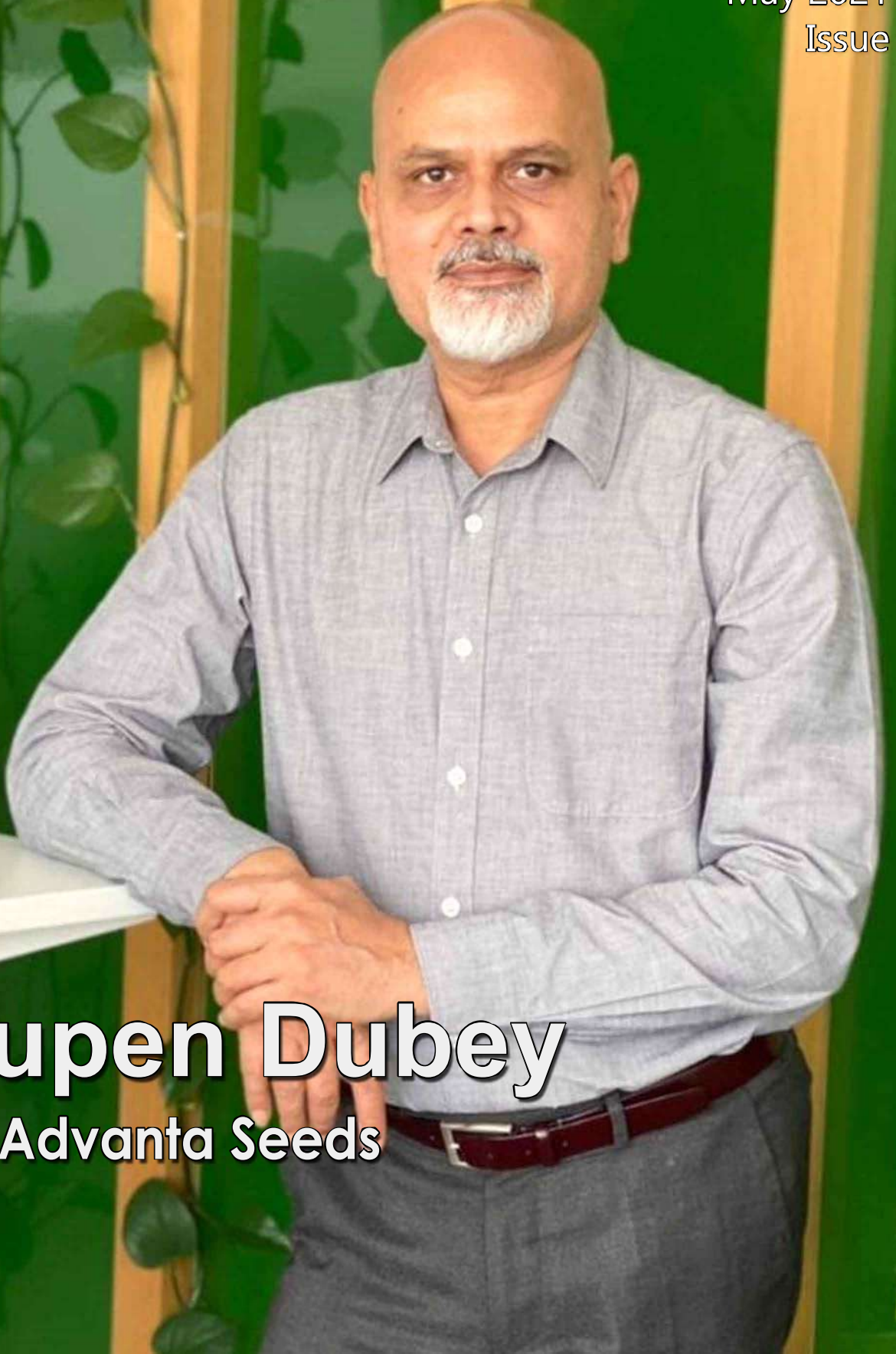




CEO Clubs Network®

CEO CLUBS NETWORK E-NEWSLETTER

May 2021
Issue



Bhupen Dubey

CEO, Advanta Seeds

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Corporate Membership, an investment for tomorrow?

Sarah Dong

Director at CEO Clubs Network

During the pandemic, we have enhanced our innovation capability and realized the uncertainty of our business. So how we can secure the future? Combining many investments could be a great way for risk management. Taking the right Corporate Membership will add great impact in addressing the challenge. Now, let's discover the investment for the Corporate Membership designed for companies to connect, explore collaborations and build a strong relationship that is the source for future and later expansion, a very important investment for tomorrow.

I believe most people prioritize the Return of Investment (ROI) as the first indicator before making any investment. While talking about corporate membership can be even more complicated, it's difficult to have a clear assessment of ROI as the results that turns out is the relationship. Business happens within three to six months after joining or even two years depends on the nature of the business and the level of the relationship.



Being in the role of serving the CEO Clubs Community for over 13 years, I observe that corporate senior executives are looking for networking, learning and accessing new business opportunities. Many members do expect business to be conducted immediately. However, I would suggest establishing a strong base first then build the relationship and develop the business later. Membership enrollment is just the beginning. It opens the door for a bright future where you will see that business partners were built many years ago.



CEO Clubs Welcome New Board Members



Afghanistan



Mongolia



Our CEO & Founder Dr. Tariq Nizami met with His Excellency M.G Masood Ahmad Azizi, Afghan Consul General to the U.A.E. During the meeting business, investment and trade opportunities were discussed



CEO Clubs Network founder Dr. Tariq Nizami had a successful meeting with His Excellency Zorigt CHINTUSHIG, the Mongolia Ambassador in UAE. It will further strengthen our cooperation in promoting the trade and investment.



CEO Clubs Network BBQ Networking Dinner

On 26 May 2021, the BBQ networking dinner in association with China Liaoning Business Council Dubai, bringing together CEO Clubs Members and guests from different sectors to catching up and exchanging ideas. During the dinner, some potential collaborations in the food sector, investment, health, business formation were initiated. It was a relaxed evening with lots of fun and yummy food.



Annual Business Summit/International Honours Dubai 2021



During the "Annual Business Summit / International Honours Dubai 2021" organized by Leaders without Borders Development Centre (LWBDC). CEO Clubs Network Founder & CEO, Dr. Tariq Ahmed Nizami was invited as a panelist and shared his expertise on the discussion.

The Summit offered lively conversations & generates networking opportunities while providing learning opportunities in leadership, entrepreneurship, & respect for culture.

ANNUAL BUSINESS SUMMIT/ INTERNATIONAL HONOURS DUBAI 2021
THE PANELISTS

- HON ANASTANCIA NDHLOVU**
Former Deputy Minister of Tourism & Hospitality Industry, Republic of Zimbabwe.
- DR. TARIQ AHMED NIZAMI**
Founder & CEO – CEO Clubs Network Worldwide.
- SOLOMON POTAKEY**
CEO and Founder, Nelike Capital Partners Ghana.
- AMB. KINGSLEY MIKE AZONOBI**
Managing Director/ Chief Executive Officer DOMAK Group
- H.E DR. MICHAEL A. STEELE**
President & Founder, Steele Design Studio Limited/ Class of Steele
- ROBERT P. MOORE BERNARDOS**
Director International Affairs and Business Diplomacy
MODERATOR



Highlights of CEO Clubs Members Virtual Meeting



The banner features a dark blue background on the left with white text and a circular inset on the right showing a virtual meeting scene with the UAE and Swiss flags and several microphones. The text on the left includes the CEO Clubs Network logo, the event title, association details, date, and social media handles.

CEO Clubs Network

CEO Clubs Members Virtual Meeting
"Connecting Leaders from Switzerland"

in association with the
Swiss Business Council Dubai & Northern Emirates

Wednesday, 19 May 2021 4:00 PM (GST)

[LinkedIn](#) [Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#) @CEOClubsNetwork

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Connecting Leaders from Switzerland in association with the Swiss Business Council Dubai & Northern Emirates May 19, 2021.

The second virtual meeting in May was conducted on 19th with guests from the Swiss Business Council Dubai and the Northern Emirates. CEO Clubs Members has excitingly shared the latest industry trends and insights. Members from various industries are eager to know the opportunities in Switzerland.

Highlights of the Virtual Meeting:

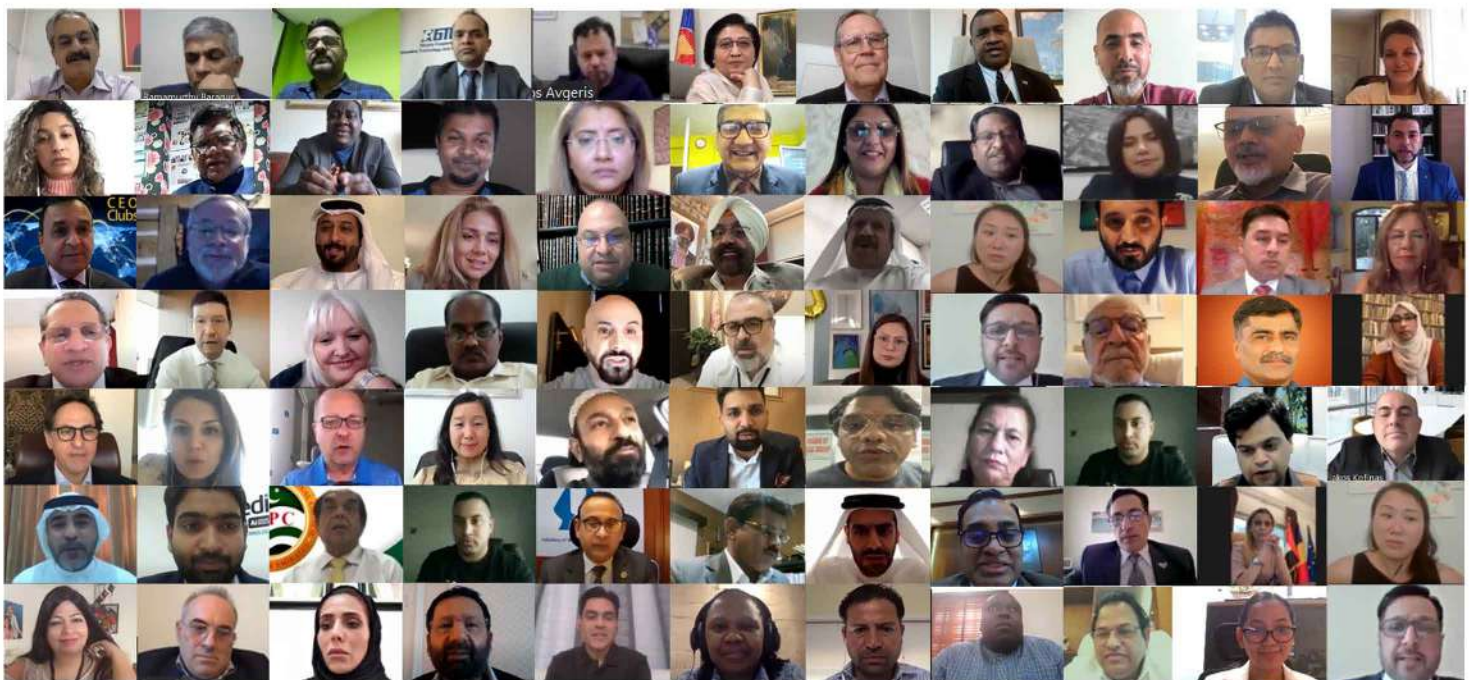
- Mr. Urs Stirnimaan, Vice President of the Swiss Business Council and Founder of the Swiss International Legal Consultants has joined the meeting as our guest. He shared that one of the important sources in Switzerland is the banking industry.

Many Swiss banks in the UAE are assisting their clients in Pharmaceutical, Food Industry, and other Industries. He added that one of the important reasons why Switzerland has become successful is that Switzerland is open to receive foreigners from different countries.

- The Deputy Head of the Swiss Business Hub in UAE, Ms. Abier Nasr joined the meeting, they are into trade and investment promotions. They have been assisting Swiss companies who are interested to come to the Middle East region to help find the right partners, right set up, and have a successful business in UAE and wide GCC region. They have been partnering with a lot of organizations to widen their connections.

Highlights of CEO Clubs Members Virtual Meeting

- Mr. Ajit Sawhney from SAFCO shared that they have been exporting to eighty different countries and supplying to all major stores in the UAE. They are looking for suppliers who are into food distribution.
- One of the interests created is about the solar energy between Mr. Scott Johnson from SolarCool Technologies and Mr. Shafi Mogral Chancery Chambers.
- One guest from the Swiss Business Council is Mr. Mauro Tami from UBS Bank. UBS is actively assisting its clients in Dubai and is open to the opportunity in connecting to all members who are interested to know more about UBS and business connections from Swiss.
- Mr. Mohammed Shabeer from Excelledia shared their focus in the technology with artificial intelligence. He excitingly shares his ongoing project with a platform to enable innovation in the CEO Clubs.
- Mr. Scott Johnson from SolarCool Technologies has promoted its telemedicine business to bring 21st-century healthcare to remote areas.
- A new member, Mr. Shafi Mogral from Chancery Chambers joined the meeting. Their company is a full-service legal firm in corporate and litigations. They work on transactional number works like mergers and acquisitions, prosecution, registration, etc.
- Mr. Samir Iqbal, Litigation Executive at Law Doctor, CEO Clubs Ambassadors in UK. He happily shared that through the platform they were able to gather clientele from different parts of the world.
- A follow-up one-on-one meeting has been initiated after the meeting.



Highlights of CEO Clubs Members Virtual Meeting

The banner features the CEO Clubs Network logo at the top left, which includes a circular emblem with a play button and the text 'Chief Executive Officer Clubs Network'. Below the logo, the text reads: 'CEO Clubs Members Virtual Meeting "Connecting Leaders from Romania" in association with the Consulate General of Romania in Dubai Wednesday, 5 May 2021 11:00 AM (GST)'. At the bottom left, there are social media icons for LinkedIn, Twitter, Facebook, Instagram, and YouTube, followed by the handle '@CEOClubsNetwork'. On the right side of the banner, there is a graphic showing the Romanian flag and the UAE flag on poles, set against a background of a network diagram with hexagonal nodes and connecting lines.

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Proud Winner



Price Comparison



Consulate General of Romania in Dubai



“Connecting Leaders from Romania” in association with Consulate General of Romania in Dubai May 5, 2021

In the first week of May, we hosted the CEO Clubs Members Virtual Meeting – Connecting Leaders from Romania in association with the Consulate General of Romania in Dubai. We’ve gathered members from different countries and industries to explore possible collaborations & business opportunities particularly in Romania, UAE, and other parts of the world.

Highlights of the Virtual Meeting:

- The event was moderated by Dr. Tariq Nizami, CEO and Founder of CEO Clubs Network. He welcomes all CEO Clubs Members and guests.

- The guests was headed by Her Excellency Nicoleta Teodorovici, Consul General of Romania in Dubai. Her Excellency shared that they have a mission of diplomatic diplomacy, they are offering supports for all investors in UAE to Romania. The pandemic period has been an accelerator from the Romanian investors to do business here in Dubai and focuses their business in UAE.

- She added that it is important to be involved and be engaged in the CEO Clubs Network community, to stay connected and explore business opportunities.

- One of the guests is Mr. Andrei Nagy, Managing Partner of Nagy IT Consultants. He started his career as an entrepreneur in Romania 25 years back. He started to diversify his business and started to understand that there is a lot of business that could be created.

Highlights of CEO Clubs Members Virtual Meeting

Mr. Andrei Nagy goal is to bridge Romanian Technologies' capabilities in this region, delivering solutions in the communication and technology center.

- Mr. Alexandros from Greece shared that they have a company based in Romania. Romania is well known for IT Services and innovation, that creates a lot of opportunities for Romania and other countries. Through implementing unique strategy and business concepts, they have made a great impact on serving to clients from UAE.

- Mr. Hanif Merchant, CEO of Emirates Neon Group happily shared that they will be celebrating its 50 years presence in the UAE. ENG is involved in different services, traffic sign systems, outdoor advertising, and digital billboards. Also, they have started the disinfection system last year. Their interest is to be involved in GCC and increase the presence globally.

- A new member from Slovakia, Natalis is involved in artistic painting and artistic wood painting. Natalis was founded 5 years ago to meet the demand of the clients, created the artistic décor using pure golds, diamonds, and marble. They are looking to expand their brands in UAE.

- Mr. Tony Calaya from Nigeria shared that aside from the oil and gas business he is into, they have decided to extend its services into technology and other IT services.

- One new member, Mr. Tauseef Khan, CEO of City Tower Real Estate joined the meeting. They are into the development and leasing business, one of the largest portfolio businesses in Dubai.

- Another guest from Romania, Mr. Sebastian Lene, Chief Operational Office at Omifa. A company that has been present on the European office fit-out, glass walls, and furniture market since 2002. They started as a company that develops office interior design and spaces. They are open to a joint venture with a company that is interested to explore collaborations with them.

- Mr. James Mathew, CEO of UHY James Chartered Accountants shared that they helped people in setting up their business and providing solution how the market entry can be done. He also added that Saudi Arabia has opened its border that can help boost the business in the UAE.

- Her Excellency added that they are looking for opening the Romanian Business Council in Dubai that is attached to the Dubai Chamber of Commerce. She extended the invitation to all the attendees to accelerate business collaborations between Romania and Dubai.

- Mr. Petro, our guest from Romania holds the leading consultancy firm in Romania. They have clients in Dubai that invest successfully in Romania in different industries.

- A follow-up one-on-one meeting has been made after the meeting.



CEO Clubs Network®

The current pandemic is a wake up call to all of us. The number of poverty is increasing and more people are facing chronic starvation. No one should go to bed with an empty stomach and no parent should ever experience the pain of watching the child die because of hunger.

Are you ready to create a positive action today? We invite you to join and support <https://sharethemeal.org/> to end hunger. Now more than ever, the world needs a person like you to end scarcity on food. With a little help, together we can make a change.

We are proud and happy to take responsibility and be part of the force for the 17 SGDs. Our community members will play a key role in making great things happen, making a big change in the year 2021. As put forward by the popular American songwriter and artist Michael Jackson,

"We are the world
We are the children
We are the ones who make a brighter day, so let's start giving"

According to the World Food Programme, 135 million suffer from acute hunger mainly due to man-made conflicts, climate change, and economic downturns. The COVID-19 pandemic could now double that number, putting an additional 130 million people at risk of suffering acute hunger by the end of 2020. With such alarming numbers, CEO Clubs Network decided take the responsibility along with members to contribute our shares towards to a world with ZERO Hunger by the year 2030.



Reference Link :
ShareTheMeal : <https://sharethemeal.org/en/>
UNHCR : <https://www.unhcr.org/>

As a CEO or a business owner, we should not be shy away from our humanitarian duties. We will put actions together towards our goal of ZERO HUNGER, one of the 17 Sustainable Development Goals (SDGs). And as a business community, we will take this as a way of giving back to society, putting collective efforts and dedicating the resources towards the second out of 17 SDGs, "ZERO HUNGER".



CEO Clubs Leads Generation Service (LGS)

CEO Clubs Network is dedicated to providing timely and quality services to its corporate clients and government entities. With our rich experiences and resources, we have helped our members and clients achieved their respective goals for more than 15 years. Attracting new members to our Network and assisting them expansion will continue add great values to our community. However, the LGS, the Leads Generation Service that will accelerate business transactions between our members and clients. It will also generate a good revenue for CEO Clubs Network.



LGS can be more effective because it concentrates targeted clients, sets up C-level meeting, time saving and a CEO Clubs recommendation. LGS is indeed facilitating trading of goods and services more efficiently, and bringing a bigger impact to CEO Clubs Community locally and internationally.

Leads Generation	Business Pro	Business	Basic
B2B meeting	30 / Year	20 / Year	10 / Year
Meeting type	Online/Offline	Online/Offline	Online/Offline
Number of Meetings with P.M. of CEO Clubs Network	12	12	6
Payment	Yearly	Yearly	Yearly
Project Manager from CEO Clubs	✓	✓	✓
Successful fee	Agreed percentage	Agreed percentage	Agreed percentage
C-level meeting	✓	✓	✓

What else you should know?

- CEO Clubs team will assess each potential client for eligibility before contract signing
- B2B meeting set up has no boundary, can be from almost any country and any industry worldwide
- Your CEO or senior executive will conduct the meeting
- You will send our Project Manager all materials required to arrange the meetings
- We will discuss and finalize potential clients jointly
- You will assign PA/Project Manager from your company to work with our Project Manager
- You will need to sign a yearly contract with us

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AppGallery

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Etihad Credit Insurance backs UAE companies with about Dh2.3bn in credit guarantees



Etihad Credit Insurance, the federal export credit agency of the UAE, has so far issued 3,605 revolving credit guarantees worth Dh2.28 billion (\$620 million) to help local businesses boost their exports to different countries.

The total credit guarantees extended by the agency since its inception in 2018 contributed to Dh6.86bn in non-oil exports to more than 85 countries, the ECI said on Sunday.

“A detailed review of the performance has revealed that the 18 sectors that benefitted from our guarantees include cable, steel, petrochemicals, building materials, packaging, automotive, energy, utilities, health care and food,” said Thani Al Zeyoudi, Minister of State for Foreign Trade and deputy chairman of the agency.

He made the comments after a meeting of the agency’s board of directors in Dubai.

The ECI provides export guarantees and trade insurance to UAE companies to mitigate payment risks associated with exports.

The agency already has partnerships with a number of local and international banks that offer loans to UAE companies to fund exports, with the ECI providing insurance.

“The ECI’s continued support to UAE trade and export, despite the deep global recession caused by the Covid-19 pandemic last year, has not only continued to protect businesses’ cash flows” but also eased the access of small and medium enterprises to trade finance, said Mr Al Zeyoudi.

This has helped to hasten economic recovery in the post-pandemic era, he said.

“These measures provided access to new markets to the UAE’s exporters and re-exporters and helped to stabilise the UAE economy, as well as create

Etihad Credit Insurance backs UAE companies with about Dh2.3bn in credit guarantees

new opportunities for investment and project financing, thereby adding value to the UAE's non-oil gross domestic product, employment and SME sector development.”

The ECI extended Dh420m worth of trade credit support to SMEs in the first 11 months of 2020 to help companies protect their liquidity positions amid the coronavirus-induced global economic slowdown.

Last month, the UAE leadership announced a new initiative called Operation 300bn to more than double the industrial sector's contribution to the country's economic output to Dh300bn by 2031, from Dh133bn currently.

Emirates Development Bank will provide Dh30bn in financing over the next five years to support the strategy.

Source: <https://www.thenationalnews.com/>

“Easing access to trade and project financing will highly contribute to advancing Operation 300bn and Make it in the Emirates initiatives to more than double the value of the output of the national manufacturing and industrial sector in the next 10 years,” said Mr Al Zeyoudi.

The ECI also signed an agreement with Emirates NBD to improve exporters' access to trade finance earlier this year.

As part of the deal, Emirates NBD will provide loans to UAE businesses backed by the ECI.

The agency also has partnerships with different global financial institutions to boost UAE's exports.

This year, it has teamed up with the African Trade Insurance Agency to boost cross-border trade with the continent.

It is also evaluating a partnership with its counterpart in Italy to extend trade finance for sustainable development projects.




CEO Clubs Network

CEO Clubs Network creates the most effective business platform for CEOs and seniors executives to share experiences, explore opportunities & grow business locally and internationally.

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     #CEOClsNetwork

DGCX signs MoU with S & Royal Group Mongolia



The **Dubai Gold and Commodities Exchange (DGCX)** has signed a strategic Memorandum of Understanding (MoU) aimed at exploring long-term business opportunities and exchanging information, with **S & Royal Group Mongolia**, a Mongolian-based investment firm involved in industries such as energy, infrastructure, foreign trade and construction.

Under the MoU, both organisations will establish a long-term business relationship which includes exchanging expert knowledge, opinions and ideas on potential business prospects, as well as explore the possibility of importing and exporting goods between UAE and Mongolia.

S & Royal Group will also explore becoming a permanent member of DGCX and the Dubai Multi Commodities Centre (DMCC).

Established in 2004, S & Royal Group currently owns and manages a portfolio of four sister companies including Yokohama Tire Mongolia, Gas Service Corporation of Mongolia, Royal Electric Corporation, and Royal Infrastructure Development – which are all collectively aimed at implementing long-term strategic projects that will make a significant contribution to Mongolian economic development.

Les Male, CEO of DGCX, said: “Mongolia is a land that is rich in natural resources and potentially lucrative opportunities, and this MoU with S & Royal Group Mongolia - a leading investment of the country - is aligned with our goal of fostering greater cross-border collaboration and enhancing our knowledge base. The potential benefits of this agreement are vast, and we see this MoU as merely the first step in a long and beneficial relationship.”

Serjbudee Dolgorsuren, president of S & Royal Group Mongolia, said: “We are delighted to partner with the DGCX. Mongolia and the UAE have a rich, historical relationship that dates back a quarter of a century. Our company’s ambition is to become a gateway to the Mongolian market as well as support the country as a major hub for the whole Central Asia region. We look forward to a fruitful and mutually beneficial cooperation with the DGCX.”

The MoU agreement comes after the UAE and Mongolia recently celebrated 25 years of diplomatic relations, as well as the announcement that Mongolia plans to open an embassy in Abu Dhabi.

The Holistic Business Discipline

How can C-level embed the controls of value creation end-to-end, and focus on interdependencies enabling superior customer experience and greater profitability?

Every commercial enterprise has customer experience as one of its key strategic metrics. CEOs and COOs talk constantly of the importance of customer satisfaction to business resilience and growth. So, isn't it something of an irony that the systems and routines being used to manage and measure customer experience are designed from the inside out?

The paradox of an outdated legacy

Ostensibly, it is the legacy of a less customer-centric business environment that means even modern-day managerial routines, such as strategic planning and deployment, budgeting, creation and cascading of KPIs and other performance management systems, are purposed for controlling separate functions, rather than end-to-end value creation.

The paradox is that the modern CEO does not aim to deliberately destroy customer experience and satisfaction when they create these managerial routines, but when business performance fails, they are unable to pinpoint why due to inadvertent blind spots.

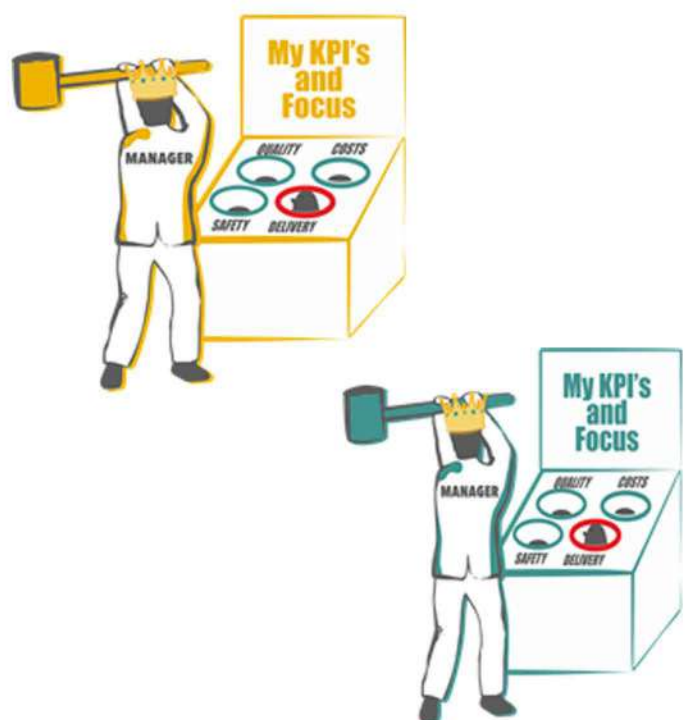
A facility management perspective

Let's look at the example of facility management services. The purpose of the services from the customers' point of view is to prevent the house or building from having any issues or complications. Yet, for the service provider, this translates into rigid corporate KPIs: the call centre is measured on the rate they "respond to customers within 2 mins", the technicians are measured on the KPI of "billable/versus non billable hours", the quality department has the KPI "number of complaints awaiting our response" etc.



Laura Gerrits-Gedvile
CEO, The Holistic Enterprise

Meanwhile, the COO is holding workshops and mapping the customer experience journey with the middle management, the C-level executives are planning next year's budget, which will soon be cascaded to each function vertically with new corporate KPI targets. All the while, C-level management knows that the customer doesn't care if a company is profitable or not, and they are right.



The Holistic Business Discipline

The silo problem

The foundation upon which those traditional business models are built is now shaky at best, creating silos of selective competency that do not foster creative thinking. The customary CX mindset and tools are not enough to change the paradigm of those deep wired managerial routines. A market study conducted by Forrester last year concluded that, “Poor CX negatively impacts the bottom line, yet companies let internal silos stand in the way of their success.”

Some 48% of decision makers surveyed by Forrester said their top challenge to delivering a good CX is the lack of a cohesive strategy across teams. This shows that we need to acknowledge the limitations stemming from traditional management models, tear down the cages that departments were built behind, and create end-to-end value through a holistic enterprise approach.

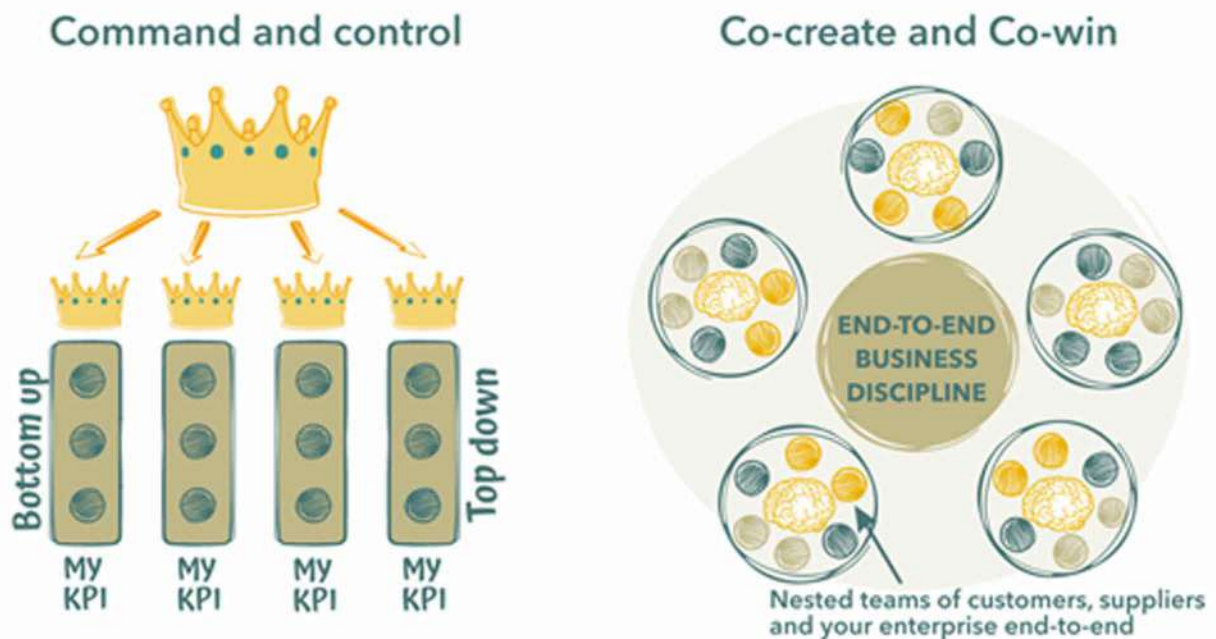
The end-to-end challenge

The goal of a company is to make a profit by satisfying its customers, hence CEOs still need to embed the controls of value creation and effectiveness. The question is, how can they embed the controls of value creation from end-to-end, so that C-level management focus on interdependencies enabling superior customer experience and greater profitability? How can they change the old and rigid managerial routines such as top-down budgeting, strategic planning, and vertical deployment of extraneous targets and lagging KPIs?

The holistic solution

The holistic business discipline is a solution that integrates Lean Management, Systems Thinking, Theory of Constraints, Service Design and Risk Management. It is a system that enables CEOs to zoom out and zoom in; to manage the organisation at both the systems level and process details level.

FROM SILO-BASED COMPANY TO THE HOLISTIC ENTERPRISE ©



The Holistic Enterprise ©

The Holistic Business Discipline

Many CEOs operate with the belief that their sole role is that of macro-manager or “big picture” thinker. However, to be effective, leaders need to understand the shop floor environment and be able to navigate fluently between strategic, tactic and operational levels.

The holistic solution involves bringing the CEO into the entire business process; mapping activity from end-to-end, understanding it from the customers’ perspective, streamlining information flow and decision making, and translating all of this into a visual representation that is monitored daily. It eliminates the top-down command and control system and creates nested teams that conduct these daily reviews based on customer needs and profitability targets, with end-to-end real time information rather than lagging KPIs.

The results

Daily monitoring provides real-time data on:

1. Customer value and failure demand types and the frequency end-to-end
2. Current demand and capacity (before providing promises to the customers)
3. End-to-end queuing due to process constraints
4. First time quality at the moment of transaction with customers
5. The fulfilment of promises to customers
6. The risks related to suppliers
7. The overall customer satisfaction
8. The profitability

The beauty of all of this is that every CEO can finally get to see the entire business as an architect rather than the ship’s captain and when needed, make the right decisions by identifying the leverage points within the system.

It takes 2-3 years to redesign the managerial routines from silos to the holistic enterprise, and the results can be transformational. Failure demand is minimised by 40-50%, first time quality increases by 30%, promise deliveries to customers improves by 99.5%, profitability increases by 18-30% and most importantly, customer and employee satisfaction levels are dramatically improved.



The Holistic Enterprise is a new management philosophy enabling organisations to adapt to a changing world by deleting the functional boundaries and involving both the customers and suppliers to work on the ecosystem end-to-end. Since 2010 we have led and worked hands-on with Scandinavian and Northern European CEOs and business owners in more than 27 different industries transforming the silo-based performance to the holistic enterprises.

Visit: <https://theholisticcenterprise.com/>

Stop Blaming your Job for your Blood Pressure

Interestingly, over the past week I have had three separate people who I mentor, come to me with rapid-onset high blood pressure problems. All kinds of numbers flying around. 160/110; 200/120; 175/100.

I get it. I have been there. Many times. It's an on-going battle and one can never let their guard down.

Person A has kid problems. His child is not doing well in school. Poor grades and issues with bullies. So he is all stressed out. Can't sleep. And as a result, the blood pressure is up big-time.

Person B has a dying parent. There is worry about losing a parent, about caring for them in their final days, about paying the bills and settling a messy estate. And the blood pressure is sky-high.

Person C is a senior executive in another company. The stress is high to bring in new accounts. Blood pressure is high also. Comes with the territory.

A natural tendency is to "Blame the provocateur". Blame the job or the horrible boss. "This job is going to kill me!" Or, "The horrible boss is causing me so much stress I cannot take it!" We want to blame someone or something. It's not our fault!

This is all wrong. And it's wallowing in self-pity and sending around BP figures to drum up people saying, "Oh you poor soul. You should put your health first" and all sorts of platitudes.

And this is all bullshit.

So, should everyone who is stressed in their job, and have high blood pressure, just quit?



James Michael Lafferty
CEO / Fine Hygienic Holding

Should everyone with a stressful boss just resign, or get the boss fired? You think being jobless is going to be better?

Should a stressed-out parent just "dump" the kids and forget about parenthood? Blame the kids for the high blood pressure and just "check out"?

Should we euthanize our parents when suddenly they become a burden, because it's just too stressful? Blame our aging parents for getting old and causing us stress?

All these people come for easy answers to the issue. A way out of the stress and hence the blood pressure spikes. The answer is easy. But not-so-easy. Here is what I said to all of them:

"Welcome to this crazy thing called LIFE".

Let's start with numbers. I have had blood pressure readings as high as 225/140. In periods. I have been on and off medication and now off for the past 10 years. I figured it out despite being in my highest stress jobs of my career. I have learned now how to control my BP and I am medication-free. But it's not easy.

Stop Blaming your Job for your Blood Pressure

I have 5 kids. I have laid awake all night with my heart pounding in worry about one of them (or more). I have had the school issues, and bully issues, and even unfortunately legal issues with my kids. That's life. That's being a parent. If you have kids, well you have stress. And it never stops. Not when they are 21 or 31. It's forever. It isn't all joy and "Brady Bunch" moments. Families have real-life issues and you will stress about your kids. You can't blame your kids for your blood pressure.

I buried both my parents. Both had health issues and had to be put into 24 hour care facilities before they passed. I went through the slow declines and the "death watches" when we were told, "it is the last 24 hours". I know the stress of losing your parents, of standing in the funeral crying your eyes out. I know the pain of selling their home, of splitting up the assets (a real stressor when there are 7 kids and everyone wants mom's rocking chair) and closing an estate. I get it. But I didn't blame my parents for getting old and aging. This happens to all of us. Someday I will put this same stress on my kids. This is life. Our parents age and die. It's the natural order of things. Nearly all of us will bury our parents. You can't blame them for the 175/100 BP.

I was promoted to my first CEO role in 1998. It's been now 23 years of being a CEO, representing two-thirds of my professional career. As I tell any aspiring CEO, the term "CEO" does NOT mean "Chief Executive Officer". It means "Chief Everything Officer". You are responsible for everything. You are accountable for everything. **THERE IS ALWAYS A GUN TO YOUR HEAD.** I was fired from one of my CEO roles for missing a target. This is the job. This is why they pay you the big bucks. You have to dig into everything. You have to be prepared to do anything and everything. This is the job. If you don't like it, then don't take the job.

But to be in a CEO role, and then cry about the stress is nothing more than simple immaturity. You can't blame the job, or the Board, for your blood pressure. This comes with the territory. What were you thinking? A CEO job is all perks and money and fun, and no stress? Any job with major responsibilities comes with stress. Lots of it. Stop blaming the job as some kind of evil thing. That job pays the bills. Sends your kids to school. Provides future growth and opportunity. Let's stop demonizing jobs every time our diastolic blood pressure (lower number) creeps over 100.



Welcome to life.

We can't dump our kids, our parents, or our jobs. We have to learn how to **MANAGE** it. And blood pressure is a physiologic response and hence many factors play into it.

Diet is a hugely important factor. I have many cases in my past of helping clients ease off blood pressure medication simply through major dietary changes. Interestingly, the three people I talked to this week about their BP all eat poorly. They all have weight issues. They are all over 40. The kids, or the parents, or the job isn't the issue. Stop eating garbage. Take care of yourself.

Stop Blaming your Job for your Blood Pressure

Show some discipline and if you really care about your health, eat properly. I am a physiologist. My wife is a nutritionist to Olympic Athletes. We are both here to help. All you have to do is ask! But stop blaming everyone and everything else. Stress doesn't go away. But diet can change for the better.



We know the positive role of exercise on reducing blood pressure. We know that exercise creates new capillary pathways (more “pipes” for the same amount of blood to flow through) and this effect systemically reduces BP. All three of the people I talked to this week don't exercise regularly. So, long before blaming the job and the kids and the parents, I suggest getting with a trainer and putting a plan together. Stop whining about the job. YOU are the problem. I exercise religiously 6x per week. It just takes one thing. Discipline. Get up early and do it. If you want to lay in bed, well then, you are the issue. Stop blaming your boss.

We know the effects of mental control and relaxation on blood pressure. Learn how to meditate. Do deep breathing exercises. Practice. Consult with a trained yoga professional. It works. Learn how to tactically use relaxation techniques to reduce the physiology of stress such as BP.

About 6 weeks ago, I went for my second Covid-19 vaccine. It was a quite stressful day. When I got to the hospital, they took my BP and refused to give me the shot. My systolic (Top number) was over 160 and they had a rule that they cannot administer to people over this BP. We tried over and over and it wasn't going below 170. We argued, which of course made matters worse. They referred me to a cardiologist. Their idea was to “put my on meds and I come back in a month's time”. I had a different plan.

I made a new appointment for 2 hours later, and I went home. I meditated. I did deep breathing exercises. I did visualization exercises. I visualized the insides of my arteries, and pictured the arterial walls relaxing. I had my brain “order” my arteries to relax and expand. It's called vasodilation. I got myself into a totally relaxed zone.

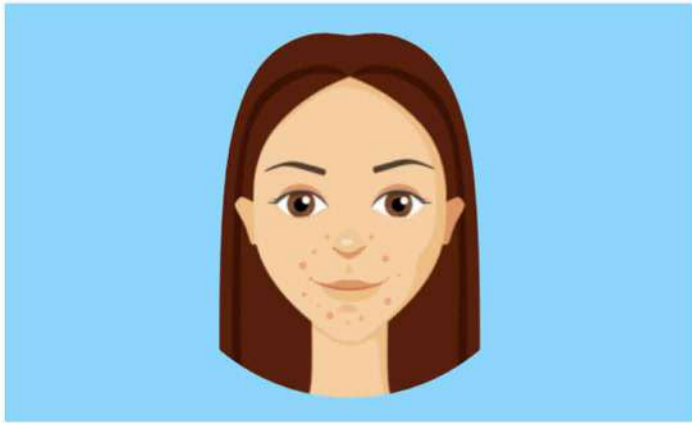
I went back to the hospital. Same people took my BP. It was 110/55. The doctors went and got other doctors to come look at it. Nobody could believe it. They asked me what I did. I explained to them that BP can be controlled by diet, by exercise, by life-style and by mental control. I told them I did not need to always just “pop a pill”. All pills have side effects. I told them I learned how to do this naturally. They all nodded and stated how they wished I could speak to some of their patients. I got a group of doctors patting me on the back, and I got my second shot and went on my way.

So, my advice is the same to all three. Stop blaming your kids. Or your aging parents. Or your boss. Or the “job”. All of this is “Life” and its childish to think otherwise. With aging parents comes stress. With having kids comes stress. With jobs, particularly big jobs with a “C” in front, comes massive stress. Welcome to the party! You want to solve your BP issues? Take a good look in the mirror. There is your problem. Staring right at you.

Worried about breakouts from wearing mask? Organza Skincare is here to save you

In an effort to slow the spread of COVID-19, wearing a face mask has become part of our daily routine. No one would have imagined that masks would turn out to be our new 'normal', but, while we're covering up our mouths and noses to stop the spread of virus, some develop breakouts from wearing a mask. If this is something you are experiencing, don't worry you are not alone. This condition is known as "maskne" (mask acne).

What is maskne?



The term "maskne" was originally a reference to the development of acne, pimples, breakouts, and other irritations on your skin that results from wearing a face mask due to friction and pressure on the skin.

The occlusive environment can trap moisture and sebum, which can aggravate existing acne or cause new breakouts by clogging pores. This occurs when sweat and oil get trapped on your skin which create a perfect breeding ground for bacteria.

As we are all aware, face masks may not be going anywhere anytime soon, but your maskne will be. So, in order to help you build out your beauty bag with product that work, we are presenting you the **Organza Skincare Acne Potion** to keep your skin fresh and healthy while protecting yourself and others from COVID-19.



A fast acting anti-microbial gel that kills bacteria without aggressive chemicals, Acne Potion contains bio fermented ingredients alongside lemongrass, tea tree oil, geranium oil and lavender oil to treat acne and pimples.

Acne Potion inhibits the bacteria that causes infection, helps to regulate some of the over-excretion of sebum, and reduces the signs of scarring after acne has begun to heal. It also helps with redness, reduces pore size and helps relieve irritation. Lemongrass is a rich source of flavonoids and phenolic compounds, which contain antioxidants, quercetin, a flavonoid with antioxidant and anti-inflammatory benefits, and is an effective antibacterial and antifungal agent that contains anti-inflammatory and antioxidant properties. Tea tree oil is popular for treating acne because of its anti-inflammatory and antimicrobial properties, and ability to calm redness, swelling, and inflammation. Geranium oil has antibacterial, antioxidant, and anti-inflammatory properties while calming, anti-inflammatory Lavender oil helps to reduce redness, blotchy patches, and acne scarring.

Visit: <https://organzanaturalskincare.com/>




Dr. Mohammed Garba Hassan

THE FIRST PERSON THAT BRING BF SUMA PRODUCTS TO UAE

Nigeria kano shop owner & Kano BF Suma ventures (FZE) Sharjah, UAE shop owner

After using NMN for almost one year, he said, " As we are growing with the years and responsibilities taking NMN really help me and my loved one's to reshape our body system by looking younger than our actual aged. This moves me to bring BF Suma products and business opportunity to UAE& GCC countries. It is worth mentioning that I received a great welcoming hand in UAE as the first person that bring BF Suma products. I hope to bring a better quality of life and health to the UAE by using BF Suma products. So join us now, to bring the best anti-aging natural product in the 21st century to the benefit of humanity."

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BF Suma Pharmaceutical Inc.USA was founded in 2016 in Los Angeles USA. Dedicated to research & development, manufacturing and Distribution Natural yet scientific high quality products to benefit the health and well-being of people. Obtained GMP(Good Manufacturing Practice)by FDA(Food and Drug Administration)NSF and HALAL certification.

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Geopathic Stress: Effects & Solutions

Are you concerned that something about one or more rooms at your home just doesn't feel right? Or are you continuing to experience poor sleep patterns or symptoms of ill health for no apparent reason. Despite good medical or natural health treatment? If so, you may be experiencing the effects of 'Geopathic Stress'.

Pooja Srivastav, a consultant in geopathic and electromagnetic radiation, speaks to Dhanya AK on geopathic stress, its effects and solutions.

Geopathic stress is relatively a new term that covers the relationship between the earth energies and people's well-being. There are areas of geopathic stress across the surface of the earth but how these areas affect living organisms and the mechanism of interference is something worth understanding. The world has become more curious about it as there is an increase in the number of geopathic stress-related diseases.

"There is an immense need to understand geopathic stress and learn the solutions as well as to get deeper into electromagnetic radiation, its effects and solutions," says Pooja Srivastav, who is the Chief Energising Officer of Pooja Energy Vastu, Shreem International Consultancy, located at Fairmont Hotel Offices, Dubai.

She says, "When I stepped into the world of energy, I learnt that there was a world beyond medicine. This realisation came to me when my sister fell ill a few years ago. She was sinking. And I was not willing to take that answer – so I stepped out of my comfort zone in Dubai and went to India - my home country, to discover a permanent solution. I started learning about energy and my faith in it began to encompass my life. I put all my learning into practice for the well-being of my sister and slowly she recovered. She is now a chartered accountant



POOJA SRIVASTAV
CEO - SHREEM OHM

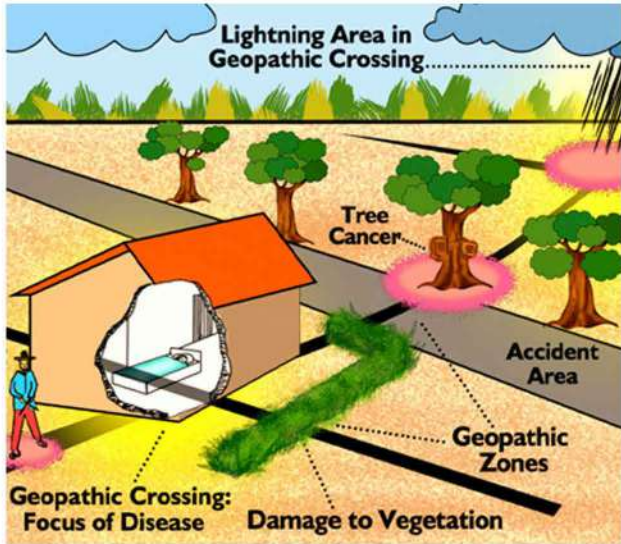
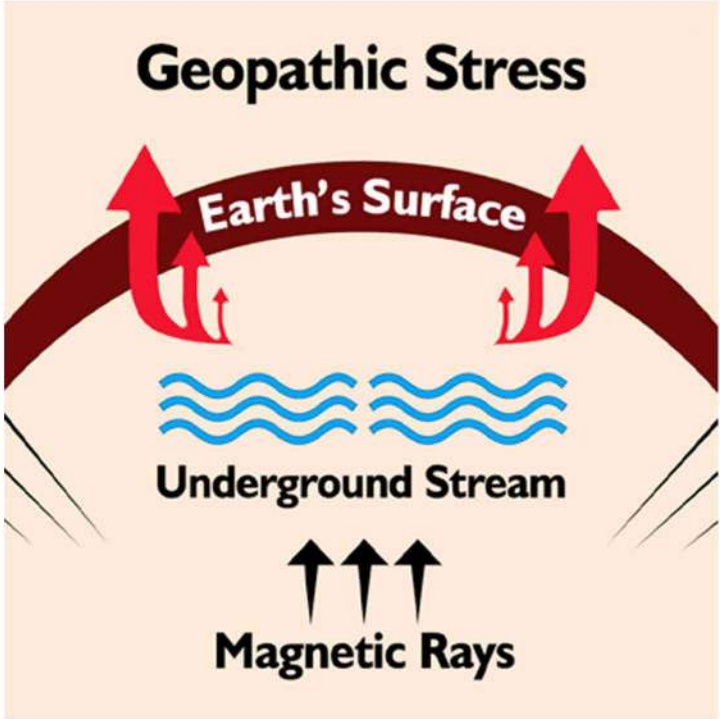
"The hunger to learn more about energy healing got me in touch with Dr. Mannem Murthy, former nuclear scientist and the inventor of Universal Thermo Scanner (UTS). And I got certified as a geopathic consultant. I love the learning and the privilege to encourage people to know who they are from inside, in accordance with their DNA than to be searching for themselves with the influence of all the cosmetic camouflage that we all are influenced by."

What is Geopathic Stress (GS)?

"Geo means Earth and Patho means suffering. It means suffering from the earth which causes stress in the form of illness. Geopathic Stress (GS) is the sole factor found to be associated with majority of serious ailments and psychological issues. The negative effects of GS were proven to the satisfaction of medical professionals more than 70 years ago. Many medical doctors as well as therapists are now of the opinion that no treatment can be considered a complete success without clearing GS," says Pooja.

Geopathic Stress: Effects & Solutions

GS really refers to the earth energies that are harmful to mankind. GS runs in lines through the earth. When a structure is built above underground water, the natural magnetic flow of the water energy is restricted and disruptive vibrations are sent in the building. If we sleep over these lines over a period of time, the body's resistance to disease can be affected. GS may be caused by natural factors such as underground streams, geological faults, railway cuttings, quarries, tunnels and building foundations, basically anywhere where there has been a lack of honouring the earth. Many believe that underground water sources are the causes of GS.



This is partly true. Underground displacements, ore deposits, mineral deposits, caves and faults also cause GS. All these obstacles alter the wavelength (frequency) of the natural energy to various harmful frequencies. Pooja continues, "All places have GS lines. The energy comes from down-earth. And it goes up in a ripple effect. So the lines will be stronger in the ground floor of a building. But it affects upstairs as well. GS lines will hit waterfront bodies more, as it joins with the energy from water. If we look at the nature: lightning will fall on GS affected areas only. The accident prone areas of a road are always on GS lines. Plants and trees will not grow properly on GS zones. The lines are stronger at night. And they are high during winter and rainy season. For this reason, I don't conduct the tests after sunset.

IDENTIFY GEOPATHIC STRESS ZONE

IDENTIFY GEOPATHIC STRESS ZONE

Indications:

Cracks in your building: Watch out for cracks in your building. It can be an indication of GS.

Watch the behaviour of pets or other animals: Cats, for example, will sleep over such spots. If outdoors, look for bee, wasp, or ant nests over the spot. Excessive amounts of slugs, snails, other insects, or parasites is also a good sign of disturbance. Moles, too, burrow along geopathic stress lines.

Electric bulbs don't work in GS areas.

Inspections:

Use a dowsing wand: In order to dowse, you will need a wand or V-shaped rod. Even a simple stick works. Start by holding the wand level in front of you. Then, begin to slowly walk around the area where you suspect there is a disturbance. The wand will be attracted to the ground when you pass over such an area.

Geopathic Stress: Effects & Solutions

Use a compass: Hold a compass in your hand and turn until the needle is pointing towards north. Then, move the compass over the suspected disturbance point. The needle will alert you of any energy distortions by wavering back and forth.

Salt water experiment: Place a glass of salt water in each corner of your house. The water will evaporate overnight if GS lines are powerful there.

How does GS affect our health and personal life?

Pregnancy and Fertility: According to Pooja, “GS will reduce your ability to create a new life. It is estimated that in the cases of over 90% of women who could not conceive, they or their partners were sleeping in GS place. In more than 50% of the cases it is the main cause of being infertile. If you are sleeping in a GS place during pregnancy, it can be a major contributory factor in miscarriage or an unhealthy new born baby.”

Effects in Children: Pooja says, “Kids will sleep very badly in GS places. Many confirm, including researchers, that 90% of kids who died of cot death had been sleeping in GS places. Children do not thrive in GS, and are often hyperactive and prone to allergies, asthma and eczema. Kathe Bahchler, a famous researcher, surveyed over 3,000 school children and showed 95% of children with learning difficulties, hyperactive tendencies, or continuous bad behaviour, either slept or had their school desks or both in strong GS areas. Children may be experiencing GS if they are wetting their beds and infants may be experiencing it if they are continuously crying. They are more sensitive to GS.”

Geopathic Stress and Sleep: Pooja explains, “Sleeping in a geopathic stressed place is particularly stressful as a large area of your body is exposed to GS. During sleep, your brain is supposed to rest half the time and heal your body during the other half.

If you are geopathic stressed during sleep, your brain has to spend all of its time working due to the strain of GS and you will wake up tired. During sleep, the brain creates 80% of your new cells, giving the right signals for your body to operate properly and absorb the correct level of vitamins and minerals together with adjusting hormone balance. GS will interfere with this process and leave your immune system weak. All these body functions will usually become normal very quickly after GS is cleared from your system, by sleeping in a GSfree place. The stress energy created below the ground can affect your sleeping position and result in cancer and tumours.”

Cancer: “The worst outcome of GS in human body is cancer. It will take you to cancer level and leave you there. GS is a common factor in most cancer cases. Many doctors have admitted that all their patients who got cancer were sleeping in the geopathic stressed area,” Pooja adds.



Symptoms of GS Effect in your body

- Loss of appetite
- Depression
- Resisting medical treatment
- Poor health conditions
- Exhaustion
- Nervousness
- Feeling cold
- Insomnia
- Nightmares
- Sleep walking

Geopathic Stress: Effects & Solutions

- Restless sleep
- Cramps
- Tingling in arms and legs
- Teeth grinding
- Falling asleep in the chair or couch but not on the bed
- You may also be experiencing GS, if you feel fatigued when waking up in the morning, many times with a muzzy head and an aching back. GS may also result in stiffness in the neck and shoulders.

WHO on Geopathic Stress and Electromagnetic Radiation

Pooja quotes, “The World Health Organisation (WHO) has recognized Sick Building Syndrome (SBS) for over 20 years and estimates 45% of schools, offices, hotels, institutions and industrial premises have SBS which causes machinery breakdown, headaches, tensions between staff and employer, lethargy, getting low results, children getting difficulties in learning, hyperactive tendencies

or lack of concentration, continuous bad behaviour, eye symptoms, depression, stress and fatigue. Very high proportion of children who continuously play truant or who are refused places in ordinary schools due to misbehavior are in electromagnetic zones. Class teachers in electromagnetic field exposures in schools have a high rate of absenteeism. NASA also has recognised that Sick Building Syndrome – Geopathic Stress is the most serious hazard in the modern world.”

Solutions

Pooja says, “From my learning, I understand that only two places will not be affected by GS – NASA lab and a house which has cow dung and urine in its surrounding areas. Earlier in India, cows were common in all houses. Cow dung and urine were used for courtyards and floors, which helped in balancing the energy levels. And people were less exposed to electric waves such as mobile phones, WiFi and microwave ovens. They were close to nature. To neutralise GS, we can find solutions from our mother nature.”

STAGES OF GS EFFECTS

Stage One: It can occur within hours to 1-2 months:

- Mood disorders.
- Feeling uncomfortable in your bed, or workplace without any particular reason

Stage Two: Negative Emotions

- Anxiety
- Lack of appetite in the morning
- Sleep disorders
- Depression
- Fatigue

Stage Three: The stress hormone stage. This stage is a long periodical, but very important

- Accelerated heartbeat
- Increased blood sugar
- Hypertension
- Muscle cramps, tension, pain
- Numbness in arms and legs
- Loss of sex drive
- Helplessness
- Temporary impotence
- Migraine headaches

Stage Four: The digestive system disorders

- Irritated large intestine causing diarrhea
- Constipation
- Cramping and bloating
- Stomach ache Irritable Bowel Syndrome (spastic colon) and weight gain issues are strongly related to GS

Stage Five: The brain damage stage. In this stage, the symptoms can occur within 3-5 years

- Diabetes
- Inability to heal
- Panic Attacks
- Difficulty concentrating
- Learning Problems
- Behavior problems
- Aggression
- Memory problems
- Lack of interest in doing something
- Decision-making problems
- Inadequate responses to major changes in life situations
- ADD (Attention Deficit Disorder)
- Chronic Fatigue

Stage Six: The Last and Most Serious Stage. In this stage, symptoms can occur within 5 years or more

- Cancer
- Cardiovascular diseases
- Heart attack
- Arthritis
- Kidney disorders
- Allergies
- Skin diseases
- Bronchial asthma
- Stroke
- Infertility and Miscarriages

Geopathic Stress: Effects & Solutions

How do I know if I am Geopathic Stressed?

If you cannot shake off an illness, depression or feel below par, ask yourself:

1. Did my health problem begin shortly after moving into this home or place of work?
2. Do I feel better when I am away from the home or place of work?
3. Do any of my family members feel uneasy about the atmosphere at home?
4. Did the previous occupants suffer from any serious or long-term illness?
5. Does the illness seem to be worse during autumn or spring or wet stormy weather?
6. Does my home or any part of it feel unnaturally cold or damp?
7. Are there any cracks in the concrete walls or ceilings of my home or the footpaths outside?

Geopathic Rods to Neutralise GS

Pooja says, “We have a simple and popular solution to neutralise GS at your home or workplace. We have geopathic rods which we can fix at the GS affected areas. We are the only one in Dubai to provide this service. We hold science reports and scientific approvals. We can examine your body and show you before and after results. To eliminate negative energy at your home or office, we hold another test. And we place the neutralising rods as per the results. We can place the rods into the foundation while building a new house.

“Our geopathic rods are made of metals and minerals with a shelf life of 5 to 7 years. We keep these rods under the bed or any affected area. It absorbs the electric and geopathic waves. Within one and half months, you will be able to

experience the results. You may need 5 to 6 rods for one house. We charge only once for the consultation and product. Later, when you move the house or office, we remove them and put at the new areas. This will be done for free of cost. GS lines move over time. We have to check the lines every year. But they won’t change overnight. It happens in one to two years. So, we do the maintenance regularly.”

PROTECT YOURSELF FROM GS

1. Sit on the ground (earth/sand/grass): Earth element neutralises your body. It will take away your negative energies.
2. Hug a tree: Because trees are natural processors that can help transform your body’s sick or negative energy into positive.
3. Take bath in salt water: It will heal your body in different ways.
4. Proper sunlight to your home: Sunlight should reach every corner of your house.
5. Do the daily mopping with salt water: Clean your house with salt water. Pour salt water in all corners.
6. Rearrange your living space: Rearrange your furniture to avoid spending too much time over or near the point. Do not keep anything for long time at the same place.
7. Get rid of electromagnetic pollution: Minimize your exposure to electronic devices. Get rid of unneeded appliances. If you can’t, keep them unplugged when not in use.
8. Place our geopathic rods: A popular and simple method is to place metal rods at strategic points in your house or anywhere you suspect a geopathic disturbance in order to block or neutralise the distorted flow of energy.

Sharjah Innovation Park launches second edition of accelerator programme

The Sharjah Research, Technology and Innovation Park (SRTI Park) has announced the launch of the Sharjah Advanced Industry Accelerator 2.0 (SAIA).

In line with Industry 4.0, the accelerator programme will provide local and regional start-ups with innovative solutions and strong support system within the thriving SRTI Park ecosystem. It will also boost the diversification of the national industrial base and contribute to the positioning of the UAE as an incubator of innovation and creativity.

SAIA 2.0 is also in line with the UAE's industrial strategy 'Operation 300bn', a 10-year comprehensive policy aimed at empowering & expanding the industrial sector to become the driving force of a sustainable national economy, increasing its contribution to the GDP from the current Dh133 billion to Dh300 billion by 2031.



Hussain Al Mahmoudi, CEO of the Sharjah RTI Park, said: "SAIA will focus on supporting early and growth stage start-ups to scale up in the UAE & Mena region, thereby further supporting UAE's goal to attract world-class talent and innovation."

مجمع الشارقة للبحوث
والتكنولوجيا والابتكار
Sharjah Research Technology
and Innovation Park



He added: "SAIA is also in line with UAE's Unified Industrial Brand Identity, 'Make It in the Emirates', an integrated industrial system that leverages advanced technologies and Fourth Industrial Revolution solutions to contribute to building a sustainable, knowledge-based economy."

SAIA 2.0 is designed transform Sharjah into a test bed of advanced technologies in research, manufacturing sector, including petrochemicals, plastics, metals, food, agriculture, water, and healthcare, space, biotech, medi-tech, pharmaceuticals, clean and renewable energy, including hydrogen production, machinery and equipment, rubber and plastic and electronics and electrical gadgets.



Al Mahmoudi noted: "SAIA 2.0 will result in limitless potential for growth and establish local start-ups as an integral part of the UAE's unique success story and a key contributor to the country's development journey."

SAIA 2.0 is also part of the endeavors made to set up the pillars of the UAE Strategy of Industrial Transaction and Transformation.

Sharjah Innovation Park launches second edition of accelerator programme

Al Mahmoudi explained: “The accelerator programme reflects the vision of His Highness Sheikh Dr. Sultan bin Muhammad Al-Qasimi, Supreme Council Member and Ruler of Sharjah, to position the UAE as a global industrial hub by focusing primarily on future industries that implement advanced technology and the 4th Industrial Revolution solutions and technology.”



SAIA 2.0 provides a comprehensive package of facilities and incentives with the aim of positioning the UAE as a global industrial hub that attracts talents, developers and experts from all over the world.

Al Mahmoudi said: “The SRTI Park ecosystem is thriving with lots of success stories that work in a distinctive creative environment and co-locate to cope with Industry 4.0. We are aspiring to further promote innovation by providing start-ups with a wide spectrum of support, founded on innovation. We are developing an integrated ecosystem for intelligent industries in Sharjah in cooperation with world-class bodies. SRTI Park hosts smart businesses, Industry 4.0 developers, integrated digital technologies and manufacturers in robotics, AI technologies, 3D Printing, autonomous vehicles and other advanced technologies.”

Al Mahmoudi said SAIA 2.0 will focus on supporting early stage businesses in the following areas: Smart Construction Management, Smart Materials, Green Building, Modularization/Prefabrication, Building Information Modelling, Additive Manufacturing, Connected Infrastructures and Connected Ecosystems.

Source: <https://www.khaleejtimes.com/>



CEO Clubs Network Founder and CEO, Dr. Tariq Nizami during his visit at the Sharjah Research Technology and Innovation Park (SRTIP).

Create a Team of CX Heroes on Your Frontline

How to change the fabric of your company's culture

For many employees, Customer Experience is just a number on a scorecard.

This type of thinking contributes to a pervasive frustration with Customer Experience (CX) – and with Voice of the Customer (VOC) programs, in particular. To create real change and tangible outcomes for your company, CX must be ingrained into the very fabric of your company's culture.

In this article, you'll learn a 7-point methodology for making CX – and more specifically, VOC feedback – an embedded part of your company's DNA.



Case in Point: A tale of two CX cultures

Company 1: Employees living and breathing CX metrics After installing equipment inside a customer's home, a technician left an instruction sheet telling the customer to give him "all tens" on a survey that would be coming after the installation. The technician even went as far as to say his employment would be in jeopardy if he wasn't given all tens. This is an example of what happens culturally when a company defines CX as a score or survey.

Company 2: Employees living and breathing CX culture An employee for a grocery delivery service realized she had left some of a customer's grocery order in the back of her car after a delivery had been made. As soon as she realized it, she drove back to the house and delivered the remaining groceries along with a handwritten note. It's worth pointing out that this company also has a survey to gather feedback on the delivery experience.

Stages of CX Maturity



1) Build a daily action framework for CX

Many companies try to infuse CX into their teams' daily actions by deploying dashboards or by training employees on a scorecard (like the technician example). More mature – and ultimately more successful – CX organizations go far beyond dashboards, instead teaching employees how best to use customer feedback. Daily Action Frameworks for different employee personas empower employees with a structure and supporting processes to infuse CX thinking and action directly into their daily responsibilities.

Create a Team of CX Heroes on Your Frontline

Consider the Branch Manager at your local bank for a moment.

A Daily Action Framework would guide and teach them:

- When and how to follow-up with customers after a survey
- The best approaches and frequency for integrating CX dialogue into team meetings
- Strategies to more effectively coach and develop tellers using customer feedback
- Innovative techniques to recognize and rewards on CX performance
- When to monitor CX performance throughout the day or week – and what to look for.



2) Don't underestimate self-coaching

Empower with self-coaching tools Empowering frontline employees to think and act customer-first requires more than a weekly coaching discussion with a manager.

There is serious value in frontline employees being able to access their own customer feedback in real-time. It puts the employee in charge of their own behavior, allowing them to adapt, adopt and be more nimble. This creates an environment – a culture – of employees taking independent responsibility for their own actions, equipping them with the tools to become the CX leaders they know they can be.

3) Energize teams with daily CX huddles

Nearly every customer-facing employee participates in a weekly team meeting in some form or another - from retail associates and contact center agents to bank tellers and field services technicians.

Too often, these team meetings are focused on operational tactics and management updates, rather than the customer's experience and perspective.

This is the cultural shift we're talking about. CX should be at the forefront of these conversations, as it helps put the customer and their experiences, emotions and needs at the top of every employee's mind.

When CX huddles are implemented correctly – using the right structure and frequency – the impact on culture and results is BIG. Have a look at the above case study, to see just how big the results can be.



4) Proactively guide 1:1 dialogue

Personalize CX coaching

One-on-one dialogue between managers and employees is a powerful way to nurture a customer-first mindset. But managers need guidance on where to focus the discussion and how to deliver personalized, CX-focused coaching.

Create a Team of CX Heroes on Your Frontline

Since every employee is in a different place on their journey to embracing CX, the manager must understand this and address their needs accordingly.

To help take some of the burden off of the manager, there are various technologies that provide some assistance, allowing managers to zero in on specific CX issues for each individual employee. This helps guide their one-on-one discussions and personalizes the coaching experience.

Software tools can take your managers and team leaders 60% of the way in their coaching work, allowing them to spend that last 40% personalizing their coaching to the employee and what they can do differently to improve CX.

5) Incentivize differently

Most companies incentivize on CX metrics using monetary rewards. There's much debate as to whether or not this is the right or most effective approach, but the reality is, turning off a monetary incentive program that's been in place for years is a challenging undertaking which may not accomplish much in the short term. That said, there are other "incentive" avenues to tackle culture change, which can be done without a massive overhaul to existing compensation structures.

Reward behaviors, not metrics.

Consider creating a supplemental rewards & recognition program that focuses on finding ways to reward behaviors that reflect the customer-first mindset you're trying to achieve. It could:

- reward participation in team CX huddles
- reward employees that display a desire to improve
- reward an employee who "thinks outside the box" to solve a customer's problem

And sure – money is great, but there are other effective techniques for influencing employee behavior.

For example, peer recognition, entry into raffles and leadership opportunities to facilitate team huddles, work as well.

So, how should you get started?

First, talk to your employees. Ask what motivates them, what inspires them, what you can do to help them get to the next level of delivering CX. Model the design of your supplemental CX rewards program based on their feedback. You might be surprised at how effective it is.

Development

Recognition



Create a Team of CX Heroes on Your Frontline

6) Make it fun!

Simple changes, big impact

Would a dashboard with metrics and arrows inspire you? No way!
Remember to make CX fun for employees.

Instead of using basic scorecards and dashboards, consider delivering customer feedback through a graphical, interactive interface. Make employee performance come to life through visual representations of feedback, using emojis or smiley faces. Apply gamification where possible to drive interaction with customer feedback.

It might sound simple, but these concepts have a big impact.



7) Give employees a voice ... and listen

Many employees are on the frontlines servicing customers every single day. And guess what – they have ideas on how things could be better too!

To inspire a CX driven culture, employees must buy in. And getting employees to buy in is achieved by making them feel like they are part of the strategy and the problem solving, as opposed to making them feel like they're just the executors. What better way to get buy-in than by giving your employees a powerful voice to drive CX improvement initiatives?

If you don't already have one in place, consider starting an Employee Elevations Program, which is a mechanism for collecting, analyzing and acting on employee ideas for CX improvement.

Case in Point: CX heroes on the frontline

Here's an example of the impact you can have on CX if you're able to harness input from the frontline teams in a structured format.

For a healthcare company, customers were going online to search for in-network providers. But when they got there, they discovered the directory was not always up-to-date, especially for certain segments of Providers. This led to them calling the 1-800 number, which added far more time and effort to the customer's journey than necessary.

Thankfully, a frontline employee realized this and submitted a CX Elevation regarding the need for better real-time, online updates to certain segments of the Provider directory. This idea was quickly vetted by the CX team and improvements were executed in a short timeline. The result? A 7% reduction of calls to customer service regarding the provider network, and an obvious impact on reducing customer effort and improving CX.

Results like this also provide a nice business case proof point for funding your VOC programs and provides clarity on the ROI the program is delivering for the organization. The end game? A massive improvement in CX.



Contact us today!

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www.concentrix.com/solutions/voc



Going Global – The Right Way

INTERNATIONAL AMBITION MAKES SENSE POST-COVID, BUT MAKE SURE YOU ARE FULLY PREPARED TO MEET THE CHALLENGES AHEAD

Albert Einstein’s assertion that “in the midst of every crisis lies great opportunity” is perhaps a crumb of comfort in the harsh Covid-era commercial landscape. Business is suffering through the crisis, but vaccines and better treatments have brought hope that the worst might soon be over. Companies have started looking to the future, at opportunities to build back better, and many organisations are now eyeing international markets as part of their post-Covid plans.

SPREAD THE RISK, TAKE THE OPPORTUNITIES

Covid has revealed the risk of depending on a single national market. Countries have been impacted to different degrees, depending on factors such as population density, mobility, health-care systems and the effectiveness of government action. Yet international businesses have been able to keep trading in one country and even on one continent, while operations elsewhere were suspended for extended periods.



And the continued benefits of international expansion still apply. Manufacturing or selling products and services across borders opens up new markets, creates economies of scale and diversifies risk.



Rhys Madoc
CEO, UHY International

E-commerce has made accessing global customers easier than ever, offering what can appear a world of almost limitless opportunity for expansionist businesses. Building operations in new jurisdictions is a post-Covid strategy that can make a lot of sense.

FORTUNE FAVOURS THE WELL INFORMED

Overseas expansion will always be a calculated risk, but it is a risk stacked in favour of companies who are properly prepared. For all its potential, moving into new markets is not a quick fix. It takes investment, planning, time, and on the ground expertise. If you do not want to run up against hurdles from the very start, make preparations early and ask advice.

TRADING AND COMPLYING

The challenges of simply buying and selling in another country - from unfamiliar tax regimes to the deal-clinching details of foreign business etiquette - are easy to underestimate. Even the localisation of web content or sales materials can be a complex task, and there are many questions that you must have answers to, such as how well your products and services are known, what is required to secure effective distribution, and how sales cycles differ from those you are used to. You need to understand how reliable the communications infrastructure is, including transport links and broadband services

Going Global – The Right Way

Most importantly, you must access, understand and comply with local laws and business regulations. The challenges of local production are greater still, and establishing a way forward to acquire, for example, the workforce you need, means local knowledge is paramount.

ASK THE EXPERTS



In all these areas, and more, advice from a knowledgeable and trusted third party is invaluable. UHY is a global network of accountancy and consultancy firms operating in over 100 countries with offices in nearly 330 of the world's major business centres. When you contract the services of a UHY member firm, you not only get all the local knowledge you need, but also access to the collective knowledge of commercial specialists from around the world. This means whatever your challenges, our member firms will have solutions.

35 years ago the UHY network was founded to help businesses take advantage of new opportunities overseas. Ever since, our member firms have been working closely together to make sure clients enjoy long term cross-border success.

THINK GLOBAL, PLAN LOCAL

Early local input to your strategic and operational plans can make a real difference. Market research, an identification of customers, competitors and sales channels, and a thorough risk and opportunity analysis will ensure your first approach is sound.



As your plans progress, our member firms will guide you through the practicalities of business in your chosen market.

They can coordinate with government bodies on your behalf to ensure compliance with the full range of local registration and filing requirements. And when your overseas operation is up and running, our offices can help you meet local accounting and auditing requirements, accurately and on time.



TAX

The significant complexity of multiple tax regimes can quickly become a barrier to overseas ambitions. Crucially, UHY tax experts will ensure you are paying the tax you need to pay, and never more than that. Issues of transparency, country-by-country reporting, profit repatriation, foreign tax credit systems or internal trading compliance and transfer pricing should only be handled by specialists with the required local expertise.

Going Global – The Right Way

PEOPLE

In the early stages of setting up an international operation, relocating senior staff to the new location creates challenges not just with income tax, but also with interpretation of different labour laws, definitions of citizenship and the rights and responsibilities of residents and non-residents. UHY member firms are well versed in the intricacies of human resource management and a comprehensive range of expatriate and mobility services includes international payroll, personal tax, advice on remuneration and benefits based on local circumstances, and social security implications.

UHY is a global network with a global vision: to become the first choice trusted advisor for our clients and future clients all over the world. We are the network for doing business locally, nationally, regionally and internationally. Helping businesses find new revenue streams and customers in another country, or on another continent, is one of the most important roles we play. If you are looking to expand overseas, you can rely on a network with global ambition at its core.

Source:

<https://www.uhy.com/going-global-the-right-way/>




CEO Clubs Network®

Grow My Business Globally

Build that Circle of Trust with the Fine Guard PureSurfaces Money-Back Guarantee Program

The successful rollout of vaccines in the UAE and other parts of the world has undoubtedly led to a more positive outlook in the face of the Coronavirus pandemic. But there can be no doubt, our situation is still quite challenging. International travel is still limited, large gatherings are still prohibited, and life, in general, is still very different from what it once was, pre- pandemic.

Now more than ever, there is a real emphasis on hygiene – greater than ever before. Wearing masks is still very much the norm, and sanitization of hands and high touchpoint surfaces is a part of our everyday lives when we do venture out in the new normal. At Fine Hygienic Holding we have always understood the importance of good hygiene. From the beginning of the Coronavirus pandemic, we recognized our responsibility as a leading wellness group to protect the health of our consumers, employees, and our communities around the world.

At Fine Solutions, the away from home division of Fine Hygienic Holding, we want to be a part of the solution to this challenge by offering reliable, safe, and hygienic products, we can help to build the bonds that brands and their consumers need. And that's why we are taking things up to another level for the businesses that operate in the region.

Our Fine Guard PureSurfaces Money-Back Guarantee Program (MBG) is an evidence-based program created to help businesses achieve the highest levels of hygiene. Fine Guard PureSurfaces is a sanitizer scientifically proven to kill 99.9% of germs on all surfaces for up to 21 days with only one application. It is non-toxic and safe to use around food while offering long-lasting protection.

Source: <https://www.cleanmiddleeast.ae/>



The MBG program ensures that businesses are equipped with the much-needed long-lasting germ protection solutions - providing a germ-free environment to protect their staff and customers - without increased costs or operational disturbance. On the contrary, Fine Guard PureSurfaces, with its innovative antimicrobial technology, will help you save even more as a single application is enough to ensure that surfaces are disinfected for a prolonged period.

We are so certain of the product efficacy; we are offering all users the chance to put it to the test with a full refund available if test results are not as promised. It is vital for our consumers to know that they are 100% protected for the longest possible periods. This breeds confidence. And while businesses need to feel confident that they can protect their client base, those customers also need to trust the brands and businesses they use. This circle of trust is an important component in society getting back to normal, during the COVID-19 pandemic and long after it.

Fine Solutions is committed to offering the right products to enable society to live life again, and to ensure that businesses have all the tools they need to succeed. Our MBG program is currently live across the UAE, we encourage businesses to try it. Build that circle of trust and make Fine a part of that circle.

H.E. Dr. Thani bin Ahmed Al Zeyoudi chairs second Board of Directors meeting of Etihad Credit Insurance in 2021

H.E. Al Zeyoudi applauded the Federal export credit company, Etihad Credit Insurance's outstanding business performance and highlighted the company's contributions in sustaining the UAE's non-oil GDP.

As of April 2021, ECI sustained the UAE non-oil trade and export by issuing 3,605 revolving credit guarantees in excess of AED 2.28 billion, equivalent to AED 6.86 billion worth of non-oil trade to over 85 countries and eased trade and project finance through guarantees for AED 1.16 billion

His Excellency Dr. Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, Minister in charge of Talent Attraction and Retention and Deputy Chairman of Etihad Credit Insurance (ECI) Board of Directors, presided over the 2nd Board of Directors meeting at ECI's branch in Dubai. He opened the meeting by applauding the management of the UAE Federal export credit company for the valuable contribution to the UAE's resilient economy in the post-pandemic era and commended the organisation's sterling business performance despite the current global economic conditions.

In his opening speech, H.E. Dr. Thani bin Ahmed Al Zeyoudi took the opportunity to honour the legacy of the late Sheikh Hamdan Bin Rashid Al Maktoum, for the important role he played in forming the economic and trade policies of the country, including his inspiring and leading role as the Chairman of Etihad Credit Insurance (ECI), which strengthened the UAE's position as a global trade and commerce hub.

The Deputy Chairman lauded the UAE Federal export credit company for its tireless commitment, great flexibility, and strong cohesion, which allowed the organisation to make substantial contributions as well as achieve outstanding results in sustaining the UAE non-oil GDP.



Highlighting Etihad Credit Insurance (ECI)'s strong performance and continued success, H.E. Al Zeyoudi stated: "Despite the global pandemic having considerable impact on the global economy, ECI has remained true to its mandate of boosting the growth and competitiveness of UAE businesses. As of April 2021, ECI enhanced the competitiveness of the UAE non-oil trade and export by issuing 3,605 revolving credit guarantees in excess of AED 2.28 billion, equivalent to AED 6.86 billion worth of non-oil trade to over 85 countries and eased trade and project finance through guarantees for AED 1.16 billion. A detailed review of the performance has revealed that among the 18 sectors that benefited from our guarantees include cable, steel, petrochemicals, building materials, packaging, automotive, energy, utilities, healthcare, and food."

"At the same time, ECI's continued support to UAE trade and export despite the deep global recession caused by the COVID-19 pandemic last year has not only continued to protect businesses' cash flows, but also eased SMEs access to trade finance that also contributed to accelerate the economic recovery during the post-pandemic era. These measures provided access to new markets to UAE's exporters and re-exporters and helped stabilise the UAE economy, as well as create new opportunities for investments and project financing, thereby adding value to the UAE non-oil GDP, employment and SME sector development.

H.E. Dr. Thani bin Ahmed Al Zeyoudi chairs second Board of Directors meeting of Etihad Credit Insurance in 2021

Easing access to trade and project financing will highly contribute to advancing Operation 300bn and Make it in the Emirates initiatives, to more than double the value of the output of the national manufacturing and industrial sector in the next 10 years,” added H.E. Al Zeyoudi.

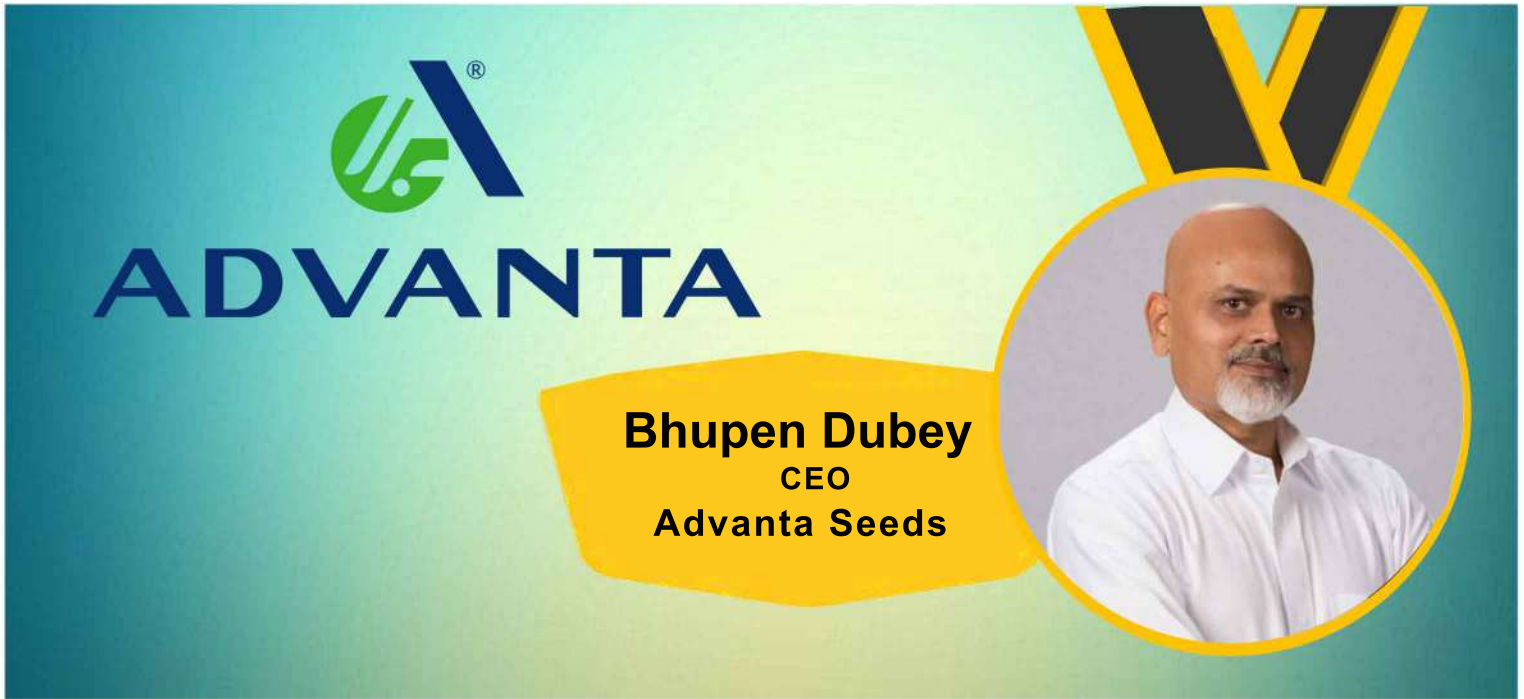
During the meeting, the Board of Directors reviewed ECI’s first four months of 2021 performance, approved the audited financial statements of 2020, as well as discussed other topics listed in the agenda, including key projects to unify efforts of national teams to further ease access to trade finance and partnerships strategy, in the light of the imminent Expo2020 and B20 International Business Summit, the official G20 dialogue with the global business community.

In addition, H.E. Al Zeyoudi commended ECI’s exemplary Human Capital, having been certified as one of ‘the best place to work’ companies in the UAE. He also underscored ECI’s continued enhancement of its ecosystem of partnerships to accelerate its development and positioning in the international marketplace of state-backed export credit agencies.

The members of the Board who attended the meeting included His Excellency Rashid Abdul Karim Al Balooshi, the Undersecretary of Abu Dhabi Department of Economic Development (ADDED)—representing the Emirate of Abu Dhabi; His Excellency Saed Mohamed Alawadi, CEO of Dubai Exports, Board Member and Chairman of the Executive Committee at ECI—representing the Emirate of Dubai; His Excellency Dr. Abdurahman Al Shayeb Al Naqbi, Director General of the Department of Economic Development of Ras Al Khaimah—representing the Emirate of Ras Al Khaimah; His Excellency Marwan Ahmed Al Ali, Director General of Ajman’s Department of Finance—representing the Emirate of Ajman; His Excellency Yousef Abdullah Alawadi, Deputy Director of Fujairah Natural Resources Corporation—representing the Emirate of Fujairah; Abeer Ali Abdooli, Director of the Financial Policies Coordination Department at Ministry of Finance; Saif Ali Mohamed Al Shehhi, Independent Member and Chairman of the Risk and Audit Committee at ECI; Abdulla Mohamed Al Yousef, Independent Member; and Ahmad Rashid Ahmad bin Fahad, representing the Youth. The CEO of ECI, Massimo Falcioni, was also present at the BOD meeting.

Source: <https://www.zawya.com/>





Bhupen is a successful leader and the **CEO of Advanta Seeds**, a UPL group company. His leadership is driven by a strong understanding of farmers' needs and passion for sustainable agriculture. Bhupen holds over 30 years of experience in agriculture, supply chain, and food production from companies including Hoechst, OptimAgro, and Bayer. Bhupen has played a vital role in managing and integrating companies within the UPL group, such as Advanta/UPL, Golden Seeds, and Unicorn. He has been driving essential integrations to bring profitable and sustainable growth for the UPL business.

Bhupen is well known for his industry expertise and is an active member of many professional affiliations. He participated in the multi-stakeholder project for the World Economic Forum, Transformational Leadership, Agricultural Development. He is on the NVA Business Council India and Asia, and he is the Chairman of SIG at the Asia and Pacific Seed Association. He has been a speaker and an expert panellist for many agricultural conferences, including CABI Syngenta Foundation for Sustainable Agriculture.

Under Bhupen's leadership, Advanta Seeds was ranked No 4 in South and Southeast Asia and the No 5 global seed company in Access to Seeds Index in 2019 for contributing to UN SDGs and food security.

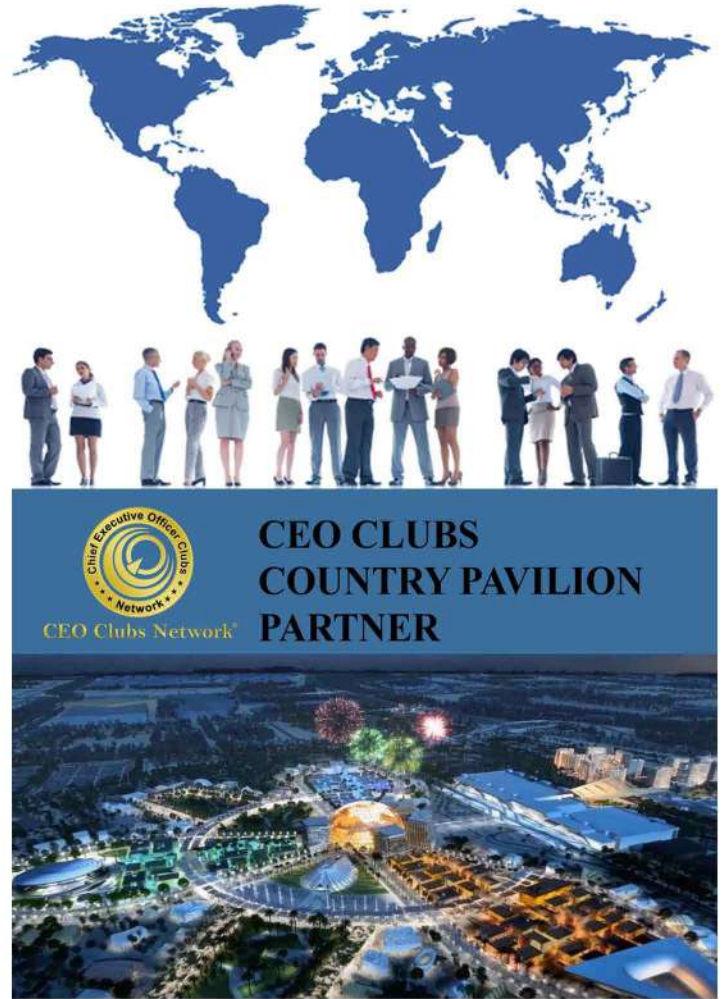
“ **Advanta Seeds** is focused on sustainable agriculture and providing farmers with quality seeds. Access to high-quality seeds, especially to smallholder farmers, is an essential part of the solution to global food security.



CEO Clubs Network Country Pavilion Partner

CEO Clubs Network Country Pavilion Partner is the great solution in reaching C-level executives and getting your message shared across in the CEO Clubs Business Community. The CEO Clubs Network will help the Partner to promote and showcase the Pavilion's opportunities, achievement, news, profiles of participants and their service/solutions. It will help your country pavilion to achieve quality connections and attract international business elites to visit the Pavilion.

Being a pavilion partner is a 12 month-long activity with great exposure. We will work with your team side by side, make sure the needs and goal to be taken care of. It will be an exciting journey as you will meet many interesting business leaders as well as creating a lot of opportunities for your participants and your country. It is especially effective as it gives the partner access to a wide range of audiences, such as Officials, CEOs, Chairmen, VPs, Directors could be from GCC, EU, North America, Africa, Asia, and other continents, which will create powerful influential capacity that brings large corporates & followers to your lovely Country.



Expo 2021 Dubai Country Pavilion Partner and receiving the following benefits;

Generating traffic & pavilion visitors through extensive email campaigns, social media campaigns and CEO Clubs Mobile app campaign

Forming Business Delegation to meet the High Officials of your country Pavilion. Assisting in inviting VIPs to visit your pavilion

Inviting the country pavilion participants to attend the CEO Clubs Events

Expo 2020 Country Pavilion Participants are pre-qualified for CEO Clubs Network Membership

Promoting business opportunities of your pavilion and business match-making in the whole network

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A unique premium pharmaceutical yet scientific Natural products made in USA, is looking for investors to market, sell and distribute its products first of its kind in the GCC region.

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CEO Clubs valued member Amer Centre in visa and other services to UAE Nationals and residents, currently is looking for investment of 3M AED for a period of 5 years on a 10% profit sharing basis per annum.

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Shreem Ohm would like to provide a complimentary session/teaching to families with children who has autism and other related issues for holistic treatment and wellness.

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CEO Clubs Valued Member Shreem Ohm offers 10% off on Holistic Bio Energy Wellness Scan

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CEO Clubs Events Exclusive for Members

-  CEO Clubs Member Virtual Meeting “ECI Solutions for UAE Exports” on **2 June 2021**
-  CEO Clubs Member Virtual Meeting “Connecting Leaders From USA” on **16 June 2021**
-  CEO Clubs Member Virtual Meeting “International Connections An update on Expo 20Dubai's Business Program” on **28 June 2021**

CEO Clubs Presentation for Potential Members

-  CEO Clubs Network Presentation & Virtual Networking on **22 June 2021**

CEO Clubs Partnering Events

-  CEO Clubs Supports “Horasis Global Meeting” on **8 June 2021**
-  CEO Clubs Supports “Big Boys Toys 2021” on **25 June 2021**




CEO Clubs Network

CEO Clubs Members Virtual Meeting
"CONNECTING LEADERS FROM USA"

in association with the
Women Elevating Women

Wednesday, 16 June 2021 4:00 PM (GST)

 @CEOClubsNetwork

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www.ceoclubsnetwork.com





CEO Clubs Network is a corporate, membership-based, international business organization with members from various industries and chapters across globe. We focus on connecting CEOs & Entrepreneurs to share experiences, explore opportunities and grow business locally and internationally. We integrated our services to be compatible with both corporate and its senior executives, with our unique experience and effective tools, we are able to offer custom solutions to CEO and decision-makers, as well as marketing member' products/services

The Regional Headquarter, CEO Clubs UAE is directly runs under CEO Clubs Network, is more than 15 years with 600 high profile members plus 3000 affiliations. Our organization enjoys the patronage of His Highness Sheikh Juma Bin Maktoum Juma Al Maktoum from Dubai Royal Family. Our excellent team creates diverse events with high profile figures, multi- cultural atmosphere, interesting topics and strong networking reach. Therefore, we are proud of have received the Dubai Quality Appreciation Awards Cycle 2017, presented by the His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of United Arab Emirates and Ruler of Dubai.

We are passionate about our services below

- ▶ Executing the best service for our Members
- ▶ Providing maximum exposures to our Sponsors
- ▶ Giving extraordinary values to our Clients for their Corporate Events
- ▶ Serving our partners with our success model in CEO Club Franchising
- ▶ Providing integrated solutions to our Client who are looking for advice
- ▶ Offering unique opportunity to investors to grow together

MISSION

CEO Clubs Network creates the most effective business platform for CEOs and Seniors Executives to share experiences, explore opportunities and grow business locally and internationally.

VISION

The Best Business Platform for CEOs & Decision makers worldwide.

VALUES

Trust, Passion, Humbleness, Happiness, Honesty, Growth, Creativity, Loyalty, Transparency, Gratitude, Excellence, Communication.

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