and the medium or long term requirements. The module supports planning at multiple levels and integrates with other functional modules such as Sales & Distribution, Finance & Controlling and Materials Management.



Super User
Oliveira Francisco Xavier
18 years experience
Senior Production Supervisor



Super User
Yasser Najjar
7 years experience
QA Supervisor



Super User
Baker Ali
15 years experience
Asst. Production Manager



Super User
Reddy M Rajaram
11 years experience
Production Supervisor



Consultant
Shoyeb Ahmed
5 years experience
Associate Consultant

Quality Management



Team Lead
Mohd Ahesanuddin
15 years experience
Management Representative (QHSE)



Super User
Sameer Al Nabulsi
14 years experience
QC-Supervisor in QU Dept



Super User
Jerwin Naluz
8 years experience
Laboratory Asst



Consultant
Neeraj Singh
7 years experience
Module Lead

The QM application component supports tasks associated with quality planning, quality inspection and quality control. In addition, it controls the creation of quality certificates and manages problems with the help of quality notifications.

Core Team

Financial Accounting (FI) Module



Team Lead
Khalil Amad
8 years experience
Acc.Manager



Super User
Manuel Lim
20 years experience
CPA



Super User
Abdurahman Mohammad
14 years experience
Accountant

The Financial Accounting (FI) module components address the requirements of the financial accounting department of an organization. It provides functionality of real time Management and representation of all accounting data, General Ledger and accounting transaction made in logistics are reflected real time by means of automatic account determination.



Super User
Talal Abarak
New graduate
SAP key User



FI Consultant
Ravi Nalluri
12 years experience
Module lead FI consultant



CO Consultant
Asit Chakrabarty
12 years experience
Module lead Costing consultant

Materials Management (MM) Module



Team Lead
Mohammed Arshed
26 years experience
Integration Manager



Super User
Norman Dagsaan
12 years experience
Warehouse Assistant



Super User
Bashar Hamaideh
4 years experience
Warehouse Assistant



Super User
Mohammad Asif Ali
15 years experience
Asst.Manager



Consultant
Sreekant Patel
17 years experience
Module lead Materials
Management consultant

It is sub-divided in to Consumption-based planning, Purchasing, Inventory Management, Valuation, Logistic Invoice Verification and Country Version.

Sales and Distribution (SD) Module



Team Lead
Yahya Mahran
9 years experience
logistic supervisor



Super User
Mohammad Haqani
18 years experience
Exec. Business Support



Super User
Khalid Al Yahya
1 year experience
Civil Engineer Sales
& BD Engineer



Super User
Romano
11 years experience
Branch Sales Secretary



Consultant
Gurubasavaraj
15 years experience
Module lead

Sales & Distribution Module contains all functionalities useful in managing pre-sales activities, receiving & managing sales orders, contracts and schedules, delivery and billing for every sales transaction.

Plant Maintenance (PM) Module

The SAP Plant Maintenance System provides solutions for the management and maintenance of technical systems in all branches of industry. The maintenance of a technical system incorporates Inspection, Maintenance and Repair.



Team Lead
Rashid Wajyuddin
10 years experience
Coordinator



Super User
Hani Asia
2 years experience
Mechanical engineer
Production & maintenance



Consultant
Prakash Balasubramaniam
10 years experience
Module Lead

Project Systems (PS) Module



Team Lead
Ibrahim Haddad
2.5 years experience
BS Civil Engineering



Super User
Vergal Joseph Lpaz
17 years experience
BS Civil Engineering



Consultant
Karthikayan Rajendran
7.5 years experience
Module Lead

Projects are generally part of the internal business processes of company. To be able to control all tasks in project execution, AIG needs an organizational form that is truly specific to the project and which is shared by all departments involved. The module helps in managing the projects by breaking them down into: Work Breakdown Structure and Individual Activities or Work Packages.

Corporate Activities



SHAHEEN

Team Building

08 August 2010, Al-Hamra Compound, Riyadh, Saudi Arabia





Members of the team in festive mood. It was such a very rejuvenating day – bonding with all members of the team and with the consultants . . . exchanging and engaging . . . and competing.



Taking quality time away from work stations and “war rooms”





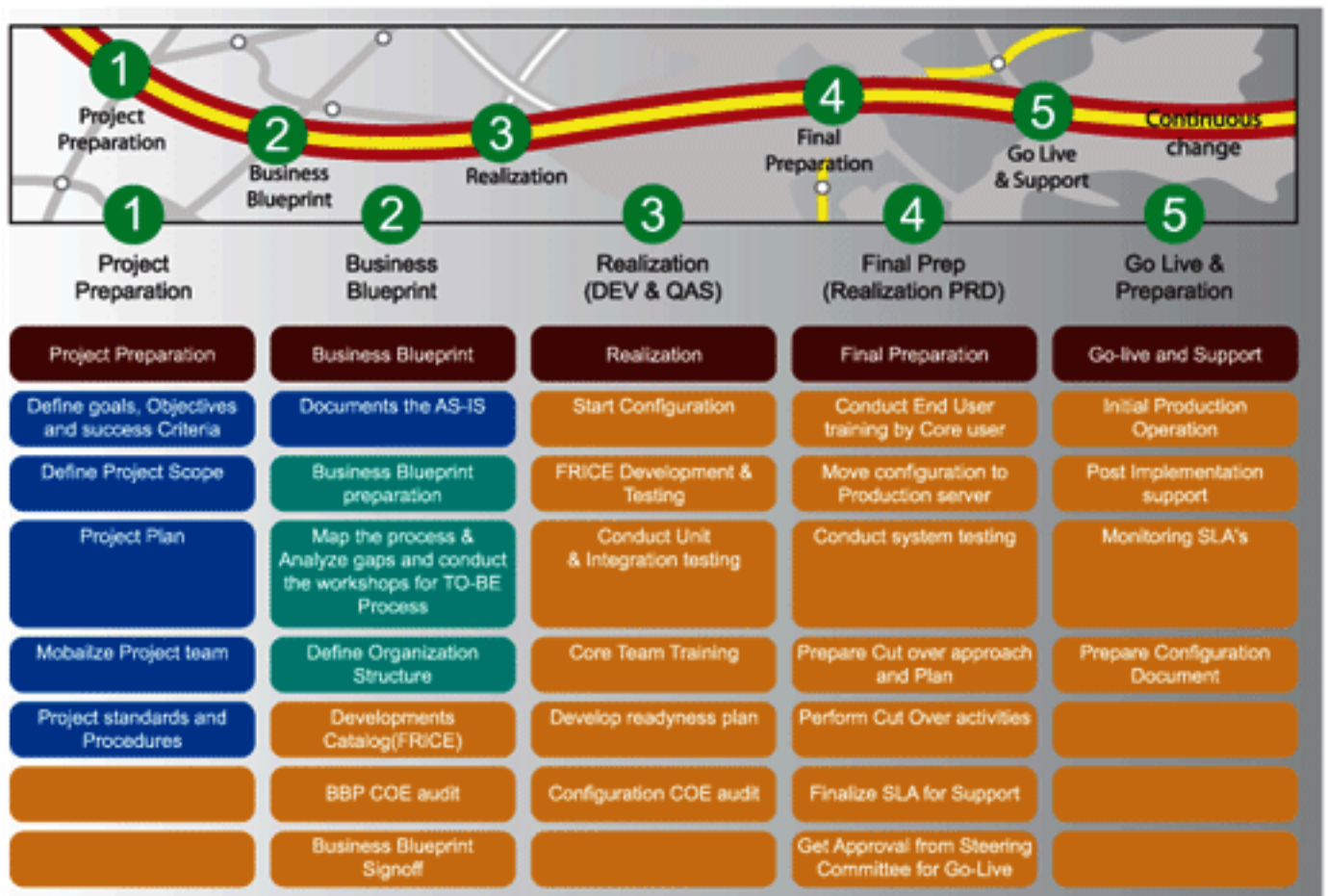
Hans Greeff
Project Manager

Shaheen Project Delivery Methodology

Project Shaheen is going full steam ahead. It has however had its fair share of challenges to overcome. Building a Core Team from business representatives of the four Subsidiaries and molding them in a cohesive team to meet the objective of building a common application across the group was one such challenge. I'm happy to report that we have a Core Team now that will ensure that his companies requirements are built into the system but at the same time also work towards achieving our major objective.

highlights those tasks already completed and the tasks in progress. We are currently in the Business Blueprint phase. This is most probable the most important part of the project as we will be documenting our business requirements from which the system will be built in the next phase. The team has documented the way we are currently doing our business (As-Is) and is currently with the lead of the Wipro Consultants documenting the business rules for our future system (We refer to this as the To-Be). The Business Blueprint is scheduled for final review and sign-off by the Shaheen Steering Committee by 6 October 2010.

The matrix below lists the major tasks to be completed during the project life cycle. It



■ Completed
 ■ In progress
 ■ Scheduled

Shaheen team is in the right track

Those of us that have been involved with ERP projects know what it's like to experience the thrill of an ERP go-live. It's exciting, confusing, difficult, and full of opportunity, all at the same time.

While it may be a huge step in a long battle, it is by no means a final step. It seems that many project managers use the go-live date as their primary milestone and key measure of success. However, just getting to the go-live date on-time is just one piece of the ERP benefits realization puzzle.



Raed Ajailat
Chief Financial Officer

SAP ERP e-business platform uses best-of-breed technology for complete integration, industry-specific capabilities, and unlimited scalability. So in order for any ERP project to be successful, we first have to define what we mean by "implementation." If we define it as technology implementation, then yes, it is relatively easy and can probably be done in a matter of weeks or months. However, if by implementation we mean true business transformation with full employee

adoption, improved business processes, and tangible business benefits, then it's going to require a bit more effort.

Shaheen team is in the right track, and I'm all confident of them and for there wise management who will make our dreams becomes true.

The smallest of all teams in terms of members yet the best in terms of compliance, Astra Polymers' team members poses with APCCL Deputy Managing Director Bandar N. Al-Otaibi.





TPMC Jordan second visit by Shaheen



The interactive meeting between TPMC Jordan and Shaheen Top Management Team. Updates concerning Shaheen activities impacting all subsidiaries were discussed and deliberated.

Teamwork is nothing but a collaboration of efforts injected to achieve desired objectives.





IBSF business was a challenge!

Shaheen and AIG CEO were pleased to bring smile in the faces of IBSF management and staff once again.

IBSF is the only subsidiary that has the special integration with design systems. During the workshop, the enormous experience of IBSF personnel plus the support from its General Manager, Mr. Mufid supplied Wipro understanding of their unique

business process that led into the creation of the solution. The management through CEO Al-Gwaiz appreciated the efforts of IBSF for bring to the forefront the concerns.

TPMC Sales & Marketing Managers

TPMC Riyadh's Sales & Marketing managers met Sales & Distribution (SD) and Materials Management Core Team members to discuss and clarify issues affecting their respective business processes.



“CFO’s workshop for future design”

Chief Finance Officers (CFO's) across AIG converged for a three-day workshop to deliberate the standard chart of accounts and enterprise organization chart for all subsidiaries with the presentation by Wipro FICO Consultants.

Bader Mohareb, AIG CFO

Mohannad F. Toemh, TPMC CFO

Raed Ajailat, Astrachem CFO

Said Abualadas, Polymers CFO

Abdul LATif Al-Sadi, IBSF CFO

Ali Al-Mezrawi, AIG VP-SS & Shaheen Program Director

Hans Greeff, Shaheen Project MGR

FICO core team

Wipro FICO and Integration Consultants

Integration and Quality Managers



SAP workshop



Shaheen conducted a two-day SAP Functionality Workshop for Life Sciences conducted by SAP Expert from Germany.



Tanmia workshop

Members of Shaheen Core Team attending the Tanmia Steel's Business Process Workshop conducted by Santanu Kumar Nath, AIG's Business Development Manager.



Wipro workshop

A one-day Prototype SAP Functionality Workshop which was attended by all members of Shaheen Core Team was conducted by Wipro. The activity was done at Sitteen Palace Hotel as a prelude to Organization Change Management.



Making Sense of the World and Making Changes..



Turki Almohammadi

Former World Bank executive Steve Denning tells a story about change ;The World Bank was one of the most successful lending institutions in the world.

Yet, though it had programs in many countries, it was facing tremendous competition.

"A whole set of private banks had emerged that were lending far more than the World Bank could ever lend," Denning writes. "And they were doing it faster and cheaper and with less conditionality than the World Bank. There were even world-wide campaigns to close the World Bank down. There was a political slogan chanted by protesters: Fifty years is enough! In fact, our future as a lending organization was not looking too bright."

The problem, as Denning saw it, was that the World Bank was "drowning in information. We were spending a ton of money

on it and getting very little in the way of benefits."

Denning's solution was to encourage the World Bank to share its knowledge. "Over the previous fifty years, we had acquired immense expertise as to what worked and what didn't work in the field of development," Denning tells it. "We had all this know-how on how to make development happen in countries around the world. But it was very hard to get access to this expertise and know-how. It was very hard to find it."

Denning determined that he needed examples to convince management that knowledge-sharing was a strategy that could help improve its core business. So he told a story about a task team working with the highways department in Pakistan.

Highways in that country were crumbling as fast as they were being built. The government needed a solution or it would face a crisis. Spreading the word via the Internet, the team found possible solutions in South Africa, New Zealand, and elsewhere, and quickly shared those stories with the government—leaving the

officials to draw their own conclusions.

Suddenly, Denning had the attention of management. "And they started to think: 'Well, that's remarkable how quickly we could respond to that kind of situation in that out-of-the-way part of the world. Imagine if we had that kind of capability, not just in the highways community, but all across the organization. Imagine if the whole World Bank functioned like this,'" Denning writes. He found that storytelling is "an extremely powerful tool to get major change in this large change-resistant organization."

As Denning says, "What we are looking at here is the phenomenon that Carl Jung pointed out, namely, that there are some parts of the human self that are not subject to the laws of time and space. And storytelling, the telling of, and the listening to, [is simply] one of those things." Storytelling helps us connect to and make sense of the world. And with that understanding comes a tremendous power of emergent change, of seeing what is possible.



Spiritual Encouragements

Spiritual relation plays significant role in our life; it effectively touches our heart and directly brings happiness with immense sensitive feeling. Nothing can compensate spiritual relation, not even a big financial reward for a simple reason; we cannot set key performance indicators (KPI's) to achieve spiritual relation.

The import of spiritual relation comes as a need to life: whether it is our relation with father, mother, brother, sister or friend. We can never measure this kind of relation by KPI's or even recompense this with the most lucrative of rewards. Family members keep participating with family group works without regard to limitation of resources (time and money), commitment, loyalty, honesty and trust.

A lot of successful businessmen build spiritual relation with some of their

employees over time. This however is enhanced by mutual trust, commitment, loyalty, and honesty; the same as bases of any family member in establishing relation with each other.

Personally, I enjoy working in an environment where spirituality takes more precedence over financial reward. Almost two decades of my life were spent working with one of the most potent entrepreneur Brother Mohammad Al-Utaibi (Abu Fares), who for me becomes my living water! Life is not possible without him and he makes me fresh and encourages me to dream for the sky every time I see or speak with him.



These experienced professionals never think of working away from Abu Khalid due to the strong spiritual relation built through the years using with trust, loyalty, honesty, commitment and wisdom as the basic foundation.

It was a big challenge for me to move to Riyadh; and to get use to not seeing him every day is even more challenging! However, Brother Abu Fares, with his thriving business network and being a partner to some great businessmen amazingly influences me with this kind of relation.

Abu Khalid helps connects all businessmen closely together through the immense cultural and behavioral commonalities. Sometimes he makes you think you have known him for a long time despite scarcity of acquaintances.



Take the case of Mr. Ghiath Sukhtain, the dream maker. Ghiath has the attitude of treating more than an employee; he can treat you like a business partner.

At the end of the business day, I can always quip that the store does end with all of us feeling happier! More and more partners keep me writing about their spiritual way of keeping relations with their employees. We always feel we are treated as brothers and sons!

For years now, people in the same strata share with him similar concept of spiritual relation: Mr. Sabih Masri, Chairman of Astra Industrial Group and whom the majority calls him Uncle Abu Khalid astonished me with his visit to my office bringing with him all the happiness to our employees in the same floor. Uncle Abu Khalid has the outstanding smile and more to this, he did not hesitate to pose for a special picture with me. I feel that to address him as an "uncle" is not enough to Abu Khalid; it is a great honor to call him "father". Abu Khalid has a hundred of partners and a thousand of managers working with him for years now.

Please expect more in the next issue.





Steering Committee activities

Mr. Ismail Bel-Bachir, the new Tabuk deputy-CEO attend the first steering committee meeting on 30-AUG-2010 along with Prof. Hamad A. Al Khamees General Manager

Philadelphia Consulting



AIG started project for Human capital management with Philadelphia consulting to improve the Integration of HR and Payroll SAP automation.

Mr. Raed Smadi, Human resources Director of TPMC and the Business process owner visited Shaheen HR core team to discuss the Blue print and Philadelphia scope of work.

Philadelphia Consulting

"In Sustainability And Growth"

Since 1996 branching off Amman - Jordan.....

Philadelphia Consulting proved to be one of the leaders in professional and innovative consulting services that suit MENA, Europe, and Northern Africa business climate.

Philadelphia Consulting steadily moved into the regional and international business area when it was established in UK, Germany and USA and proved its presence as a consulting powerhouse, providing advice and consultancy to business leaders in Jordan, Saudi Arabia, Egypt, Qatar, Syria, Libya, Yemen, and the UAE.

"Partners Towards Success & Achievement"

Mr. Samer Khubeis Philadelphia Consulting Managing Partner has signed a contract to undertake the mission of designing some of the most important HR functions required for the completion of SHAHEEN Project, and assist in uploading these functions into the SAP system, on August 10th 2010, at the office of Mr. Ali Mezawi VP- For Shared Services AIG

During presentation meeting, in the presence of SHAHEEN project staff and On behalf of Philadelphia Consulting Mr. Khubeis gladly announced the partnership engagement and the commitment in achieving AIG goals in the following HR areas:

- Organization Structuring Alignment
- Job Description Design and Development;
- Compensation and Benefits System.
- Performance Appraisal
- Career and Talent Management
- Succession Planning.
- HR Policies and Procedures Manual.
- Change Management.

United Kingdom
Germany
Jordan
UAE
Saudi Arabia

www.PhiladelphiaConsulting.com



Rolo B. Cena writes

Esprit de Corps

Esprit de Corps, also known as "morale" is defined as the capability of the group of people to maintain belief in an organization or a goal, or even in oneself and others. It also refers to the aptitude of the group of people to pull together persistently and consistently pursue for a common objective or purpose. This term actually applies particularly to military personnel and members of the sports team.

Pragmatically, "morale" is not related to morality. The latter is the ability to distinguish right from wrong.

Shaheen Core Team. For Shaheen, the team that is composed of best and fully equipped human resources from each subsidiary, Esprit de Corps may now refer to the cohesion of all units based on defined vision and mission and established work ethics towards achieving defined goals or objectives. A group such as Shaheen, whose members are known for their technical expertise of their respective business processes, perceptively should gel well along with each other vis-à-vis the technology of the training.

Driving and deterring forces of Esprit de Corps

Quality of Leadership. The ultimate driving force of Esprit de corps is the quality of leadership that is instituted in the Team. In the case of Shaheen, it is the quality by which the members are managed and whose logistical and psychological needs are satisfied and attended to.

Quality of Training. The superlative degree of confidence level in the training further uplifts the morale of the team. The quality of training, also known as the rudder of Esprit de Corps, should conjunct with the quality of leadership, also known as the propeller, in order to achieve the highest degree of performance.

Combating the lapses. Surely, there is no better way to achieve desired objectives than conducting the best strategic plans. However, no matter how detailed plans are, there are instances where the team could face challenges along the way. In business parlance, Potential Problem Analysis (PPA), one of the Organization Development (OD) management

techniques, can be employed as a prophylaxis to probable challenges. This technique is designed to introduce interventions that can presumably combat lapses in maintaining Esprit de Corps.

Focus in the VMOs. Re-aligning individual's belief in the Vision, Mission and Objectives (VMOs) of the training can be another intervention to achieve Esprit de Corps. This will allow individuals to intelligently digest the meat of the training and would give them the opportunity to re-align their respective vision, mission and objectives towards achieving the desired corporate goals. Taken in general perspective, vision, mission and objectives are among the substances that lubricate training.

Balanced Dynamics. In the absence of insufficient planning and ineffective delivery, trainings can become endlessly boring. Organizers must ensure a balance dynamics to keep its course smoothly sailing downstream. A balanced training dynamics means the stability of training pace with the responses between and among the trainer and the audience. Lull moments should be addressed to using interventions that can dominate the situation. Among the interventions are workshops, interactive teambuilding activities, and mental exercises.

Maintaining the Esprit de Corps. Esprit de Corp is the most important prime mover in every organization, team or project. Fundamentally, when members are demoralized or begin to feel demoralized, this means discontent in the organization, team or project is brewing. And this management has to sensibly and sensitively address immediately.

Whether to review the techniques, realign the VMOs or introduced planned interventions, alternative courses of action must be laid down on the table to remedy the situation. As mentioned earlier, Esprit de Corps mobilizes the training or the organization, team or project as the case maybe, matter which leaders must seriously not discount. Failure of the leaders to address depleting morale is tantamount to saying that the training, the team, the project or the organization is destined to chaos.

Newly join to AIG



Abdulrhman Abdullah Almrwani

38 years old, married with one boy.

17 years of PROFESSIONAL EXPERIENCE in Mining

Bachelor of Mining Engineering from Engineering College of King Abdul Aziz University from 1992-1998. Abdulrhman was quoted as Saying "I have capability to deal with other peoples. I have tried application of modern management theories I have a good sense of humor deep sought, mirthful, good mixer, active man, excitable, creative man. I like versification (poetry) reading and making it also, I like Football, Tennis, Swimming, Volleyball, Running, Walking."

Our Business



AIG
Pharma
Chem
Polymers
IBSF



Pharma
Chem
IBSF
Steel



Chem



Chem



Polymers



Chem



Pharma



Polymers
Chem



Tanmia



Chem