

The Kingdom's Premier Event For Human Resource Professionals

HR SAUDI HUMAN RESOURCE 2011

Achieving The Extraordinary Through Adaptive HR Leadership

5 - 6 June 2011 • Marriott Hotel, Riyadh, Kingdom of Saudi Arabia



SUPER SATURDAY GURU DAY!

Saturday, 4 June 2011

Chester Elton

80% New Speakers for 2011 including:

- NEW!** Chester Elton, USA
- NEW!** Basem Al Attar, KSA and Egypt
- NEW!** Siemens, KSA
- NEW!** Alghanim Industries, Kuwait
- NEW!** Abu Dhabi National Hotels, UAE
- NEW!** Nokia Siemens Networks, UAE
- NEW!** Jadwa Investment, KSA
- NEW!** Ali Bin Ali Group, Qatar

FEATURING!



Paul Gamble,
Head of Research,
Jadwa Investment, KSA
EMPLOYMENT PROJECTION TRENDS

STRATEGIC CONTRIBUTION FROM:

Ali Shaher, Assistant Director, Talent Development, Group HR, **Qtel, Qatar**
LEADERSHIP EFFECTIVENESS

Furqan Nasri, Head of Strategic Programmes, **Siemens, KSA**
EMPLOYEE ENGAGEMENT

Darren Kamphuis, Learning & Development Manager, **Alghanim Industries, Kuwait**
NATIONAL GRADUATE DEVELOPMENT PROGRAMMES
*Best Employer in the Middle East Recipient**

Farid Ahmed, Head of HR, Gulf & East Africa, **Nokia Siemens Networks, UAE**
STRATEGIC PLANNING

Bayt.com
SALARIES 2011: WHERE DO WE STAND TODAY?

Stephen Harrison-Mirfield, Director of Operations, **KPMG Al Fozan & Al Sadhan, KSA**
SAUDI EMPLOYER OF CHOICE

Waqas Hussain, Senior General Manager, HR & Administration, **Ali Bin Ali Group, Qatar**
ORGANISATIONAL DESIGN

Basem Al Attar, Best Selling Author and Business Strategist, KSA and Egypt
EXPLOSIVE GROWTH IN THE NEW ECONOMY
Hewlett's Best Employers in the Middle East Study 2009

Masterclass Tuesday, 7 June 2011

Choose:

Masterclass A: Creating A Coaching Culture: Generation X wanted to be trained; Generation Y demands to be coached!

OR

Masterclass B: Leadership Dimensions: Creating a culture of leadership in your organisation by understanding the varying personality temperaments in your company

NEW! For 2011 and only at the Saudi Human Resources:

- **Super Saturday Guru Day** featuring **Chester Elton**
- The Kingdom's ONLY HR Event to **feature 2 HR and Leadership Gurus**
- Addressing the 4 main HR pillars of: **Innovation, Learning & Development, Leadership and Strategy**
- A **Best Employer In The Middle East** recipient will share with you how they achieved their distinction
- Jadwa Investment's Keynote Address on **Employee Projection Trends in the Kingdom**
- Interactive networking session built into the agenda
- **Direct workplace practicality** built into each and every session
- Exclusive, **Invitation Only** breakfast briefing
- Two **post-event masterclasses** - See page 7 for details



All New Format Featuring:

- 8+ hours of networking over 4 days
- Meet The Speaker Round Table Discussions
- Interactive Question And Answer Sessions
- Quick Fire Q & A Sessions With Solution Providers
- Over 8 hours of personal and interactive Guru sessions
- Corporate Match-Making For Business Development

Exhibitors

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Dear Colleague,

It is my great pleasure to welcome you to the **3rd Annual Saudi Human Resources** taking place for the first time in Riyadh.

As the Kingdom positions itself for even greater growth in 2011, organisations are realising the critical role that the Human Resources department and their teams of professionals play in driving real, sustainable growth.

Now is the time to start afresh with new approaches, strategies and insights; learning from reflection of the past and using foresight to create a clear vision for the future.

Companies have learned the value of people over numbers. As your business emerges from the slowdown, you'll need to make decisions on how to grow your organisation once again and the human effect will need to be your key priority. The decisions you make will guide your business back to a place of safety and security. It is time to get back to the value of people in business – treating them as value creators. In the end, it is the collective strength of your people that will propel your company forward.

The **3rd Annual Saudi Human Resources** is a unique platform where speakers and delegates share their challenges and exchange ideas. Providing valuable knowledge and insights, this year the Event has changed. Out goes the traditional format and in comes a more engaging and practical programme than ever before to meet your needs by incorporating direct workplace practicality into each and every session.

This year's programme is made up of an unrivalled selection of local, regional and international HR leaders and business personalities presenting across four days from **4 – 7 June, 2011** at the Marriott Hotel in Riyadh to give you a learning experience beyond what you have experienced here before.

By attending this year's Event you are making a commitment to developing effective strategies that are key enablers of success. Offering you discussion, questions, answers, creativity, strategy and knowledge sharing – all to drive your organisation's performance.

Take the time to block out **4 – 7 June, 2011** in your calendar and reserve your place among your peers who, like yourself, are looking to **achieve the extraordinary through adaptive HR leadership**.

If you're ready to develop a flexible and innovative HR strategy that delivers YOUR vision be sure to join us in June.

On behalf of all of us involved in this year's Saudi Human Resources, I look forward to welcoming you to this strategic professional development event in June.

Yours sincerely,
Ryan O'Donnell

Ryan O'Donnell
Senior Director
Saudi Human Resources

The scale and scope of unemployment challenges facing Saudi companies is well understood by the country's business leaders. These challenges require attention sooner rather than later. Addressing these challenges demands a holistic approach on three fronts:

- Expanding the economic base and creating additional jobs in strategic sectors
- Developing the workforce by reforming the education system and upgrading labour skills
- Putting in place effective labour and immigration policies

Dedicated to addressing these challenges and driving efficiency through innovation in HR and people management, the **Saudi Human Resources** is the premier annual event for HR professional. This year we're bringing a new and innovative programme to Riyadh - out goes the traditional format and in comes a more engaging and practical programme than ever before to meet your needs by incorporating direct workplace practicality into each and every session.

As an HR professional and practitioner, you know it is critical for you to stay on top of the latest developments in your field, and to be constantly enhancing the four main pillars of the profession:

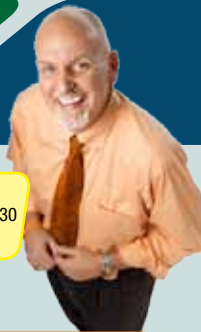
- **INNOVATION**
- **LEARNING AND DEVELOPMENT**
- **LEADERSHIP**
- **STRATEGY**

A successful organisation relies on the dedication and commitment of its employees. As human resources professionals, you play a critical role in managing employee expectations and facilitating organisational change by demonstrating the impact and value of a positive, supportive environment.

Top 10 Reasons You Can't Miss This Year's Event!

1. **80%** new speakers for 2011
2. **19** powerful and practical sessions and debates with direct workplace practicality
3. **21** commanding and authoritative speakers
4. Benefit from the experience and wisdom of **6** different industries
5. Speakers represent **7** countries on **3** continents
6. More than **8** hours of facilitated networking over **4** days
7. Enhancing **4** pillars of Human Resources
8. **2** HR and leadership Gurus
9. **2** post-event master classes
10. Only **1** Saudi Human Resources *dedicated to helping you achieve the extraordinary*





Super Saturday

GURU DAY!

Called the "apostle of appreciation," by the *Globe and Mail*, Canada's largest newspaper and "creative and refreshing" by the *New York Times*, Chester Elton is co-author of several successful leadership books. *The Carrot Principle* by Simon and Schuster has been a *New York Times* and *Wall Street Journal* best seller and *The 24-Carrot Manager* has been called a "must read for modern-day managers" by Larry King of CNN. *The Invisible Employee* also made the *New York Times* bestseller list. Chester's books have been translated into 25 languages and have sold over a million copies worldwide.

"99% of our senior executives rated Chester's session excellent or good – which is amazing!" -Motorola

As a motivation expert, Chester has been featured in the *Wall Street Journal*, *Washington Post*, *Fast Company* magazine and the *New York Times* and has been featured on CNN, ABC "Money Matters," MSNBC, National Public Radio (USA) and 60 Minutes. A sought after speaker and recognition expert and consultant, Chester is Senior Vice President of Publishing and Training at O.C. Tanner Recognition Company.

Chester has delighted audiences from Seattle to Singapore, Denver to Dubai and from Toronto to Istanbul. In 2005 he was the highest rated speaker at the National Society for Human Resource Management annual conference (Bill Cosby was the number two rated speaker). He serves as a recognition consultant to Fortune 100 firms such as **DHL, KPMG, Wal-Mart** and **Avis Budget Group**.

Featuring...

- An intensive and interactive one day event with world renowned motivation and appreciation expert on engaging employees through recognition
- Practical examples and case studies from Chester's extensive research conducted with 200,000 people over ten years
- Inspirational teaching that will help deliver dramatically greater business results
- Key traits found inside the world's most stellar teams
- Characteristics to conquer barriers, exceed expectations and overcome mediocrity through brilliance

Interesting Facts about Chester

- Called "The Apostle of Appreciation" by Canada's *Globe & Mail*, and "creative and refreshing" by the *New York Times*
- Workplace expert regularly featured on CNN, FOX Business and ABC Money Matters
- *New York Times* bestselling co-author of the Carrot books which have sold more than a million copies worldwide and have been translated into 25 languages
- The highest rated speaker at the Society for Human Resources Management annual conference; Bill Cosby came in second
- Employee recognition consultant to companies such as Aflac, Hard Rock Café, The Pepsi Bottling Company, Avis Budget

We have reserved dates between the 5th and 8th June and you have the opportunity to have Chester all to yourselves. Have your management team making comments like previous sessions:

- *It is rare to come across a speaker with as much zest and passion as Chester. I thoroughly enjoyed every minute!*
- *Awesome!*
- *One of the most lively presentations I have ever witnessed!*
- *Excellent!*

Want To Host Chester?

Whether for your senior management team, a group of your most important clients or to entire sections of your organisation – having one of the world's leading

SUPER SATURDAY GURU Timings:

Registration and coffee will be at 09.00. The session will run from 09.30 to 16.30 with two breaks for refreshments. Lunch will be served from 12.30 – 13.30.

09.30 – 12.30 Morning Keynote

The Carrot Principle: Engaging Employees Through Recognition

Based on his runaway bestseller, *The Carrot Principle* keynote reveals the ground-breaking results of one of the most in-depth management studies ever undertaken, showing definitively that the central characteristic of the most successful managers is that they provide their employees with frequent and effective recognition.

This breakthrough study of 200,000 people over 10 years found dramatically greater business results when managers offered constructive praise and meaningful rewards in ways that powerfully motivated employees to excel.

Drawing on case studies from leading companies including **Disney, KPMG** and the **Pepsi Bottling Company**, Chester will share with Saudi Human Resources delegates how the transformative power of purpose-based recognition produces astonishing increases in operating results. He will also show how great managers lead with carrots, not sticks and in doing so achieve higher:

• Productivity • Engagement • Retention • Customer Satisfaction

Workplace Practicality: *This exceptional presentation introduces the simple steps to becoming a Carrot Principle manager and to building a recognition culture in your organisation. Following these simple steps will make you a high-performance leader and take your team to a new level of achievement.*

12.30 Lunch

13.30 – 16.30 Afternoon Keynote

EXCLUSIVE To the Saudi Human Resources!

Presented for the 1st time in the Kingdom of Saudi Arabia

The Orange Revolution: How One Great Team Can Change An Organisation

The Orange Revolution Keynote highlights the key traits found inside the world's most stellar teams. Chester illustrates the steps these teams took to conquer barriers, exceed expectations and overcome mediocrity through brilliant collaboration. For the first time in the kingdom of Saudi Arabia, and presented exclusively at the Saudi Human Resources, this presentation reveals the synergy that exists among teams in the world's most respected and innovative organisations – and how to tap into that power within any group of individuals.

Drawing on startling research and case studies from leading teams at **Zappos, Pepsi Bottling Company, The Blue Angels, Texas Roadhouse, Apple** and many others, *The Orange Revolution* shows how true team work produces results that change the world and can immediately increase:

Productivity Engagement Loyalty Innovation Bottom-line Results

Workplace Practicality: *This must-see presentation introduces the simple steps to inspiring an Orange Revolution in your organisation – through easy, prescriptive, outcome-based applications that can be implemented today.*

business thinkers present to an audience exclusively for your benefit can have a huge positive impact.

Chester Elton can reinvigorate your management team with his passion, energy and foresight. Business has evolved and employee engagement and retention has become a significant part of benchmarking your organisation's success from the inside.

We are already in discussion with some repeat clients but there are still opportunities available if you are able to make a quick decision - to book Chester or enquire please: **Call Leigh on + 971 4 407 2624 or Email cts@iirme.com**



Meet Your Leadership Development Guru

Sunday, 5 June 2010 • 09.10-10.30

Basem Al Attar, Best Selling Author "*Counter Attack: Business Strategies For Explosive Growth In The New Economy*", International Trainer and Personal Development Consultant

Explosive People Development: Simple strategies to develop your people faster than you ever thought possible

Best Selling Author, International Trainer and Personal Development Consultant *Basem Al Attar*, is a member of the International Coach Federation, a certified NLP Trainer and a Master Hypnotherapist. He has studied Organisational Psychology with the Edinburgh Business School for his MBA and is currently working towards his PhD. on "Life Coaching".

His extensive experience coaching managers and executives as well as training the dynamic "Generation Y" talent, gives him plenty of insight on the skills & practices of people development.

Basem also excels at identifying individual and unique needs of groups, incorporating them into the learning experience. His dynamic and interactive teaching style creates an enjoyable and challenging learning experience, focusing on real life scenarios, cases and models

With wide-ranging experience in the Middle East, Basem has worked with many of the largest corporations in the region to create organisational change. His ability to help people learn and utilise new skills rapidly, coupled with his sound business background has made him one of the most in demand consultants working in the Middle East today. Over the past decade, Basem Al Attar has trained thousands of people from 35 different countries. Participants often describe him as "life changing" and among the best they've ever attended worldwide.

Event Day One Sunday, 5 June 2011

BREAKFAST BRIEFING (BY INVITATION ONLY)

08.15 HR Capability: Development, Innovation And Productivity
HR professionals have a unique role in their organisations. Working at large across the organisation means they have the opportunity to see and understand challenges the entire business is facing, as well as assist the wider business in achieving their outcomes. Supporting the executives, line managers and staff with HR initiatives means they are getting the right people with the right skills in the right jobs. The HR Capability Model defines the skills required of highly effective human resource professionals; those who affect organisational change, build organisational capability and strengthen the impact of HR on business outcomes.

Workplace Practicality: *This invitation only breakfast briefing will help HR professionals focus on their developmental needs, to connect HR to the wider business and to achieve high quality business results. Leave this session with the ability to develop relationships with senior executives, bringing ideas and building a greater partnership with the wider business.*

09.00 Registration And Refreshments
09.30 Opening Remarks From The Chair

OPENING GURU KEYNOTE

09.45 Explosive People Development: Simple strategies to develop your people faster than you ever thought possible.
Drawing on his experience gained from training thousands of people in the Middle East for some of the region's top organisations, Basem discusses the strategies that can accelerate your HR development efforts and give you highest return on investment.

Key areas of his presentation include:

- The "four letter word" that determines success in people development
- The key development vehicles that can be used to get your people to where you want them to be
- The number one most important error made when developing people and how to avoid it
- The "Celebrity Principle" using it to increase motivation, facilitate change and ignite passion for development within your organisation

Workplace Practicality: *HR Directors and Managers as well as Training and Development professionals will gain strategies and insights that can be easily adapted to their unique organisational culture. Leave this practical and interactive workshop with an actionable plan to develop your people faster than you ever thought possible.*

Basem Al Attar, Best Selling Author "*Counter Attack: Business Strategies For Explosive Growth In The New Economy*", International Trainer and Personal Development Consultant

11.15 Morning Coffee And Networking Break

11.45 Engaging The Digital Generation
This hands-on, in session workshop will give delegates an interactive opportunity to learn new strategies for engaging the digital generation. With almost two billion users around the world, the Internet presents more and more exciting opportunities for businesses in the Middle East. This session will enable you to:

- Measure levels of engagement among the digital generation
- Understand the reasons for the differences in digital generation and senior staff
- Assess strategies to close in on the gap in engagement



INTERACTIVE SESSION

Workplace Practicality: *After attending this session, delegates will understand the importance that "digital" plays in day-to-day business operations. Leave this session with practical, implementable strategies that you can use in your organisation to engage your workforce – digitally.*

Mohammed El-Amir, Director, Human Capital and Talent Development, Gulf Medical Co, KSA

12.15 Salaries: Are they the only retention factor?

- Salary: a key path to employee loyalty still?
- Top employee motivators in the Middle East today
- Are good working conditions a myth in the Middle Eastern workplace?

Suhail Masri, General Manager, **Bayt.com**, KSA

12.30 Salary Survey 2011: The Results Are In!

- Middle Eastern professionals' satisfaction with their 2011 income
- Competitive packages: The essentials
- Salary raises – back in motion?

Amer Zureikat, Sales VP, **Bayt.com**

12.40 **Salaries 2011: Where do you stand today?**

Saudi Human Resources Exclusive! Join Bayt.com Executives as they unveil the highly anticipated results of their 2011 Salary Survey. The Survey highlights trends in Middle East salaries and cost of living and sheds light on key behavioral issues and perceptions related to current economic conditions.

- **Salaries:** are they the only retention factor?
 - Is salary still the key path to employee loyalty?
 - Identifying top employee motivators
 - Are working conditions a myth in the Middle Eastern workplace?
- **Salary Survey 2011:** the results are in!
 - Discussing the Middle Eastern professionals' satisfaction with their 2011 income
 - Competitive Packages: identifying the essentials
 - Salary raises: back in motion
- **Salary Benchmarking:** your job made easier

Muhammed Younas, Product Manager, Bayt.com

Workplace Practicality: *By attending this session, you will walk away with a full understanding of salary trends across the Middle East. Being fully informed will allow you to structure a total compensation package that is right for your business and your employees.*

13.30 **Employers Round Table Discussion**

Delegates will take part in an interactive round table networking lunch facilitated by Bayt.com.

SAUDISATION

14.30 **Diversity And Inclusiveness: Harnessing The Individual And Combined Talents Of Your Team To Ensure They Achieve Their Full Potential**

Creating a work environment where everyone feels encouraged and valued is paramount to the productivity and retention of your key associates. This session will discuss why it is essential that organisations engage in diversity and inclusiveness and will give you a complete understanding of:

- What does diversity and inclusiveness mean?
- What do organisations need to focus on/encompass to make it work?
- Why is it critical that organisations engage in diversity and inclusiveness?
- Why is this of particular importance for Egypt

Workplace Practicality: *This session will give delegates a high-level overview of the importance of diversity and inclusiveness in the workplace and how engaging in such practices will increase the productivity and morale of your teams. You will leave this session with an understanding of where to focus your efforts and why diversity and inclusiveness is more important now than ever before.*

Ginnie Carlier, Assurance Partner, Ernst & Young, UAE
Rachel Ellyard, Dubai HR Leader & MENA Reward Leader, Core Business Services, Ernst & Young, UAE

15.15 **Building An Effective Graduate National Development Programme**

- Integrating a fresh graduate successfully into the workforce
- Developing a well rounded employee that not only has the technical skills but also the soft skills required for the professional workplace
- Bridging Nationals from college into an organisation through the use of professional development plans

Workplace Practicality: *This session will provide you strategies that quickly and efficiently integrate and develop new National graduates into your existing workforce and organisational structure.*

Darren Kamphuis, Learning & Development Manager, Alghanim Industries, Kuwait

15.45 **Afternoon Coffee And Networking Break**

16.15 **Maximising Human Capital Strategies: Attracting And Retaining Talents**

- Improving attrition and retention in your organisation
- Ensuring you organisation has the right strategies in place to get the best results

- Case Study Examples:
 - Google / US Navy experience
 - Young Professionals Program in Islamic Development Bank
- Mohd Adam Bin Mohd Basor, Young Professionals Programs, Human Resource Management Department, Islamic Development Bank, KSA**

Workplace Practicality: *Leave this session with a comprehensive recruitment, career development and retention plan that positions your organisation as an employer of choice for young Saudi Nationals.*

16.45 **Performance And Talent Management: Benchmarking Your Strategy To Track The Effectiveness Of Your Organisation By Measuring What's Important Right Now**

- Addressing your key success factors in finding, developing and keeping your key employees
- Effectively aligning performance incentives with individual and organisational strategy to drive performance
- Developing effective KPIs from Saudisation perspective that ensure long-term performance and talent management success
- Avoiding common obstacles to the retention, talent management and succession planning suite

Workplace Practicality: *This session will provide you with real examples of performance management cases, ensuring your strategy aligns the right person with the right job at the right time.*

Ahmed Lasheen, Director of Human Resources, Abu Dhabi National Hotels, UAE

17.15 **Driving Employee Engagement And Re-Engagement Throughout The Organisation To Increase Workforce Commitment And Improve Top – And Bottom – Line Results**

- Keeping your employees engaged, motivated and heading in the right direction
- Improving the health and happiness of your workforce to improve productivity and increase engagement
- Creating mental balance in the workplace to retain the best and boost your company's image as one that truly cares
- Embedding CEO recognition into the day to day operations of the organisation

***Each speaker will give a 10 minute overview (4 slides max) on how they've driven engagement throughout their organisation. All speakers will then take part in a 15 minute audience question and answer session upon completion of the final overview.**

Workplace Practicality: *This session will show you how to drive employee engagement that will improve team morale, motivation, and retention.*

Furqan Nasri, Head of Strategic Programmes, Siemens, KSA

18.00 **Closing Remarks From The Chair And End Of Event Day 1**



Event Day Two Monday, 6 June 2011

10.00 Opening Remarks From The Chair

MORNING KEYNOTE ADDRESS

- 10.15 **Employment Projection Trends In The Kingdom: A Macroeconomic Analysis And Forecast For What 2012 Will Bring To Human Capital Management**
- What's in-store? A comprehensive understanding of how the economy will shape employment trends for 2012
 - Will the economic recovery impact your recruitment strategy? Should it?
 - Planning and preparing for 2012: After several tough years, what will next year bring?

Paul Gamble, Head of Research, **Jadwa Investment**, KSA

Workplace Practicality: *When the economy recovers all business units will look to HR. This session will give you the information you need to prepare yourself for what's to come so you know what to expect when you get the green light to begin recruiting again.*

- 10.55 **Leadership Development As The Backbone Of Every Organisation – A Case Study On Effective Internal Coaching**
- Natural born leader? Identifying the skills and traits of a good leader and who in your organisation is ready to be successfully developed
 - Maximum Potential: Training future leaders from all areas of the organisation
 - Now that you've identified your talent, how do you implement leadership development?
 - Benchmarking your success: Measuring the results of your initiatives for maximum business success

Workplace Practicality: *This session will give you practical insight from an HR Director based on tangible results. Formulate your own internal coaching and succession planning strategy – and hear first-hand what challenges they had to overcome.*

Furqan Nasri, Head of Strategic Programmes, **Siemens**, KSA

DEVELOPING YOUR NETWORKING SKILLS

- 11.35 **It's Not What You Know, It's Who You Know: Building A Network Of Professional Relationships For Mutual Benefit**
- People with strong networks get things done more effectively. In today's world, where people often need to get things done quickly, "knowing the right people" is more important than ever.
- This interactive networking session will give you the skills and strategies to:**
- Overcome your fears of having to "work a room" of strangers at a conference or event to enhance personal learning and development and professional recruitment techniques
 - Actively develop and maintain a professional network you can count on
 - Reach targeted individuals in two ways: directly or indirectly
 - Build your visibility by raising your profile

Workplace Practicality: *Effective networking is essential for both recruiting new talent and building new business contacts. Networking is one skill you need to practice to get ahead – no matter what business you're in. This session will give you a practical and conceptual networking experience.*

- 12.15 **"Meet The Speakers" Networking Lunch**
- The lunch session will feature topic tables, facilitated by the speakers of the Saudi Human Resources. Delegates will be able to choose the topic and table of their choice while having lunch.

- 13.15 **What Every HR Professional Needs To Know About Strategic Planning: Unearthing The Top Tips That Will Make You A Global Strategic Leader**
- Creating effective initiatives and capturing creativity when planning your strategy
 - Implementing a plan that maximises employee performance and creates business value
 - Creating a roadmap that demonstrates the differences between mission versus vision and goals versus objectives
 - Knowledge is power: Identifying the avoidable pitfalls in strategic planning

Workplace Practicality: *This session will give you the tools you need to become a strategic leader and identify the costly and time consuming practices to avoid. Change the course of your strategic planning from long and challenging to easy, efficient and effective.*

Farid Ahmed, Head of HR – Gulf & East Africa, **Nokia Siemens Networks**, UAE

PLENARY KEYNOTE ADDRESS: HUMAN CAPITAL ENRICHMENT

- 14.00 **SAUDI EMPLOYER OF CHOICE: Extending You Brand To Attract And Retain Talent**
- Maximising the role of your brand to draw in new clients and recruits
 - Integrating marketing and communication strategies to build a living, breathing brand within your organisation
 - One corporate vision: ensuring successful translation and interpretation of your brand across a diverse workforce
- Stephen Harrison-Mirfield**, Director of Operations, **KPMG Al Fozan & Al Sadhan**, KSA
- 14.40 **Organisational Design: The Essential HR Capability That Optimises HR Transformation**
- Organisation, Structure and Design: Introducing mainstream and critical approaches that assess each of their contributions
 - How does organisational structure and organisation design divide labour into distinct tasks and achieve coordination between them?
 - Developing a systematic and rational approach that guides management practice
 - Abandoning the search for universal principles and designing structures that fit within your organisation

Workplace Practicality: *This session will share lessons on HR transformation through designing and positioning your HR function within your business to ensure continuous improvement of HR service delivery.*

Waqas Hussain, Senior General Manager, HR & Administration, **Ali Bin Ali Group**, Qatar

15.20 Closing Remarks From The Chair

15.30 Close Of Saudi Human Resources

This event is a must for HR professionals in the Middle East

Mohammed Al-Tamimi, Emirates Steel, UAE

Post-Event Masterclasses

Tuesday, 7 June 2011

Master Class Timings: Registration and coffee will be at 09.00. The workshops will run from 09.30 to 14.30 with two breaks for refreshments. Lunch will be served at 14.30 at the close of the workshops.

Masterclass A

Creating A Coaching Culture: *Generation X wanted to be trained; Generation Y demands to be coached!*

Nothing helps an organisation achieve rapid development like creating a coaching culture. This is when everyone engages in coaching dialogue that rapidly delivers solutions and helps people do a better job.

Employee's job satisfaction is also highly related to their perception of development. When employees feel they have gained more knowledge, skill and empowerment than when they first join your organisation they show higher levels of loyalty and commitment. On the short term, their performance is consistently more effective.

Key areas of the masterclass include:

- The "fool-proof" coaching model
- Nine things great coaches do well
- Turning managers into coaches
- Five great opportunities for coaching within your organisation
- Coaching in all directions: up, down and laterally
- Coaching for empowerment and engagement
- Coaching for performance development
- Coaching for knowledge management
- Using coaching to accelerate change initiatives
- How coaching can increase employee retention
- Rolling out a coaching culture
- Avoiding the "nightmare scenarios"
- Aligning coaching with organisational objectives
- Integrating coaching into HR process

Workplace Practicality: HR managers, training and development professionals and all people managers can benefit greatly from this workshop. Participants will leave with a plan on how to initiate a coaching culture within their organisation and help sustain it.

Facilitated by:



Basem Al Attar,
Best Selling Author and Business
Strategist (KSA and Egypt)

Masterclass B

Leadership Dimensions: *Creating a culture of leadership in your organisation by understanding the varying personality temperaments in your company*

Discover why it is you like doing things one way and not another. This highly recognised personality tool will help you discover what gives you the energy and the activities that drain you in your busy day-to-day schedules. Have you ever wondered:

- What made your most inspiring leader great?
- Why certain leaders do things in certain ways?
- Why people act the way they do?

Workplace Practicality: By attending this masterclass you'll walk away with an understanding of how the diverse nature of personalities leads to different styles of leadership. By understanding the different personalities in your company, you can build a strong internal network of leaders that your workforce will respond to.

Interested in sponsoring or exhibiting?

All of our sponsorship packages are customised to our client's exact specifications. We know that every business is different and we will work with you to tailor and develop a package that meets your business's individual goals and objectives.

Why be involved as a sponsor or exhibitor? – 7 Great Reasons!

1. **New Sales Leads** – By showcasing your services, you can meet and influence board-level decision makers and buyers and grow your contacts and sales.
2. **Launch New Products or Services** – Draw attention to your products and brand using the Saudi Human Resources as a launch pad for new developments, products or services.
3. **Enter New Markets** – Exhibiting is one of the most cost effective and time efficient ways of entering new markets. This is a great opportunity to research and network whilst gaining exposure to a new and qualified database.
4. **Build Customer Loyalty** – Face-to-face contact shows continued support to the market and helps you develop client loyalty as well as cementing your position as a market leader. Anything is possible: Business Breakfasts, VIP Lounges, 1-to-1 Meeting Rooms...
5. **Position Your Corporate Brand** – Showcasing your company at the Saudi Human Resources establishes your company, in the eyes of your prospect or existing client, as a market leading brand and creates a strong image of your company's capabilities.
6. **Build Relationships With The Media** – Our events are supported by trade press and industry journalists. Opportunities for editorial coverage, interviews and developing better relations can be crucial to your company's success.
7. **Broker New Business Partnerships** – The Saudi Human Resources presents you with an ideal opportunity to make contact and future business with carefully selected and quality based companies.

We have a limited number of sponsorship and exhibition opportunities still available. For details on tailored sponsorship and exhibition packages to meet your needs please contact:

Fadi Haddad on +971 4 407 2716 or sponsorship@iirme.com



An overwhelming experience that questioned existing HR practices. Very inspiring, encouraged the sense of taking responsibility towards change both personally and professionally

Fatema Al Afiri, First Gulf Bank, UAE



