

The Middle East

HR Summit

Reinvented • Recharged • Refreshed

24 – 28 October 2010

The Brand New! Mövenpick Hotel
Jumeirah Beach Residence, Dubai, UAE

The Middle East's Premier Annual Conference
And Exhibition For Human Resource Professionals

STRATEGIC CONTRIBUTION FROM:



Jeremy Brinton
CEO, **Magrudy Enterprise**, UAE
CREATING BUSINESS VALUE
*Emerging SME Best Employer
in Middle East**



Tim Savage
Chief Human Resource Officer,
Jumeirah Group, UAE
EMPLOYEE ENGAGEMENT
*Emerging International Best
Employer from Middle East 2009**



Peter Carrie-Wilson
Executive Vice President,
Human Resources
Ethihad Airways, UAE
STAKEHOLDER ENGAGEMENT



Neil Roden
Group Director, Human Resources,
Royal Bank of Scotland, UK
ORGANISATIONAL DESIGN



Troels Wendelbo
Director, Corporate HR
LEGO GROUP, Denmark
**LEADERSHIP AND CAREER
DEVELOPMENT**
*World's Most Reputable Company***



William Kinzel
Director, Online Strategy & Engagement,
**Madinah Institute of Leadership &
Entrepreneurship**,
Knowledge Economic City, KSA
HUMAN CAPITAL DEVELOPMENT
Best Training Strategy for KSA in 2009



Roger Knight
Director of HR and Training, **American
Mission Hospital**, Bahrain
RETENTION



Rami Busbait
Professional Training and Development
Advisor, **Saudi Aramco**, KSA
**NETWORKING AND RELATIONSHIP
BUILDING**



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

Featuring!

* Hewitt's Best Employers in the Middle East Study 2009
** Forbes Magazine and Reputation Institute's Annual Ranking
of the World's Most Reputable Companies 2007

Register before
5 August 2010 and
SAVE UP TO \$2,330

Super Sunday GURU DAY!
Chester Elton
Sunday, 24 October 2010



A Reinvented, Recharged And Refreshed Platform For Developing A Flexible And Innovative HR Strategy To Deliver YOUR Vision

New speakers include:

NEW!

Alghanim Industries, Kuwait

NEW!

American Mission Hospital
Kingdom of Bahrain

NEW!

A W Rostamani Group, UAE

NEW!

Dunbar Bank, UK

NEW!

Estee Lauder Companies, UAE

NEW!

GTI, Canada

NEW!

Hilton Worldwide, UAE

NEW!

Jadwa Investment, KSA

NEW!

Jumeirah Group, UAE

NEW!

LEGO, Denmark

NEW!

Magrudy Enterprises, UAE

NEW!

National Bank of Abu Dhabi, UAE

NEW!

Saudi Aramco, KSA

NEW!

Schlumberger, UAE

NEW!

Saudi Arabian Mining Company, KSA

NEW!

Siemens, Austria

NEW!

Zurich Financial, UK

86%
New Speakers

NEW! For 2010 And Only At The
Middle East HR Summit:

Super Sunday **Guru Day** featuring **Chester Elton**

- The ONLY HR Summit to feature **3 HR, Business and Motivational Gurus**
- Lessons in Leadership – A hands-on clinic from **LEGO GROUP** – Connecting People And Organisations Together
- Country specific legal clinics addressing **regionally specific employment law issues**
- Addressing the 4 main HR pillars of: **Innovation, L&D, Leadership and Strategy**
- Three of the **Best Employers In The Middle East** will share with you how they achieved their distinction
- **33 speakers** representing **13 industries** from **10 countries** on **3 continents**
- Interactive networking session *IN* the agenda with **Siemens** and **Saudi Aramco**
- Four **post-event masterclasses**

Exclusive All New Format Featuring:

- ✓ Meet The Speaker Round Table Discussions
- ✓ Interactive Question And Answer Sessions
- ✓ State Of The Art Interactive Voting Sessions Throughout The Entire Summit
- ✓ Quick Fire Q & A Sessions With Solution Providers
- ✓ Non-Stop Blackberry Q & A
- ✓ Tweet Screens To Highlight What's Being Said About The Summit
- ✓ Corporate Match-Making For Business Development
- ✓ Concurrently Running Business Seminars Focusing On Learning And Business

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Exhibitors



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Dear colleague,

It is my great pleasure to welcome you to the seventh annual **Middle East HR Summit** taking place once again in Dubai.

This year, the **Middle East HR Summit** falls during another difficult year for many businesses. But unlike last year, there seems to be light at the end of the tunnel and market indicators are showing signs of early economic recovery. There is a renewed sense of hope - a sense that we as business people are through the worst of the economic volatility seen around the world since 2007. Locally and regionally, there is a positivity that **change is among us** and as HR professionals we need to be prepared for what is ahead.

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

We have learned that we need to value people over numbers. Coming out of this crisis, you'll need to make decisions on how to grow your businesses 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, the collective strength of our people will pull us out of this crisis.

This year's programme is made up of an unrivalled selection of **global HR leaders and business personalities** all on one platform to give you a learning experience beyond what you have experienced here before.

I am truly honoured to be opening this year's Summit as the feature-Guru. In the morning we will use the time on "**The Carrot Principle**" workshop on how great leaders use the power of recognition to accelerate business results. For the **first time outside of North America and exclusive to The Middle East HR Summit**, I will unveil my newest presentation "**The Orange Revolution: How One Great Team Can Change an Organisation**". Building on research and case studies from international business giants, the Orange Revolution is prescriptive, outcome-based and can be implemented today.

By attending this year's Summit you are committing yourself to develop effective strategies that are key enablers of success. Offering you **debate, questions, answers, creativity, strategy and knowledge sharing** - all to drive your organisation's performance.

The Dubai based research team has confirmed some of the most influential industry leaders and experts to share their success stories, learning experiences, latest updates and smart innovative HR strategies that will ensure a thought provoking and **tangibly practical experience for you**.

Take the time to block out **24 - 28 October 2010** in your calendar and reserve your place among your peers and key leaders in the HR community.

On behalf of all of us involved in the seventh Middle East HR Summit, I look forward to you being part of this strategic professional development event in October.

Yours Sincerely,

Chester Elton
Senior Vice President, Carrot Culture
The Carrot Culture Group, USA



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

- 1 **86%** new speakers for 2010
- 2 **34** powerful and practical sessions and debates with direct workplace practicality
- 3 **33** commanding and authoritative speakers
- 4 Benefit from the experience and wisdom of **13** different industries
- 5 Speakers represent **10** countries on **3** continents
- 6 More than **8** hours of facilitated networking over **5** days
- 7 **6** concurrently running seminars
- 8 **5** award-winning speakers
- 9 **4** post-event master classes
- 10 Only **1** Middle East HR Summit *dedicated to helping you deliver YOUR vision*

Register before
5 August 2010 and
SAVE UP TO \$2,330

We Listened

The scale and scope of unemployment challenges facing GCC countries is well understood by the region's leaders and these challenges **will require attention sooner rather than later a new report* states.**

It continues to say that addressing these challenges requires 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.*

Reinvented

Dedicated to addressing these unemployment challenges and driving efficiency through innovation in HR and people management, The **7th Annual Middle East HR Summit** is the premier annual conference and exhibition for HR professionals and is a unique platform where delegates and speakers share their challenges and exchange ideas. Providing valuable knowledge and insights, this year we're changing; out goes the traditional format, 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.

Recharged

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 pillars of the profession:

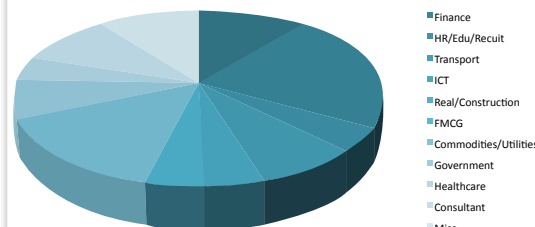
INNOVATION – LEARNING AND DEVELOPMENT – LEADERSHIP – STRATEGY

Refreshed

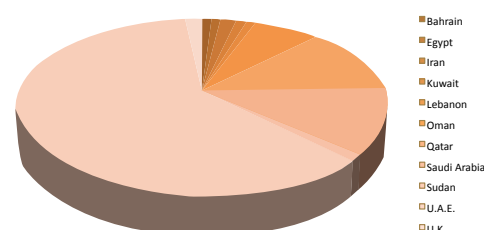
A successful organisation relies on the dedication and commitment of its employees. As human resources professionals, you play a critical role in managing employee expectations and facilitating organisational change by demonstrating the impact and value of a positive, supportive environment.

WHO WILL YOU MEET?

Industries Represented At The Middle East HR Summit:



Countries Represented At The Middle East HR Summit:



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.

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

– Motorola

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...

- Intensive and interactive one day summit 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

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 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 future thought. Business has evolved and employee engagement and retention has become a significant part of benchmarking your organisation's success from the inside. We have reserved dates between the 17th – 21st October 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!*
- ✓ *I honestly considered myself to be an empathetic manager but after listening to Chester, it made me realise that there is so much more to reward and recognition than financial incentive. It goes so much deeper than that and it has really opened my eyes to what else is possible. A great deal was learnt in a small space of time.*

Call Leigh Kendall on
Tel: +971 4 407 2624
Email: cts@iirme.com

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Super Sunday AGENDA

09.00 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 Middle East HR Summit 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

SUPER SUNDAY GURU Timings: Registration and coffee will be at 08.00. The session will run from 09.00 to 17.00 with two breaks for refreshments. Lunch will be served from 12.30 – 13.30.

13.30 Afternoon Keynote

EXCLUSIVE To The Middle East HR Summit! Presented for the 1st time outside North America

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 outside of North America, and presented exclusively at The Middle East HR Summit, this presentation reveals the synergy that exists among team 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.

17.00 End of Session

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
- 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

**“Our Company
is better because of
Chester's Involvement.”**

DHL Express



Meet Your Additional Feature Business And Motivational Gurus

Monday, 25 October 2010 09.00 – 10.30



Ian Lovett

Chairman, **Dunbar Bank** and Director, **Zurich Financial**, UK

Playing A Pivotal Role In Accelerating Business Growth: A Perspective For Human Resources Professionals

Before joining Allied Dunbar, Ian had a wide-ranging career at Barclays. He headed the Small Business Unit and managed a number of large branches in central London. This experience gives him a wealth of material from which to draw in a delightfully funny after dinner speech. He also throws in some simple but inspired tips - like clearing your desk each day as though you are about to go off on holiday.

As one who believes that work should never dominate your life, Ian directs a great deal of energy to his other passions: cricket and classic comedy. Those who have seen him play believe the two are closely related. Ian is Chairman of Middlesex County Cricket Club and the Allied Dunbar Foundation.

Tuesday, 26 October 2010 09.00 – 10.30



Gus Takkale

Author and Professional Speaker, **GTI**, Canada

The 5 C's In Change: Change Starts With You – It's Personal. Live And Work With Passion

Ghassan Takkale is the author of the book "5C's In Change" and founder of "Live with Greatness" program. His passion is to take people on a journey of personal change and professional success. He is also an active speaker of organisational change, self-development, corporate culture and talent management.

Gus leads various leadership and change seminars in North America, Europe and the Middle East. His background includes working as a Regional HR Director for blue chip companies like SAP and HILTI and in consulting with Arthur Anderson and KPMG in Canada and the US.

Summit Day One

Monday, 25 October 2010

BREAKFAST BRIEFING (BY INVITATION ONLY)

07.30 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 sets out 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 build relationships with senior executives and bring ideas and build a greater partnership with the wider business.

08.15 Registration And Refreshments

08.50 Opening Remarks From The Chair

BUSINESS GURU: MORNING KEYNOTE

09.00 Playing A Pivotal Role In Accelerating Business Growth: A Perspective For Human Resources Professionals

Effective relationships with colleagues and customers are invaluable when it comes to growing the business and accelerating growth. Ian believes that without the trust of colleagues, individuals and businesses

cannot move forward. He also believes that everyone is born with some gift of leadership; that it is part of the human spirit. Throughout this session, he will provide a Chairman's perspective and straightforward view of some practical ways that individuals can contribute more to ensuring the growth of your organisation, including:

- The key ingredients needed to develop your leadership skills
- Identifying your leadership strengths and how to build them
- Establishing trust and rapport
- Achieving a clear balance in your life and the value of a clearer mind
- Motivating and inspiring your teams
- Making work a "great place to be"!

Ian Lovett, Chairman, **Dunbar Bank** and Director, **Zurich Financial Services**, UK

Workplace Practicality: This session will offer participants a practical look, based on 30 years of business leadership, at how you can enhance your essential leadership skills. Ian believes, "Most of us regularly forget to put into practice much of what we learnt early in our business lives. I [he] will suggest a few simple, implementable ways to overcome this".

10.30 Morning Refreshments And Networking Break

PANEL DISCUSSION WITH CHIEF EXECUTIVES

11.00 Strategic Contribution That Counts: Delivering The Expectations Of The CEO To Maximise Employee Performance And Create Business Value Across The Entire Organisation

Delivering the goals and expectations of your organisation's senior business leaders is paramount to reinforcing HR's role as a serious general management responsibility.

The opening discussion will allow you to hear first-hand the expectations of the respective business units. The panelists will also provide answers and insight to your most pressing questions.

During this session delegates will be active participants in the discussion. Using our state-of-the-art interactive voting system, you will have the opportunity to be heard and contribute throughout the session.

Michel Ayat, CEO, **Arabian Automobiles – An AW Rostamani Group Company**, UAE

Jeremy Brinton, CEO, **Magrudry Enterprises**, UAE

Emerging SME Best Employer in Middle East*

Dr. Elie Daher, CEO and Managing Director, **NExT – Network of Excellence In Training – A Schlumberger Company**, UAE

Moderator:

Jacqueline McCartney, Balanced Scorecard and Organisational Development Specialist and Consultant, **Syat**, UK / MEA, and Former Director of Training and Development, **Balanced Scorecard Collaborative**, UK

Workplace Practicality: This session identifies the expectations of senior business leaders enabling you to gain an understanding of how you can meet the varying demands of multiple business units. Bearing their expectations in mind, spend the next two days formulating a winning strategy that meets both their needs and the needs of the business.

LEADERSHIP KEYNOTE: LEGO GROUP®

11.45 Lessons In Leadership From LEGO GROUP: Using People And Culture As A Leveraging Point In A Strategic Turnaround

During this session Troels will share his personal experience working in LEGO Group's head office during a time of strategic corporate turnaround. Learning directly from the one of the world's most reputable companies you will leave knowing how to:

- Turn your brand into strong corporate culture and unique employee engagement
- Approach leadership and career development "LEGO style"



Register before
5 August 2010 and
SAVE UP TO \$2,330

Plus:

- Troels will also introduce: LEGO® SERIOUS PLAY®. A powerful concept for visualisation of strategic thinking

Troels Wendelbo, Director, Corporate HR, **LEGO GROUP**, Denmark
*World's Most Reputable Company***

Workplace Practicality: By attending this session you will leave with innovative new strategies that your organisation can deploy to increase the commitment, confidence and insight of your executives, managers and employees. Being better at the "now" results in being better prepared for challenges and opportunities in the future.

12.30 Aligning Leadership With Strategy: Is HR Strategy Helping Or Hindering Leadership Effectiveness In Your Organisation?

- Establishing Human Resources as the business leader in the world's recovery; not the department that hides in the back room!
- Leading the business, not just HR: Understanding the wider business to maximise HR's impact on the bottom line
- Building a strong and resilient organisation for sustained advantage
- Ensuring your company's leaders are on-board with a continuously evolving business culture

Ali Shafer, Assistant Director, Talent Development and Manager, Career Development & Planning, Group HR, **Otel**, Qatar

Workplace Practicality: The leadership keynote will provide you with the tools to implement a step-by-step process that will enhance your organisation's leadership effectiveness in order to obtain and sustain excellence.

13.00 "Meet The Speakers" Networking Lunch

The lunch session will feature topic tables, facilitated by the speakers of the Middle East HR Summit. Delegates will be able to choose the topic and table of their choice while having lunch.

14.00 Quick Fire Q&A With The Sponsors

DEVELOPING YOUR NETWORKING SKILLS

14.15 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

Bring a lot of business cards – you will need them! This session is active and practical and everyone will be learning together.

Rami Busbait, Professional Training and Development Advisor, **Saudi Aramco**, KSA
Fabrizio De Pasquale, Knowledge Network Coach **Siemens**, Austria

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 link traditional professional networking with the concept of IT networks to give you a practical and conceptual networking experience.

15.00 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

Dr. Abdulrahman Yamani, Executive Director, Human Resources, **Saudi Arabian Mining Company**, KSA

Workplace Practicality: You don't have to hate strategic planning. 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.

PLENARY KEYNOTE ADDRESS: HUMAN CAPITAL INVESTMENT

15.30 How The Emerging Science of Human Capital Management Adds Strategic Value To Organisations

- Understanding how to align your business and talent strategies to increase performance and shareholder value
- Learn how to improve processes, organisational design and talent diversification to maximise the effectiveness of your organization
- Identifying new strategies that will assist leaders in making talent based decisions that optimise professional and operational performance

William Kinzel, Director, Online Strategy & Engagement, **Madinah Institute of Leadership & Entrepreneurship**, Knowledge Economic City, KSA
Best Training Strategy for KSA in 2009

Workplace Practicality: This session will enable you to effectively identify best practice processes that optimise the talent in your workforce. Leave this session with a new mindset and toolkit that will enable you to practice the new science of Human Capital Management.

16.15 Afternoon Refreshment And Networking Break

16.45 Organisational Design: The Essential HR Capability That Optimises HR Transformation

- Organisation, Structure and Design: Introducing mainstream and critical approaches that assess the contributions of each
- 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

Neil Roden, Group Director, Human Resources, **Royal Bank of Scotland**, UK

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.

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.

Followed by an Interactive Discussion and Audience Q & A

Tim Savage, Chief Human Resources Officer, **Jumeirah Group**, UAE
*Emerging International Best Employer from Middle East 2009**
Caroline Stevens, Vice President of HR, Middle East and Africa, **Hilton Worldwide**, UAE
Gareth Fox, Director, Human Resources, MEA, **InterContinental Hotel Group**, UAE

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

18.00 Closing Remarks From The Chair

18.15 Close Of Summit Day 1

“The close alignment of HR policies and practice with overall business objectives has never been more critical to delivering success”

Jeremy Brinton, CEO, **Magrudry Enterprises**, UAE

- 08.15 Registration And Refreshments
- 08.50 Opening Remarks From The Chair

Must Attend

MOTIVATIONAL GURU: MORNING KEYNOTE

09.00 The 5 C's In Change: Change Starts With You – It's Personal. Live And Work With Passion!

Effective change management starts from within – and it starts with you! In today's world, you, as an HR professional need to lead by example to inspire the people around you. Creating standards of excellence and then setting an example for others to follow has never been more important. You need to live and work with passion - not just exist, but be passionate about yourself and your life; driving you to personal and professional success. Gus will take you through a journey of personal change and success through the "5C's In Change" concept. This fun and adventurous journey towards changing your life starts by paving the way through:

- Character • Constructiveness
- Commitment • Communication
- Contribution

Gus Takkale, Author and Professional Speaker, **GTI**, Canada

Workplace Practicality: *The 5C's In Change is a practical guide that will enable you to find YOUR formula for changing the way you live and the way your engage and interact with your employees. The 5C's are geared toward simple actions that you can take to drastically improve your life and workplace experience.*

10.30 Morning Coffee And Networking Break

MORNING KEYNOTE ADDRESS

11.00 Employment Projection Trends In The Gulf: A Macroeconomic Analysis And Forecast For What 2011 Will Bring To Human Capital Management

- What's in-store? A comprehensive understanding of how the economy will shape employment trends for 2011
- Will the early signs of economic recovery impact your recruitment strategy? Should they?
- Planning and preparing for 2011: After a 2+ year hiring ban, 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.*

11.30 Leadership Development As The Backbone Of Every Organisation – An ALDAR Properties 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 coaching initiatives for maximum business success

Lee-Anna Nussbaumer, Former Human Resources Director, **ALDAR Properties**, UAE

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

12.15 "Meet The Solution Providers" Networking Lunch

Get to know the solution providers in an informal lunch session. Solution providers are on hand to help you achieve your strategic goals and develop an effective plan of action.

HR POWER PANEL

13.15 Strategic Approaches That Engage All Stakeholders And Enhance Your Organisation's Effectiveness: Unveiling Top Tips For Best Practice

- Engaging in dialogue to improve your firm's decision making and accountability toward CSR and achieving the triple bottom line
- Factoring in the varying perspectives, priorities and limitations of the various stakeholders
- Initiating open, two-way dialogue that seeks issues and understanding of mutual concern
- Collaborating with your business partners to create a sustainable compensation structure

Peter Carrie-Wilson, Executive Vice President, Human Resources, **Ethihad Airways**, UAE
Vicki Martin, Human Resources Manager, Middle East and India, **Estee Lauder Companies**, UAE

Workplace Practicality: *This session will provide you with multiple ideas that will help you engage stakeholders from every level of the organisation. Take away top tips from different perspectives from companies who are leading the way.*

14.00 Uncovering The Emerging Trends In Compensation And Benefits Strategy And How They Are Shaping Policy And Practice Within The GCC

- Identifying the impact the global economy has had on mobility and what companies are doing to make their pay packages competitive and cost effective
- Reward strategies for internationally mobile employees working in the Gulf
- Just how competitive is your company? Ensuring your organisation stays competitive by understanding what the future of total compensation looks like

- Leveraging total reward to achieve superior organisational performance
- The latest on non-financial compensation
- Flexible Benefit Scheme: Is it feasible in the region?

Tim Knight, Group Head of Compensation and Benefits, **National Bank of Abu Dhabi**, UAE

Workplace Practicality: *Employee compensation is consistently ranked among the top reasons that employees stay in their job. This session will give you a new perspective to managing your total compensation so you can remain competitive in the Gulf.*

14.30 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 KPI's from a Nationalisation perspective that ensure long-term performance and talent management success
- Avoiding common obstacles to the retention, talent management and succession planning suite

David Swavley, Chief HR Officer, **M.Y. Naghi Group**, KSA

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.*

INTERACTIVE ROUNDTABLE DISCUSSION WITH SOLUTION PROVIDERS

15.00 Successful Solutions With Proven Results: Leverage The Latest Technologies, Techniques And Solutions That Give Your Organisation The Flexibility It Needs

- Bring to light the latest technologies that make HR's job easier
- Discuss the pros and cons of outsourcing specific job functions
- Identify new products and techniques to find, train and retain the best

Workplace Practicality: *These round table discussions will give you the chance to find out first hand which solutions are the most efficient and cost effective for your organisation. The solution providers as well as those already using their services will give you the information you need to make a strategic and informed decision.*

15.45 Afternoon Refreshments And Networking Break

“The impact on the way in which organisational and people management issues have had to be handled has been particularly challenging for many HR professionals; some have responded others have succumbed.”

Tim Knight, **National Bank of Abu Dhabi**

16.15 Overcoming Recruitment Challenges: Predicting Recruitment Needs And Top Grading Today, For Tomorrow

- Understanding the ever-changing landscape of recruitment to position your company for success
- Revising your recruitment strategy to plan for the future and begin reaping the benefits today!
- Leveraging the power of social media to effectively reach and attract top talent
- Creating an outstanding candidate experience to ensure you attract and hire top candidates
- Discovering low to no cost recruiting and staffing techniques to transform how you approach recruitment

Barry Stokes, Senior Recruitment Manager, **Alghanim Industries**, Kuwait
*Best Employer in the Middle East 2009 Recipient**

Workplace Practicality: Learn how trends in recruitment will help you today. Bring back techniques with proven results

16.45 The 3C's Of Retention: Compensated, Cared For And Competent – Identifying Tactics To Reduce Turnover And Promote Retention Through Participation And Collaboration

- The HR Director's guide to international recruitment and retention
- Discovering turnover costs that typically remain hidden
- Identifying job reward factors and the difference held in perception between employee and supervisor
- Retaining the best to be the best: Learning, development and talent management strategies that reduce turnover and promote career development and loyalty to the organisation

Roger Knight, Director of Human Resources and Training, **American Mission Hospital**, Kingdom of Bahrain

Workplace Practicality: You will leave the Summit ready to implement the techniques that you picked up in this session. You won't have to waste time developing a retention strategy from scratch.

17.15 Closing Remarks From The Chair

17.20 Close Of Summit Day 2

Why Attend the REINVENTED, RECHARGED, REFRESHED HR Summit?

“ Because it is a means of updating your knowledge and learning to do something differently and providing perhaps a fresh perspective on a range of topics that really matter today ”

Roger Knight, **American Mission Hospital**

Post-Summit Master Classes

Master Class Timings: Registration and coffee will be at 08.00. The workshop will run from 08.30 to 14.30 with two breaks for refreshments. Lunch will be served at 14.30 at the close of the workshops.

Wednesday, 27 October 2010

A

Human Resources In Context: Part 1
Outlining The Necessity Of Effective Human Resource Management (HRM) During A Time Of Continuously Changing Corporate Culture

A specifically designed course, this practical master class will provide a background in Human Resource Management for newly appointed HR practitioners from all industries and for those wishing to extend and update their knowledge in the basics of HRM and Human Resource Development.

A highly interactive programme, the master class will be a mix of theory and practical sessions all dedicated to developing your skills through a series of individual and group trainings. To adapt to continuously changing corporate culture, you will need to improve your performance and offer advice to managers regarding HR operations.

Charles Wilson, Owner, **The Consultancy**, UK

Workplace Practicality: Explore and examine leading edge thinking in HR across a multitude of key topic fields including:

- Putting HR into context in today's constantly changing businesses
- The evolving role of HR as a business partner
- Leadership in HR
- Human Capital Management

B

Competency Management:
The Foundation For Competitiveness - Design, Assess And Develop The Right Competencies For Your Organisation

Intellectual assets are now recognised as one of the foundations for competitiveness and competency management has become a strategic issue. The ability to implement strategy and achieve “bottom line” results requires that organisations take stock of available competencies and manage them in a way that increases the effectiveness of people's performance throughout the value chain.

Top performers are able to produce high-value accomplishments primarily because they have the required competencies and they know how to do things more productively than others. Competencies are abilities and traits that predict and enable effective or exemplary performance of a job within a specific organisational context. To be deemed “competent” in an area, a performer must have requisite skills, the appropriate body of knowledge, and traits or personal characteristics that contribute to success.

Dr. Elie Daher, CEO and Managing Director, **NEXt – Network of Excellence In Training – A Schlumberger Company**, UAE

Workplace Practicality: By attending this master class you will learn how to build competency models for your company by taking proven examples from Oil and Gas companies. This master class will enable you to:

- Conduct self assessments and/or interview based assessments
- Analyse and map assessments to competency matrix
- Create training and development roadmaps for the employee
- Monitor the progress and ensure impressive ROI in training

Thursday, 28 October 2010

C

Human Resources In Context: Part 2
Developing And Adopting Effective Policies And Procedures Into Your Business To Improve Organisational Performance

To maximise your master class experience, this course has been designed as an enhancement to **Human Resources In Context: Part 1**. This course will further address the challenges in Human Resource Management during a time of continuously changing corporate culture. Fully prepare yourself for promotion by developing your HR expertise and establish a thorough understanding of Human Resource Management and its impact on your organisation.

Charles Wilson, Owner, **The Consultancy**, UK

Workplace Practicality: Explore and examine leading edge thinking in HR across a multitude of key topic fields including:

- Policy changes and their effect on the workplace
- Integrated Performance Management
- Training and Professional Development
- Performance Management
- Compensation and Reward

Must Attend

D

Aligning Talent With Your Corporate Strategy
Using The Balanced Scorecard

Used by thousands of private, public and nonprofit organisations around the world, and hailed by Harvard Business Review as one of the 75 most influential business ideas of the 20th century, the Balanced Scorecard is a proven tool in the execution of strategy and aligning employees with organisational goals.

Jacqueline McCartney, Balanced Scorecard and Organisational Development Specialist and Consultant, **Syat**, UK / MEA , and Former Director of Training and Development, **Balanced Scorecard Collaborative**, Europe

Workplace Practicality: Learn how to utilise the Balanced Scorecard to focus investment in the talents of employees and deliver increasing returns and improved strategic performance.

- Managing performance or performance management?
- Cascading the Balanced Scorecard to teams
- Engaging individual employees
- Prioritising HR investment in Training and Development
- Understanding how talent management is related to and managed alongside strategy

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Seminars

PRE-EVENT SEMINAR

(LIMITED TO 50 DELEGATES)

Tuesday, 26 October 2010

07.45 – 08.30

45 Minute Degree In Budgeting And Finance For Human Resources

This session will provide HR Directors and Managers with an introduction and understanding to budgeting and finance.

Leave this session knowing:

- Why the decisions made by HR affect the organisation's financial performance
- The fundamentals of budgeting and finance
- Revenue and expense recognition
- The cost to hire and cost of turnover

Workplace Practicality: Bring back to the office an understanding of the income statement and balance sheet and how your day-to-day operations impact the company's bottom line.

LEGAL ROUND TABLE SEMINARS: COUNTRY SPECIFIC

Tuesday, 26 October 2010

Running throughout the day

Everything You Ever Wanted To Know About Employment Law (But Didn't Want To Pay A Lawyer To Ask)

Legal consultation is not cheap and can cost your organisation over US\$ 1,000 per hour. In many situations full legal consultation is a must, but how do you find answers to your lingering questions? Bring your employment law and legal HR questions with you to this year's Summit.

Our panel of experts are on-hand to provide you with answers to your most pressing issues. Topics for discussion will include:

- Updates and changes to the current labour law
- Employment in the Free-Zone and which laws take precedence
- Nationalisation
- Redundancies
- Expatriates working on international contracts
- Differences between public and private sector

Workplace Practicality: This session will allow you to have your country specific questions answered and provides practical advice and strategies for you – ensuring your organisation reduces risk and is compliant with the law.

Focus Countries:

- UAE • KSA • Qatar • Oman

SHARED SERVICES AND SELF SERVICE: NEW FORMS OF SERVICES AND DELIVERY STRATEGIES THAT IMPROVE QUALITY LEVELS IN DELIVERING HR SERVICES

Tuesday, 26 October 2010

11.30 – 12.15

Your business has evolved, but the real question is, has your service centre? This session will explore shared services and self services and the new opportunities that they afford your business. After attending this seminar you will:

- Be able to define achievable goals in moving to a shared service centre
- Develop an improvement programme for HR services
- Remove administration costs by using unique HR technologies
- Plan the future goals and business purpose of the service centre

Workplace Practicality: This session will enable you to make an informed business decision after discussing the pros and cons of shared versus self services and the various benefits they offer your organisation.

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.

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To discover more and to play a part in our all **NEW!** sponsorship opportunities please visit www.hrsummitme.com or contact Jake Brown at jake.brown@iirme.com or on +971 4 407 2732

Why be involved as a sponsor or exhibitor?

7 Great Reasons!

1 New Sales Leads

By showcasing your services at the exhibition or during the conference programme, 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 Middle East HR Summit 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 at conferences 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, 1:1 Meeting Rooms...

5 Position Your Corporate Brand

Showcasing your company at leading industry events 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 run with the support of 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 Middle East HR Summit 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. Contact **Jake Brown** for details on tailored sponsorship and exhibition packages to meet your needs on +971 4 407 2732 or sponsorship@iirme.com.

Gold Sponsors



Kenexa® provides business solutions for human resources. We help global organisations multiply business success by identifying

the best individuals for every job and fostering optimal work environments for every organisation. For more than 20 years, Kenexa has studied human behaviour and team dynamics in the workplace, and has developed the software solutions, business processes and expert consulting that help organisations impact positive business outcomes through HR. Kenexa is the only company that offers a comprehensive suite of unified products and services that support the entire employee lifecycle from pre-hire to exit.



Friends Provident International (FPI) was established in the Isle of Man in 1978, and has been delivering innovative and sophisticated propositions to a competitive market for more than 30 years. FPI's

business continues to grow and today it has offices in the Isle of Man, Dubai, Hong Kong and Singapore. This enables the delivery of first class customer service to local markets in a language they understand. FPI offers a range of individual savings, protection and investment products, as well as group savings and group protection policies and tax planning trusts. An extensive fund range, is complemented by FPI's Dynamic Portfolio Planner international (DPPI) – an innovative portfolio-planning tool that enables advisers to build bespoke investment portfolios for their clients.



ITQAN is the UAE leading systems integrator known for providing Enterprise clients with world-class solutions addressing their local business needs. With a multi-national team of more than 150 IT professionals, the company has offices located in major UAE cities and several business partners across the Gulf. The company has offices

located in Abu Dhabi and Dubai. During the summer of 2010, ITQAN launched its new office in Al-Ain with later this year another office is slated to be opened in Western Region. These plans have also crossed local boundaries whereby a new branch is planned to be launched in Malaysia.

ITQAN is a pioneering force in the market, and prides itself with many firsts attached to its name ever since its inception.

ITQAN was the first systems integrator to achieve and implement the ISO 20000 certification in the region, the first international standard for IT Service Management and its certification exemplifies a systematic and professional approach to the management of IT service provision. ITQAN's fervent adherence to stringent quality standards is further proven by two additional ISO certifications: ISO 9001:2008, and the ISO 27001 standard. The latter was attained this year and reflects compliance with the standards' set of information security controls.

ITQAN is a recipient of numerous quality and excellence awards: The Best ICT Company - Arab Technology Awards 2006, Gulf Excellence Forum Award 2000, Middle East Information Technology Award as the IT Company of the Year 1999, and Dubai Quality Appreciation Award as the IT Company of the Year (Services) in 1999. Recently ITQAN has also been recognized at the Microsoft Worldwide Partner Conference for its outstanding Microsoft Dynamics implementations by being a Partner of the Year – Finalist. For the same reason, ITQAN has joined the Microsoft Dynamics President's Club a year earlier. This marks 15 recognitions from Microsoft in the past 18 years.



SumTotal Systems, Inc. is the leading provider of proven talent development solutions that automate and integrate learning, performance, and compensation to drive business results. Our solutions strengthen and develop employee skills to

accelerate time-to-market, close skill gaps, and reduce the risk of business disruptions.

With SumTotal, organizations can:

- Align their workforce to business goals. There is no substitute for talent, and no better way to achieve business goals than to develop talent. A productive workforce enables companies to accelerate time-to-market and grow into new markets.
- Foster a high-performance culture. Organizations can maximize the value of their employees, reduce employee turnover, reward star performers, respond to opportunities and threats faster, and improve customer service.
- Reduce risks. Companies can reduce staff turnover, manage succession plans, minimize business disruptions, and reduce the risk of non-compliance, litigation, and lost business reputation.

Formed in March 2004 by the merger of industry pioneers Docent and Click2learn, SumTotal is now the leading global provider of Software-as-a-Service (SaaS) talent development solutions.

With more than 18 million users worldwide, SumTotal has increased the performance of some of the world's best-known companies and government agencies, including Accenture, Citigroup, DaimlerChrysler, Delta Air Lines, Ernst & Young, Microsoft, Novartis, U.S. Army, U.S. Air Force, U.S. Navy, U.S. Coast Guard, Vodafone, Wachovia and Wyeth.

SumTotal is backed by Vista Equity Partners, a leading private equity firm, with total revenues of more than \$3.5 billion. Vista Equity portfolio businesses employ more than 9,500 people and reach over 35,000 customers in more than 75 countries.

Silver Sponsor



We are a global outsourcing, consulting and HR solutions company and work with many leading multi-nationals. We offer the full outsourcing solution including recruitment, assessment, selection, on-boarding & HR management and provide services across many disciplines

including IT, sales, finance, data entry, call center, retail and various support functions. We provide a multitude of skilled people resources for short and long term projects, which helps our clients reduce costs. In addition to providing visas, payroll, insurance and other benefits, we can also manage staff on a day to day basis. We offer customized service offerings to meet client needs that help fulfil complex SLA's where we are measured on metrics such as attrition, training and performance of the outsourced employees.

Supporting Sponsor



Dubai Knowledge Village (DKV) is the world's only Free Zone area dedicated to Human Resource Management. Established in 2003 as part of TECOM Investments, DKV aims to develop the region's talent pool and establish the UAE as a knowledge-based economy.

DKV is a unique hub that offers the best selection of Human Resource Management, Consultation, Training, Assessment, Linguistics, Executive Search, Consultancy, R&D and Personal Development programmes on a picturesque campus in the heart of Dubai.

With over 450 business partners, DKV aims to establish itself as both a trusted business partner and a centre of excellence.

DKV business partners enjoy special privileges such as 100% foreign ownership, 100% tax-free operations, 100% repatriation of profits and effortless visa and licensing issuance procedures.

With years of experience and a strong commitment to developing the UAE's talent pool, DKV can be seen as your partner in bringing in the very best programmes from around the world..



Sponsors

Exhibitors



Within the UAE, Oman Insurance Company is a local insurer of international private medical insurance products sold in this region. These are administered by **Bupa International**. These products offer high

quality flexible plans and are designed for groups and individuals living and working abroad who require international cover. Customers can enjoy cover for benefits such as maternity, home nursing, routine and emergency dentistry, hospital treatment and accommodation, sports injuries and chronic conditions such as diabetes. Oman Insurance Company provide access for members to their extensive medical network offering members direct settlement of their claims avoiding the need for them to pay and reclaim.



Mawj Training & Consulting provides Change Management training and consulting. Now, for the first time in the Middle East, Mawj offers public & on site 3-day Change Management Certification

workshops based on the world renowned Prosci research methodology & tools. We are the only Authorized Primary Affiliate in the GCC countries for the US-based Prosci and the change management learning center. We also offer 1-day Change Management for Executives workshop. Prosci and the Change Management Learning Center offer the most comprehensive options for change management training. Customers range from the United Nations to some of the largest Fortune 100 companies. The training is based on the results from Prosci's benchmarking research with 2000 organizations from 65 countries over the past 12 years. The tools and methodology are based on research best practices from companies world-wide, Holistic (complete solution) and Prosci's structure process, templates, assessments and checklists are easy to learn and apply, they are integrated into a simple, but comprehensive framework for managing change at all levels. The Program is based on a knowledge-transfer model that allows you to build your internal change management competency. It follows the teaching method of "Apply as you learn". You work on real change project at the workshop. All material including Books, manuals, handouts (Assessments & Templates), CD and license are from the US. For more detail information, please visit www.mawj-it.com, call +966-505-822-964 or send email khaled@mawj-it.com.



For the last 25 years we have been employing our global sourcing expertise to couple with the understanding of the recruitment dilemmas faced by the GCC employers to provide tailor made solutions

helping address specific recruitment challenges of the current times. We excel in 11 industry verticals and staff our clients varied manpower requirements irrespective of the type and the scales. **Jerry Varghese** is fully geared to take up the most complex recruitment assignments and complete them with ease and on time. Repeatedly recognised by our client and candidate communities alike, our values, commitment and expertise truly make your search for human resources, end at our doorstep.



Founded in 1951, **AMIDEAST** is an American nonprofit organization engaged in international education, training, and development assistance. With over 20 field and project offices in the Middle East and

North Africa and more than 600 dedicated professional staff, AMIDEAST provides programs and services to improve educational opportunity and quality, strengthen local institutions, and development language and professional skills for success in the global economy. AMIDEAST is deeply committed to strengthening mutual understanding and cooperation between Americans and the peoples of the Middle East and North Africa.



With over 600 customers in more than 54 countries managing 9.7 million employees and pensioners worldwide, **HR Access** is a leading global provider of HR Solutions that is tailored specifically for

each customer in accordance with compliance and regulation procedures. It offers a complete set of applications (Payroll, HR Administration, and Strategic Hr Management) designed for all countries, industries, and organisations. Its mission is to help companies improve their HR services, optimise their HR costs and develop a strategic approach to Human Resources. "HRa Suite 7" is a solution which has been designed for large and medium companies and organisations. HR Access provides comprehensive services offering that includes highly specialised expert consultancy, professional services, implementation capabilities, training, best practices, and support. With more than 1100 employees worldwide, over 2,000 consultants specialising in implementing HR Access solutions, and a presence in all major European countries, HR Access heavily invests in Research & Development in order to offer solutions that bring together security, the sum of 37 years of expertise, and innovation, as a result of working side by side with HR business professionals.



International Swiss Debt Management Consultancy is the first Independent Debt Counseling Firm in the GCC. Our core objectives is to offer solutions to individual customers and businesses

struggling to fulfill their loan and credit card obligations with their banks.

- Our Goals**
- Help our customers free themselves from the anxiety and stress of debt problems and collections.
 - Provide uncompromised and dedicated Debt Management services that put our customers in control of their financial success
 - Give advice, direction and encouragement to our customers and empower them to plan for a debt-free future
 - Re-establish and strengthen relations between our customers and their banks
 - Restore hope in our customers



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