

YOUR FUTURE IN YOUR HANDS

Development

What the industry needs from you

Careerbuzz

More than just a job

Partnership

Creating value for Qatar

Entrepreneurship

A call for innovation

**Voi**ces

HE Abdulla bin Hamad Al Attiyah

HE Yousuf Hussein Kamal

HE Dr Hamad bin Abdul Aziz Al Kuwari

HE Dr Ibrahim Al Ibrahim

Sheikh Faisal bin Qassim Al Thani

مستــقــبلك بــيــن يــديــك YOUR FUTURE IN YOUR HANDS

Member of Qatar Foundation

NATION
BUILDING IN
YOUR HANDS!

# The biggest challenges attract the best minds

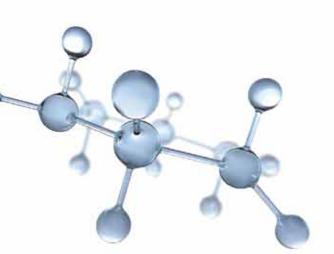
ExxonMobil embraces Qatar's National Vision 2030 through our support of the Human, Social, Economic and Environmental Development Pillars. We believe education, training and development of youth are among our priorities in the State of Qatar.

Seeking to develop future leaders, ExxonMobil actively recruits students from Qatar University, other local universities and colleges, and around the world into a wide array of disciplines.

Are you ready to join us?

To find out more join us at the Qatar Career Fair and apply

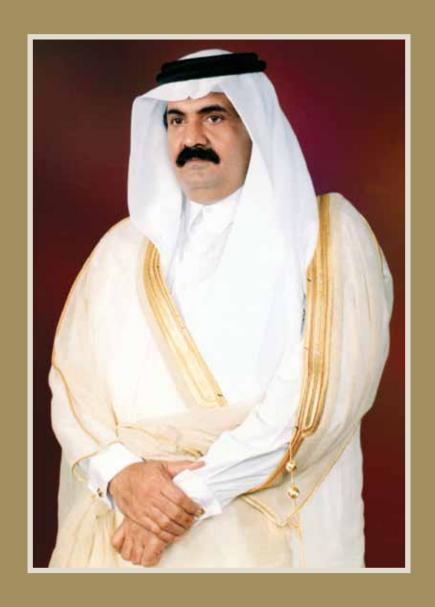
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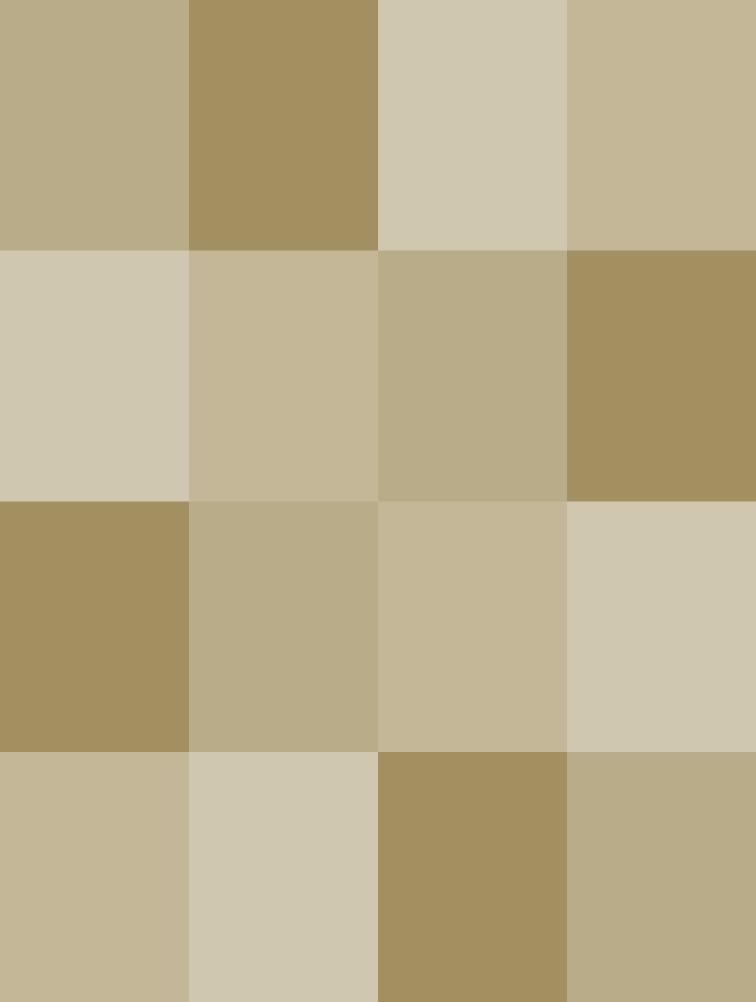




HH The Amir Sheikh Hamad Bin Khalifa Al Thani



HH The Heir Apparent Sheikh Tamim Bin Hamad Al Thani





### **AMBITION BEYOND A FAIR**

nce again we are preparing for the next incarnation of Qatar Career Fair. With the highly successful March 2010 event behind us, the focus is now on how we can improve things even further in 2011. Indeed the term 'fair' no longer accurately depicts our objectives. Our aspirations for QCF are much wider than a single series of exhibitions. They rest on a shared responsibility, embodied in the Qatar National Vision 2030 initiated by His Highness the Amir Sheikh Hamad Bin Khalifa Al Thani, to transform Qatar into an advanced state, capable of achieving sustainable development and a high standard of living for both current and future generations.

#### Not just a fair...

QCF's primary mission is to raise awareness among students and to lead them to learn that the real objective behind learning is to be able to make a contribution to our country's march toward progress. This can be done by choosing the right career to suit their aptitudes and qualifications, and by engaging their parents in that choice. The welfare of young Qataris is our utmost priority.

#### A foundation for the future...

QCF is now a foundation upon which to build the human resources sector in Qatar. It is a meeting place for experts in every different area of human development – educators, entrepreneurs, employers and business leaders – in order to make every Qatari citizen's dream of career stability and welfare real. This, in turn, will give Qataris the opportunity to unlock their potential and push the wheels of development in our beloved homeland – Qatar.

#### A key to success...

Because we look at all these together and even beyond.

Abdullah Al-Mansouri
EXECUTIVE DIRECTOR

Qatar Career Fair







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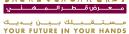
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In support of Qatar Career Fair 2011

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#### QATAR CAREER FAIR 2010 ORGANIZED BY:



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# IFIE NSTITUTION

The driving force behind Qatar Foundation's career development outreach.

atar Career Fair is a national center for the advancement of careers among Qatari citizens. It assists in the training and recruitment of Qataris for jobs in the public and private sectors, and in the long-term development of their professional lives. In so doing, it seeks to fulfill both the spirit of Qatar National Vision 2030, and the most pressing needs of the country's fast-growing economy.

Human Development is one of the four pillars of the Qatar National Vision 2030. It argues that without educated, healthy, capable and motivated citizens, the "increased and diversified participation of Qataris in the workforce" will not be possible.

Qatar Career Fair embraces that challenge. It helps guide Qatari school, college and university students – as well as graduates and job-seekers – toward the wide variety of training and employment options available to them across the county.

It helps employers locate the best and brightest for their work force, and meet the Qatarization requirements of the state.

Even more than that, it reaches out to the parents of students and prospective employees as well as researchers, academics and recruitment companies - in order to increase understanding of the labor market, both through the eyes of those that seek meaningful work, and those that offer it.

For further information, visit www.qatarcareerfair.com.qa

# The 2010 Event

- The place to be for education, employment, training and career development.

atar Career Fair 2010 was held at the new Doha Exhibitions Center in West Bay from 14 to 18 March. Inaugurated in 2007 by His Highness the Heir Apparent Sheikh Tamim Bin Hamad Al Thani, the Fair has become the epicenter of Qatar's training and employment drive. Organized jointly by Qatar Foundation, Qatar Petroleum, Qatar University and the Ministry of Labor, it was primarily aimed at young Qataris. By gathering Qatari companies and their international partners in one place, the Fair gave young people a chance to talk to prospective employers and gain a deeper understanding of what a career really means in a given field.

For younger students and their parents, this experience helps develop clear objectives in terms of future learning through the education system and on to the world of work.

For older students, it offers the chance to find exactly the right combination of courses, internships and volunteer work to reach their goals. For those already in the labor market, the Fair was a chance to seek out options among employers they may not have thought of.

One way in which Qatar Career Fair 2010 made it easier for visitors to navigate their way through the employment maze was by its division into different sectors, or 'villages'. These were:

- 1. Government
- 2. Energy & Industry
- 3. Education, Health & Sports
- 4. Business & Finance

This gave every visitor the chance to narrow down their options quickly and efficiently, depending on the sector they were interested in. It gave employers a direct stream of potential applicants, as well as indicating the key areas in which Qatar is pushing its economic development agenda.

For further information, visit www.qatarcareerfair.com.qa



ONE WAY IN WHICH QATAR CAREER FAIR 2010 MADE IT EASIER FOR VISITORS TO NAVIGATE THEIR WAY THROUGH THE EMPLOYMENT MAZE WAS BY ITS DIVISION INTO DIFFERENT SECTORS, OR 'VILLAGES'







aunched in mid-2000, the Qatarization drive in the energy sector first involved 18 companies, each required to attract and train nationals for work in the energy sector. That number has since risen to 38 firms, offering a wide variety of career opportunities for Qatari youth.

According to H.E. Abdullah bin Hamad Al-Attiyah, Deputy Prime Minister and Minister of Energy and Industry, this fits into a much broader theme.

"Qatar National Vision, adopted by the Amir His Highness Sheikh Hamad Bin Khalifa Al Thani, is mainly concerned with human development as a means to build a prosperous society," he says. "For the development of the country's natural resources requires the development of its human resources, which in turn, can help achieve a Qatari citizen-oriented comprehensive development.

"The vision of the Qatar Career Fair is compatible with the National Vision of the State of Qatar 2030 [because it] focuses on investment in human resources as one of the main pillars that underpin the National Plan 2030."

The Ministry of Energy and Industry has held summer training programs and company visits for several years through its open days at schools and universities. It also supports Qatari high school graduates with scholarships to study both at home and abroad. So far, 2,000 students have benefited from this scheme.

But according to H.E. Al-Attiyah, it is not just Qatarization and outreach that is turning out young people more equipped to enter professions in the energy and industry sector.

"I am of the view that there has been a

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PLAN 2030.



## A BETTER UNDERSTANDING

– H.E. Deputy Prime Minister and Minister of Energy and Industry, Abdullah bin Hamad Al-Attiyah speaks to Career about Qatar's National Vision 2030, and offers advice to young Qataris on how best to build their future.

significant improvement in the quality of candidates leaving education, [while] the demand for new graduates has continued to grow over the past few years.

"The energy industry sector has entered into strategic alliances with all the educational institutions and government agencies concerned with education to contribute to the implementation of the Qatarization scheme.

"This has resulted in a better understanding of the requirements of each party, and changes to the educational curriculum to meet the needs of the energy sector – after all, Qatarization relies on the output from education.

"The continuity of coordination between the representatives of the energy sector and their counterparts in educational institutions will guarantee that educational output meets the needs of the labor market, and hence contributes to bridging the gap between education output and the needs of the market."

For further information, visit Qatar Career Fair 2011, and see www.mei.gov.qa

## **ALWAYS** ON THE MOVE

– H.E. Yousuf Hussein Kamal. the Minister of Economy and Finance, talks to Career about how his ministry is taking on the challenges of the new economy.

he Ministry of Economy and Finance has one of the highest levels of Qataris working in its departments of any organization in the state – 90 percent are nationals. But its Minister, H.E. Yousuf Hussein Kamal, is not resting on his laurels.

"In the United Nations Development Program (UNDP) Human Development Index, Qatar ranks 33rd [up from 35 in 2005, and from 57 in 1998], and the country wants to further develop a quality national workforce as stated in the State's population policy, approved by the Cabinet in October 2009. This will include education, training and human resource development together.

"The Ministry is therefore preparing a new and comprehensive training plan of courses both at home and abroad. It will also include a scholarship program, he says.

And there is more. "The Ministry has also updated its executive plans according to the Human Resource Management Act No. 8 of 2009 and articles (53-61), which deal with training and implements three stages for new staff: and development.

"It provides internal training within the Ministry and specialized institutes, and participates in many internal and external



#### THE PERCENTAGE OF INTERNS THIS YEAR HAS **INCREASED TO 71 PERCENT, WHEREAS THE** PERCENTAGE OF EXTERNAL COURSES ATTENDED WAS 2.5 PERCENT IN THE YEAR 2008-2009.

training seminars, workshops, lectures and committees to educate and develop staff to prepare them for positions.

"The percentage of interns this year has was 2.5 percent in the year 2008-2009."

"Many internationally renowned universities have been established [in Qatar], and new programs like affairs introduced at Qatar University

(QU). This will produce graduates of different and diverse disciplines in line with the new directions and requirements of the State. It is worth mentioning that Qatar's economy, like other Gulf States, is strong and growing exponentially but the challenge lies in facing the external challenges.

For further information, visit Qatar Career Fair 2011, and see

# Investing in THE WHOLE

– Qatar's Minister of Culture, Arts & Heritage, H.E. Dr. Hamad Abdul Aziz Al-Kuwari, says that personal and collective development leads to a well-rounded society.

oday, the younger generation has opportunities that previous generations simply did not have.

This is thanks to State support for an education; an education that qualifies them to assume the running of the most important organizations in their country.

"We see many young Qataris with real potential – and we are proud of them. I urge our young people to focus on education, and to accumulate the knowledge and expertise necessary to seriously contribute to the building of our nation."

So says H.E. Dr. Hamad Abdul Aziz Al-Kuwari, Qatar's Minister of Culture, Arts and Heritage.

H.E. Al-Kuwari believes that the development of any society depends on a professional and educated workforce as the mainstay of the economy. He believes that cultural programs develop both collective and individual cultural and aesthetic senses, thus enhancing self-development.

"We at the Ministry work within the guidelines of the State under the leadership of His Highness Sheikh Hamad Bin Khalifa Al Thani the Amir and the Heir Apparent Sheikh Tamim Bin Hamad Al Thani, and we therefore consider human development as the biggest investment we can make," he says.

"The comprehensive development – a real renaissance in Qatar over the last decade – has put the need for a huge workforce with high levels of competence and experience in sharp relief, and this has necessitated the review of our education institutions and curricula.

"In order to address these challenges, Qatar has witnessed a revolution in education represented by the Qatar Foundation's Education City – attracting universities that are at the centre of developments in education worldwide, as well as others outside the Foundation. This, in addition to the reforms that took place at Qatar University some time ago.

"All that development in the education sector wouldn't have taken place without the economic growth driven by the country's investment in energy. Since culture is intertwined with every aspect of life, any development in any field is directly reflected on culture."

For further information, visit www.nccah.com

#### **QATARIZATION & CULTURE**

"The Ministry of Culture and Arts has complied with the Cabinet's decision to pass on administrative jobs to Qataris, while opening up highly-specialized jobs to non-Qataris," says H.E. Al-Kuwari. "And the Ministry trains its new Qatari staff through special courses in collaboration with the Management Development Institute.

"The good news is that 22 jobs were handed over to Qataris last year."





## CAREER INCUBATOR

– Rashid Al-Naimi, Vice President of Qatar Foundation – Administration, has intimate knowledge of what QCF is trying to achieve. Here he describes its purpose and mission.

- The concept of career fairs is relatively new in the region. What is the driving force behind Qatar Career Fair (QCF)? Why is Qatar Foundation part of this exhibition?
- A Quite simply, QCF is the future of Qatar. Not just a platform that young Qataris can use to develop their careers, it is also a forward-looking initiative that is aimed at building a better future for Qatar and all its citizens through the development of its most important resource human capital. This is a basic pillar for the growth and development of nations and societies, and is

one that Qatar Foundation is deeply committed to.

In this context, the vision of His Highness the Amir Sheikh Hamad bin Khalifa Al-Thani on the need for the development of human resources is an excellent fit.

The idea of launching QCF came about in order to achieve that vision - to convey the messages and objectives that we collectively aspire to, which are to achieve human development through the education, employment, training and development opportunities that this exhibition provides.

- **Q** What is the role and vision that Qatar Foundation wants to promote through the auspices of QCF?
- A By sponsoring QCF, Qatar Foundation aims to prepare Qatar's youth to face the challenges of an ever-changing world. Its objectives include making Qatar a leader in the field of creative education and scientific research.

The education, training and development opportunities offered by the more than 100 exhibitors at QCF contribute to the development of Qatar's youth and help them develop their personal and career potential.

The culture of career guidance is new to our society yet it poses a great challenge for us as it contributes to the development of our children into young professionals and as members of a quality workforce. QCF is the real beginning of a culture that needs to be continuously enhanced.

# EMPLOYER EXPECTATIONS versus EMPLOYEE AMBITION

 Career talks to H.E. Sheikh Faisal about the issues that trouble him when his company recruits new workers – and how he thinks they can be resolved.

s a leading businessman and prominent member of the Qatari Businessmen Association, Sheikh Faisal has an intimate knowledge of the problems associated with the hiring and firing of staff in Qatar's private sector.

And one of the main problems, he says, is the disconnect between education and the world of commerce.

"The labor market is saturated with untrained workers who find it difficult to put into practical application what they have learned in theory or at their educational institutions," he says. "This, in turn, indicates that the learning process and the methodology at present do not match the needs of the labor market."

When faced with a job they cannot do or cannot understand, dissatisfaction is the result, says Sheikh Faisal.

"The shock resulting from the difference between a theoretical education and what is actually put into practice, as well as the lack of knowledge of the rules and policies of the organizations they are working at, makes the newly employed youth confused.

"In some cases it also makes them disobey regulations. In addition to that, they are unaware of the organization's mission and vision. The difficulty of accessing the information that will help employees perform their duties is yet another problem that newly appointed staff face in some organizations, especially for employees who lack the skills of communication and documentation."

Sheikh Faisal says that a comprehensive study on the needs of the labor market has to be made and, using the study's results, a plan developed to motivate the young to study and work in the required areas. Another interesting idea is the development of a means of influencing students in early education to make them choose careers that meet the needs of the labor market.

This could mean a huge shift in the educational systems and would take a longer duration to put into practice.

"Another workable solution is the development of a plan for practical training in cooperation with the private sector and government organizations to match the requirements of university and secondary school education," he says.

"[We also need to] develop a succession plan to train and prepare a second generation of staff to assume leadership positions in organizations."

But the onus lies with employers to broaden the talent of recruits as well, he adds.

"The most important factor that ensures employees' loyalty and



enthusiasm is to make them feel the importance of their contribution to the organization that employs them and to feel that they belong to the organization. Providing the employees with career development and investing money in the human development as a basic foundation of any organization supports such a feeling.

"A company's interest in employee development and training inside and outside an organization – and providing periodic incentives such as certificates of appreciation and periodic rewards – make staff feel that there is an obvious interest from the management of the organization to assist them. That creates loyalty and dedication, which, in turn, is needed for the organization to retain its senior employees who are familiar with its mission and objectives."

# Sheikh Faisal's eight -point plan for better employee training:

- Focus on practical expertise as an integral part of a curriculum rather than consider it as just a requirement to graduate or get a degree
- Provide newly appointed employees with internship opportunities to support collaborative work in the organization
- Consider career development a right for staff and design career development plans and allocate the funds required for their implementation

- Introduce newly appointed employees to the rest of the staff to break the ice, and focus on developing good relationships among employees to make the work environment more pleasant, attractive and non-alienating
- Meet with newly recruited staff to familiarize them with the company's rules, policies, mission and vision
- Preparing an employee guidebook that explains the employees' rights and duties and make it accessible to new staff
- Ensure that employees are aware of their job descriptions so that they are fully informed of the functions and duties assigned to them
- Provide all employees with access to information that enables them to perform their duties

# Reconnecting a Generation

Developing countries which invest in better education, healthcare, and job training for young people between the ages of 12 and 24 can produce surging economic growth and sharply reduced poverty, according to a 2008 World Bank report.

Unemployment and the accession to the labor market are the first and most important preoccupations of young people.

In the countries with low flexibility labor markets (France and Italy for example), the young face the future with more anxiety then in countries with more flexible labor markets (the United States and Scandinavian countries for example), where young people are more optimistic.

"Arab countries that are dominated by a middle-income population – a population that is generally an educated one (Yemen being an exception)  the opportunities are just not there. And during recession, the issue (of unemployment) gets accelerated," says Dr. Pawan Patil, Senior Economist at the World Bank.

"We came to a conclusion (through research findings) that educated people are just not sufficiently trained for jobs. The CEOs had the view that they would have to retrain and spend more money on the youth who lacked market-oriented skills, the need for critical thinking," says Dr. Patil.

"The solution to this mismatch was to find how knowledge from the region can be upgraded. To bring this mismatch to the attention of policy makers and bring about course corrections and rectify it to bring about the right application of knowledge," says HE Sheikh Faisal bin Qassim Al-Thani, Chairman and CEO, Al-Faisal Holding group of companies.



## WORKING IN TANDEM

– Dr. Omar Al-Ansari, Vice President of Student Affairs at Qatar University (QU) talks to Career about the challenges the University faces in creating a curriculum that both creates well-rounded students and prepares them for the labor market.

niversities have to strike a balance between preparing well rounded graduates with the knowledge and skills to work in a variety of jobs on one hand, and the creation of graduates capable of working in very specific sectors on the other. This particular issue was at the center of discussions at QU during its reform phase a few years ago. According to Dr Omar Ansari, Vice President of Student Affairs, communication was identified as the key factor that would help students and employees work things through.

"It was clear to us from the beginning that if we wanted to answer the needs of the job market, we have to maintain strong communication with the industry and to involve the industry in the decision-making process when it comes to our academic programs. We also have to make sure industry is kept abreast of any changes we introduce, and are done with their requirements in mind."

QU took steps to encourage exactly that kind of involvement, and formed an advisory board that included industry.

"All our programs were required to form an advisory board whose members are prominent figures in that industry. This facilitates communication. All newly proposed programs and any proposed changes to existing ones are thoroughly discussed by these advisory boards before sending them to the university administration for approval," he says.

Practical training programs have also become a feature of university life.

"Several colleges in QU already have



training programs as a mandatory part of their curriculum. We are hoping that senior student participation in these programs will give them a more details knowledge of the different jobs related to their disciplines.

"It seems to me that we at QU are using reasonable measures to reduce this gap between a graduate's qualifications and job market expectations. However, employers here in Qatar and elsewhere in the world should continue to expect that fresh graduates will always need initial training when they first start work so they can become acquainted with their new jobs - and the responsibilities associated with them."

Getting to know one's exact responsibility and understanding employer expectations form the biggest challenge for any newly-employed fresh graduate.

"It usually takes good training and close

supervision for fresh graduates to get acquainted with their new jobs and the responsibilities associated with these jobs so they can meet the employer's expectations," Dr. Al-Ansari says.

And to help employees with this, it is the role of the employer to help the employee fit into this environment.

"There is no option; it is a must for all employers. At the end of the day, different employers have different working environments, different missions and visions, and different expectations.

"It is not reasonable to expect that universities will provide graduates who are suitable for all employers from day one.

"What we work on is preparing qualified, well rounded, trainable graduates equipped with knowledge and skills, and it is the role of employers to train and supervise them to answer their needs."



- What does Qatar Foundation do to raise awareness among Qatari youth about career development beyond QCF?
- A We want to transform Qatar into a state that produces knowledge by choosing new and innovative ideas and commercializing them in order to achieve the goal of a diversified economy. To this end, Qatar Foundation organizes lectures and programs that aim to achieve self-development. Among many other things, these include: The Doha Debates, QatarDebate, the Decision is Yours and Al Jazeera Children's Channel. The Cultural Development Center also has an active role in spreading awareness of culture and heritage of the State of Qatar.
- Experts agree that there is a gap between the skill levels of graduates and the requirements of the labor market. How will Qatar Foundation help bridge this gap?

- As Executive Director Operations Office of the Vice President of Administration at Qatar Foundation, Khalid Al-Sulaiteen gives his take on Qatar Foundation's role in giving the young people of Qatar a good start in life.
- A Through the ongoing development of innovative strategies and programs that focus primarily on capacity-building and the development of individuality in Education City. This unique educational approach depends on a select group of institutes, well-known for the quality of their courses ranging from early childhood all the way to university and graduate studies. This approach encourages creativity, promotes scientific curiosity, and helps individuals gain life skills, so that as members of society, they can continue their quest to learn.
- In your opinion, how has the evolution in the education sector

- reflected on the level of development of human resources in the country?
- A The educational renaissance bring pushed forward by Her Highness Sheikha Mozah bint Nasser Al-Missned, Qatar Foundation's Chairperson, is a revolution in the education sector. This is especially true when one considers the opening of universities that contribute to the enrichment of the labor market by providing graduates in different areas and fields. This revolution is a major strategic development.

For further information, visit Qatar Foundation at Qatar Career Fair 2011 and see www.qf.org.qa

## What your country **NEEDS FROM YOU**

– Dr. Ibrahim Al-Ibrahim, Secretary General, General Secretariat for Development Planning, talks to Career about the challenges facing Qatar and its youth.

or Qatar and its citizens, the greatest challenge is to be more active in the labor market.

"Parents need to ingrain the value of 'work' in their children. People must understand that there is value to their productivity that cannot be measured in and country has immeasurable value. Remember, some of the greatest geniuses – artists, inventors – worked for little or nothing. Yet, their contribution to humanity is invaluable.

"Working – in any sector or capacity effectively and being productive will have a positive impact on your self worth.

"The Qatar National Vision 2030. has Human Development as one of its pillars. That includes increasing Qatari National Vision sees is a need for ensuring good education that will help Qataris to develop their skills; to make sure critical and analytical thought is cultivated; and encourage the spirit of creativity and will ensure increased Qatari participation in the labor force.

#### ATTRACTING AND **RETAINING NATIONALS**

"There is at present a challenge facing the nation, at what should be the most productive period of one's career, around 40 to 50 years, people are giving up employment. This means we are losing out on qualified and trained talent.

"There is no problem of unemployment, only that of people who don't want to work. For youngsters, the challenge is to embrace the opportunities present. We need to provide the right education, training and incentives for active participation.

"The General Secretariat for Development Planning is studying all these



**PEOPLE MUST UNDERSTAND THAT** THERE IS VALUE TO THEIR PRODUCTIVITY THAT CANNOT BE **MEASURED IN TERMS** OF MONEY, SERVICE TO **SOCIETY, FAMILY AND COUNTRY HAS** IMMEASURABLE VALUE.

factors in great depth and in a scientific manner that will result in appropriate policies that will tackle existing problems. It is of great concern that the percentage of Oataris in the workforce has been going down. However, the encouraging news is that participation of women is on the rise. And we hope to build on it. We will create a cohesive environment that will take into consideration rights due to them, family and societal challenges that women face, and encourage their participation.

"The country is looking at taking an economic path that is not labor intensive. We will look more at a technical, skill-oriented and capital-intensive path.

#### **QCF'S CHALLENGES**

"Qatar has already embarked on improving the education system; more needs to be done. Training also needs to be dealt with. This is a responsibility that will have to be shared between education institutions and the Ministry of Labor, with inputs from all sectors.

derail the entire development process.

"The Qatar Career Fair needs to deliver at various levels. First it should be what career paths can be chosen and what rewards should be received. Potential employers need to utilize this forum to expectations. This will help both education institutions and the Qatari

#### **FUTURE FORECAST?**

"But I do know what we will do to ensure the right path is taken in utilizing opportunities in the labor market. At present, people's perception of Qatarization is wrong. It is not about replacing expatriates with Qataris. That is neither long-term, nor possible.

"We need to get to the root of the problem: why Qataris are not employed in certain areas. For instance, it is cheap for the private sector to import labor, because the major cost of hiring foreign labor falls on the government. The private-public cost distribution is

"If we bring in compulsory comprehensive insurance to be borne by the employer, minimum wages for labor and give Qataris the best training, then Qatarization will become a natural process. Not a mandatory or number-driven one. The Qatar National Vision has envisioned a bright social, economic and environmental future. That future can only be built by the Qataris themselves. For that we need to see them as lawyers, businessmen, marketers, participating across the spectrum of careers. Remember your true self worth is not to be measured in monies. It is to be measured in what you leave behind."

For Further information, visit www.gsdp.gov.qa

## **HOW BIG INDUSTRY MEETS THE PUBLIC**

- In an exclusive interview with Career, Ernie Richter, Human Resources Regional Manager at ExxonMobil, talks about his company's contribution to Qatar's national labor force.

• How does QCF help you develop career awareness in Qatar?

A ExxonMobil believes that education, training and development of Qatari nationals are among our key priorities. QCF allows us to meet potential recruits and helps us raise awareness of career opportunities in our sector.

QCF has grown significantly over the past few years. The number and quality of participants' displays has increased, and you cannot help but notice the unprecedented growth in awareness and participation by the community.

What activities does Exxon Mobil offer to young Qataris to raise their awareness of personal development, career building and employment opportunities?

A ExxonMobil is very active in the community and on-campus with students. For example, the ExxonMobil University Liaison Committee has helped establish relationships with key universities in Doha allowing us to build closer ties with faculty and students in an effort to raise voungsters' awareness on career opportunities.

We also provide student scholarships, awards, advice and judging technical paper contests, recruit on-campus and give presentations to student groups.

In addition, ExxonMobil is very pleased to be a sponsor of the Qatar University GASNA initiative which is designed to educate students of all ages about the energy industry.

What kinds of scholarships, internships and jobs are you offering to young Qataris?

A As part of its commitment to social responsibility and its continued support of the Qatar National Vision 2030, ExxonMobil provides internships and



sponsorships to university students that assist with their schooling expenses and a monthly allowance. Students also have the opportunity to work at the ExxonMobil offices during the summer to obtain valuable industry experience.

An internship typically lasts one month, with the possibility for an extension and even a scholarship. The internship is mutually beneficial for both ExxonMobil and the students, where the company benefits from the innovative minds of its interns and gives the most promising ones the opportunity for future employment.

The students are able to experience the workplace firsthand in a professional and demanding environment. Moreover, the students are required to attend educational seminars, the last of which is the career development workshop.

The career development workshop is designed to educate the students in career planning and provide them with the skills they need in order to advance in their respective careers. In addition, the students experience the energy sector firsthand when they visit the Ras Laffan Industrial City. These internships allow students to

contribute on meaningful projects and at the same time learn more about the energy sector, a sector so vital for the State of Oatar.

I also want to add that recently, ExxonMobil established the Middle East and North Africa Scholars Program (MENA) to help develop the next generation of scientific leaders in the region. The program offers exceptional undergraduates the opportunity to earn a master's degree in geoscience or engineering at a US university, as well as the chance to intern with ExxonMobil.

The MENA scholarship program is an extraordinary opportunity for gifted students to maximize their potential and contribute to the future by becoming part of the next generation of scientific leaders. You can read more about this scholarship on: www.iie.org/exxonmobilscholars.

• In your view, what needs to be done to synchronize your industry with academic qualifications?

A Education and training are keys to building a prosperous future because improving education is one of the world's best investments.

Give people the right education and training, and you not only develop individuals, but you enable more prosperous communities and foster the intellectual capacity needed to address society's future challenges.

Education doesn't end in the classroom: it includes sharing knowledge, practices and skills with local workers and businesses so that they can improve and succeed.

ExxonMobil does this as part of a deliberate strategy to support sustainable economic progress in countries where we live and work.

This effort, known as "national content" also includes doing business with local suppliers, and other community investments.

At ExxonMobil, we believe that maximizing energy resources is about more than energy production: it is also about developing human capacity and delivering sustainable, long-term benefits to local communities.

No benefit is more lasting than education, a passport to progress for people the world over. I invite you to apply to ExxonMobil!





# EDUCATION REDISCOVERED

Qatar Foundation is more than an educational institution.
 It is a career development opportunity in itself.

stablished in 1995 as a private, non-profit organization by His Highness Sheikh Hamad Bin Khalifa Al Thani, Amir of Qatar, and chaired by Her Highness Sheikha Mozah Bint Nasser Al Missned, Consort of the Amir, Qatar Foundation is unique in terms of the educational and career opportunities it offers Qatar's young people.

It offers a huge variety of further education possibilities via six world-class universities and multiple education partners based at its main Education City location. It also provides a large number of specialist training programs for those interested in careers related to academia, science, research, administration and social outreach – to name but a few.

#### WHAT ARE THE BENEFITS OF WORKING AT QATAR FOUNDATION?

- Structured career development based around you
- A wide variety of career options, many of which are entirely new to Qatar
- A state-of-the art working environment and dynamic, creative ambience
- New challenges and opportunities every day
- Career development and promotion plans; performance management, leadership development and senior management development programs.

#### WHAT CAREER OPPORTUNITIES ARE AVAILABLE AT QATAR FOUNDATION?

#### **NATIONAL DEVELOPMENT PROGRAM**

Qatar Foundation provides training for graduates of secondary schools and universities to help them land permanent jobs at the organization itself. It tailor-designs a career development plan for each candidate showing promise.

#### **SCHOLARSHIPS**

Qatar Foundation offers scholarships to Qatari employees wishing to pursue higher education studies in Qatar or abroad in specific disciplines in order to develop the skills needed by the organization in the long term. Qatar Foundation has already granted scholarships to trainees studying in Qatar, the United Kingdom and the United States.

#### **SHORT-TERM TRAINING**

This program targets undergraduate students. It gives them the chance to understand more closely the careers they might be interested in and to explore new areas of work.

Students can work part-time, helping Qatar Foundation's employees perform their tasks.

#### **HOW DO I APPLY FOR THESE PROGRAMS?**

See us at Qatar Career Fair 2011, or submit your application via our website: www.qf.org.qa. Alternatively, contact the National Development Program team by e-mail: national@qf.org.qa



## STUDENT EMPLOYMENT PROGRAM

- Encouraging students to boost skills and acquire expertise.

n its second year, Qatar Foundation's Student Employment Program has so far seen 160 Education City students give a total of 6,916 man hours in support of different academic and administrative departments.

It comes at a time when the local labor market is in urgent need of skilled nationals. Where in the past the majority of fresh graduates have lacked the necessary expertise to join the labor market without significant further training, this program encourages students at an early age to acquire the kind of capabilities needed by both Qatar Foundation and employers in other sectors of the economy.

The program is open to those studying at any Education City university. It offers work of up to

a maximum 20 hours a week as administrative or laboratory assistants. Outstanding students are further advantaged by being given the chance to work as assistants to college professors.

#### WHAT WILL IT DO FOR ME?

The benefits of taking this program are two-fold. First, it gives you an understanding of how to apply for a job. By going through the process of choosing a target position, filling out application forms and being interviewed for the post, you will get a real feel for what is at stake.

The second is the work itself. If you are accepted, you will gain direct experience of the world of work, with all the team work, dealing with seniors and punctuality that entails.









# YOUR BUSINESS FUTURE

Supporting young entrepreneurs and innovators.

f you are entrepreneurially-minded, and believe that you can create value for Qatar, now is the time to start up a business.

Qatar is stepping up its resolve to become a knowledge-based economy, and in this endeavor, entrepreneurs and their world-changing ideas are a keystone.

Qatar Science & Technology Park is organizing a world-class entrepreneurship program in partnership with Carnegie Mellon University in Qatar. Its aim is to prepare the next generation of homegrown entrepreneurs in Qatar.

The Corporate Innovation and Entrepreneurship Program (CIEP) is a development platform that simultaneously delivers human, economic, and social development to Qatar and the region.

The nine-month, hands-on training program falls within QSTP's contribution to Qatar's National Vision 2030.

Qatar Science & Technology Park offers free scholarships to innovative young Qataris who come up with ideas that help materialize Qatar's aspirations.

#### WHY ENTREPRENEURSHIP?

Entrepreneurs play a vital role in the development of all countries – whether micro credit-supported businesses in Bangladesh, venture capital-backed technology start-ups in Silicon Valley, or new energy technology firms in states like Oatar.

In recent decades, information, communication technologies and automation have made it possible for traditional industrial companies to become more productive – producing more while employing fewer workers.

This process has resulted in both greater efficiency and massive lay-offs.

The same global forces have created a whole new business arena in which smaller firms can leverage their knowledge as never before. The promise of knowledge-based entrepreneurship is that wealth can be generated through the capitalization of knowledge, art, values, identity, and other products of the mind and spirit, instead of through physical labor.

Consider Skype - a company with a few

dozen people centered in Estonia. Skype created a company worth more than \$2.5 billion and with global impact.

#### **JOB CREATION**

Over the last few decades in many countries, the lion's share of job creation in most developed nations has been the work of small, entrepreneurial companies - many with innovative technologies at their core.

In the United States, companies such as Apple, Amazon, Amgen, Cisco, eBay, Genentech, Google, Intel, Microsoft and Wal-Mart didn't exist 50 years ago. New leaders 50 years from now will likely carry different names from countries around the globe.

The collective impact of innovative companies on our daily lives is truly staggering.

companies and specialists for the financial services industry.

Today, most major universities around the world offer formal courses in entrepreneurship, and many students come to business schools specifically to hone their entrepreneurial skills.

Carnegie Mellon was one of the first academic institutions in the US to offer entrepreneurship courses, beginning in 1972. There is now a large body of academic literature dealing with the entrepreneurial process and the factors that lead to entrepreneurial success.

However, one of the main obstacles to overcome is the strong traditional industrial focus in most major business schools. The teaching of knowledge-based business is still in its infancy around the globe.

CIEP aims to focus on the difference between industrial and knowledge-based

THE MIDDLE EAST HAS AN IMPRESSIVE HISTORY OF SCIENTIFIC ACCOMPLISHMENTS AND HAS GIVEN THE WORLD MANY GREAT INNOVATIONS. AT QATAR SCIENCE TECHNOLOGY PARK AND CARNEGIE MELLON UNIVERSITY IN QATAR, OUR GOAL IS TO THIS LEGACY

How did we get along without cell phones? Digital cameras? eCommerce? eMail? Fiber optics? Human growth hormones? Interferon? iPods? LEDs? Low-cost insulin? Magnetic resonance imaging? Microprocessors? Personal computers? PowerPoint? Quicken? Search engines? Word processors?

The list of innovations is almost endless. None of these existed 50 years ago - and all were pioneered by entrepreneurial companies.

The Middle East has an impressive history of scientific accomplishments and has given the world many great innovations. At Qatar Science & Technology Park and Carnegie Mellon University in Qatar, our goal is to add to this legacy.

#### **MANAGERS OR ENTREPRENEURS?**

Prior to the 1970s, business schools focused on producing managers for large business development, in particular in relation to the context of Qatar and the MENA region, as well as the implications for building modern business globally. Our basic message is that in the knowledge economy, all nations are developing countries.

#### **ENTREPRENEURS ARE MADE**

It is a myth that entrepreneurs are born. In fact, most of entrepreneurship is a skill set that can be learned and constantly improved upon.

Achieving the Qatar National Vision 2030 will require that everyone learns to be more entrepreneurial, so as to enact the progress envisioned.

Furthermore, entrepreneurship requires teamwork, where different skills and roles are leveraged to optimize success.

Often the most important characteristics of entrepreneurs is knowledge of what they know and don't know, and partnering with

the right people to fill-in the gaps. Most successful entrepreneurs are students of life – particularly of human talent – and have an extensive network of contacts.

They are realists, who accept the risks because of a commitment to an idea. Above all, they have vision and are motivated not by money, but by a desire to make a positive impact on the world. Entrepreneurs bring new technologies to market, often disrupting established companies and systems in the process.

They are a key part of what economist Joseph Schumpeter called "creative destruction," whereby entrepreneurs play the critical role in expanding wealth and welfare in society by replacing old businesses with new. Almost all disruptive



technologies that reach the market are pioneered by entrepreneurial companies.

## **QATAR & GLOBAL COMPETITION**

Qatar is rapidly developing the infrastructure to become globally competitive in technology-based entrepreneurship. Education City boasts a medical school (Weill Cornell Medical College in Qatar), an engineering school (Texas A&M at Qatar), a school of design (Virginia Commonwealth University in Qatar), a journalism school (Northwestern University in Qatar), a foreign affairs and diplomacy school (Georgetown School of Foreign Service) and schools of business administration, information technology and computer science at Carnegie Mellon.

World-class faculties come to Qatar to teach in these programs, which are growing rapidly and attracting students from throughout the region and beyond.

The capital to finance successful ventures is certainly present in the region. Qatar Science & Technology Park offers outstanding incubation facilities and a gifted staff recruited from Qatar and around the world.

One main challenge at this point is the availability of energetic and talented young entrepreneurs willing to assume the risks and responsibilities of starting regionally and globally competitive technology businesses in Qatar. CIEP's action-based approach is a key effort to address this challenge.

## CALLING ALL AMBITIOUS PROFESSIONALS

is structured to combine ambitious, intelligent professionals with research results from leading universities in Qatar and abroad, and to transform these people and ideas into capable entrepreneurs with market-viable innovations and ventures.

By choosing research results focused on solving challenges that are strategic to Qatar (i.e. energy, environment, healthcare and ICT), CIEP can ensure that the resulting innovations and ventures provide social development for Qatar in addition to creating economic diversification and greater human capacity for innovation and entrepreneurship. CIEP not only teaches the fundamentals of technology-based entrepreneurship — it engages the students in real innovation and venture development that can directly benefit Qatar, both socially and economically.

## **INCUBATION**

At the heart of CIEP is a technology incubator run by Qatar Science & Technology Park. At this incubation stage, students, in collaboration with innovation professionals and local experts, work together to determine the technical and commercial feasibility of the selected technologies.

CIEP mixes education elements with professional support related to technology evaluation, market assessment, intellectual property, business model and venture development, and valuation and finance.

It aims at accelerating the creation of entrepreneurial skills and tools at an international level. And besides building technology innovations and ventures, CIEP offers existing corporations the opportunity to send participants to work on their own internal corporate innovation projects, also supported by mentoring and focused on producing real results.



## COMMITTED TO EXCELLENCE

– Qatar Petroleum has put in place pioneering polices to develop human resources, and has established a long standing partnership with QCF.



atar Petroleum (QP) is a state-owned corporation established by Amiri Decree No. 10 in 1974 and is responsible for all phases of the oil and gas industry in Qatar. The Chairman and Managing Director of the corporation is H.E. Abdullah Bin Hamad Al-Attiyah, Deputy Premier and Minister of Energy and Industry.

Its principal activities – and those of its affiliated companies – cover exploration, drilling and production operations, transport, storage, marketing and the sale of crude oil, natural gas liquids, liquefied natural gas, gas-to-liquid fuels, refined products, petrochemicals and fertilizers, and providing helicopter services.

### **SUPPORTING QATARIZATION**

The Corporation is a leading partner in the Energy and Industry Sector Five-year Strategic Qatarization Plan and continues to achieve progress in terms of mobilization of resources, close liaison and coordination between the Energy and Industry Sector and other ministries and the local education community to ensure a better understanding between the Corporation's demands and the Qatari supply.

Qatarization at QP is stated as one of its Corporate Objectives. QP's focus is on Quality Qatarization. The Corporation is committed to Qatarization and the requirement to identify and prepare quality Qataris to meet the demands of the various elements of its business.

Departments regularly review their Qatarization plans and translate these plans into practical and realistic actions through a number of training and development activities. The objective is to qualify Qataris into various positions throughout the organization. In addition to working with new Qatari hires and preparing them for their future careers, QP places focus on its current Qatari staff to consolidate their competence and prepare them for their assigned duties.

## QUALITY QATARIZATION

QP seeks to attract promising Qatari talents and provide them with job opportunities. Participation in the Qatar Career Fair increases employment awareness among parents and students, in addition to giving them the opportunity to choose a branch of study that aligns with QP's future projects. In 2008, QP recruited 771 high school graduates and more than 75 university graduates. Departments accomplish the Corporate Qatarization objective through a variety of initiatives including an aggressive recruitment campaign, training courses, career planning and effective but accelerated development programs.

### **SCHOLARSHIPS**

QP sponsors several hundred of Qatari university students each year to study in a variety of disciplines at universities in Qatar and abroad.

## **INDUSTRIAL AND VOCATIONAL PROGRAMS**

Corporate Training (CT) plays an important role by recruiting hundreds of Qatari students each year as Trainees and provides them with effective high quality training programs to meet the Qatarization needs. Plans are in place at QP for new, state of the art training facilities in Dukhan, Mesaieed, Ras Laffan and Doha. CT has also adopted an e-learning management system giving access to employees to enhance their skills through using this flexible training media.

## STUDENT INTERNSHIPS

The Corporation supports student internship programs for high school and university students. The programs reinforce the value of students' understanding of the work environment and helps them gain an appreciation of the required skills and expectations. This experience is essential to improving the transition from student to employee.

For further information meet us at Qatar Career Fair 2011 and visit www.qp.com.qa





atar University (QU) strives to equip young people with the qualifications necessary to meet the requirements of the national labor market. It provides its students with specialized career knowledge that helps them achieve excellence in their chosen employment through ambitious development initiatives and a keen focus on the skills required for the business market, including communication and information technology.

The only national university in Qatar, QU was founded in 1977 to become the most prominent higher education institution in the country. It continues this tradition through the provision of 60 academic programs across six faculties, including the College of Education, College of Arts & Sciences, College of Sharia & Islamic Studies, College of Engineering, College of Law, and College of Business & Economics.

Out of such a diverse range of programs, QU aims to promote a cross-disciplinary philosophy of its own, urging students to learn and nurture the skills they need to join an increasingly sophisticated labor market.

QU's ability to meet the research needs of local industries is another point of strength. With an advanced research infrastructure – including a large number of laboratories housing the latest technology and a huge library housing rare manuscripts and sources - it is a real center of publicprivate partnership.

WITH AN ADVANCED RESEARCH **INFRASTRUCTURE - INCLUDING** A LARGE NUMBER OF LABORATORIES HOUSING THE LATEST TECHNOLOGY AND A **HUGE LIBRARY HOUSING RARE MANUSCRIPTS AND SOURCES** - IT IS A REAL CENTER OF **PUBLIC-PRIVATE PARTNERSHIP.** 

QU is the primary option for students aiming to pursue their higher education, and is, therefore, a key partner in the State's Qatarization plan.

Just one of the ways in which it makes career opportunities more accessible to Qataris is its service centers. These include the Career Services Center, the Learning Resource Center, Student Advising Center, Student Services Department and modern information sources such as its library and internet halls.

For further information, visit us at Qatar Career Fair 2011, and visit www.qu.edu.qa



– Connecting the right people with

s one of the organizers of the Qatar Career Fair (QCF), Qatar's Ministry of Labor (MOL) believes that QCF provides a compelling connection between government agencies and the private sector, where employers and Qataris seeking training or career development can meet to identify key career opportunities.

The ministry believes QCF must provide a new platform for materializing the ambitions of the Qatari workforce - helping in the process of selecting the right candidates and affording them real career and employment opportunities.

MOL manages the Qatari labour market through the management of recruitment and employment processes for Qatari nationals and expatriates.

For further information, meet us at Qatar Career Fair 2011, and visit portal.www.gov.qa



## The Ministry caters to the needs of different sectors of the economy by:

- Nationalizing jobs and providing citizens with openings in both the public and private sectors.
- Registering Qataris looking for jobs that match their qualifications.
- Providing citizens with relevant training, development and scholarship opportunities to enhance their efficiency and ability to access the labor market.
- Identifying labor market requirements for expatriates according to the national Labour Law, and meeting the needs of different economic sectors.

- Regulating the labor market and monitoring the implementation of the Labor Law and other provisions related to occupational safety.
- Implementing international conventions ratified by the State as regards employment.
- Seeking to provide a slew of fast, yet accurate, services for citizens, expatriates, government agencies and private sector firms.
- Nominating registered job-seekers and QCF visitors to broaden the base of

- employment for Qataris. In so doing, the Ministry depends on the implementation of State laws regarding employment to ensure full employment of citizens in available jobs, and then start hiring expatriates in case no citizen is available for the job.
- Endeavoring, through the training of nationals in various fields particularly in the areas of management, vocational and technical training to fill as many openings as possible with highly qualified nationals.
- Seeking also to expand the base of employed women, by providing them with job opportunities in various fields and opening new areas for them.

# CREATING VALUE FOR YOUNG QATARIS

atar Career Fair (QCF) provides
ExxonMobil Qatar (EMQI) with
the opportunity to help educate
the public in Qatar about the importance of
the energy sector to the nation and the wide
array of career opportunities the energy
sector offers.

The ExxonMobil University Liaison Committee has helped establish relationships with key universities in Doha allowing us to build closer ties with faculty and students in an effort to raise youngsters' awareness of career opportunities.

It offers scholarships that assist students with their schooling expenses and a monthly allowances.

Students also have the opportunity to work at the ExxonMobil offices during the summer to obtain valuable industry experience.

As part of its commitment to social responsibility and its continued support of the Qatar National Vision 2030, ExxonMobil provides internships and sponsorships to university students that are mutually beneficial for both ExxonMobil and the students.

The company benefits from the innovative minds of its interns and gives the most promising ones the opportunity for future employment.

## YOUR STRATEGIC PARTNER IN QATAR

ExxonMobil Corporation is the world's largest publicly traded integrated petroleum and natural gas company. It operates facilities and markets products around the world, and explores for oil and natural gas on six continents. Meeting the world's growing energy needs requires an integrated set of solutions and ExxonMobil

– ExxonMobil embraces the Four Pillars of Qatar's National Vision 2030: Human, Social, Economic and Environmental Development.

is committed to accelerating gains in energy efficiency in our own operations, expanding all commercially viable energy sources and developing technology to help mitigate the growth of emissions associated with energy use.

The Corporation has enjoyed a strategic partnership with the State of Qatar dating back to 1935. ExxonMobil Qatar Inc. (EMQI) is a subsidiary of ExxonMobil Corporation and is the interface point within Qatar for all ExxonMobil affiliated activities.

ExxonMobil affiliates participate in numerous gas related projects in Qatar, including Ras Laffan Liquefied Natural Gas Company Limited (RL I, RL II, RL 3) and Qatar Liquefied Gas Company Limited (QG I and QG II).

Additionally, ExxonMobil affiliates participate in Al-Khaleej Gas (AKG), which is currently producing, and Barzan, which is under development. ExxonMobil affiliates' participation in Qatar's LNG ventures range from 10 percent to 30 percent and is the only foreign shareholder in AKG and Barzan. ExxonMobil is also a participant in the Laffan Refinery through its affiliate, ExxonMobil Qatar Refinery Limited.

Qatar Petroleum and ExxonMobil Chemical Qatar Limited have signed a Heads of Agreement to progress studies for a world-scale petrochemical complex in Ras Laffan Industrial City. In addition, ExxonMobil Research Qatar Limited is an anchor tenant at the Qatar Science & Technology Park, conducting research in areas of common interest to the State of Qatar and ExxonMobil.

ExxonMobil embraces the Four Pillars of Qatar's National Vision 2030 - Human, Social, Economic and Environmental Development – and strives to support these in its various partnerships within the State of Qatar. Towards these goals, ExxonMobil affiliates provide a wealth of resources, including technology, operational best practices, financial strength and human resources, while working under the highest safety, health, environmental and ethical standards. Its affiliate operations in Qatar also support local communities and participate in a multitude of educational, social, cultural, sporting and economic activities.

EMQI recruits graduates from Qatar University and other local universities and colleges. Simultaneously, an ExxonMobil team identifies and hires potential Qatari national employees from universities around the world. Recruited employees are provided on-the-job training and formal training both at the local and international levels. ExxonMobil's partnerships with Qatar Petroleum will continue to play a key role in Qatar's rapid transformation into the world's largest supplier of reliable LNG.

For further information, meet us at Qatar Career Fair 2011, and visit us at www.exxonmobil.com/USA-English/ HR/Siteflow/Qatar.asp







## How to make the most of QATAR CAREER FAIR 2011

ttending a career fair is an excellent chance to develop a network of career contacts. It is also an invaluable opportunity to find out about different industries, corporations and career options. But how do you go about this?

### WHAT YOU NEED TO DO

Review the list of employers before attending a career fair. Figure out which ones interest you the most and go there first

Broaden your focus and include many types of employers

Be organized. Bring plenty of copies of your résumé and a folder or portfolio to hold all your materials

Introduce yourself. Be prepared with a brief introductory sentence for each employer. Tell them the type of position and career path you wish to follow

Ask specific questions about the organization and career opportunities

Offer to follow up after the fair

Ask for employer's business cards for follow up discussions and correspondence

## WHAT TO LEARN FROM EMPLOYERS

Employment and/or hiring trends

Skills necessary for different careers

Current/future openings

Salary, benefits, training, and other information about the organization

Who to contact for follow up discussions

 A career fair is a great place to meet potential employers, but that is just the beginning.



## Clothes Maketh the Man...

- If you are wearing national dress, make sure that it's ironed and clean, preferably with formal cuffs and cufflinks
- If you are wearing an abaya, ensure that it is not party wear, but of a more formal feel
- If you choose to wear western clothes, ensure that they are formal or smart casuals
- Tees and frayed jeans may not work

## WHAT EMPLOYERS MAY WANT TO LEARN ABOUT YOU

Specific career objectives

Individual strengths and weaknesses

Contributions you will make to the organization

## KNOW YOUR JOB INTERESTS AND YOUR QUALIFICATIONS

Be able to express your qualifications, including strengths, academic achievements, related experiences, and skills (i.e. communication, technical and leadership skills)

## RESEARCH COMPANIES IN ADVANCE OF THE FAIR

Your research on firms will show recruiters you are hard-working, eager, dedicated and goal-oriented

Review websites of companies you plan to visit

Ask Faculty staff about the firms and alumni working there

## ALLOW ENOUGH TIME AND PLAN AHEAD

Demonstrate confidence: make eye contact, give a firm hand shake, smile!

Dress professionally

Recruiters like to know that you are interested. Write a follow-up note as soon as possible expressing interest and further research findings

If you missed a company, drop a note to express interest. Include your résumé

Prepare for follow-up interviews

Companies participate in fairs to identify prospective candidates for internships and career positions. They usually follow-up on their leads

Have a well written résumé (see next article)



- Your Curriculum Vitae will determine whether it's a 'yes' or a 'no'.

good CV not only lists your achievements and qualifications, it also shows how seriously you are taking the recruitment process.

So it's worth spending a lot of time and effort to get the look and feel right.

Your CV – or résumé as it is sometimes known – is an advertisement of sorts – selling yourself. If you are a fresh graduate, seek the advice of your student counselor if you are not sure on how to start off.

Keep in mind that recruiting companies will have hundreds of CVs to filter, so make sure yours stand out. Put the most important information and data right at the beginning. Keep the language crisp.

## **A GOOD START**

State your objectives clearly. Highlight the

## **BE DIRECT**

Don't use convoluted or flowery language. Short-and-to-the-point language gets the message home every time.

## **TAILOR-MADE COVERING LETTER**

Make sure your résumé is targeted company. You must be aware of the needs of the specific company and promote your skills and experience accordingly each time.

## **CLARITY IS KING**

Your résumé needs a clear and concise

## **BE HONEST**

It sounds obvious, but make sure your résumé tells the truth. Embellishment is fine, if there is evidence to prove it.

## SPELL CHECK

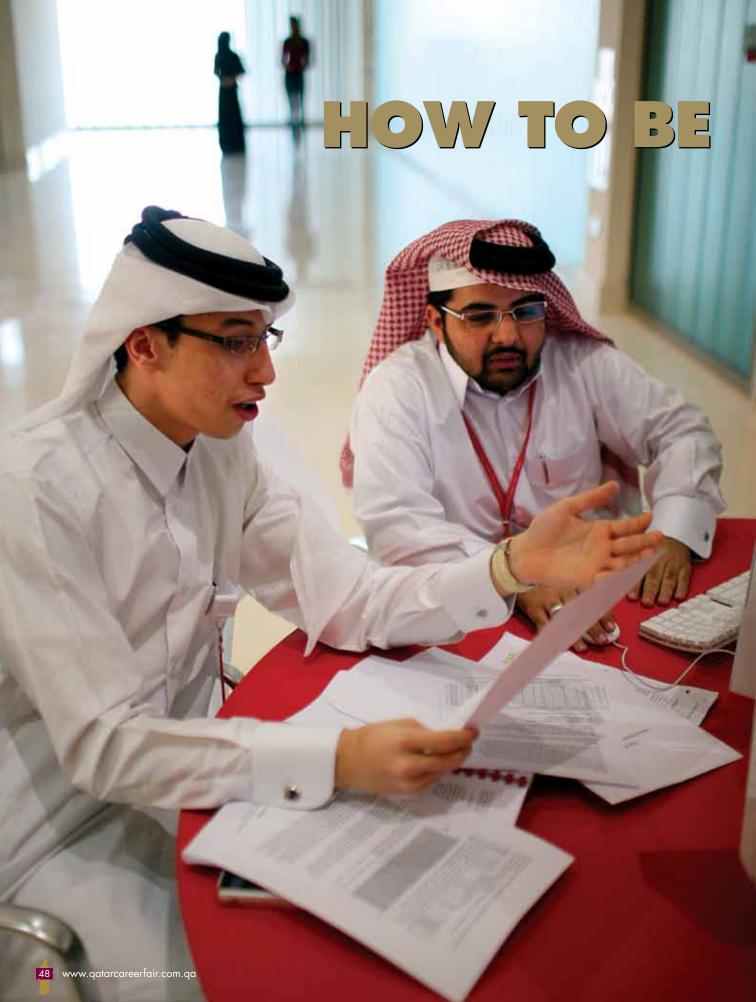
If you show sloppiness with spelling and whole lot more about you than your lack of language skills.

## **BI-LINGUAL RÉSUMÉS**

English and Arabic, so you can target different businesses.

## **FONTS & FORMAT**

doing your CV from scratch, pay attention to font style and size and formatting.



## A YOUNG ACHIEVER

- For high school children, a career fair can be daunting. But with a little help from parents and teachers, it can be interesting as well as instructive.

iguring out what to do for work is a process that happens over a long period of time, rather than a single, one-time decision.

Career Planning is a developmental, thought-provoking process. You must examine yourself: your interests, your temperament and your values. You then need to think about what you want in a job.

## Establish Tentative Personal/Career Goals

Write them in terms of short range and long range objectives, with an emphasis on what you plan to do after high school. Remember, you must continue your education and training beyond high school in order to support the life style you want.

Discuss Your Career Goals With Counselors, Teachers, and Family Ask their advice, and encourage them to help so you can evaluate their suggestions and ideas along with your own.

## Explore Occupations and Gather Career Information

Store your collection of materials, articles, and pamphlets in a loose leaf binder or scrapbook.

Find out what education or additional training will be required to pursue the careers of your choice.

## **Conduct Interviews**

Talk with people who are working in occupations that interest you. Consider using a tape recorder to take notes. Ask your counselors or parents to assist you in arranging field trips to see various work environments.

## Develop a Résumé of Activities, Honors, and Achievements

This can be used later when you apply for part-time jobs or volunteer to work in the community.

## Assemble a List of Admission Requirements and Qualifications

This list will assist you in determining how competitive you are. Two- and four-year colleges, military organizations, and trade schools have entrance requirements.

Collect college catalogs and other brochures. Ask about open house activities.

## Visit Colleges or Other Education/Training Sites

Talk to professors and administrators, interview students, sit in classes, tour facilities, read the bulletin boards and get copies of its newspapers.

Develop a list of questions to be answered, and names, addresses and phone numbers of key contacts. Make sure that the institutions offer the type of education and/or training you will need to pursue your career choices. Inquire about the placement of their graduates.

### Focus on Strengths and Interests

Rather than starting out by exploring careers and seeing which one you can fit into, begin by thinking about what you're good at and what you like doing. Maybe you're amazing at math and like to build things in your spare time, or maybe you get joy out of helping your classmates edit their English papers. Think about what you like doing and what environments you prefer to work in. Then begin looking for careers that play to those strengths

### Research Potential Careers

Don't wait until your final year of college to decide whether or not you like the professions you found fascinating in high school.

Look for opportunities to learn more about potential careers and the people who pursue them.

Internships, volunteer experiences, and job shadowing can be great ways to do this.

If you know any adults whose job sounds interesting, see if you can arrange to talk to them about it, observe them at work, or even help out after school.

Consider reading books about careers you find interesting, but be sure to balance glamorized or fictionalized accounts with real-world observations and experiences to avoid disappointment.

Career exploration and research doesn't have to stop at high school, either.

You don't need to go to college with a career plan set in stone, nor do you need to wait for your department or advisor to take the lead on preparing you for a career or showing you what options exist.

Feel free to choose classes that interest you and find time outside of school to continue to learn about what people with your degree can do. Try to take advantage of opportunities to gain exposure to and experience in fields you find interesting.

Keep your mind open to every opportunity, and never say it's too early: if you start early, you will be there early, too.



he following FAQs provide a comprehensive view of careers, career development and the role of Qatar Career Fair (QCF).

## Q Jobs versus Career?

A career is the pursuit of a lifelong ambition or the general course of progression towards lifelong goals. To pursue a career, you will require special training and education. A career requires long term vision and thought. In contrast, a job is an activity through which an individual earns money, and requires no special training. A job has short term goals.

## **Q**Why Career Development?

A A career has increasingly broadened from a term that is synonymous with occupation

## - What you choose to do or become will provide benefits not just to you as an individual, but to society at large.

or job, to one that represents the configuration of all facets and roles of an individual's life.

Developing a career is a lifelong process that begins even before you enter university.

## Q Is there a one-size fits all solution?

A No. The process of career development is unique to each one of you. It is subject to a range of influences. But the most important of those influences is the active role you have to play in the construction of your career.

A career is now viewed as a 'creation' of an individual, comprising the many experiences and learning of life.

In fact, the much-respected Canadian National Steering Committee for Career Development Guidelines and Standards describes career as:

"A lifestyle concept that involves the sequence of work, learning and leisure activities in which one engages throughout a lifetime. Careers are unique to each person and are dynamic. Careers include how people balance their paid and unpaid work and personal life roles."

## What is Qatar Career Fair?

A Qatar Career Fair (QCF) is the ideal



CAREERS ARE
UNIQUE TO EACH
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INCLUDE HOW
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UNPAID WORK
AND PERSONAL
LIFE ROLES.

QCF had its inception in 2007, and the lastest was held in March 2010.

## • What is QCF's Vision?

▲ To attract and develop national human intellectual capital, and to ensure the quality of Qatari workers in the workforce.

## **Q** What is QCF's Mission?

A To increase awareness among Qatari students and their parents of the career opportunities available in Qatar, and to provide them with the chance to meet and interact with government agencies, companies and organizations.

## What are QCF's Objectives?

- To provide an essential forum where potential employers can meet with students to discuss and explore the opportunities available to the next generation of employees.
- To provide an opportunity for students to learn more about businesses, individual company human resources plans, career opportunities and the kinds of recruitment, training and development opportunities available.
- To provide advice to students on the career opportunities that are best suited to their qualifications and capabilities.
- To create professional awareness amongst students and develop skills for future career planning.
- To provide students and graduates with detailed, comprehensive and essential information through specially-designed workshops and seminars.

- How will Qatar Career Fair help me?
- A QCF provides a platform where potential employers and interested students can interact and share information and expectations.

QCF not only provides a forum for companies to highlight career prospects within their organization, it also allows students to communicate their interests.

## • What should I expect after I graduate?

▲ The world of work is dynamic and the only constant is change.

New career opportunities will evolve from new combinations of multi-disciplinary skills, knowledge, understandings and technologies. As an individual, you have the responsibility for your own employability and career development. Lifelong learning enables individuals to adapt to a rapidly-changing society and to remain employable, and it is an intrinsic part of development.

## • Do I choose my career based merely on my entrance exam scores?

A The scores give an indication, but cannot be the only decisive factor. As mentioned earlier, career decision-making is subject to a range of influences.

Keep in mind, your success in a career involves a set of non-occupational attitudes, skills and knowledge.

## • How do I develop these things?

A QCF will play a role in assisting you with this; to develop the skills, knowledge and competencies necessary to successfully manage careers.

QCF and its stakeholders will provide career guidance that is an integral part of development.

The role of QCF will be more of a facilitator than an expert in this regard.

## • Why can't I just opt for a well-paid job?

A A well-paid job may provide instant gratification. But in the long run, it will neither provide job satisfaction nor help develop you as an individual.

A career that is well-chosen will provide both monetary and professional satisfaction.

platform for high schoolers, university students, graduates and parents meet on an annual basis with education experts, businesspeople and entrepreneurs, as well as representatives of private and public sectors, to get updates about the available and prospective education and career opportunities.

QCF is sponsored by Her Highness Sheikha Mozah Bint Nasser Al Missned, and was inaugurated by His Highness Sheikh Tamim Bin Hamad Al Thani, the Heir Apparent.

QCF is organized by Qatar Foundation, Qatar Petroleum, Qatar University and Ministry of Labor, with the objective of providing key education and career opportunities for young Qataris, to enhance their capabilities and skills.



f you are a person that takes risks, seeks opportunities and tries to shape them into inventions that can one day change the world – you are an entrepreneur by nature!

Entrepreneurs are daring people who by their determination, courage, leadership, obsession with opportunity, tolerance of risk and creativity, bring new realities and possibilities to their world.

### **ABUNDANCE**

Russian-American philosopher Ayn Rand says: "America's abundance was not created by public sacrifices to 'the common good,' but by the productive genius of free men who pursued their own personal interests and the making of their own private fortunes."

What is Qatar's abundance then? The same, more or less.

But what's entrepreneurship specifically? And what is the edge that entrepreneurs possess?

Entrepreneurs are innovators who come up with brand new ideas which ultimately bring about new products, new markets, new production methods or new forms of organizations. By that, they create value for their societies and accumulate wealth for themselves and their partners.

Entrepreneurs have a host of desirable attitudes and behaviors that set them apart from the crowd. These can include commitment and determination, courage, leadership, opportunity, obsession, tolerance of risk and uncertainty, creativity, self-reliance and adaptability, and motivation to excel.

Many successful entrepreneurs have emphasized that while they have initiative and a take-charge attitude, their colleagues are determined to preserve the status quo and are therefore not able to adapt. So it is not just a matter of personality. It is what they do that matters most.

## **COMMITMENT & DETERMINATION**

Commitment and determination are seen as more important than any other factor. By these traits, entrepreneurs can overcome incredible obstacles and compensate enormously for other weaknesses.

Entrepreneurs who successfully build

ENTREPRENEURS ARE INNOVATORS WHO COME UP WITH BRAND NEW IDEAS WHICH ULTIMATELY BRING ABOUT NEW PRODUCTS, NEW MARKETS, NEW PRODUCTION METHODS OR NEW FORMS OF ORGANIZATIONS.

new enterprises seek to overcome hurdles, solve problems and complete the job: they are disciplined, tenacious and persistent. They are able to commit and recommit quickly, not intimidated by difficult situations and think that the impossible tends to take a little longer.

### COURAGE

An entrepreneur who aspires to change the world can not be just mediocre. In this pursuit, courage is yet another cornerstone.

The young innovator should have the moral strength, fearless tendency to experiment, no fear of conflicts or failures, and an intense curiosity in the face of risk.

### **LEADERSHIP**

Successful entrepreneurs are experienced, possessing intimate knowledge of the technology and marketplace in which they will compete, sound general management skills, and a proven track record.

They are self-starters and have an internal locus of control with high standards, but not perfectionists.

Efficient entrepreneurs are basically team builders, hero makers, and have every skill to inspire others. They treat others as they want to be treated, share wealth with all the people who helped create it, are honest, reliable, trust builders, superior learners and teachers [and practice fairness].

### **OPPORTUNITY OBSESSION**

Almost all the world's successful entrepreneurs had one thing in common. They were obsessed first with opportunity, not the money, resources, contacts and networking or with the image of appearances.

Although some of these latter items have a place and time in the entrepreneurial process, they are not the source and driver for new ventures.

What differentiates a successful entrepreneur from any other average guy is

the former has the leadership skills and ambition to shape the opportunity and intimate knowledge of customers' needs and wants.

### **TOLERANCE OF RISK**

Because high rates of change and high levels of risk, uncertainty is almost a given. Successful entrepreneurs tolerate risk, and uncertainty. They manage paradoxes and contradictions.

They are obsessed with value creation and enhancement, take calculated risk, tolerate lack of structure as they do structure things first hand, tolerate stress and conflicts, and are able to resolve problems and integrate solutions.

### CREATIVITY & ADAPTABILITY

The high levels of uncertainty and very rapid rates of change that characterize new ventures require fluid and highly adaptive forms of organization that can respond quickly and effectively.

Successful entrepreneurs believe in themselves. They know that their accomplishments (and setbacks) lie within their own control and influence and that they can affect the outcome. They have the ability to see and 'sweat the details' and also to conceptualize. They are dissatisfied with the status quo and are restless initiators.

### **MOTIVATION TO EXCEL**

Successful entrepreneurs have the motivation to excel. They are self-starters who appear driven internally by a strong desire to compete against their own self-imposed standards and to pursue and attain challenging goals.

They have the drive to achieve and grow, low need for status and power, are interpersonally supporting (versus competitive), aware of weaknesses and strengths, and have perspective and sense of humor.



t is vital for any entrepreneur seeking to increase their chances of survival that they write a meaningful business plan.

## RESEARCH THE MARKET THOROUGHLY

Regardless of whether your target audience is Qatari, expatriate, a market segment in another country, a business or an individual, you must study it properly.

Knowledge of the market always comes first. The entrepreneur always undertakes market research and ensures that his business plan includes reference to market size, its predicted growth path, and how he will gain access to that market.

Qatar's economy is rapidly growing, yet it is running within a relatively small geography and demographics.

A plan for an internet café, for example, will consider the local population and circumstances. Given the relatively low fees for internet services from the incumbent Qtel and the prospective Vodafone – and given the high standard of living of people here – do you think people will leave the comfort of their homes to the noise of an internet café, or do you need to think of another fist-pounding local need?

## **UNDERSTAND THE COMPETITION**

## How to write a BUSINESS PLAN

An integral part of understanding any business environment is understanding the competition – both its nature and the basis for competition within the industry.

Is your project or idea going to be in a particularly competitive environment or one that lacks competition?

You have to build an understanding of the basis on which you intend to compete. Can you compete with existing players?

## ATTENTION TO DETAIL

Make your business plan concise, but include enough detail to ensure that the reader has sufficient information to make informed decisions.

Your plan will have a significant role in the running of the business, so should reflect a sense of professionalism – with realistic assumptions, credible projections, accurate content, and no spelling mistakes. The writer should also consider the format of the plan – if a presentation is required, a back-up PowerPoint (or similar) presentation should be created.

## **FOCUS ON THE OPPORTUNITY**

If you are seeking investment in your business, it is important to clearly describe the investment opportunity. Why would the investor (Qatari or expatriate) be better off investing in your business rather than leaving money in a QNB account, DSM shares or invested in another business? What is the unique selling proposition (USP) for the business?

## **DO THE SUMS**

The numbers will be subject to particular scrutiny. Costs should be documented in full and sales predictions should be both conservative and realistic. While costs are more certain and predictable, a crucial factor in the success or failure of the business will be the level of sales.

If you are not particularly comfortable with math, have someone assist you in preparing a simple cash flow and break even chart.

This will help the reader understand how many sales you must make to cover your

## HOW TO MAKE A SUCCESSFUL PITCH

Despite the current cautious approach of investors in Qatar and around the world, there is no scarcity of funds for your project
if viable and cogent. Here are tips for getting your finances:

### **SELECT YOUR AUDIENCE**

There is no advantage in presenting your plans to an investor who has never invested in the sector or region you are talking about.

In Qatar's family business-dominated economy, you need to identify and shortlist only those investors whose investment preferences match your requirements.

### YOUR PRODUCT/SERVICE

Explain your product or service in simple language and emphasize its competitive edge.

### **YOUR TEAM**

You may have a grand business idea, but working alone, you may not be able to achieve your objective. A startup team would ultimately convert your ideas into a profitable product or service.

Your team can be a schoolmate, Qatar Foundation/Qatar University colleague, neighbor, friend or relative. Only remember that investors look for a team consisting of members with professional experience, deep technical expertise, and a track record in the area of function.

### **CUSTOMERS**

You can't provide any better evidence than customers to prove your claims about the marketability of your product/service.

Explain about your existing Qatari and international customers as well as your potential customers. Very specifically explain the number of your existing customers, total revenue you generate, revenue per customer and cost-per-customer.



### **REVENUE MODEL**

To show that you have a properly thought out strategy for the financial implications of your company's growth plans, demonstrate a detailed set of financial projections.

Judiciously assess sales, costs (both fixed and variable), cash flow, working capital etc and support it with graphs and charts.

Analyze your present and future margins in detail, bearing in mind the potential impact of competition.

### MARKETING PLAN

The cardinal objective of a marketing plan is to convince investors that the market for your product/service can be developed and penetrated.

The marketing plan should include pricing, distribution and promotion strategies for your product or service. All aspects included in the plan section must be rigorously supported by as much verifiable data as possible.

## **FINANCE REQUIRED & EXIT OPPORTUNITY**

You have already calculated your current and expected income and expense. Next, explain previous involvement in funding, your own investment, and investment from family members, relatives and friends.

If you have invested your own savings, it shows your genuine interest in and further requirement of finance for your startup.

Loans are another way for financing your plans. Qatar has a vibrant banking and finance system.

costs, and also how much financing you must raise to start up successfully.

## **EXECUTIVE SUMMARY**

Arguably the most important component of the plan is the executive summary. This is a summary of the entire plan and is usually contained at the start.

It also tends to act as a key qualifier for time-pressed investors – if they like it, they will read on. If not, they will go no further. It should be at the very end of the business planning process and should have a 'wow factor' that entices them to read further.

## **LANGUAGE AND TONE**

Use the language of your target audience. If your business will be in the GCC, use a solemn standard Arabic, rather than regional dialects or colloquialisms. If your audience is the English speaking community, you should observe a few nuances too.

## **REVIEW PROCESS**

Once you have completed your plan, have it independently reviewed. Select someone detached from the process who can offer constructive criticism on all aspects of the plan. Your local business link or enterprise agency should be able to assist with this. This review should prompt further questions that will need to be addressed in a revised draft.

## **IMPLEMENT THE PLAN**

Finally, a plan should always be viewed as a living document and contain specifics regarding dates, deadlines and specific responsibilities. It should be constantly reviewed and updated, as well as being used in regular 'plan versus actual' discussions.

## How to brand YOURSELF

- The value of personal branding.



Il of us know the importance of branding, but how does one go about it? Blaise James, Gallup Global Brand Strategist and former Strategic Planning Director at Ogilvy & Mather Worldwide, explains his theory of self-branding, and says that your personal brand isn't a couple of adjectives, and shouldn't be a résumé either. It should demonstrate your authentic talents and strengths. Your self-brand is integral to your career and your life, and it influences your long-term career strategy and development.

According to James, your personal brand helps you map out the best of who you are and apply it to the best of what your company is. To do that, James recommends writing a statement of purpose, determining your point of view, and ascertaining your principles. Not only do they act as guides to conduct your strategies, but also are hard for anyone else to replicate. Your self-brand can help you become invaluable to your company or to a hiring manager.



## • Is self-branding the same thing as purpose?

AWhen I create brand strategies, I go beyond purpose. You need to unpack purpose and help people understand how they carry out their purpose. First, you find the intersection point between you, your consumer, and the environment you share. I call this finding the 'you, them, and us'. Then you take that information and create statements of purpose, point of view, and principles. The point of view tells us the why, the purpose tells us the what, and the principles are the how. They're how you achieve your purpose.

Your statement of purpose comes first, and it will be a guide to how you'll conduct yourself and a filter for the decisions that you'll make as you deliver your brand. So, for example, the statement of purpose for a Human Resources Manager, Jane, might read "I'm in the business of providing senior managers with the human capital they need to feel confident in leading our company to growth." A CEO might say, "I'm in the business of inspiring global organizations with the leadership, management, and futurism they need to create value for the world's shareholders." And the statement for John, a Marketing Director for a non-profit hospital, might read "I'm in the business of providing visionary Executive Directors with the strategic new audience development expertise they need to achieve their healthcare mission."

A statement of purpose is good, but it's possible for someone to replicate it. Although purpose is important, it's only one step in creating differentiation. The second step is to determine your point of view – your beliefs and unique take on the world. You do this by completing this sentence: "I believe the world would be a better place if..." This exercise is valuable to establishing your personal brand because it's hard to replicate beliefs. They also give you a real motivation for doing what you do. Most people and companies never answer this question for themselves, let alone for their consumers.

**Q**What should your statement of beliefs include?

A Your statement of beliefs should articulate what you will do that's positive in the world.

Let's go back to the example of our non-profit Marketing Manager John and look at his point of view. John believes that even the best ideas need the genius of execution and follow through to make a difference in the world. Remember, his purpose statement is "I'm in the business of providing visionary executive directors with the strategic new audience development expertise they need to achieve their healthcare mission." So his point of view now answers why he's trying to achieve this purpose.

The answer to a 'why' question really helps us differentiate ourselves. For corporations, this answer can be incredibly motivating to employees who deliver the brand.

## Q What else can help you differentiate yourself when crafting your purpose statement?

A This is another reason why knowing your talents is so important. Let's say that John has taken Gallup's Clifton
StrengthsFinder assessment to help him identify his talents. John's top talent themes include Analytical and Activator, which in this context provide insights into how John thinks and how he influences others. John knows the type of Executive Director that he wants to attract.

He wants to work with people who consistently look toward the future – this is a talent often found in the StrengthsFinder Futuristic theme. Many people in non-profit organizations embody the theme of Adaptability; they have to dance on a dime to accomplish their mission with limited budgets.

Now we've reached our brand intersection: where Analytical and Activator meet Futuristic and Adaptability. So John's brand focus is as a realizer of visions. He can help Executive Directors activate their ideas. And because this statement is genuine to John, it's valuable and hard to duplicate.

The point of view tells us the why, the purpose tells us the what, and the principles are the how. They're how you achieve your purpose.



## Q Explain principles. Do you mean values or ethics?

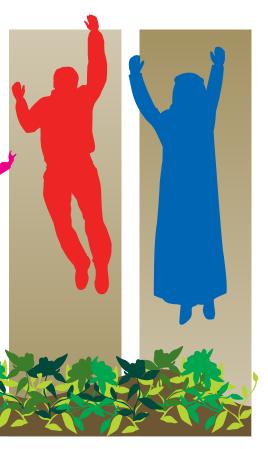
A Think of principles as either/or statements. Either you make good on them or you've compromised your purpose. Statements of principles begin with 'always', 'only', or 'never', and they give a structure to and are a litmus test of your personal brand.

Let's use John as an example again. His statements of principle would be something like this, "I will only work for Executive Directors who have real vision," "I will never send a résumé to a non-profit organization with a mission that I don't believe has lasting, significant relevance". These principles will help him achieve his purpose. Just like any good brand strategy, they act like a filter that guides his decisions.

You can't stand for everything or you stand for nothing. You have to focus. By the way, CEOs are often shocked when you tell them their corporate brand can't be everything to everyone.

## Of what value are social networking sites to self-branding?

▲ Don't confuse strategy with tactics. This is just a word of warning: Many personal



brand coaches lead with 'Build your brand on Facebook' or 'Do self-branding on Twitter'.

If you hear that, proceed with caution. These folks are confusing strategy with tactics. Your résumé, your interview, your networking groups, your Facebook page, your tweets, your LinkedIn connections – all that stuff is tactics.

They're the ways in which you reveal your brand. Your purpose, your point of view, and the principles that guide you, those must come first.

## **Q** So how do you use these sites in a way that is consistent with your strategy, your brand?

A When you have a solid personal brand strategy, who you're following on Twitter makes sense. The tweets you send have common themes because they come from your sense of purpose, your point of view, and your principles.

Depending on what your principles are, you may decide never to shotgun a résumé to monster.com. You may not subject yourself to the decision process of TheLadders.com. Instead, you may send a creatively packaged snail-mail letter to the Senior Vice President of Human Resources,

or you may join the Arts Committee that the CEO and her husband chair. Those are all tactics that send a message about your personal brand.

But are they the right tactics? You will only know after you've put your strategy in place. Once you've done that, your résumé stands out because you're focused like a laser beam on what you want and how you talk about it. Hiring managers get a real sense of your difference and are clear about why you want to work at their firm.

So much job advice these days is about just getting a job. Just get it – and so what if you take a step down?

## **Q** But that's a reality for many people.

A It absolutely is, and it's bad for companies. This is exactly the cross-purpose that hiring managers are facing. They don't want to spend the money to bring in workers who are just looking for any job. Instead, they're going out of their way, in my estimation, to sniff out people who are just trying to get a job for the sake of working.

## • What gives people away when they're doing that?

A Résumés, for one. There's a whole way of gaming résumés nowadays, and it's not at all strategic. If you're cramming your résumés with buzzwords that you think are right for the job but have nothing to do with who you are or what you've done, how have you differentiated yourself from everyone else applying for that position?

Self-branded employees are self-directed and more innovative. They're problem solvers, and they're a lot more engaged. This is key: don't start on tactics until you have your brand strategy. Then, when you get into the tactics, don't just do what's hot. Bring a sense of who you are to how you present your skills and experience. Think about how to differentiate yourself and your brand over the long-term. Remember: You're now an embedded entrepreneur. I hope that opens up a different way of thinking for people. The way the world is going, markets are so cluttered and competition is so acute, and companies can basically replicate a product or service overnight.

## **Q** What is an embedded entrepreneur?

A Having a personal brand also helps you realize that meeting your goals matters as much as meeting the company's. When you're pursuing your goals – and they're aligned with your company's goals – you're much more engaged to act on the company's and the customers' behalf.

It also gives workers a sense of control. Right now, since the start of the recession in December 2007, the number of jobless people has risen by 7.2 million in the US, which is a daunting number. Most workers still have jobs, but many of them are feeling uncertain and fearful.

## • How are embedded entrepreneurs valuable to companies?

A Embedded entrepreneurs point their brand toward the problems of the business. If you don't know what your talents are and you don't know what your brand is, it will take you a lot longer to get up to speed, and you'll be less productive. Anything that helps people express their talents leads to increased engagement, which benefits the company. Ultimately, people feel more engaged in their jobs when they're coming up with ideas, thinking creatively, and pursuing an agenda – being proactive rather than reactive.

So if you're a CEO, you want your workers to know their talents and use them to construct their identities in the company.

That takes some work, some really profound thought, but it's worth it – self-branded employees are self-directed and more innovative. They're problem solvers, and they're a lot more engaged.

## • What can managers do to help people build their self-brands?

▲ Ultimately, people have to do this on their own. It's a personal process that factors in someone's whole life. It's not top-down − it works from the bottom up. But managers can encourage employees to develop their brands, and they can focus on their own brands and chart their own way through their companies. Your personal brand is more than just words − its actions. Live out your principles. Don't pay them lip service. That's something managers can do, lead by example.

## How to ADAPT TO CHANGE

hange management has always been an issue of debate amongst scholars: how can employers create suitable conditions for a successful change process? And what can employees do to get through it?

Personal lives change as people get older; so do jobs, careers and organizations. However, human beings, by nature, do tend to resent change and resist it strongly.

The whole process can be very distressing to employees and negative emotions (and reactions) can stem from it. This is why Bayt.com's team of experts highly recommends one strategy that recognizes the different stages of change and anticipates its impact in order to take preventive measures.

## WHAT ARE THE DIFFERENT STAGES OF CHANGE?

*Denial:* Change has been announced. Employees fight it and strive to defend their status-quo at this stage.

Anger: Employees realize they cannot possibly avoid the new occurring organizational change. Insecurity, lack of self esteem and chaos are the main highlights of this stage.

**Dejection:** By this stage, employees have realized they cannot have the old ways back and they have no other choice but to let go of them. The anger is now translated into remorse and despair.

Acceptance: This happens when employees are finally acknowledging the fact that this change is bound to happen. They are now starting to reflect on the - In today's fast-paced and competitive marketplace, it is crucial for organizations to be flexible enough to change, in order to remain profitable and up-to-speed.

new ways and removing old hurdles from their way.

Learning and development: This takes place when employees finally realize that this change could actually improve their upcoming prospects and decide to focus their efforts in absorbing it and moving forward.

## TIPS ON HOW TO DEAL WITH CHANGE AT THE WORKPLACE

Make yourself aware that change happens: It happens in personal life, it happens in your professional life. You cannot live in the past, so denying that change can occur only makes things more complicated for you.

Stay alert at the workplace: Know what is happening around you. When you come across clues that hint change is on the way, acknowledge them.

Anticipate the change process by recognizing its different stages: Keep in mind the faster you get to the acceptance stage, the more promising things will look for you.

Maintain open communication channels: Don't hold back and expect things to pass you by smoothly. You need to get acquainted with the occurring changes. Seek more details from your

management and peers to form an accurate understanding of the matter. Be transparent and honest about your fears – dealing with the unknown is often resented and daunting. Make the picture as clear as you can.

Assess yourself: Change is a time when one's confidence about one's skills and capabilities gets shaky. Recognize your strengths and where you could bring them into play. At the same time, stay aware of your developmental areas and work on improving those.

Don't be stiff: It will make the change process much harder if you are rigid. Be flexible enough to look at the different angles of the change and see where you could apply your 'existing' skills and knowledge, and what new skills you need to acquire.

Stay optimistic: Keep a positive attitude and don't let yourself drown in uncertainty. Involve yourself in the new process; locate yourself properly in the new scenario. Adjust.

"You can't get to the top of Everest by jumping up the mountain. You get to the mountaintop by taking incremental steps. Step by step, you get to the goal," says Robin Sharma, one of the world's most-sought-after leadership and personal success experts.



I AM PLEASED TO PAY MY TRIBUTE TO THE SINCERE EFFORTS MADE IN THE PREPARATION OF THIS **IMPORTANT EVENT THAT ALLOWS OUR YOUNG MEN AND WOMEN TO** BE FAMILIAR WITH THE EMPLOYMENT OPPORTUNITIES AND ALSO ACHIEVE THEIR AMBITIONS.

HH SHEIKH TAMIM RIN HAMAD AL THANI

THIS EXHIBITION MARCHES **ON THE PROGRESS PATH LAID BY THE WISE LEADERSHIP OF HIS** HIGHNESS THE AMIR, THE HEIR APPARENT AND THEIR WISE GOVERNMENT AND REFLECTS THE INTEREST IN **QATARI PEOPLE. IT ALSO BRINGS TOGETHER ALL GOVERNMENTAL AND QUASI-GOVERNMENTAL ORGANIZATIONS OPERATING IN THE COUNTRY UNDER ONE ROOF TO FACILITATE** COMMUNICATION **BETWEEN JOB-SEEKERS** AND THOSE ORGANIZATIONS.

ABDULRAHMAN BIN SAAD AL DIRHAM

I EXPRESS MY SINCERE THANKS TO THE EFFORTS MADE FOR THE SUCCESS OF THE EXHIBITION AND I EXTEND MY **APPRECIATION TO** THOSE IN CHARGE OF THE EXHIBITION.

SAAD AL KHULAIFI

**CONGRATULATIONS TO ALL** ORGANIZERS AND THOSE IN CHARGE OF THIS GREAT **WORK THAT WILL ESTABLISH A NEW GENERATION THAT WILL** SHOULDER THE BURDEN OF **BUILDING THIS COUNTRY** AND BEAR THE **RESPONSIBILITY TO** PROGRESS IN THE LIGHT OF THE POLICY AND GUIDANCE **OF HIS HIGHNESS SHEIKH** HAMAD BIN KHALIFA AL THANI AND THE HEIR **APPARENT SHEIKH TAMIM** BIN HAMAD AL THANI, I WISH YOU SUCCESS.

**HAMMOUD SAAD AL ANZI** 

TO ALL THOSE WHO **CONTRIBUTED IN MAKING THIS GREAT WORK, I** SAY I WAS PLEASED FOR YOU, WITH YOU AND BY YOU.

DR. MOZA AL MALIKI

IN THIS WAY **WE BUILD SUCCESSFUL** CAREERS FOR OUR **CHILDREN ESPECIALLY** HIGH SCHOOL GRADUATES. **GOD BLESS** YOUR GOOD **EFFORTS.** 

**GHOULOUM ABDULLAH** 

I ADMIRE THE WAY THE EXHIBITION HAS BEEN ORGANISED WHICH IS THE REASON **FOR THE HUGE** NUMBER OF VISITORS IT ATTRACTS, THAT **ACTUALLY SHOWS THE DEDICATION OF THE QATARIS TO WORK** RELENTLESSLY FOR THE **SUCCESS OF THIS** EFFORT, GOD BLESS THOSE EFFORTS THAT AIM TO IMPROVE THE COUNTRY.

AHMED AL MAZRUI

THE QCF WAS A BIG. **NEW AND IMPORTANT EVENT IN QATAR THAT** I LIKED TO TRY. ALSO, IT WAS A VERY **GOOD, PRACTICAL** EXPERIENCE FOR ME THAT I GOT A LOT OF BENEFITS FROM. QCF **OPENS THE DOORS TO** YOUNG QATARIS TO **EXPLORE WORKING** LIFE AND GIVE THEM **OPPORTUNITIES TO CHOOSE THEIR WAY** AND SPECIALIZATION **BASED ON A PREVIOUS AWARENESS OF THE REQUIREMENTS OF THE** LABOR MARKET.

> ROWDA AL ALI **FACULTY OF ENGINEERING QATAR UNIVERSITY**

**QATAR CAREER FAIR** HELPED ME REDISCOVER BRAND **NEW QUALITIES AND SKILLS IN THE WAY I GOT THINGS DONE.** THE INNOVATIVE WAY IN WHICH WE ORGANIZED **OURSELVES INTO TEAMS AND REACHED** THE MOST EFFICIENT **DECISION FOR URGENT ISSUES THAT** CAME UP WAS REALLY EXCITING.

MOHAMAD SHAHEEN **EMPLOYEE AT MINISTRY OF EDUCATION** INFORMATION SCIENCE GRADUATE **QATAR UNIVERSITY** 

**QATAR CAREER** FAIR GAVE ME THE CONFIDENCE TO DEAL WITH PEOPLE IN AN **EFFICIENT MULTILINGUAL**, **MULTICULTURAL**, **PROFESSIONAL** SETTING, WHERE I OBTAINED THE RIGHT GUIDANCE ON THE WAY TO ΤΔΚΕ ΔΗΕΔΟ.

AMEENA SALEH SALEEM THIRD YEAR BIOMEDICAL STUDENT, **COLLEGE OF ARTS AND SCIENCES QATAR UNIVERSITY** 

**BEING PART OF THE VOLUNTEERS'** TEAM, DEFINITELY ADDED TO MY PERSONALITY AND **SELF-CONFIDENCE**, AND GAVE A **GLIMPSE OF THE** CAREER LANDSCAPE AND WORK **ENVIRONMENT** MUCH BEFOREHAND. IT MADE ME REALLY **READY TO JOIN MY FUTURE CAREER IMMEDIATELY AFTER** GRADUATION.

MARIAM A. AL FADALA STUDENT, FACULTY OF **ENGINEERING QATAR UNIVERSITY** 

**QATAR CAREER FAIR** WAS A TREMENDOUS **OPPORTUNITY TO BE** IN TOUCH WITH HIGHLY QUALIFIED AND EXPERIENCED PEOPLE. QCF PROVED TO BE A FAIR PLATFORM WHERE EQUAL **OPPORTUNITIES ARE GUARANTEED AND** ENHANCED. FROM THE VARIOUS **ACTIVITIES HELD BY** QCF, THE **SPECIALIZED WORKSHOPS WERE** OF A GREAT VALUE FOR ME.

> AISHA AHMED AL ISHAQ **QATAR FINANCIAL CENTRE**, **EMPLOYEE STRATEGY DEPARTMENT**

AS A QCF **VOLUNTEER, I GAINED A DIVERSE** AND DEEP EXPERIENCE THAT **HELPED ME QUALIFY** FOR THE MEDIA **COMMITTEE OF VOLUNTEERS. WHEN** I GET IN TOUCH WITH BUSINESSES IN QATAR, LOOKING FOR AN OPENING OR OPPORTUNITY. THEY ASK ME ABOUT MY ROLE IN QCF AND THE **EXPERIENCES I** DREW FROM IT.

**MAHMOUD AL SAADI** STUDENT AT FACULTY OF **ENGINEERING, QATAR UNIVERSITY HEAD OF THE MEDIA COMMITTEE, QCF**