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CHAIRMAN MESSAGE

From Challenges to Opportunities



Don Jones
Chairman, Origin Group

Despite the various challenges facing the entire world such as economic, political, technological, etc. in addition to the recession we are going through, as a result of declining oil prices, we still have to consistently work hard and convert these challenges into opportunities.

Dr. Tom Peters - the leadership excellence guru - has many times emphasized on facing any challenge smartly, in various events he spoke at, and I quote "If an opportunity doesn't knock, build a door" and one of the doors can be focusing more on Training and

Development of employees to enable them and equip them with the skills they need to handle the challenges professionally and positively.

We at Origin Group initiated the responsibility to continuously add value to businesses by Blending Expertise with Innovation. According to this Vision, Origin succeeded to attain this vision in 2015 and 2016 and looking forward achieving better in 2017 by Training and Developing more of the GCC Human Resources.

I would like to thank all these organizations and individuals who worked with us and/or through us. I also would like to thank the Labor Fund (Tamkeen) Bahrain for their unique vision in focusing more on developing the human capital of the Kingdom of Bahrain. Thanks go also to the Human Resources Development Fund "HRDF" and Aramco Company in Saudi, and Al Raffad Fund in Sultanate of Oman for their tremendous support.

Wellbeing for healthier, happier and productive manpower



Origin Group managed The 6th GCC Conference and Exhibition of Wellbeing, which was held under the patronage of H. E. Dr. Abdulhussain bin Ali Mirza, Minister of Electricity and Water Affairs, on 23rd - 24th November 2016 in Crowne Plaza Hotel - Kingdom of Bahrain.

The conference was organized by Bahrain Occupational Health Association and sponsored by Bahrain Petroleum Company (Bapco), Bahrain Islamic Bank (BISB), Bahrain Airport Services (BAS), Banagas, Tamkeen, Garmco and BNH.



The Group adapts "Kaplan Balanced Scorecard" for its strategic planning



Due to the current conditions, challenges, and the competition that many institutions going through, it has become a necessity for these institutions to maintain excellence, satisfy customers, and seek sustainable development; to assure the achievement of their objectives in the long run.

From this standpoint, Origin

has conducted number of workshops for its team done by Mr. Saleh Al-Ansari - Strategic Planner and BSC Trainer and Expert. The workshop highlighted the "Kaplan Balanced Scorecard" system, and how its implementation can direct the company to an effective and integrated strategic planning for the coming years.

OTC collaboration with international awarding bodies

Origin Training Centre collaborated with numerous of international awarding bodies to run its training programs, whereas several training programs have been implemented. OTC conducted a group of awarded and certified programs, such as The International Professional Certificate in Sales and Marketing, approved by the British Institute of Sales Management (ISM), The Professional Diploma Certificate program in IT skills from the University of Cambridge, English for Business certificate awarded by The London Chamber of Commerce and industry (LCCI), in addition to the accredited accounting degree programs of Technicians Association of Accounting (AAT), 6 Sigma program

 ISM AISING THE VALUE OF SALE DIPLOMA LEVEL 1,2,3,4	 AAT ACCOUNTING LEVEL 2,3 & 4	 AUTODESK PROGRAMS
 CIPD Championing better work and working lives	 KAUFFMAN FASTTRAC. USA أفضل البرامج التدريبية في ريادة الأعمال	 ILM INSTITUTE OF LEADERSHIP & MANAGEMENT Approved Centre
 SIX SIGMA	 TAFE AUSTRALIA SYDNEY INSTITUTE	 LCCI PEARSON International Qualifications
 CAMBRIDGE International Examinations	 CIPS Chartered Institute of Procurement & Supply	 Highfield awarding body for compliance Approved HABC Centre
 INSTITUTE OF PROJECT MANAGEMENT AUSTRALIA	 neboosh	City & Guilts

awarded by the American Society for Quality (ASQ), and Kauffman Foundation FastTrac Entrepreneurship programs. Origin Training Centre is discussing with several accredited international awarding bodies to implement their programs in the future, taking into consideration

conducting diversified and unique certified programs with a wealthy theoretical and practical syllabus; to hone job seekers skills and prepare them to enter the business world, and mend employees' skills and foster and expedite their career development.



**تمكين
Tamkeen**

13000
Individuals have been certified through the Professional Certifications scheme

5000
Customers were served in Business Development scheme

60%
of business supported are Start-ups

tamkeen.bh

OTC the regional provider for Kauffman FastTrac Entrepreneurship programs


FASTTRAC®
Startup your idea

Courses to help entrepreneurs start and grow their businesses. More than 350,000 people worldwide have taken a course since 1993.

Origin Group signed a memorandum of understanding with IMPACT MENA - Jordan (MENA region "FastTrac" provider) to run Kauffman foundation entrepreneurship training programs, which are Kauffman FastTrac NewVnture, Kauffman FastTrac GrowthVenture, and Kauffman FastTrac TechVenture. Mr. Farhan Khalaldeh CEO and Founder of (IMPACT MENA - Jordan) has trained a group of entrepreneurs and experts in OTC to be certified facilitators .by Kauffman Foundation.




MOU signing to run Kaffman FastTrac Entrepreneurship programs



الشهادة الاحترافية في التسويق والمبيعات

Certificate in Sales and Marketing (ISMM)

Levels: 1, 2, 3 & 4





Leaders Can Shape Company Culture through Their Behaviours

◆ By Jim Whitehurst*

One business buzzword we hear almost everyday is “culture,” as in, our organization has a “strong” or “innovative” or even a “toxic” culture. But what do we really mean when we say this?

For me, an organizational culture is defined by how people inside the organization interact with each other. Culture is learned behavior — it’s not a by-product of operations. It’s not an overlay. We create our organizational culture by the actions we take; not the other way around.

For example, I sit on the board of United Airlines. At the start of every board meeting, the first topic of discussion is about where the fire exits are, how to access the stairs, and where we will meet up afterward. Why would we bother starting every meeting that way? Because United’s culture is built on safety. And the best way to cultivate and reinforce that culture is to lead with behaviors and take actions that promote the importance of safety.

Another element of United’s culture is timeliness. I am a punctual person by nature, but I recall dialing in to one board

meeting a few seconds late. The other participants started a few minutes before I joined. They saw a chance to start early, so they did.

I share these stories as a way to show that how we behave as leaders drives the kind of culture we end up with. But this is also why changing an existing culture can be so difficult.

This is a topic fellow executives ask me about a lot. It’s not easy to change a culture, because it involves changing how we behave. If you’re running a company that has been doing something a certain way for a long time, it can be hard to get everyone on board with doing it differently. And that includes your organizational leaders.

Picture the following scenario. A group of executives decides that their organizational culture needs to become more “customer focused.” But when you look at the agenda of their meetings, there’s no time devoted to discussing how they can improve their customers’ experience. And how much time do those executives actually spend out in the field, visiting customers, let alone

fielding calls from them? If these executives prioritize something other than customers in their behavior, don’t you think the rest of the organization will follow suit?

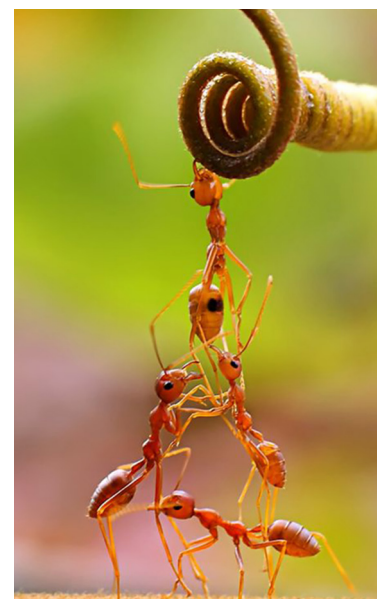
It’s easy to think that building a culture is about other people’s behaviors, not how you act as a leader. But I believe that culture change begins when leaders start to model the behavior they want the organization to emulate.

Case in point: A lot of executives come to me for advice about how they can build a more innovative culture, like the one we have at Red Hat. Well, it’s not as simple as telling everyone to “go out there and innovate!” Our innovative culture is a product of the behaviors that we embrace throughout our organization. One of those elements is a willingness to have open and frank discussions about what separates great ideas from bad ones. If you want to be innovative, you also need to accept failure. If our associates aren’t pushing boundaries and sometimes failing along the way, we probably aren’t pushing hard

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The best way to cultivate and reinforce that culture is to lead with behaviors.

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enough. But by accepting and even celebrating a failed effort, we promote innovation. We will reward someone who tries to climb the tallest mountain, even if they fall short of the summit, because they have created an experience we can learn from and build upon. That's what innovation is all about. Consider an example from Amazon, one of the world's most valuable companies. Jeff Bezos, Amazon's founder and CEO, has said that if his people have a one-in-10 chance of making a 100x return on an investment, he wants them to make that bet every time. But that means that to reap the reward Amazon needs to be willing to tolerate someone failing nine out of 10 times. That can be a hard concept for traditionally run companies to wrap their heads around. They are used to measuring objective outcomes and results. They

might think that failing is not something to celebrate; it's to be punished. So, why would anyone be surprised when innovation stalls as a result? After all, who would be willing to stick their neck out to try something new if there wasn't any upside to doing so? The point is that building an innovative culture starts by looking at how you behave as a leader toward those trying to innovate. The same is true about any kind of culture: It all begins with the behavior of your leaders. To say that another way, if you are interested in changing the culture of your organization, your first step should be to look in the mirror and make sure you are setting the kind of behavioral example you want everyone else to follow.

* Harvard Business Review



“ culture change begins when leaders start to model the behavior they want the organization to emulate. ”

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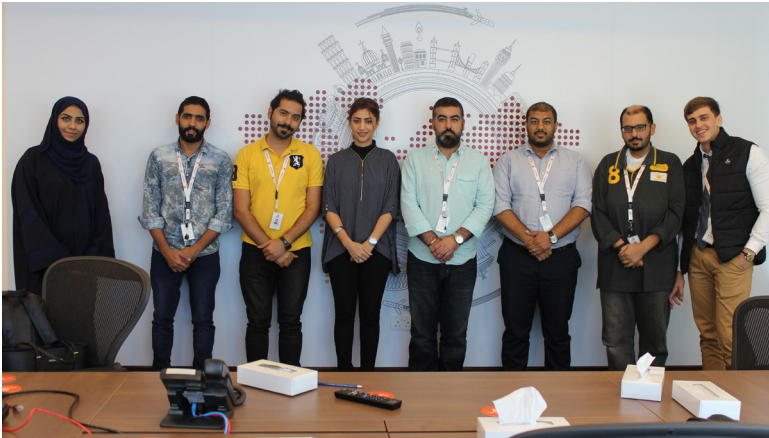
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OTC Gallery



AAA Company graduates from LCCI Certificate Level - English for Business



Training for Batelco employees in Advance Sales Management



OTC proudly graduated the first batch of Sales and Marketing Management course certificate (ISMM - UK)



Class of AAT Level 1 Certificate in Accounting



Al Rashid Group Staff attending a workshop



Mr. Peter Hooper - Head of Language department recognizing the star performer



ISMM Class (e7trf) Programme



English Language Learners at OTC

"Tony Buzan" unleash the creativity and innovation strategies in Saudi Arabia

In collaboration with the Gulf for Education and Training - Saudi Arabia, Origin Group organized the Creativity and Innovation workshop hosting the innovative global thinker and Mind Mapping inventor, Professor Tony Buzan in each of the city of Jeddah on October 16, the city of Riyadh October 18, and the city of Al Khobar on October 20, 2016. Where more than 150 participants attended in each city and varied from Officials, Managers, Supervisors, Juniors, Students, and Individuals. Professor Tony Buzan has focused during these workshops on how to promote creativity and innovation at work and how to use and utilize Mind Mapping to raise the level of productivity, reduce wasted time at work, and use resources optimally. Tony Buzan is the world-



renowned inventor of Mind Mapping and expert on the brain, memory, speed reading, creativity and innovation. He has been named as one of the world's top 5 speakers by Forbes magazine. A Mind Map is a powerful graphic technique which provides a universal key to unlock the potential of the brain.

It harnesses the full range of cortical skills – word, image, number, logic, rhythm, colour and spatial awareness – in a single, uniquely powerful manner. In so doing, it gives you the freedom to roam the infinite expanses of your brain. The Mind Map can be applied to every aspect of life where improved learning and clearer thinking will enhance

human performance. Mind Maps play a major role for various international companies to succeed and prosper, especially Apple Company as John Scully (Former CEO of the company) used Mind Maps prior to each device he designed, formed, and launched.

Origin CEO Invitation to the CIPD Expo in Manchester



Mr. Peter Cheese
Chief Executive, (CIPD)



Mr. Ahmed Al Banna
CEO, Origin Group



Mr. Al Banna and Mr. Yusuf Fakhroo (HRM) of Gulf Petrochemical Industries Co. at CIPD Conference

Mr. Ahmed Al Banna - CEO Origin Group - received an invitation from Mr. Peter Cheese, the CEO of the Chartered Institute for Development and Human Resources (CIPD) – UK, to attend the CIPD Annual Conference and

Exhibition which was held on 9th – 10th November 2016 in Manchester. The CIPD Annual Conference and Exhibition that attracts 4000 participants of the field from all over the world, is the UK's

biggest HR event. Running for nearly 70 years, it is now leading the conversation about the future of work and inspiring thousands of HR and L&D professionals. Mr. Ahmed Al Banna discussed with the CIPD CEO, Mr. Peter

cheese the opportunities for cooperation between the two parties in the field of training and human capital development and running CIPD programs through Origin Training Centre.

ORIGIN TRAINING CALENDAR

Month	Course Title
JANUARY - MARCH	Level 1 Certificate in English for Business
	International Diploma in IT Skills (Foundation Level)
	Employee Motivation
	360 Degree Feedback
	Level 2 Certificate in International Retail Operations
	Level 2 Certificate in Customer Service
	Procurement and Supply Chain Management
	Customer Centricity - Main Workshop
APRIL - JUNE	Level 1 Certificate in English for Business
	International Diploma in IT Skills (Foundation Level)
	Certified Six Sigma Green Belt
	Level 1 Certificate in Business Administration
	Balanced Score Card
	AAT level 1 Certificate in Accounting
	Communication and Negotiation Skills
	Customer Centricity - Main Workshop
Procurement and Supply Chain Management	
JULY - SEPTEMBER	Level 1 Certificate in English for Business
	International Diploma in IT Skills (Foundation Level)
	Level 2 Certificate in Public Relations
	Business Report Writing
	Risk and Change Management
	Leadership and Management
	Occupational Basic Health and Safety – First Aid
	Procurement and Supply Chain Management
OCTOBER - DECEMBER	Level 1 Certificate in English for Business
	International Diploma in IT Skills (Foundation Level)
	Team Building Indoors
	Level 3 Certificate in Sales Management
	Level 2 Certificate in Marketing
	Human Resources Development and Recruitment Analyst
	AAT Level 1 Certificate in Accounting
	Procurement and Supply Chain Management
5 th Customer Service Conference	

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SO YOU THINK YOUR COMPANY IS CUSTOMER-CENTRIC,

7 HABITS of CUSTOMER-OBSSESSED COMPANIES



Provide customers easy and quick help with real people.

1

2

Obsess over every detail of the customer experience.



Get on the front lines of customer interactions instead of remaining behind their desks.

3

4

Instill a customer-obsessed culture through internal communications.



Align marketing and customer service departments on ROI metrics.

5

6

Value customer quality over customer quantity.



Factor in customer satisfaction scores as part of employee compensation and bonus plans.

7

Source: visioncritical.com

aat

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