

THE MAGAZINE OF QATAR CAREER DEVELOPMENT CENTER

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CAREERGuide



YEARS OF CAREER GUIDANCE





“

We cannot achieve development and make our homeland join the ranks of the developed countries if we neglect the human being, because the human is the pillar of any development. Development is not only measured by buildings and facilities, but rather by the human ability to plan, build, and maintain them. It is measured by the people and the schools that educate them, the universities from which they graduate, the quality of education that they receive, as well as their culture, prevailing values, and ethics.”

His Highness Sheikh Tamim Bin Hamad Al Thani

The Amir of the State of Qatar

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'Career Guide' app
available to download at:





INNOVATION IS KEY TO DEVELOPMENT OF NATIONS

We are pleased to present you with the latest edition of Career Guide. The magazine was first launched to incentivize our youth to explore their potential and develop their skills. This enables them to better plan for their academic and career journeys in line with the needs and changing dynamics of Qatar's labor market. Since then, each edition has featured a plethora of useful articles aimed at inspiring them to pursue their career aspirations.

Today, we are proud to publish the 10th edition of Career Guide, which celebrates innovation, one of the key skills of the 21st century labor market. It is evident that countries which succeed in instilling a culture of innovation among their people occupy a prominent global position, hence the theme of this edition.

Creativity is the basis for innovation, so the many different articles you will discover inside this guide aim to inspire creativity and motivate you to explore your untapped potential. Our message is this: have confidence in your creativity. Whatever your age or field of specialization, there are no limits to how creative you can be. It all depends on your mindset and your ability to capitalize on your skills.

Innovation is closely linked to technology. The world around us is

advancing at an unprecedented pace, with emerging technologies influencing many different sectors and professions. In this guide, we provide you with a simple overview of some of these technologies, along with expert guidance throughout the various stages of your academic and career journeys.

We also showcase efforts undertaken by Qatar Science & Technology Park (a member of Qatar Foundation) to support innovation and encourage entrepreneurs to establish successful startups that contribute to the development of a knowledge-based economy.

You will also find interviews with successful professionals in a variety of different fields. We hope that their experiences will inspire you and guide you into making sound career decisions.

The journey toward growth is an ever-changing one. No matter what stage of life you are in, it is important to continuously learn in order to further advance your career in today's constantly changing work environment. Learning resources are easily and readily available nowadays, and among these pages, you will find useful online learning websites that can help you expand your knowledge and acquire new skills.

This edition also highlights Qatar's growing tourism industry. It is a promising sector that has much to contribute toward achieving economic diversification. It is also an industry that has the potential of providing thousands of future

job opportunities, given Qatar's position as an attractive tourism destination.

In our commitment toward developing a knowledge-based economy, we successfully spearheaded numerous programs and initiatives, targeting students, parents, and career counselors last year. In this issue, you will learn about our Career Readiness Program, which is one of the leading projects created by Qatar Career Development Center in collaboration with Awsaj Academy. It is designed to enhance the professional skills of students who face learning difficulties by preparing them for the labor market. This aim aligns with our commitment to empower all segments of society, as well as our role as a member of Qatar Foundation's Community Development division. We pledge to continue our pursuit of promoting a culture of career guidance in Qatar, and to build on our past achievements, which will mark the beginning of a new journey for Qatar.

This year, we will launch the third edition of our Career Guidance Stakeholders Platform, which brings together all our local partners and members of the international community. This initiative aims to develop an integrated career guidance system that will contribute to the empowerment of future Qatari generations, thus ensuring our nation's development and prosperity. We look forward to building Qatar with you.

Abdulla Al-Mansoori
Director
Qatar Career Development Center



QCDC AND KIDZANIA DOHA AIM TO INSTILL CULTURE OF CAREER GUIDANCE



Qatar Career Development Center (QCDC), a member of Qatar Foundation, has signed a partnership agreement with KidZania Doha, that includes opening a special recreational education center named the "Career Development Center" in KidZania's interactive city for children. The center combines education and entertainment to help children learn about different professions through role-playing. Through this initiative, QCDC aims to introduce children between the ages of 4 and 14 to the concept of career planning while exploring various career options in an educational and entertaining way. It also guides them to identify career options that align with their interests and

abilities through various entertaining activities.

KidZania Doha opened its doors on 30 April 2019, providing a unique educational and entertainment experience with 42 establishments. Children aged between 4 -14 years are able to role-play "adult jobs" in up to 60 pretend roles, thereby learning a variety of values including self-reliance, teamwork, honesty, integrity, and giving back to society.

QCDC previously achieved notable results in the edutainment field through a similar partnership with Kidz Mondo Doha, which started in 2018 and had already benefited more than 6,000 children.

QCDC'S CAREER VILLAGE ATTRACTS MORE THAN 4,000 VISITORS



Last September, QCDC organized another successful edition of "Career Village."

The three-day event, organized in cooperation with the Social Development Center "Nama," attracted more than 4,000 visitors, including preparatory and secondary school students from 100 public and private schools across Qatar. Throughout the event, the students learned about various professions, as well as the academic disciplines that lead to these career paths.

It brought together representatives from 35 leading Qatar-based organizations and institutions from numerous industries including education, business and



finance, energy and manufacturing, communication and transportation, health, security, media, and culture. Entities included the Ministry of Administrative Development, Labor and Social Affairs – Institute of Public Administration; the Ministry of Interior – Human Resources Department, General Directorate of Civil Defense, Traffic Department, General Directorate of Coasts and Borders Security, and Police College – Hamad Medical Corporation; and Qatar Airways.

Students met with representatives of participating institutions and universities to inquire about job opportunities and took part in interactive activities that provided insight into various professions.

TAMAKKAN CAMPAIGN LAUNCHED

On the sidelines of the event, Nama launched the "Tamakkan" campaign, an initiative designed to raise awareness among the youth about the importance of career development in line with the needs of

the Qatari labor market. It drew on the expertise of experienced professionals and retirees to equip young people with the skills to contribute to their community.

QCDC'S EXCLUSIVE PROGRAM GRADUATES NEW COHORT



Forty-five participants have graduated from the regionally exclusive Career Advisor Training Course held by QCDC, representing the eighth and ninth batches of the program.

QCDC awarded certificates to all the graduates who completed the program, which was delivered separately in both Arabic and English. Twenty-five participants attended the Arabic sessions, and 20 attended the

English. The program is powered by Kuder Inc., a world leader in career planning services. It brought together public and private sector employees, as well as representatives from educational institutions in Qatar.

QCDC had initially organized an Introductory Career Advising Course that familiarized participants with the basics of career guidance and advising, and raised awareness about the role of career counselors.

The Career Advisor Training Course is offered by QCDC in both English and Arabic, on an annual basis, in cooperation with experienced instructors. For more information, please contact us on: qcdc@qf.org.qa

QCDC SIGNS AN MOU WITH QATAR UNIVERSITY

On the sidelines of the Career Advisor Training Course, QCDC and Qatar University signed a Memorandum of Understanding. The two parties agreed to exchange expertise to advance shared objectives through various forms of cooperation including training, consulting, and the provision of career guidance services.



U.S. EMBASSY PARTNERS WITH QCDC TO PROMOTE CAREER COUNSELING IN QATAR

QCDC organized the fifth edition of the "Career Counselors Training Program" in partnership with the U.S. Embassy. The program aims to equip career counselors and academic advisors with the knowledge and tools to promote career guidance, and support students across various schools in Qatar.

Jane Lowery, an expert counselor with more than 30 years of experience in the field of career and college counseling, led participants through workshops and activities over the course of two days. The first day's sessions were geared toward new counselors with an emphasis on preparing students for the university search, identifying their interests, researching universities, and creating a well-rounded list of potential schools. The second day targeted more experienced counselors with a focus on the college application process, including mock admissions committee activities, and a session on engaging parents in the college advising process.



QCDC PARTICIPATES IN 9TH INTERNATIONAL SYMPOSIUM ON CAREER DEVELOPMENT AND PUBLIC POLICY

QCDC has participated in the ninth edition of the International Symposium on Career Development and Public Policy. The symposium brought together policy makers, career counselors, researchers, and professionals to discuss global efforts to promote career development.

The three-day symposium was organized by the International Centre for Career Development and Public Policy (ICCDPP), Skills Norway, and the Ministry of Education and Research in Norway. It took place in Tromsø and was held under the title of "Leading career development services into an uncertain future: Ensuring access, integration and innovation." The symposium brought together

delegations from 34 countries.

Qatar was represented by a delegation from the Ministry of Education and Higher Education (MOEHE), headed by Dr. Ibrahim Bin Saleh Al Nouimi, MOEHE Undersecretary, and a delegation from QCDC that included Abdulla Al-Mansoori, Director, and Dr. Tajalsir Kardaman, Career Programs and Services Manager. During the conference, QCDC presented a paper showcasing the center's efforts in contributing to the development and implementation of a well-integrated and cross-sector career development policy that links the needs and aspirations of Qatari professionals.



QCDC PARTICIPATES IN “HELP ME SOLVE IT” SESSION AT WISE

QCDC took part in the “Help Me Solve It” session at WISE Summit 2019. The center was represented by Dr. Tajalsir Kardaman, Career Programs and Services Manager, and Effrosyni Parampota, Senior Career Programs and Services Officer.

In a lively conversation with the audience, the two experts discussed efforts to help people with disabilities transition from secondary education into Qatar’s labor market. Discussions also touched on the Career Readiness Program, an initiative launched in partnership with Awsaj Academy to support students with mild and moderate learning challenges.



STUDENTS WITH FUNCTIONAL LIMITATIONS TO BENEFIT FROM NEW QCDC-MADA SERVICES



Students with functional limitations will now be able to get better access to education through new services in information and communication technology (ICT) provided by Qatar Foundation’s Qatar Career Development Center (QCDC) and MADA Center.

In a recently announced partnership, QCDC and MADA Center will work together to develop career education and development services by promoting counseling and capacity-building in the career guidance field.

The aim of this collaboration is to promote digital



inclusiveness and build a digital community for people with functional limitations, including those with disabilities. It will also seek to help students with disabilities identify their goals beyond the education phase so that they can develop their skills. The collaboration also aims to raise community awareness about the role of digital access in empowering and integrating people with disabilities into society.

Also, under this agreement, digital accreditation will be granted to several QCDC digital platforms, most notably QCDC’s website. The agreement will also enable the provision of training on best practices in the job-access project, as well as comprehensive vocational and career education and development guidance for people with disabilities. As part of the agreement, 10 counseling specialists who provide career guidance for people with functional limitations will receive accreditation.

HUGE SUCCESS FOR THE INAUGURAL EDITION OF “CAREER ACADEMY”

QCDC organized the first edition of its “Career Academy” program, which attracted almost 60 high school students to participate in multiple activities designed to provide insight into potential career tracks.

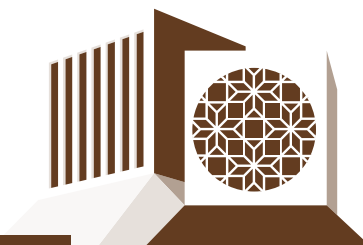
The program, which took place over the course of two weeks, included field trips to both private and public institutions in Qatar across various sectors, including QF members Sidra Medicine and Qur’anic Botanic Garden, in addition to the College of the North Atlantic-Qatar and Qatar Airways. The trips offered participants the opportunity to connect with professionals in various industries and to learn what to expect from each profession.

Throughout the program, participants engaged in a variety of recreational and educational activities. For example, students attended a series of handicraft workshops designed to equip them with a wide range of personal and life skills, as well improve their self-confidence. Also included were tips on developing communication, public speaking, and teamwork skills.

The Career Academy program also introduced students to universities in Qatar, including Qatar University, Stenden University of Applied Sciences Qatar, and QF partner universities. Representatives of these universities attended the final day of the program to provide students with an overview of their academic programs and admission requirements, and help those interested in attending make informed academic choices.



ALL YOU NEED TO KNOW ABOUT THE COLLEGE OF DENTAL MEDICINE AT QATAR UNIVERSITY



The College of Dental Medicine at Qatar University (QU) welcomed its first cohort of students in the fall of 2019. Here is all you need to know about the college:

Future of Dentistry in Qatar

- Qatar's healthcare sector is growing, and the country's medical institutions are in dire need of dentists to meet the rising demand for oral and dental healthcare as a result of the increasing population and rapid urban growth.
- The establishment of the College of Dental Medicine is hence in line with the Qatar National Health Strategy 2018-2022, under which the Ministry of Public Health started several initiatives promoting oral health. The program will implement one of the main recommendations of the National Oral Health Roadmap: to "educate our own" dental workforce with the aim of providing a sustainable and self-sufficient solution.
- Besides practicing in medical institutions, there are many other opportunities for dentists in the labor market. This includes conducting scientific research, working in dentistry-related medical industries, managing dental institutions, or working in private clinics.

Top-Class Education

- The College of Dental Medicine is the fourth college under the Qatar University Health Cluster (QU Health). It provides substantial opportunities for inter-professional learning and exchange between different professional health programs.
- In collaboration with Hamad Medical Corporation (HMC) and the Primary Health Care Corporation (PHCC), the college offers its students early clinical experience in state-of-the-art facilities, including a dental simulation clinic and an academic dental hospital at HMC.
- The college follows international best-practice standards set by accreditation agencies in the USA, Australia, and Europe. It also collaborates closely with international accreditors to ensure compliance with high quality standards.
- Students admitted to the College of Dental Medicine will be eligible for sponsorships through the Ministry of Administrative

Development, Labor and Social Affairs' program, where HMC and PHCC will sponsor students who signed an agreement to join their dental workforce after graduation.

Curriculum Overview

- A 6-year program leading to a Doctor of Dental Medicine qualification.
- Year 1: join Common First Year with all students at QU Health.
- Years 2 to 3.5: integrate pre-clinical and clinical learning across disciplines, including simulation training.
- Years 3.5 to 6: enter final clinical phase that prepares competent students to provide dental care upon graduation.
- No internship is required following graduation, as internship is embedded in the undergraduate training.

Admission Requirements

- Admission to the College of Dental Medicine is competitive for Qatari and non-Qatari applicants. Due to the limited number of 25 seats, students with the minimum requirements are not automatically guaranteed acceptance to the college. For international curriculum schools, the QU Admission Department will equalize letter grades to percent numbers.
- Completion of 2 out of 3 science subject classes in high school (biology, chemistry, and/or physics). Having biology courses in high school is highly recommended.
- Passing one of the following English-language tests:

IELTS 6	TOEFL 520	IPT 68
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- Passing one of the following university admission tests:

SAT 530	ACT 21	QU MATH PLACER 200
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For more information about the College of Dental Medicine at QU, please visit:
<http://www.qu.edu.qa/dentistry>
or contact the college directly via:
dentistry@qu.edu.qa



HAMAD BIN KHALIFA UNIVERSITY INTRODUCES NEW PROGRAMS



In 2019, Hamad Bin Khalifa University, a member of Qatar Foundation, introduced ten new academic programs across its six colleges. The new programs are tailored to build specialized capacity that addresses the most in-demand current and future skills of local and international employment markets. This expansion reflects a logical continuation of the university's consistent growth and leadership as an academic institution and a world-class purveyor of multidisciplinary education and research in Qatar. Below is an overview of the new programs:

Master of Arts in Applied Islamic Ethics College of Islamic Studies

This is the first program of its kind worldwide. It addresses how Islam, as a world religion with a rich moral heritage, engages with and contributes to the global moral discourse.

Master of Information Systems in Health Management College of Science and Engineering

This is a unique program designed to prepare students for professional roles in the design and management of information systems and services in healthcare organizations.

Master of Science in Sport and Entertainment Management (MSEM) College of Science and Engineering

This is a joint degree with the University of South Carolina (USC). The program trains and prepares students for management and leadership roles in the sports and entertainment industries.

Master of Public Policy (MPP) College of Public Policy

The program offers world-class academic and professional training in public policy analysis, design, implementation, evaluation, and management, as well as specializations in social policy, and in energy and the environment.

Master of Science in Exercise Science College of Health and Life Sciences

This is a joint degree with the Exercise Science program offered by

the University of South Carolina's Arnold School of Public Health. It addresses the complex relationships between exercise participation, physical activity, and human health.

LLM in International Economic and Business Law College of Law

This is an ideal program for lawyers who are working or aspiring to work in international business, private practice, academia, government, and the judiciary.

LLM in International Law and Foreign Affairs College of Law

This program offers world-class academic and professional training in international law and foreign policy decision-making on pressing global challenges facing today's world.

Juris Doctor College of Law

The first-of-its-kind graduate law degree in the MENA region, the JD program was created through a strategic partnership with Northwestern University Pritzker School of Law. It equips graduates with a high level of legal knowledge and complementary research, writing, and advocacy skills, thereby enabling them to make the most of a wide range of career options in the public sector, private corporations, law firms, international organizations, and academia.

Master of Arts in Intercultural Communication (MAICC) College of Humanities and Social Sciences

Students in this program will engage in research, education, and outreach in order to understand the challenges of today's changing intercultural settings in Qatar and worldwide.

PhD in Humanities and Social Sciences College of Humanities and Social Sciences

This is one of the few programs in the world providing students with the philosophical and technical grounding to design and tailor their own interdisciplinary program while being able to choose their specialization and contribute effectively to their societies.

For details on more than 30 academic programs offered at HBKU, please visit:

<https://www.hbku.edu.qa>

A PROMISING FUTURE FOR TOURISM IN QATAR

The travel and tourism industry is one of the largest and fastest growing industries in the world. It contributes to nearly 10 percent of the global GDP and provides more than 300 million jobs around the world, according to a recent report from the World Travel and Tourism Council.

In Qatar, the sector has achieved significant developments over the past few years, as the country seeks to create a more diversified economy in line with the objectives of Qatar National Vision 2030.

The country has all the ingredients that make it a global tourist hot spot, as it provides a variety of experiences that suit all types of tourists. The Qatar National Tourism Council (QNTC) is entrusted with the development of a comprehensive strategic plan to achieve optimum benefit from the national tourism industry and enhance investment opportunities in the tourism sector.

The council collaborates with all stakeholders in the public and private sectors to diversify Qatar's tourism offerings. It also spares no effort to promote these offerings in key global markets and strengthen its partnerships with the tourism industry's leading international organizations.

The rapid growth of the tourism sector in Qatar is leading increased demand for all types of tourism-related occupations and skills. QNTC is keen on developing Qatar's human capital to meet the sector's needs through partnerships with various organizations that build workers' skills and support entrepreneurs in this sector.

The council also supports several training and educational initiatives, including the "Tour Guide Licensing Program." Furthermore, it recently launched the world's first Online Tourism Academy in collaboration with the World Tourism Organization and IE University. It also collaborated with Qatar Development Bank (QDB) and Qatar Business Incubation Center (QBIC) to launch QBIC Tourism, which encourages entrepreneurs to develop products and services that enhance the Qatar tourism experience.

It is an ideal time for the development of the tourism sector in Qatar, as the country is getting ready to host one of the biggest sports events in the world, the 2022 FIFA World Cup, an event that will provide a perfect opportunity to promote Qatar's tourism offerings on the global stage.

EXPLORE TOURISM INDUSTRY MANAGEMENT

Last year, the QNTC launched the first digital tourism academy in collaboration with the World Tourism Organization and IE University. The academy currently offers two programs: "Introduction to Tourism Industry Management," through which you learn the principles of the field, and the "Fundamentals of Tourism - Industry Management," which delves deeper into explaining concepts like strategy, digital marketing, finance management, operations, innovation, and digital transformation.

Both programs are offered in English and are delivered fully online. They would be beneficial for anyone working in tourism and wants to enrich his/her knowledge, and for those who want to explore this field as beginners.

Learn more about the two courses through this link:



OPPORTUNITIES FOR ENTREPRENEURS

QBIC Tourism is a specialized incubator that enables entrepreneurs to develop products and services that enhance the Qatar tourism experience. To do this, it provides the tools to turn a business idea into a successful tourism product or service. For more details, please scan this QR code:



TOURISM IN QATAR FACTS AND FIGURES

- Qatar has welcomed around 2.1 million visitors during 2019, with an increase of 17% over the previous year.
- Licenses have been issued for 10 new hotels, 24 tourist offices, four tourist boats, nine recreational projects, 14 business events offices, 114 fairs and conferences, and three tourist events offices.
- Qatar was ranked first in the Middle East on both the International Openness and Business Environment indexes in the 2019 Travel & Tourism Competitiveness Report published by the World Economic Forum.
- Hospitality is another sector that also benefits greatly from developing tourism in Qatar. For the second consecutive year, Qatar's hospitality sector was ranked first in the Middle East in terms of Guest Experience, according to the Middle East Report by hospitality and travel data provider Olery.

PREPARING INDUSTRY PROFESSIONALS

Stenden Qatar University of Applied Sciences is the oldest private university in Qatar and the only provider of hospitality and tourism education in the country. It offers bachelor's and master's programs accredited by the Qatari Ministry of Education and Higher Education and the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE).

More than 900 students from more than 40 different nationalities have graduated from the university since it officially opened its doors in 2000 under the patronage of His Excellency Sheikh Faisal Bin Qassim Al Thani. Many of the graduates hold key positions in different governmental and non-governmental organizations in Qatar and around the world.

Dr. Ivan Ninov, Executive Dean of Stenden Qatar University of Applied Sciences, considers the future of tourism and hospitality industries in Qatar to be very promising. He says: "Qatar has become a major hub for high-profile sports and cultural events, and this trend will continue in the future. Qatar has managed to preserve and showcase its cultural authenticity, and therefore it will attract a high number of visitors interested in authentic Arabic and Islamic culture. The country has invested a lot of resources in the development of sports infrastructure and superstructure and has great experience in organizing large-scale international sports events, the peak of which will be the 2022 FIFA World Cup."

"Potentially, Qatar has all the resources to develop itself as a leisure destination. The accessibility to Qatar is excellent, the availability of accommodation options is outstanding, and the variety

of services being offered to tourists are excellent," he adds.

He advises young people to seriously think about joining these industries, as he says: "Tourism and hospitality are two of the most exciting industries that someone can be a part of. These two industries are the world's largest employers. They have been rapidly growing in Qatar, as they are strategically important for the development of the country, and the government is investing a lot of resources in them. This means that graduates from our programs would be provided with various employment opportunities."

Dr. Ninov thinks that Qatari youth should not only aspire to get a job in these two industries; they also need to think of starting their own projects. "I have noticed that there is a good entrepreneurial spirit in Qatar," he says. "Many of our graduates have started their own businesses, and many of them have become very successful. It is not difficult to enter this industry as an entrepreneur, as it is not difficult to fail in this industry. The level of competitiveness in the hospitality sector is quite high; therefore, you need to have a thorough understanding of the value chain of different hospitality businesses. Having a degree in hospitality and tourism can help you succeed as an entrepreneur in these two sectors."



Programs Offered by Stenden Qatar University of Applied Sciences

Bachelor's Degrees

- International Hospitality Management
- Tourism Management
- International Business

Master's Degrees

- International Hospitality and Service Management
- International Leisure, Tourism, and Event Management

For more information, please visit:

www.stenden.edu.qa

SUCCESS STORY

Tamador Al Hor is a young Qatari woman with a successful career in the hospitality industry. She studied at Stenden Qatar University of Applied Sciences, from which she earned a bachelor's degree in international hospitality. She then became the marketing manager of Sheraton Grand Doha, and was the first Qatari woman to hold this position. In early 2019, she joined Qatar National Convention Centre as Head of Business Development.

Qatari women rarely choose to work in hospitality, but Tamador courageously decided to work in this field.

"I was passionate about the field of event management and was already involved in it, so that was one of the main reasons I chose to study hospitality and build a professional career out of it. When I was visiting the Sultanate of Oman, I was proud to see locals welcome me at the hotels. Their warm reception made me wonder why we do not see many Qataris taking on jobs in hospitality. I wanted to change this. That gave me the incentive to succeed in this field," says the inspiring woman.

"I was keen on encouraging youth to work in hospitality and tourism, because these two industries are very important for the culture and economy. For many countries, these two industries are the main source of revenue, and their development will help Qatar diversify its economy and support the economic development pillar of Qatar National Vision 2030."

Tamador faced many challenges, and her decision to work in a hotel was not an easy one. She explains: "It was a challenging decision, because of the social misconceptions about working in hotels. Many thought that it did not suit Qatari women, but I was able to prove them wrong. Things improved with time, and people started to accept it. When you believe in your mission and goals, and make a good plan for your future, you make decisions confidently. You become a good ambassador of change."

According to Tamador, working in hospitality and tourism requires patience, flexibility, and the ability to work under pressure. In addition, it requires good communication and problem-solving skills, because the services of these sectors are usually offered 24/7. She also highlights a very important point: "You need to know as much as

you can about the culture and history of your country. Tourists expect you to answer all their questions and inquiries. For them, you are the encyclopedia from which they draw the most important information about your country."

On what she loves the most about working in this field, Tamador says: "We often hear the phrase 'the world is a small village,' but who among us has visited all the houses of this village? Dealing with visitors from all corners of the world ignites my passion for learning about their cultures, customs, and traditions."

"Hospitality is not something new to us as Muslims. It is in our religion, which teaches us to be generous and noble, to accept others, and to love peace. Prophet Muhammad (Peace Be Upon Him) said: 'He who believes in God and the Last Day, let him show hospitality to his guest.'"

"Qatar has always welcomed visitors through conferences and events that served as platforms for discussion and finding solutions. It also opened its doors for exhibitions and global summits, through which guests from all over the world came together to exchange knowledge and cultures. Who would not like to be part of all these great events?" she adds.

Finally, Tamador offers this simple recipe for career success: "Every field has its advantages and disadvantages. The most important thing is that you love what you do, because if you love what you do, you will excel."



EXPLORING CAREERS

LIBRARIAN

Throughout the ages, public libraries have been sanctuaries for seekers of knowledge and places to preserve heritage and written history. The arrival of the digital era prompted these cultural and scientific edifices to reinvent themselves to keep abreast of global development in the way people consume knowledge.

Qatar National Library (QNL) is the perfect example of a modern and contemporary public library. Despite opening as recently as 2017, it has already established itself as a vibrant center of culture, arts, and science, and has become the ultimate destination in Qatar. It welcomes anyone seeking to acquire knowledge not only through the thousands of books and digital resources available, but also through an array of events - including seminars, lectures, exhibitions, concerts, and workshops - that teach various skills and unlock creative abilities.

As libraries evolved, so did the role of librarians, whose tasks are no longer limited to retrieving books, choosing how to display them, and helping visitors with their queries. Their role now also includes managing resources and helping organize events. These tasks require that the librarian be open to the concept of lifelong learning and gaining new skills to adapt with the constantly changing environment of libraries.

Higher education is necessary for librarians, as they will join the library departments that suit their specialization. They should be able to manage and enrich the department with their knowledge and experience. It is also preferable that they hold a postgraduate degree and be familiar with research, as their work will require assisting researchers. Without a doubt, studying Library and Information Science would also help develop the career of a librarian in this field.



Amani Al-Yafei

Head of Sciences
Qatar National Library

"Librarians are ambassadors for culture, science, and enlightenment. I graduated from the College of Health Sciences at Qatar University with a Bachelor of Arts degree in Human Nutrition before working for seven years as a dietitian and diabetes educator at Qatar Diabetes Association.

I loved to read since I was a child, and this helped me a lot both personally and professionally, as I was always looking for new information to help patients, family, and friends.

Switching careers was a difficult decision, as there was a lot of pressure from my family and colleagues because of the misconceptions in our society about the nature of work in libraries. Many believe that a librarian's role is limited to arranging books and assisting visitors. However, I knew that it was different, and that my work in the library would give me an opportunity to benefit from my experience and education in the health sector. I also

thought of it as a new challenge that would enrich my capabilities and upgrade my skills.

In the same year I joined QNL, I earned a Master of Arts degree in Library and Information Studies from University College London, which was vital in developing my career in this field.

To be a successful librarian, you must believe in the important role a library plays in developing the community. You also need to be an avid learner who is always keen to get every piece of new information available in any field. This will help you adapt to any possible changes, as you may be required to support colleagues in other sections of the library.

Contrary to what some may think, the work of a librarian is devoid of routine, and the work environment in the library is always bustling with activity. It is also a profession that offers many opportunities for continued professional development."



Veterinary medicine is a branch of medicine that deals with the diagnosis, treatment, and prevention of animal diseases. As in human medicine, a veterinarian may specialize in a specific field such as internal medicine, infectious disease, nutrition, obstetrics, surgery, or anesthesia, or it may be a specialization in the treatment of certain groups of animals such as livestock, horses, and domestic pets.

The modern form of this profession emerged in Europe during the eighteenth century when the first school of veterinary medicine opened its doors in the French city of Lyon in 1762. However, historical evidence suggests that treatment of animals began thousands of years ago, especially in societies that relied on animals for mobility, agriculture, and war.

In time, the practice of veterinary medicine evolved to become a highly important profession in countries seeking to preserve its livestock wealth, whether to support its economy or ensure food security, or in countries where wild animals are an attraction that bolsters tourism. There are now specialized animal hospitals with

veterinarians working alongside full medical teams that include paramedics, nurses, pharmacists, and nutritionists.

The efforts of veterinarians benefit the whole community, not just animals. Besides preventing the spread of deadly diseases that can be transmitted from animals to humans, their work may include other tasks such as examining animal produce and ensuring its suitability for human consumption.

Besides a love for continuous learning, a veterinarian must sympathize with animals and be patient and calm when exposed to any stress during work. Because animals cannot express the cause of their pain, a veterinarian will have to make critical decisions based on knowledge, skills, and instinct in the treatment and diagnosis of animals.

To become a veterinarian, one must obtain a bachelor's degree in veterinary medicine that may require five years of undergraduate studies, after which, a choice can be made in an area of specialization.

Occupational Safety and Health (OSH) is a multidisciplinary field concerned with the safety and health of people at work. Interest in this field has increased in recent years, as it has proven to be a crucial factor in the success of any organization, especially those in the industrial sector. Any accident of any size at the workplace negatively affects the productivity of the workforce, which will ultimately mean financial loss. In some cases, the impact might even extend to the economy of an entire nation.

The tasks of an OSH Officer vary according to the work environment, but there are always three basic goals to achieve: to ensure the safety of individuals, to limit the damage that might be caused to the environment as a result of the operations, and to protect the equipment and property.

This might require taking preventive measures to eliminate hazards or reduce their impact by locating, identifying, and assessing them. It will also involve analyzing results and setting up precautionary mechanisms to ensure the safety of individuals. An OSH officer might

also investigate accidents that occurred, or almost occurred.

Additionally, an OSH Officer is responsible for fostering a culture of safety at the workplace by educating the workforce about potential hazards and ways to prevent or deal with them. This is usually done by following international best practices relevant to the industry.

Workplace hazards can also be psychological. In this case, an OSH Officer is responsible for monitoring the mental health of the individual, as it could potentially affect the overall productivity of the person, and consequently the department.

Working in this field requires good communication and analytical skills, commitment to the highest standards of professionalism, and the ability to work under pressure. To work in this field, one needs to earn a higher degree in Occupational Safety and Health (Higher Diploma or Bachelor of Science), then undergo training courses related to the field. Alternatively, one can also earn a bachelor's degree in a relevant field such as Environmental Science or Chemical Engineering, among others.



Dr. Muneera Al-Fadala

Veterinarian
Equine Veterinary Medical Center

"I have always dreamt of becoming a veterinarian, even as a child. I grew up in an animal-loving environment. My late grandfather owned a cattle farm, and this had a huge impact on me and drove me to study veterinary medicine. I obtained a Bachelor of Arts degree cum laude in 2012 after receiving a grant from the Ministry of Environment, making me the first ever Qatari veterinarian.

After working in various roles in the Animal Resources Department at the Ministry for two years, I decided to specialize in equine surgery. I then started working with the Equine Veterinary Medical Center (EVMC) at Al Shaqab since its formation in 2015.

What I love most about my profession is working closely with animals. I am thrilled every time I succeed in treating them and

finding a solution to end their pain.

Passion is one of the most important qualities for those pursuing a successful career in veterinary medicine. The work may sometimes require long hours, and a veterinarian needs continuous professional development to learn about new advancements in the field, and as such, will need to attend training courses, workshops, and medical conferences.

As I was keen to further develop my knowledge and advance my career, I obtained an accredited license from the International Equestrian Federation in 2016.

I hope to raise the level and quality of veterinary medicine in Qatar, and I hope to set an example for girls in the region to embark on an academic and professional career in this field."



Ghaffan Al-Abdulla

Safety Officer
Department of Safety, Health, Environment and Quality
Qatargas

"I chose this field because I was always passionate about science, especially biology and microbiology. I also love to help people. I started my career by working in the Operations Department as a Production Line Operator before quickly moving to the Safety, Health, Environment and Quality Department.

This allowed me to gain practical field experience. I then started my career in Occupational Safety and Health after earning a Bachelor of Science with honors in Environmental Health from Cardiff Metropolitan University in the United Kingdom.

Environmental health includes everything related to occupational safety, health, environment, and quality. As I believe in the concept of lifelong learning, I earned a master's degree in

project management from the University of Portsmouth. It was essential in advancing my career.

OSH is an exciting field. Every day, you face new challenges that require intelligence and professionalism. You must solve them and ensure that they never recur. That is what I love the most about this profession.

It is one of the most wanted professions in the labor market, but I advise anyone thinking of pursuing a career in this field to read more about it first and consult people working in the field.

If you have started working in this field, you should think seriously about earning an affiliation with an international organization such as the Occupational Safety and Health Institute, as it will provide you with more technical expertise and experience."

DIETITIAN



You may think that your diet affects only your health, but, believe it or not, it can also have an impact on the economy of your country! The Global Nutrition Report, issued by the United Nations Children's Fund (UNICEF) in 2018, has revealed that malnutrition costs the global community approximately US\$3.5 trillion per year, with overweight and obesity issues alone costing US\$500 billion per year. Nearly 39 percent of adults worldwide suffer from overweight and obesity that can result in health problems such as diabetes, high blood pressure, cholesterol, and stress. Based on these facts, building an educated society that adopts a healthy diet should be the priority for any country seeking to reach the ranks of a developed nation. This is where dietitians can play a vital role.

A dietitian is usually available at all medical institutions where their primary task is to support doctors through diet therapy which usually requires the dietitian to work directly with patients to help them adopt a healthy diet that achieves

the desired results of the treatment plan. A dietitian might also provide consultation to healthy people to prevent them from contracting specific diseases.

Health education within the family is the starting point toward achieving positive results on a national level, and a dietitian can play a vital role in this by educating society on the importance of adopting a proper diet. The experience of the dietitians is also indispensable when developing nutrition policies and laws at a national level, such as those applied in schools or medical institutions.

To become a dietitian, you need a university degree and a license to practice. The College of Health Sciences at Qatar University offers an opportunity to obtain a bachelor's degree in human nutrition. The program is accredited by the American Accreditation Council for Education in Nutrition and Dietetics (ACEND), part of the Academy of Nutrition and Dietetics (AND).



Nedaa El-Khatib

Dietitian
Qatar Diabetes Association

"I specialize in clinical nutrition for diabetes patients, and I joined Qatar Diabetes Association just after my graduation from Qatar University 12 years ago.

My primary task is to help patients cope with diabetes and overcome the personal and psychological difficulties that may accompany this disease. I do this by developing a diet that suits their condition, along with a physical fitness program, taking into account any other diseases they may have. I also work with people at risk of diabetes to help them in disease prevention.

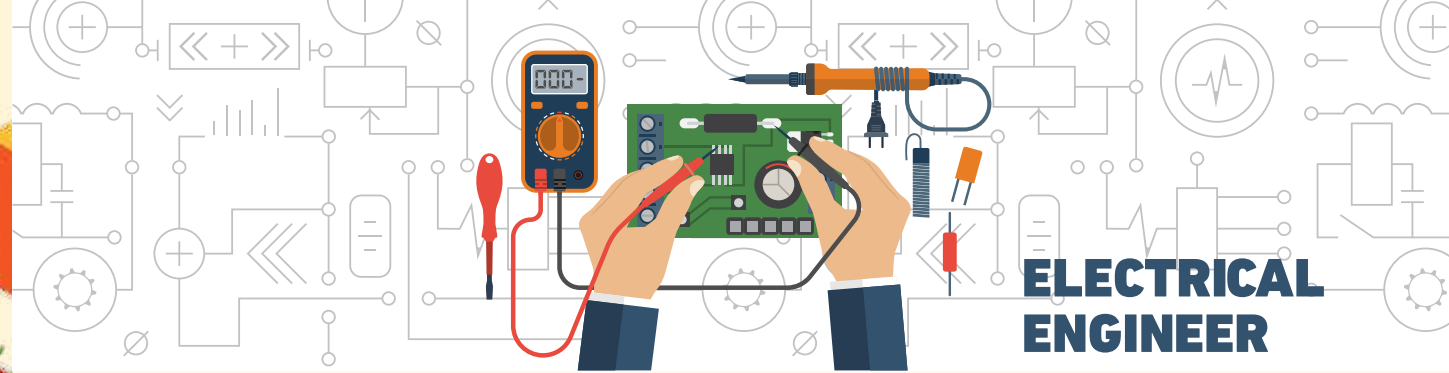
I take part in community outreach programs, where we visit schools and government institutions to raise awareness on the importance of adopting a healthy lifestyle and proper diet. I also help train nurses and university students on diet therapy for diabetes patients.

If you love biology and chemistry, nutrition may be the right

field for you. They are among the basic subjects that you will study at university, along with other subjects such as diet therapy, meal planning, and food science principles.

To convince patients to follow a new diet regimen, a dietitian needs good communication skills, as they deal with people of different ages, cultural backgrounds, and psychological or health statuses. A dietitian should also be a good listener and be able to show interest and compassion in order to gain their patient's trust.

What I love most about my profession is its positive impact on patients' lives when they develop healthy lifestyles and adopt eating habits that improve their physical and psychological health. The moment I see this, I know that this mission has been accomplished and feel really happy."



ELECTRICAL ENGINEER

Engineering has many branches, but many consider electrical engineering to be the most important because of its impact on our lives since the discovery of electricity in the 18th century. Electrical engineering can be associated to every technological development in the world, and if you look around, you will find its imprint in almost every device or machine you depend on every day.

The most striking difference between electrical engineering and other fields of engineering is that electricity can only be seen and understood through results. Electrical engineering allows us to study electricity and its applications in various fields. It includes several subfields; one of them is power engineering, which deals with the generation, transmission, distribution, and utilization of electric power on a large scale.

The electrical engineer's duties vary according to his or her experience and the department in which he or she works. In the maintenance department, for example, he or she will have to design and prepare maintenance plans for faults that may affect electrical devices, generators, and

systems. A role in technical management would be focused on developing the necessary strategies to ensure proper use of resources in the short and medium term to maintain the safe and efficient working conditions of electrical machinery and systems, with the lowest probability of malfunctions. If he or she were responsible for electrical projects, their primary task would be to coordinate, follow up, and examine the proper functioning of electrical projects, in addition to creating favorable conditions and overcoming challenges and difficulties to commit to implementation in accordance with the specified schedule.

If you like math and physics, studying electrical engineering may be right up your alley, and this field of study is available in Qatar. You can choose between the Bachelor of Electrical Engineering offered by the Faculty of Engineering at Qatar University, or the Bachelor of Electrical and Computer Engineering offered by Texas A&M University at Qatar. Both programs are a four-year course and are internationally accredited by the Engineering Accreditation Commission (ABET).



Abdulla Abdulrahman Khalil

Head of Reliability
ORYX GTL

"My passion for this field started from a young age. I used to wonder how electricity operated electronic devices and how it turned into mechanical and kinetic energy. I remember how I used to take apart my toys and extract the small engines before I combined them with other materials to make a small boat with a motor or a fan. It has always intrigued me.

I obtained a Bachelor of Arts in Electrical Engineering from Qatar University in 2005. I started my career as an electrical supervisor before moving on to become an electrical engineer. I then worked my way up as a chief engineer, ultimately becoming the Head of Reliability. I also worked on advancing my career by earning an MBA from Manchester University in 2014.

An electrical engineer shoulders a great responsibility. He or she should be precise and credible in every decision that is made at every stage, because a slip, no matter how trivial, may cause severe damage. He or she also has to follow strict safety procedures—there is no room for negligence when dealing with high voltage electricity, as power sometimes reaches 200 kV or even more.

I encourage young people to venture into the field of electrical engineering as this profession has a good future in the labor market. It is an area that meets the needs of the State of Qatar in the future. In order to have a successful career in this field, one must have the passion and a love for continuous learning, because the field is closely related to technology, which is developing rapidly."

RAMZAN RASHID AL-NAIMI

A JOURNEY INTO THE WORLD OF VISUAL IDENTITY

If you decide to start your own business, choosing the right visual identity is imperative for attracting and retaining attention. Although corporate visual identity and branding are used interchangeably, they are two different concepts. Corporate identity is about the look and feel of the business, while branding is the emotional relationship between a customer and the business. However, both brand and identity are interrelated, because when a product can establish its identity, it is recognized as a brand. Therefore, choosing an appropriate identity contributes to the success of a business, just as an inappropriate choice could lead to undesirable results in the long run. To glean more information on identity and branding, we met with Mr. Ramzan Rashid Al-Naimi, Network Creative Director at Al Jazeera Media Network, who is considered one of the most prominent corporate identity specialists in the State of Qatar. He is also a veteran coach in marketing, corporate communication, corporate identity, and design thinking. He also represents the Middle East and Africa as a member of the Grand Jury of the renowned 2020 AME awards that evaluates advertising effectiveness.

We had a chat with this inspiring young Qatari who offered insight on the concept of visual identity as well as some valuable professional advice.

How did you start working in the creative field?

When I joined Al Jazeera, I was trained as a TV director by the BBC via Thomson Foundation. I was 19 years old then. Through my work in this field, I learned more about image-making and the elements that make up an image, and as I had a passion for drawing and design since childhood, I made sure to refine and hone my skills with professional courses in design. Then, I moved to working in the creative field.

Is creativity a talent or is it a skill that anyone can acquire?

I think creativity is a talent, but it needs refinement. Creativity cannot grow without a fostering environment that guides it and supports innovation. However, there are several elements

that can contribute to the development of a person's creative capabilities, no matter his or her age, including design thinking. I am a great supporter of design thinking because of its approach that accelerates the process of thinking, innovation, and the development of creative solutions. It allows anyone to think in new ways and to see things from different perspectives, sparking an enthusiasm to participate and search for solutions, or even create them.

How do you view corporate or commercial branding?

It is like reputation. I remember a quote by Jeff Bezos, the founder of Amazon: "Your brand is what other people say about you when you're not in the room." Corporate or commercial branding is a language of communication before being a visual design. It appeals to the feelings and impressions of the recipient, the customer, or the user, and shapes positive or negative mental images.

So, should choosing the logo of a business not be confined to aesthetics alone?

Attention to the visual aspect is of course important, but you should also not lose sight of the values associated with designing a corporate or commercial identity. You must keep in mind everything that is related to the identity, or what is known as "Brand Personality." For example, when building a youth-oriented identity, you must adhere to the suitable complementing elements, such as identity-appropriate customer service.

What advice would you give young entrepreneurs who want to create a successful corporate identity for their business?

I urge them to work with specialists and experts in corporate or commercial identity and to stay away from amateurs and beginners. Do not look for the cheapest option, because that will affect the value and brand of your business. As for the visual aspect, make sure that your logo suits your core business. It should communicate the message to the recipient easily and



It is necessary at first to ask yourself "Who am I?" and "What distinguishes me?" Then showcase your skills and expertise using the appropriate marketing tools



RAMZAN RASHID AL-NAIMI
Network Creative Director at
Al Jazeera Media Network

reflect the business's values. Here, there are a group of elements to be observed, such as being understandable, acceptable to the recipient, simple, with minimal colors, and not repulsive.

We often hear the term "personal branding" where a person seeks to create his or her own identity across various digital platforms to showcase their skills and experiences. How important is this for anyone who wants to develop a successful career?

Personal branding has become important in shaping other people's impressions of you. It is now a science that is being taught and an approach that demonstrates your passion, personal values, principles, skills, and experiences. Elon Musk, founder of Tesla, says "Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, and other times, it will be behind. But a brand is simply a collective impression some have about a product." We can apply this idea in this case, considering that the products here are your skills and expertise.

How can I create a successful personal identity?

It is necessary at first to ask yourself "Who am I?" and "What distinguishes me?" Then showcase your skills and expertise using the appropriate marketing tools, the most important of which is social media. There must be consistency in your personality when interacting with the audience and customers, so as not to have multiple personalities which might lead others to lose confidence in you. Do not imitate others, rather create your own personality and your worth.

What should one focus on when creating digital content?

The focus should be on quality content. Creating good content requires attention to detail. Social media has become crowded with low-quality content, as most content creators focus mainly on catching up on trends and getting more views. We need to provide

content that enlightens, promotes self-development, and opens new horizons for learning and knowledge in various fields, regardless of the interaction this content may register in the beginning.

Lately, the role of influencers as social media promoters and marketers has increased. What do you think of this trend?

Firstly, everyone should know the difference between celebrities and influencers. Most social media personalities in the Arab world can be considered celebrities rather than influencers. Not every celebrity is an influencer. To become an influencer, you must have a clear message and a mission to make a change in certain issues or fields, and you should not consider being an influencer as a profession in its own right. A mistake that is often made is the lack of knowledge about the celebrity's audience, his or her personality, beliefs, the way he or she addresses matters, or the added value that this celebrity provides to the reputation or growth of an organization. They focus most of the time on the number of followers and not their quality.

What other advice would you like to give our readers?

Continue learning throughout your career, whether its honing new skills or gaining more skills. One of the most important milestones in my career was getting an Executive MBA in Leading Digital Transformation from HEC Paris in Qatar. What I learned changed my views about many things, and I embarked on a new phase in my career by focusing on digital transformation and institutional innovation. Studying expanded my perceptions, and I started exploring and looking deeper into areas that have become the foundation of the future. I also advise readers to volunteer in their spare time. For years, I worked as a consultant with the RAF Foundation and the Mental Health Friends Association (Weyak). My work as a volunteer enriched my career with human values and promoted my sense of happiness and contentment, and at the same time, it bolstered my confidence and psychological well-being.

10 TIPS FOR A BETTER 'WORKING FROM HOME' EXPERIENCE



The first few months of 2020 has been an unprecedented challenge globally as countries across the world are grappling with the outbreak of coronavirus (COVID-19). Borders have been closed and emergency laws imposed, affecting billions of lives, not just in the way people live, but also in how they work.

With Qatar having imposed several preventive and precautionary measures to protect public health and contain the spread of the disease, most people now find themselves working from home (WFH). This shift may be a completely new experience for some, and it poses challenges for many, particularly those whose work entails regular meetings or working closely with colleagues. Some people might also find WFH difficult due to the distractions that do not normally exist in their workplace setting.

To help you cope with these changing trends and maintain productivity, here are some effective WFH tips:

1 Maintain your daily morning routine as if you were heading to work. If you are used to having a cup of coffee, reading the daily newspaper, or listening to a specific radio station on your way to the office, keep doing this at home.

2 Get dressed! Yes, get out of your nightwear so that you are no longer inclined to get back into bed.

3 Set aside specific working hours daily and avoid doing household chores during these hours.

4 Establish a dedicated workspace. Avoid distractions and make it clear to your family members that you need to focus during work hours, and that they should not interrupt you except in cases of emergency.

5 Keep your workspace clean and tidy. This will help boost your productivity and raise your morale.



6 Make a list of your daily tasks and set a time to complete each one. Place this list where you can see it clearly.

7 Make a weekly plan of what you want to achieve and review it frequently. Seeing the big picture and focusing on the main goal that you want to achieve will motivate and energize you.

8 Communicate with your co-workers on a regular basis during working hours.

9 Don't forget to take your lunch break. It's a good opportunity to share a meal with your family. The break will help you regain your focus to continue with your workday.

10 Don't ignore exercise. Simple home exercises will energize your body and improve your mental state.

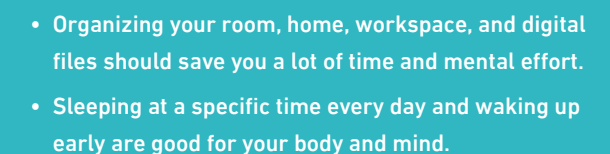


You need to wake up every day knowing what needs to be

Enthusiasm is required but be realistic—there is a limit to what you

You might think it is better to perform the easy and quick tasks at the beginning of the day and leave the tedious and more demanding tasks for later, but the opposite might be a much better choice. Every task you undertake, even if it is just reading a post on social media or responding to a message on WhatsApp, consumes mental energy. You should work on the most difficult task associated with the most important goal of your life during the first hours of your day, when your mental and physical abilities are at their best. Getting

You might fail to complete all the tasks you planned for a day, and this is normal. Keep a record of what you have done throughout the day, and the time it took to complete each task. This will help you know where you spent your time, and how much time you spent on tasks that did not serve your goals. It will also let you know the exact amount of time you need to accomplish each task, and the times of the day when you are most productive, which will help you better plan in the future. Based on this analysis, you might consider reducing the number of daily tasks or maybe delegating some of them. Sometimes it is simply not possible to do everything by yourself.



UNLEASH YOUR CREATIVITY

Creativity and innovation: whether you are a student, entrepreneur, or employee, you have probably heard these two words on many occasions. They are always referenced with great regard in nearly every educational and professional circle. How can they not be, considering their importance for the future of humanity?

Creativity is one of the most sought-after skills in the 21st century. It is regarded as an essential catalyst for human development by nearly every international organization, including the United Nations Educational, Scientific and Cultural Council (UNESCO). Alongside innovation, creativity is also among the top emerging skills in labor markets around the globe according to World Economic Forum's annual "Future of Jobs" report.

Creativity and innovation are interlinked, but they are different concepts.

Creativity is the use of imagination to generate new ideas or create something original, while innovation is the implementation or creation of something new that has realized value for others. It might be a product or a service, or a solution to a problem or a challenge.

In short, creativity is the main driver of innovation. Without the creative process and the existence of those who can "think creatively," innovation cannot be achieved.

However, while creative thinking is a skill that can enhance your academic and professional career, that does not mean you should neglect your analytical and critical thinking skills. Both are also among the most in-demand skills in the job market. We can sum up the difference between the three types of thinking like this: the analytical type is concerned with

finding the causes of the problem, the critical type helps in assessing the available information and reaching conclusions, while the creative type focuses on coming up with innovative solutions.

The word "problem" is not meant literally. Rather, it could mean a challenge or a lack of a specific service or product. The concept is also not limited to a product or service, as a person can be creative in any field. For instance, coming up with an idea to solve a problem in your work or the environment surrounding you, or to increase the productivity of the department you work in, is a kind of creativity.

Creative thinking requires you to observe the relations between different ideas and patterns, and to link them based on the knowledge and experiences you have gained during your academic and professional career, in order to come up with innovative solutions. These solutions may be entirely new or just an adaptation of existing ones. The point is for you to see problems or challenges as opportunities, to view them from different perspectives, and to know that there is always more than one solution to any problem.

Creative thinking will help you innovate, and innovation has become a core requirement for companies and institutions to remain competitive in a fast-changing market. This is the main reason that the world's largest corporations, like Microsoft, Amazon, and Alphabet (Google's parent company), put research and development at the top of their priorities. There are many stories of major companies who failed to innovate and ultimately fell behind or even met their demise.

MYTHS ABOUT CREATIVITY

CREATIVITY IS NOT A SKILL THAT YOU CAN LEARN

One of the most common myths about creativity is that it is an inherent talent rather than an acquired one. It is, in fact, a skill with levels varying from one person to another according to several circumstances, such as the environment in which he or she grew up, the quality of education he or she received, and the effort made to develop and foster it. In fact, creativity is a skill that can be acquired and honed. It all depends on the way you think.

CREATIVITY IS ASSOCIATED WITH AGE

Not true. There are many creators in different fields, including famous artists and authors who did not show signs of creativity until they were in their forties and fifties, after years of hard work and experience.

CREATIVITY IS RELATED TO SPECIFIC FIELDS

There may be fields in which creativity is more visible because it leads to a tangible product, such as a work of art or a novel. However, you can be creative in any field or profession. What is important is that you make the effort to add value to your business or whatever your company or organization has to offer.

IDEAS RUN OUT

If the people who came before us had thought this way, we wouldn't have seen inventions like mobile phones or TVs. You must always believe that creativity is limitless, and that there are always new ideas.

TRAITS OF CREATIVE PEOPLE



THIRST FOR KNOWLEDGE

Creative people are curious and always look for reasons and details. They believe in the importance of lifelong learning and are keen to acquire knowledge in various fields. They are aware that knowledge will benefit them at some point when they seek to unleash their creative energies.

SERIOUSNESS AT WORK

They do not remain in their comfort or safety zones. They are hardworking and diligent people who work toward an ultimate goal no matter the pressures and circumstances surrounding them. They always know how to separate themselves completely from any negative influence in order to keep their minds clear during work.

SELF-CONFIDENCE

Creative people do not let the opinions of others discourage them. They are open only to constructive criticism and know how to exploit it to their advantage. They are the only ones who know what they can achieve.

IMAGINATION

They have the ability to imagine the future based on the present. They think about the challenges that the future may bring and start thinking of possible solutions to face them. This is one of the most important characteristics that distinguishes a creative person.

FLEXIBILITY

Creative people are flexible in how they think and look at challenges from different perspectives. They are ready to collaborate with others and are not afraid to take on new challenges with unconventional solutions, as these are the first steps on the path to creativity.



SEVEN WAYS TO UNLOCK THE CREATIVITY WITHIN YOU

EXPLORE A NEW FIELD

Look into a field that is different from your main field of study. Read about it, watch a video or a documentary, or listen to a podcast. Visit a museum or an art gallery. Attend cultural events and meet new people to benefit from their experiences.

LEARN A NEW SKILL

Enroll in a course to learn a new skill such as painting, video production, or photography. Learn to play a musical instrument. This should inspire you and stimulate your imagination!

WRITE

Writing helps organize your thoughts and stimulates your memory, even if it is just writing in your diary. Why not consider writing a short story? Unleash your imagination and do it; it's worth a try.

GO ON AN ADVENTURE

Take up a new sport or go on a journey to explore a new place. Volunteer to serve people in need. Why not experience working a different job for a few days?

MEDITATION

Your mind needs to rest! Go on a tech detox, even just for a few hours every week. Detach yourself from all your devices and try to meditate in nature. Maybe you can even practice yoga.

STIMULATE YOUR BRAIN

There are many exercises that help stimulate the right side of the brain, which is responsible for creativity. For example, try writing with your left hand if you are right-handed, or write using both hands at the same time! Pick three random words from a book and try to tie them together. Play games and do crossword puzzles.

GATHER YOUR THOUGHTS

Using methods such as brainstorming and mind-mapping, you can stimulate your creativity. Assembling ideas side by side on a piece of paper, for example, can help you see the full picture and inspire you to connect them in new ways.



EXPLORE THE INNOVATION STATIONS AT QATAR NATIONAL LIBRARY

Qatar National Library provides you with an opportunity to discover and explore your creative potential through the Innovation Stations which introduce you to a variety of creative fields that include audiovisual content production and music.

You can use these stations free of charge for a period of up to two hours per day, per station. Simply register and get a library membership card, which is given free of charge once you provide your data.

To reserve one of these stations, please contact the Innovation Stations Department at Qatar National Library via email: innovationstation@qnl.qa.

You can also enroll in one of the Library's free courses organized throughout the year, in both Arabic and English, to learn the basic skills needed to use the tools at the Innovation Stations. Follow the Library Events page to find out the dates of these courses. Pre-registration is required for participation.

VIDEOGRAPHY AND PHOTOGRAPHY

This is a studio equipped with the latest photography, videography, and lighting equipment. With the facilities available, you can create high-quality video content or explore photography.

EDITING

This room contains computers equipped with the most popular and renowned professional digital design software on Mac and Windows, in addition to VR content design programs. This room also has an interactive screen for presentations.

MUSIC STUDIO

The studio includes various musical instruments and professional audio recording equipment, suitable for all levels of interest. If you are a beginner, you can explore the instruments you prefer, and if you are experienced, you can produce and edit music clips via the professional tools and programs available. The studio also has equipment and programs that enable you to record podcasts.

3D PRINTING

In this room, you can learn about 3D modeling programs. You can also print small figures via a 3D printer, in return for a small fee for the raw materials used for printing. This is the only paid service in the Library's Innovation Stations. You can also inquire about Arduino courses and the LEGO Challenges.



EMERGING TECHNOLOGIES ... HOW CAN THEY IMPACT YOUR CAREER?

Have you ever heard of the term “emerging technologies”? It describes a set of promising technological innovations that have made a tangible impact on our daily lives, although they are still in the early stages of development and application.

We live in what is known as the Fourth Industrial Revolution era, with innovation as its main driving force. New technologies have succeeded in integrating the digital, physical, and biological worlds, and have left a great impact on all disciplines and industries. Such technologies are of great interest globally, especially for countries seeking to foster a knowledge-based economy, like Qatar.

Although emerging technologies need years before reaching their full potential, all indications show that they will play a prominent role in defining the future of humanity.

Now we get to the most important point—how would you benefit from learning about such technologies? If you are at the beginning of your academic journey and have decided on a scientific path, be sure to learn about emerging technologies related to your field of specialization, as this could improve your chances in the job market.

You could also set bigger goals for yourself by directly contributing to the development of these technologies, or perhaps even inventing an entirely new technology. With the right skills and knowledge, coupled with a little enthusiasm and

confidence, it is not impossible! Thankfully, the education system in Qatar offers scientific study that will help stimulate creativity and innovation and promote scientific research among students who are interested in venturing into this field.

Even if you have already embarked on a career, acquainting yourself with some of the emerging technologies in your field will better prepare you for the future. The more you dive into these technologies, the more chances you will have to contribute effectively to the development of your company or organization.

If you are thinking about starting your own business, there is no better time to launch a digital project based on emerging technologies. Digital business incubators in Qatar provide comprehensive support to entrepreneurs in line with the State’s endeavor to build a knowledge-based economy and achieve Qatar National Vision 2030.

Emerging technologies are also the main driver for smart cities, and Qatar is seeking to roll out smart cities throughout the entire country via the Qatar Smart Program, TASMU. The program oversees the development and implementation of smart technology solutions across five sectors: transportation, healthcare, logistics, environment, and sports.

So don’t wait! Start exploring these technologies by reading a book, watching a YouTube video, or taking one of the thousands of courses available online.

TOP 10 EMERGING TECHNOLOGIES IN THE WORLD

Artificial Intelligence (AI): It is the development of systems that enable machines or devices to learn and think independently through analyzing data, before making decisions accordingly. You deal with this technology when you use the voice recognition software on your mobile phone or while playing video games, but its impact is increasing dramatically in areas such as transportation, manufacturing, education, and customer service - and this is just the beginning! AI is closely related to other technologies like machine learning and deep learning.

Internet of Things (IoT): A system that enables devices of all kinds to connect to the Internet and collect and exchange information without human interference. You can find this technology in devices such as smart phones and fitness trackers, while it is also applied in several fields such as transportation and agriculture.

Blockchain: A technology that helps distribute information in protected digital groups (blocks) that cannot be copied or modified. Blockchain technology has emerged in recent years with the adoption of digital currencies such as Bitcoin, and its future applications will affect many sectors, including banking, insurance, and healthcare.

Big Data: As a natural outcome of the information age, we have enormous amounts of data in every field. Big Data technology enables us to use programs capable of analyzing and processing a huge and complex amount of data that regular programs cannot handle, and thus it becomes easier to obtain information and make appropriate decisions.

Robotics: The field of robotics has been around for decades, but with the help of other technologies such as IoT and AI, robots can now take over tasks that no one imagined possible. The impact of this technology is already apparent in various areas of life. It has also contributed significantly to the development of other emerging technologies such as drones, and vertical farming.

Virtual Reality:

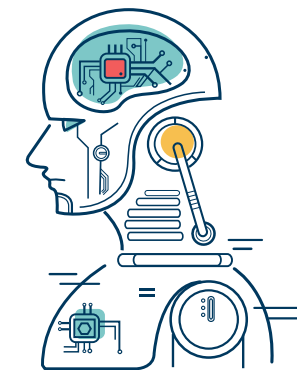
This is a technology that allows real-world simulation through software and assistive devices. It may currently be applied more in areas related to entertainment, but it is expected to have a future impact in areas such as scientific research, medicine, and education. Related technologies include augmented reality and mixed reality.

Fifth Generation Technology (5G): In 2019, the world started transitioning to 5G networks, making it possible to exchange bigger quantities of data at high speeds. However, this technology is not only related to the communications industry; it is expected to have a huge impact on smart cities projects that include technologies such as autonomous vehicles. It will also affect the work systems of companies and institutions, as well as areas such as medicine, agriculture, and industry.

3D printing: This technology has already started to impact various fields such as medicine and engineering. 3D printing allows building a three dimensional solid object from a computer-aided design (CAD) model. The product and materials differ depending on the design of the printer. In recent years, we have seen concrete 3D printing of buildings!

Quantum Computing: This technology has revolutionized the world of computers with its reliance on quantum mechanics for data processing, and the production of computers capable of carrying out highly complex operations that outperform supercomputers. It is expected to impact various fields including science, programming, and energy.

Nanotechnology: A technology which allows processing matter on atomic and molecular scales. It helps, for example, in creating nanobots, which are robots that can reach the size of 0.1 micrometer! Nanotechnology is expected to have a huge impact on all aspects of our lives, especially in areas such as medicine, industry, and energy.





ONLINE COURSES... ARE THEY WORTH A TRY?

Whatever field you are in, lifelong learning is imperative in ensuring career success. Learning is no longer limited to your time at school or university. Whatever your age, academic, or career level, you should never stop learning. You need to keep developing your existing skills and learning new ones to stay on top of your game and be ready for any future opportunities.

There is no excuse not to learn. Today, there are countless learning opportunities and resources at your fingertips. Whatever your interest is, you will find a course or a book that will enrich your knowledge. The Internet is filled with countless sources of information and learning resources, along with thousands of free and paid courses. All you have to do is to choose wisely.

Among the most prominent sources of online learning is what is known as Massive Open Online Courses (MOOCs)—accessible to everyone. These

usually include video lessons, reading material, discussions with fellow colleagues, communication with the teacher or trainer, tests, and projects, all through your screen.

The online platforms that offer such courses have achieved tremendous success in recent years for providing knowledge and learning opportunities for millions of people around the world. Registration for these courses is open to anyone. Online learning saves a lot of time, course prices are reasonable, and because the entire learning experience takes place via a website or an application, it also appeals to younger generations.

Almost all learning platforms offer trial options and free courses. All you need to do is register and start studying. This will give you an opportunity to assess if online learning is right for you before you make the decision to invest money and effort into a full course.

BEFORE TAKING AN ONLINE COURSE CONSIDER THE FOLLOWING:

- You need to have a clear goal. What do you want to get out of the course? Do you want to refine your existing skills or gain a new skill that will help you advance your career? Would you like to explore an entirely new field before embarking on an academic or professional career? Answers to these questions will help you make the right decision.
- Also answer these questions: Does your chosen course suit your abilities and experience? Do you have time for it? Can you afford the fees?
- Assess the course well. Get all the information related to the course: its duration, cost, and the quality of the platform providing the course.

- Also find out about the experience of the teacher or trainer.
- Most online learning courses are offered in English.
 - Registration alone is not enough. The benefit you get out of any course depends on the amount of time you dedicate to it.
 - Many courses provide you with a certificate to prove that you completed the course, but a certificate alone is not enough to land yourself a job. The certificate is proof that you are keen on learning and are striving hard to develop your skills. It certainly strengthens your CV, but your potential employer will still need to know if you really gained the skills needed to carry out the job.

POPULAR ONLINE LEARNING PLATFORMS



COURSERA WWW.COURSERA.ORG

Coursera is the most popular open learning platform on the Internet. You can choose from nearly 3,900 courses offered by prominent universities from all over the world. The courses cover a variety of areas including information technology, data science, engineering, and business. The platform also offers many free courses, while you can also gain limited access to the rest of the courses. This should give you enough time to explore a course thoroughly before deciding if it is right for you. Coursera also allows you to choose a specialization that includes several courses to help you master specific job skills. In addition, some universities offer higher degrees in various specializations through the platform.

EDX WWW.EDX.ORG

edX was founded by Harvard University and the Massachusetts Institute of Technology (MIT). It is also one of best open learning online platforms, as it collaborates with prestigious universities and educational institutions from all over the world, including Hamad Bin Khalifa University, a member of Qatar Foundation. In addition to courses in areas such as business, computer science, data analysis, and engineering, the platform offers a variety of courses in humanities and social sciences such as history, arts, and literature. The most distinguishing feature of edX is its user-friendliness, and the ability to access the content of most courses for free. You only pay if you want to take the main assessments and earn a certificate.

FUTURELEARN WWW.FUTURELEARN.COM

FutureLearn is popular for its courses as well as graduate degrees from universities in Britain, Australia, New Zealand, and Europe. This platform offers courses in various disciplines including law, literature, art, education, mental health, politics, and business administration.

OPEN LEARNING WWW.OPENLEARNING.COM

Open Learning offers some excellent courses in the fields of education, administration, and humanities, many of which are free of charge.

AL JAZEERA MEDIA INSTITUTE ELEARNING.ALJAZEERA.NET

The platform offers several online courses, taught by experts from Al Jazeera Media Network. The courses cover an array of media fields like TV presenting, production, editing, and directing. They provide a comprehensive guide to anyone thinking of exploring media careers, or hoping to acquire new skills to develop his/her career.

UDACITY WWW.UDACITY.COM

This is one of the most popular online learning platforms with courses in areas mostly related to technology, such as programming, artificial intelligence, data science, and automated driving systems. Courses are offered by experts in their respective fields, so the course fees might be higher than on other platforms. Udacity also provides many free courses that give you an opportunity to explore various fields before enrolling.

UDEMY WWW.UDEMY.COM

Udemy is the largest and most diverse learning platform in terms of content, as it offers more than a hundred thousand courses. However, since anyone can teach through Udemy, the quality of courses varies greatly. This means you should evaluate the course and the instructor very well before making the decision to enroll. You can do that by reading the student feedback, watching sample videos of the course, and researching information about the course's instructor.

LINKEDIN LEARNING WWW.LINKEDIN.COM/LEARNING

Linkedin Learning allows you to learn vital career skills and enrich your knowledge in many fields like management, creativity, and technology. Courses are offered by experts in these fields, all in an easy and simple way that suits all levels of experience.

SKILLSHARE WWW.SKILLSHARE.COM

Skillshare offers various courses in areas such as management, marketing, and programming, as well as creative courses like art, photography, and music. These courses are offered by a select group of trainers. There are also many free courses.

CREATIVE LIVE WWW.CREATIVELIVE.COM

This platform, as its name suggests, focuses on creative fields such as photography, drawing, design, and editing. It offers some free courses and you can also watch samples of each course before making a decision to buy it. You can also choose to subscribe on a monthly or annual basis.

QATAR SCIENCE & TECHNOLOGY PARK ...

In 2019, the Qatar Science & Technology Park (QSTP), a member of Qatar Foundation, celebrated its tenth anniversary. In a relatively short time, it has garnered a global reputation as an international center for applied research, technological innovation, and entrepreneurship incubation. QSTP is also renowned for promoting the concept of innovation among entrepreneurs in the region and contributing to the establishment of several start-ups that have provided innovative technological solutions to local and global challenges.

QSTP achieved such feats by promoting a set of programs and initiatives that drilled the concept of entrepreneurship in the minds of students and young entrepreneurs. This helped them transform their ideas into innovative and marketable technological products within four main sectors: energy, environment, health, and IT.

At the forefront of QSTP's programs is the Business Incubator Center, which is responsible for many successful start-ups that have achieved regional and global recognition. One such example is Meddy, a platform that allows users to search for doctors, book appointments, and leave reviews. Meddy recently raised \$2.5 million in a Series A funding round. Another example is Stellic, an interactive tool for students to plan their future semesters, track degree progress, and explore relevant courses. It is already being used by several universities in the United States, and it made the "30 Under 30" Forbes Magazine list as one of the most promising projects in the field of education.

Other programs offered by QSTP to accelerate start-ups and support the concept of entrepreneurship include XLR8 and MENA Dojo, as well as the Arab Innovation Academy, one of the largest entrepreneurial programs in the Middle East.

QSTP also encourages graduates to be part of the start-ups

incubated at the Park through other initiatives, including an agreement with Education City to write off student loans for graduates working on a QSTP-based start-up, whether they were founders or employees.

Meanwhile, QSTP has also attracted some of the world's largest tech companies, such as Microsoft, Cisco, and Siemens. They offer training opportunities for students and encourage them to be more innovative, while also providing support and guidance.

Promising Future

To shed some light on the future of tech projects in Qatar, we spoke to Hayfa Al-Abdulla, Director of Innovation at Qatar Science & Technology Park.

How did QSTP achieve success in such a short period of time?

The most important reason is that it is part of a unique educational system, namely Qatar Foundation. Our proximity to universities and research centers, and our constant cooperation with them, has enhanced our capabilities and given young entrepreneurs the opportunity to benefit from the expertise of these institutions.

Why the emphasis on entrepreneurship?

Competition in the labor market is more intense than ever. Not every graduate will find a job that fits his or her abilities or aspirations, so it is better to cultivate an entrepreneurial mindset. Universities need to put in more effort toward developing an entrepreneurial culture among their students. The new generation has enlightened minds, and there are many

THE HEART OF INNOVATION

business incubators in Qatar that are at their disposal. They should take advantage of these opportunities and think about establishing projects that provide solutions to problems or challenges in the market.

Speaking of innovation, could projects like Meddy, Otlob, or Careem be considered innovative even though they are based on pre-existing ideas?

Of course! Developing a service or product that meets the needs of the market or region can be considered an innovation. The apps mentioned have provided solutions to challenges that already exist, but they are more suitable for our culture, behavior, and market demands.

Can QSTP be compared to Silicon Valley—the world's technology capital?

Of course we hope to be a global destination for innovation, but we want to have our own version of Silicon Valley, a version that fits the nature of our region, the culture of our societies, and the requirements and size of the market. We encourage young people to consider projects that provide solutions to meet local challenges, but at the same time, we advise them to consider the possibility of implementing these solutions at a regional and global level.

What are the future ambitions of QSTP?

All that QSTP has accomplished so far is just the beginning of a bright future for technology projects in Qatar. We laid the foundation and built a strong research, development, and innovation infrastructure. We seek to be a key driver for innovation in the region, and we hope to establish more successful tech companies to contribute to building a diversified and sustainable Qatari economy.

Five Golden Tips for Young Entrepreneurs

Hayfa Al-Abdulla has the following advice for entrepreneurs who wish to establish a successful tech project:

- 1 Study the market carefully.** Familiarize yourself with the competitors and identify potential users of your service or product, as well as the technology related to your project.
- 2 Introduce innovative solutions.** If you are seeking to solve a specific problem in the market, ask yourself these questions: "Am I able to introduce new solutions? Will I offer better solutions than those already available in the market?"
- 3 Choose the right team members.** This step often determines the success or failure of any project. Several companies fail because of conflicts between team members or because some members of the team do not possess the right skills for the project. All team members must fully believe in the project as much as you do so that, together, the whole team can weather any difficult times.
- 4 Ensure that your team comprises of people who have these three basic skills:** someone who has the knowledge or experience in the field of technology associated with your project; another who possesses marketing skills to make the project commercially successful; and someone who has PR skills to attract financial support for your project and to bring in investors.
- 5 Follow emerging technologies closely.** They are rapidly developing! You certainly do not want to base your project on a technology that may become obsolete by the time you enter the market.





ARAB INNOVATION ACADEMY 2020 ADVICE FROM PROMISING ENTREPRENEURS

In early 2020, QSTP organized the third edition of the Arab Innovation Academy in Doha in cooperation with the European Innovation Academy.

More than 190 students from inside and outside Qatar participated in a two-week entrepreneurship boot camp during which they received extensive practical training by a group of high-caliber local, regional and international mentors in the field of entrepreneurship. The goal was to

help develop their projects from an idea to a start-up in just ten days.

The organizers made sure that each team included five entrepreneurs of different nationalities in order to expose each one of them to different cultures and experiences. We met a few of these young entrepreneurs to talk about what they learned from the program, and they offered our readers these great tips:

MOHAMED SULTAN AL-SUWAIDI

QATAR

HANDY RENT

A platform that allows users to offer their tools or equipment for rent.

"An entrepreneur must have team spirit. He must be open to different opinions before assessing them to determine whether they serve the primary goal of the project or not. You can become a successful entrepreneur even if you have a full-time job elsewhere. It is all about good time management."

ZAHRAA AL-SHARSHINI

QATAR

BRAVE BULLET

A project focusing on solving the problem of bullying among children.

"The biggest challenge facing an entrepreneur is gaining customer trust and satisfying their needs through the offered product or service. There are also other challenges like the rapid spread of ideas, which increases the number of competitors. The world of entrepreneurship in general is unstable, but you can overcome any challenge through hard work and perseverance. If you are thinking of becoming an entrepreneur, you need to be patient and brave. You must keep learning and be fully dedicated to the project."

ABDUL RAHMAN AL-SHEIKH NASSER

PALESTINE

HAMZA

A program that corrects Arabic grammatical mistakes.

"Working under pressure to meet deadlines is one of the most important skills that a successful entrepreneur must possess. Establishing the right plan and getting commitment from each team member is crucial for the success of the project. I wanted to become an entrepreneur, because there is nothing like feeling independent and being able to build your own business. For me, it is better than working in a routine job."

YOUSSEF MELKAWI

JORDAN

GO STAR

An application that helps parents improve their children's skills through useful and fun tasks.

"Look for problems and study the details of the problem. A successful entrepreneur looks at every problem as an opportunity that could be exploited by developing suitable and commercially viable solutions. Listen to the customers, for they help you identify the solutions needed, and then all you need to do is implement it."

SAMAH SAAD

ALGERIA

SALAMTAK

A digital system that connects diabetic patients with their medical institutions, allowing early intervention to save patients in any critical situation.

"To be a successful entrepreneur, you have to be a leader. You must be able to resolve disputes between team members and motivate them to achieve a unified goal under any circumstances. Some people may think that obtaining funding is sufficient for the success of any project, but this is not the case. Choosing the right idea for the market is the most important step. If funding is available but the idea is inappropriate, the project will not succeed!"

A LOOK AT CAREER COUNSELING IN FINNISH SCHOOLS

Finland has one of the best career guidance systems in the world. Counseling services extend beyond schools and universities to assist graduates in planning their career at any stage, based on the concept of lifelong guidance. We met Arja Tuusjärvi-Eloranta during her time as a guidance counselor in Qatar-Finland International School to discuss the main features and benefits of career counseling in Finnish schools, and her vision of the ideal work environment for guidance counselors.

Tuusjärvi-Eloranta started her professional career as a vocational teacher, but later decided to shift to career counseling. This meant earning the right qualifications to become a guidance counselor. This is the path most guidance counselors in Finland take, but there is another path that requires studying a course in guidance and counseling for five years before earning a master's degree in the field.

Students in Finnish schools begin to learn about different professions during Grade 6, before counselors start working with them in Grade 7. At this stage, activities revolve around discussions in small groups, where students talk about the

In the previous issue of Career Guide, we explored the academic advising system in Qatari secondary schools. We highlighted the challenges that career advisors face through an interview with Mohamed Soweilah, Academic Advisor at Ahmed bin Hanbal Secondary School for Boys. In this issue, we take a close look at the role of career guidance in the Qatar-Finland International School, which opened its doors in 2014.

subjects and professions of interest to them. The goal here is to encourage students to think about their career options.

It gets more serious during Grade 8, as the counselor works with the students to explore different professions and career fields through discussions, projects, and job shadowing experiences. Counselors might suggest certain paths to students based on discussions and their grades, but without pushing them to make a definite choice. In Grade 9, the counselor continues to work with students, but at this stage, students should have an idea of what they want to achieve in the future in order to decide if they will continue with high school education or opt for vocational studies.

The Finnish curriculum includes compulsory counseling lessons at this stage, and students will again meet a counselor before their final exams in Grade 12 to talk about their future. Students are free to approach their guidance counselors at any time during their learning years for help.

Guidance counselors enjoy a lot of independence when it comes to planning and

choosing the methods they use. "Of course, we have one curriculum, but counselors plan according to students' needs and according to the different situations," explains Tuusjärvi-Eloranta.

"We don't have a standard test to evaluate the skills or abilities of students. We might use personality tests, but it is more about discussions with the students. We guide them to think about their strengths and weaknesses during the counseling sessions to help them better understand themselves in order to efficiently plan their future," she says.

Students in Finland also enjoy a lot of independence in making their academic and career decisions. "I see that parents in Qatar are more involved in the choices their children make. Of course, parents in Finland also have a role, but the final choice is made by the students themselves," she adds.

She points out that having good social skills is essential for counselors. "Counselors need to communicate effectively with students. They need to listen carefully to what the students say and offer them options. They need to be active and be able to build a good network inside and outside the school, and obtain the information needed to do their job properly. They must also have good knowledge of the higher education system and labor market."

"While working as a high school guidance counselor in Finland, I had to cooperate regularly with several organizations at local, regional, and national levels, and it is very rewarding. We exchange facts and ideas that help us do our work more efficiently, as we always need to provide the latest information for students," she says.

The main key to succeeding as a guidance counselor is building good relations with the students. According to Tuusjärvi-Eloranta: "It gives our work more meaning. During my first year, I worked on building relations. It takes time to build trust, and only then can we find ways to work together. Having

an office which the students can visit easily is also essential for counselors. The number of students each counselor works with should be around 250. It is a good number, taking into consideration that some students might like to meet the counselor privately several times a month, and others might meet once during the whole academic year."

Based on the reputation of the Finnish education system, the Qatar-Finland International School attracted more than 700 students from nearly 60 different nationalities. This posed a unique challenge for the guidance counselor because at some point, most of these students will return to their home countries for higher education. As such, the counselor is required to obtain information about the higher education systems and the admission requirements in these students' respective countries in order to help them make the right choices.

According to Tuusjärvi-Eloranta, there are several more challenges that counselors face, most notably the changing labor markets around the world. "It is difficult to know what professions will exist twenty years from now. Things are changing rapidly. I advise students to always be ready to change their career path if circumstances require it, and to adopt the concept of lifelong learning. I also read about what the future of work life could be. For example, students might need to consider that in the future fixed jobs might not be available in abundance compared to project-based work opportunities," explains Tuusjärvi-Eloranta.

"THE MAIN KEY TO SUCCEEDING AS A GUIDANCE COUNSELOR IS BUILDING GOOD RELATIONS WITH THE STUDENTS."

ARJA TUUSJÄRVI-ELORANTA



CAREER READINESS PROGRAM

TOWARD AN ALL-INCLUSIVE EMPLOYMENT SYSTEM

This year, Qatar Career Development Center (QCDC) celebrates the completion of the second edition of the Career Readiness Program. This initiative aims to enhance the delivery of career guidance services to non-college track students who have mild to moderate learning challenges (including autism), with the intention of supporting them in their transition from secondary education to Qatar's labor market.

The Career Readiness Program tackles three key challenges. The first is assuring families that their children's education will eventually lead to a positive outcome. This can be achieved by stressing that the Program will help students make informed choices about their future, and that it creates opportunities for students and graduates to develop their skills and become more confident.

The second challenge is to bring awareness to the larger community about the barriers that these students face, and how these can be lifted to reshape society's approach toward education and learning.

The third challenge is to educate employers on how to integrate this population group into their workforces in line with Qatari laws, which will help in establishing a local career ecosystem that works.

The Program featured weekly cross-structural interventions and project-based learning activities aligned with the school curriculum. Activities included tailored workshops, motivational talks by Qatari entrepreneurs, field trips to different industries, volunteering opportunities, and social responsibility projects that highlight the ethical values of Qatari society and connect the larger community with the students. The Program is

expected to be officially integrated in the next academic year and will count toward graduation credits.

According to Effrosyni Dimitrios Parampota, Senior Career Programs and Services Officer at QCDC, every detail of the program is designed to boost the confidence of students and highlight their strengths.

"We are adapting the best international career guidance models into the local context. The Program is designed to help students grow not only at a career level, but also as individuals. Once they finish the social communication classroom, they go out into a real-life setting to prepare them for what comes next. The program develops every year, and this year, we added more elements like puppetry. Research indicates that puppets are widely used in educating and counseling children, adolescents, and adults, as they are a highly expressive form of communication," says Parampota.

People with learning challenges take in and process information in a different way, but that doesn't mean they are less intelligent. They often have strengths in many areas, and can be creative and intelligent problem-solvers. Famous people who had learning challenges include scientists like Albert Einstein and Charles Darwin, writers like Hans Christian Andersen, and many other names in various fields, like Microsoft founder Bill Gates, footballer Lionel Messi, and boxer Muhammad Ali.

"Parents have a vital role to play in the development of children with learning challenges. The confidence that they get when they know that their parents believe in them is unmatched and can be a very important catalyst for their development," explains Parampota.



"Then, of course, there is the role that society plays. We need to change the way society perceives people with learning challenges. Neuro-diverse people might not be able to do everything and anything, but neither can we. Everybody has limitations! People with learning challenges can do a lot of things, sometimes average things, and sometimes amazing things—just like everyone else. Empowering them and helping them deal with the challenges they are facing will benefit society as a whole," she adds.

The Program also features practical internship opportunities that capitalize on the strengths and interests of students. The internships usually run on a weekly basis, with tasks gradually increasing in complexity and intensity.

People with learning challenges generally face difficulties in finding jobs in Qatar, just like other people with disabilities. This is in spite of Qatari Law No. 2 of 2004, in respect of People with Special Needs, which mandates that two percent of all jobs in government agencies and public institutions should be reserved for people with disabilities. This includes private businesses employing a minimum of 25 staff members.

There are many examples around the world of countries that successfully integrated people with learning challenges into the labor market. Solutions might include creating accessible workplaces, increasing hiring commitments of public and private organizations, providing internship opportunities, preparing teams to work with people of various abilities, applying adjustments to the workplace, and integrating assistive technology solutions.

"We encourage employers to be more inclusive and more confident about hiring people with learning challenges. They are more than capable of integrating into the labor market. If they were supplied with the right environment and support, they would excel in performing their tasks. All companies are welcome to join our program. They can be included in our field trips, or they can provide opportunities for the students. At this stage, we are looking for internship opportunities that will hopefully result in actual future employment," says Parampota.

QCDC is working on upscaling the existing program's technical framework to cover and benefit other diverse populations. This is part of a wider plan for a new initiative on all-inclusive employment.



BUTHAINA AL-JANAHI

THE POWER OF WRITING

The cultural scene in Qatar is witnessing a boom thanks to the state's support for innovators in various creative fields. Hardly a week goes by without a cultural event or an art exhibition being held in Doha. In adding cultural edifices like Qatar National Library and the National Museum of Qatar to the scene, the state fosters greater interest, knowledge, and creativity among the youth in Qatar.

Creative writing is one such art that has remarkably flourished in recent years as a result of the support of the Ministry of Culture and Sports, which has been tirelessly promoting it through its cultural and artistic centers across the country. The ministry's efforts have greatly contributed to the emergence of a generation of young Qataris excelling in this field through various creative platforms that celebrate books, and events such as the Katara Prize for Arabic Novel.

One recent example is the "Qalam Hebr" project for creative writing, founded by Qatari writer Buthaina Al-Janahi in 2018. It aims to help young generations develop their creative writing skills through courses and workshops offered by experienced and well-known writers.

We had the privilege of meeting the Qatari writer who spoke to us about her project, the reasons that prompted her to launch it, and her view of writing as a profession. She also offered some valuable advice to young people who want to improve their writing skills or who are interested in pursuing a career in writing.

Qalam Hebr is a unique, unconventional initiative and a profit-oriented project. Al-Janahi was confident about establishing it after years of experience as a writer for the Al Arab newspaper, during which she carefully studied the local cultural landscape. "Qalam Hebr was established to fill the huge gap between seasoned writers and young ones.

I believe this is mainly due to the fact that young people feared receiving criticism from their seasoned counterparts on things like poor Arabic vocabulary and weak writing style," says Al-Janahi.

"I wondered why there weren't any initiatives to bring the two groups closer together. It then became clear to me that the classic literary platforms currently present in the Qatari cultural scene do not attract enough young people. Therefore, I worked on establishing a youth platform that organizes various activities and events to bridge the gap between seasoned and young writers. The aim is to foster amity and communication in an attractive and modern setting," she adds.

Although Qalam Hebr has gained popularity among young people within a short span of time, Al Janahi believes that it is too early to establish results. "Our goal is to contribute to the development of creative writing in Qatar and strengthen cooperation with the relevant authorities. There is a large segment of young people who are thirsty to explore this literary field. We aspire to help them develop their talent while attracting more seasoned writers. The project is still young and we have a lot of work to do," she explains.

SKILL OR TALENT

Al-Janahi had not discovered her talent for writing until she joined university, where she started as an engineering student before deciding to join the College of Arts and Sciences at Qatar University, majoring in International Affairs. "It was then that I started developing my writing skills, especially after I had become acquainted with a wide range of prominent thinkers and intellectuals whose views greatly inspired me. I greatly benefited from the increased freedom of thinking and expression inherent on campus, and I believe writing chose

me. It gave voice to my silent innermost feelings and a purpose not limited to the five senses," she says.

She believes that writing is a blend of acquired skills and talent, in which the writer's personality stands out. She has advice for those seeking to develop their writing skills: "Reading is the basis of becoming a good writer. If we are poor readers, we will be poor writers. Read a variety of books in different disciplines and subjects and learn new terms. Look up the meanings of words, learn from your previous mistakes, and avoid repeating them in the future. This will hone your writing skills. Treat books as your companions and set aside time for daily reading. Don't just read posts on social media."

WRITING AS A PROFESSION

As for taking up writing as a profession, Al-Janahi believes that at present, it is only possible if the writer is working in a field such as TV, media, and journalism, because relying solely on sales of books as a source of livelihood is still difficult in the Arab world compared to the West.

She offers the following advice to anyone who wishes to achieve success in the field of literary writing: "Write constantly. Only then will you be able to hone your writing skills and get to know the quality of your readers and the subjects in which your strength lies."

She believes that it is natural to be influenced by other writers at the beginning of your career. "It is natural for you to be affected by the style of other writers, but what matters is for your plot to be different. Time and experience will teach you how to build your own plot."

Many young writers may feel discouraged or even quit writing if their first works do not garner the success they hoped, and to those writers Al Janahi says: "If you want to be a successful writer, you must not set a limit to your ambitions. You have to be smart and aware of the difference between negative opinions and constructive criticism. Negative opinions should not be taken seriously, but you have to accept constructive criticism because it assists you in improving your work. The decision is yours, and in both cases, you should not give up."

