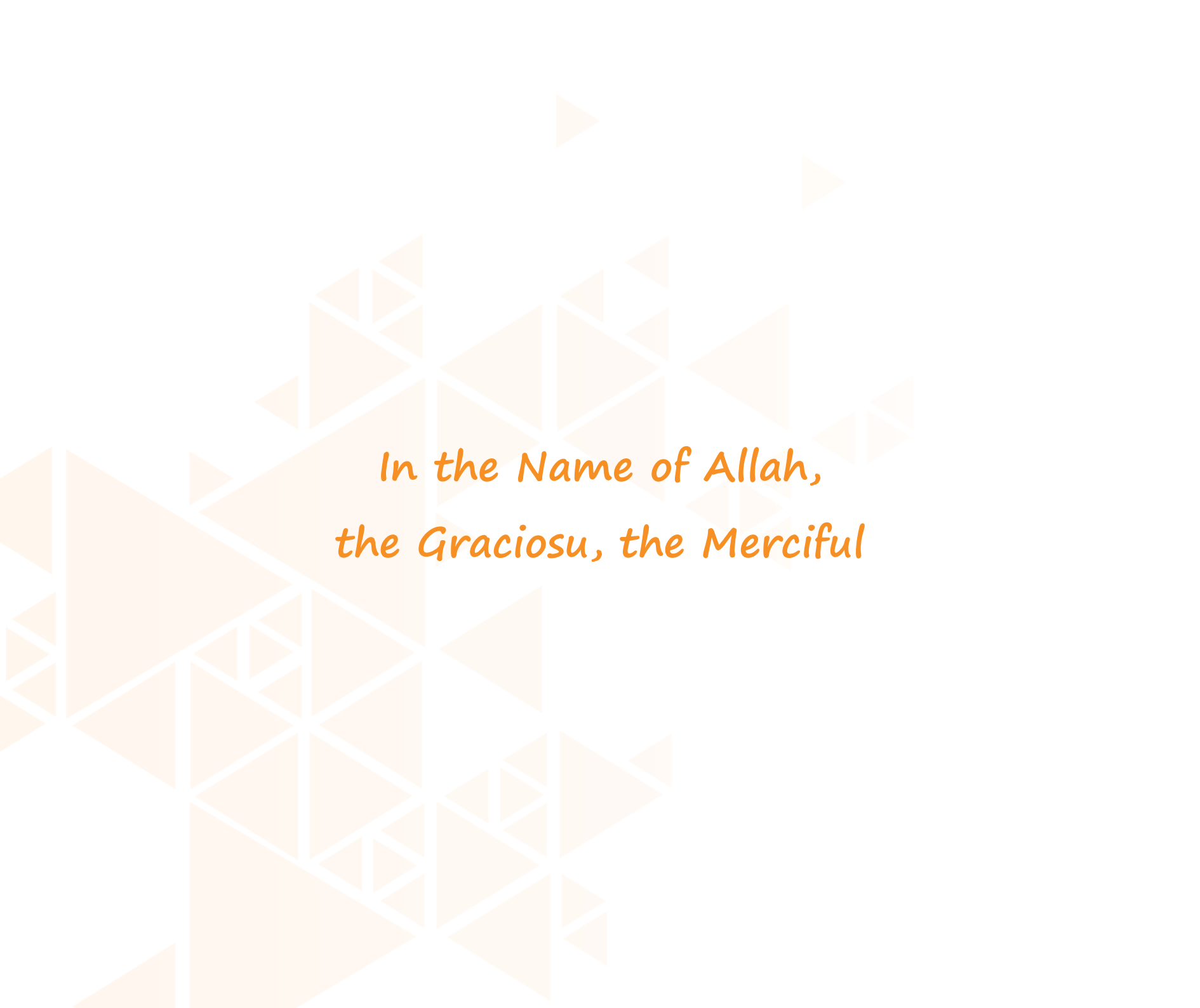


MOASHIRAT AL-ADA Corporate

Key Performance Indicators - Consultancy Services Corporate



The background of the slide is a complex, abstract geometric pattern. It consists of numerous triangles of various sizes, some filled with a light orange color and others left white. These triangles are arranged in a way that creates a sense of depth and movement, with some appearing to overlap others. The overall effect is a modern, minimalist design that complements the text.

*In the Name of Allah,
the Gracioso, the Merciful*

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About Us

- ◆ We are an organization, concerned with providing consulting services, drawing up strategic, development and improvement plans, setting up ad hoc offices on managing strategic businesses and building distinguished human resources for the purpose of enabling its human resources to adopt the most recent universal practices and experiences, led by a team made up of experienced specialists and experts.



Our Vision

- ◆ We seek to be the first choice of business-development organizations.



Our Mission

- ◆ We provide business sectors with integrated business solutions with added value. Such solutions guarantee competitive advantage and profit.



Our Values

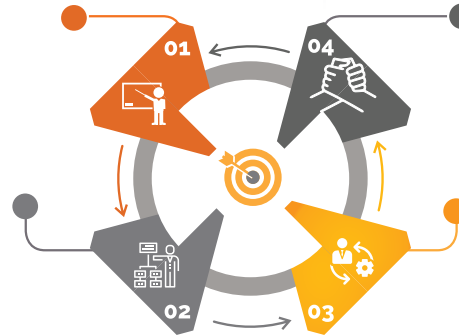
- ◆ Full commitment and integrated implementation.



Our Objectives

Achieving the Kingdom's Vision 2030, along with its supporting programmes

Providing the various private and state-run organizations with strategic and operational planning services.



Establishing partnerships with local and international organizations and concerned authorities.

Improving the operational performance level of the state-run and private sectors and organizations.



Scope of our Business

Drawing up consultative studies, research and reports.



Taking part in the implementation of institutional programmes of the non-profit state-run, private and mixed sectors through tackling the issues pertaining to the scope of various organizations.

Designing strategic initiatives.



Why us?

We are different by dint of our diverse integrated team, made up of long-experienced consultants and local and international experts and specialists.

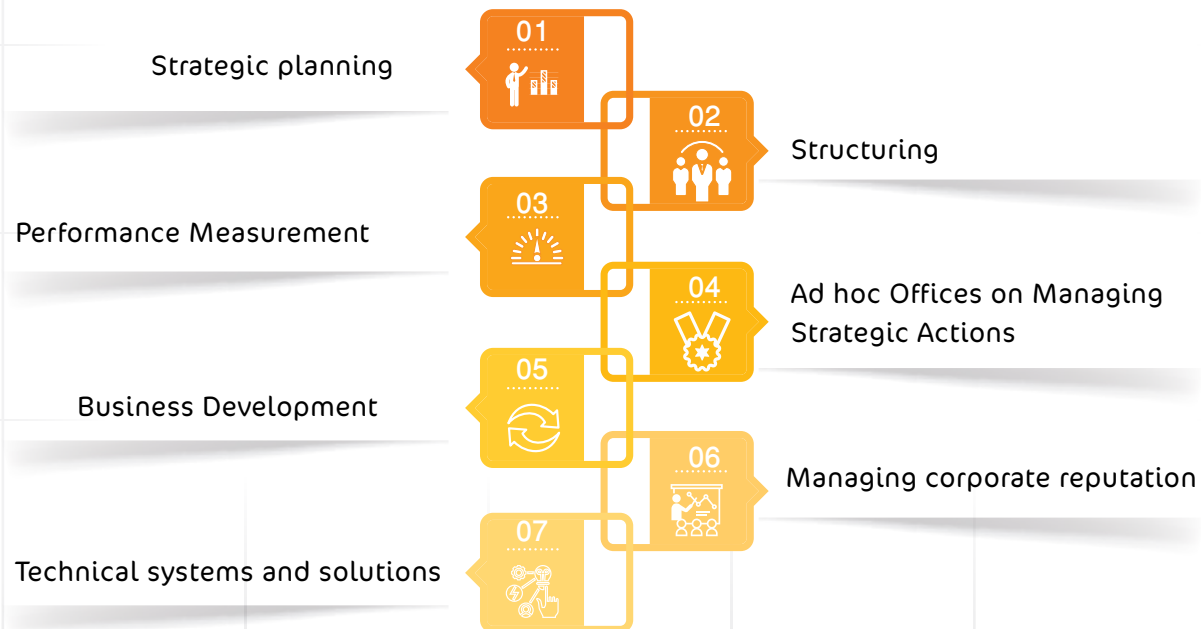
We are characterized by our rapid completion of the tasks we are assigned to, and we ensure their quality and precision.



We are the extensive repertoire which includes an employment and optimal investment of technology, possession of the sense of large organization, international recognition and post-implementation services.



Our services





Strategic Planning

The teams, made up of experts and consultants at Moashirat Alada Corporate, provide organizations with strategic planning according to appropriate approach to the strategic planning models, taking into account the nature of the organization activity, along with its size. Of the most prominent features are balanced score cards-based strategic planning or Pfeiffer model-based strategic planning, the model of examining the major issues, scenario model, etc.

- During the strategic planning process, we are keen on:

01

Engaging all relevant stakeholders in the work stages.



02

Familiarizing the higher administration and the implementation authorities with the reached outcomes so as to reach a collective agreement.



Challenges, solutions and results

Challenge

- Drawing up the best-laid plan which would challenge the status quo, making the most efficient use of the organization's material and human resources and consequently pursuing the path towards achieving the desired objective.

Solutions





Our strategy in the service provision

- We start drawing up the strategic plan for organizations (whether run-state, semi-run-state or private) by evaluating the status quo, and then we devise the strategic plan to end with building a model for measuring their performance according the following stages:
- The stages of the strategic planning go as follows:

Stage I: Strategic Preparation

It is through this stage that the organization's work team is trained and prepared for the strategy to be devised through specialized workshops. This also involves providing strategic support and assistance in order to prepare the organization to accept and deal with the strategy through taking strategic decisions, workshops and training courses.



Stage II: Status Quo Assessment

This stage is implemented through benchmarking (international and regional), environmental analysis (internal and external) and the technical review of the organization documents.



Stage III: Drawing up and Devising the Strategy

Drawing up and devising the strategy and performance measurement are carried out through reviewing the organization's strategic framework and devising the strategic plan.



Stage IV: Strategy Evaluation and Assessment

This stage is carried out through the re-structuring processes which suit the strategy. This also involves devising operational plans before they get automated according to the service requirements.





Structuring

Developing organizational structures and procedures, we rely on internationally-adopted approaches, ensuring that organizations make the most efficient use of all the material and human resources available. This paves the way to achieve the current and future objectives.

01

The process of organizational structures basically draws on the participation of higher leaderships in all the stages and the identification of the appropriate strategic framework, all leading to a smooth arrival at an extensive organizational structure which could achieve the organization's strategic objectives and intentions.



02

The approach to the organizational structure development relies, to a large extent, on a professional model, encompassing all the features and facades which would define the appropriate organizational structure. The adopted approach also involves gathering the organization employees' opinions, remarks and perceptions through holding direct meetings or workshops to discuss the process.



Challenge, Solutions and Results

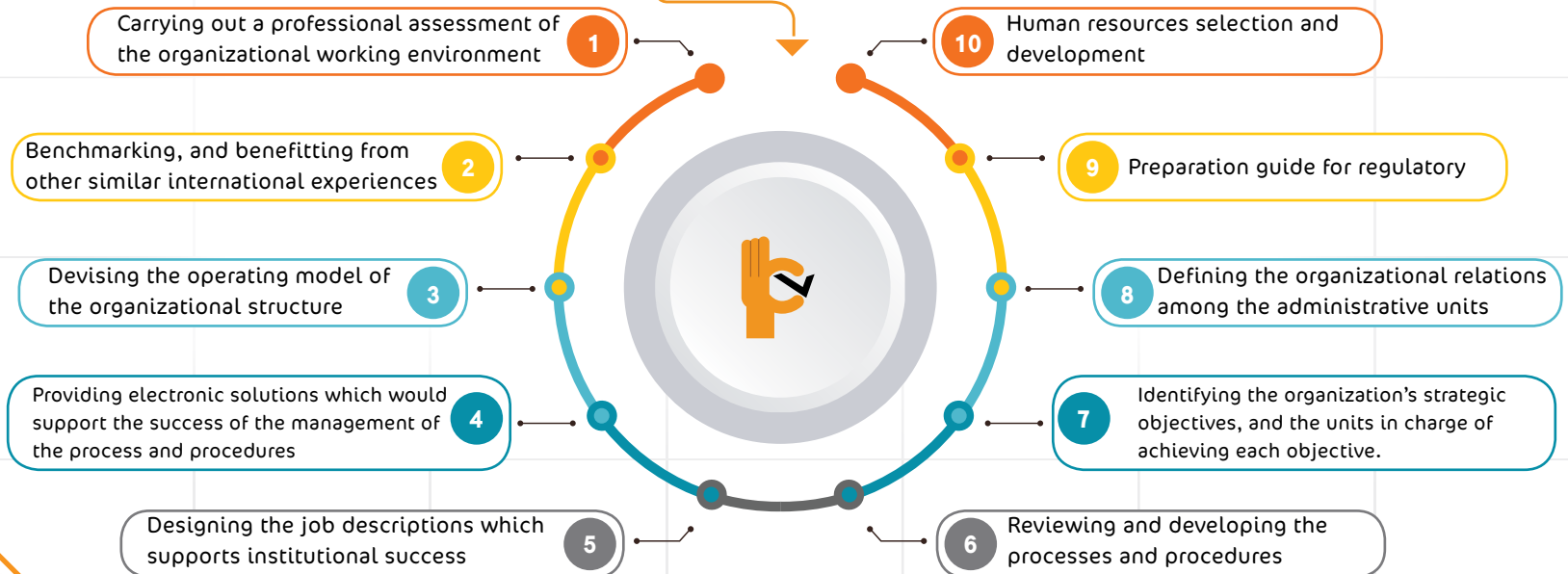


Challenge



The challenge is based on creating an organizational structure which involves administrative levels in addition to a clear-cut assignment of responsibilities and tasks and the limit of the powers given to the various jobs at each administrative level with a view to ensure the most efficient use of the organization resources. This involves giving full support to the organization current success and pursuing a bright future.

Solutions





Our strategy in the service provision

Stage I: examining and evaluating the status quo which involves:

- ◆ Gathering and analyzing available information (Establishment resolution, organizational laws and regulations, strategic plan, previous organizational structures, etc)
- ◆ Interviewing the relevant stakeholders
- ◆ Carrying out an in-depth and thorough analysis of the organizational structure. Of the aspects to be analyzed are: performance management, function analysis, internal communication, policies, etc.
- ◆ Analyzing the current job description
- ◆ Making recommendations and organizational choices



Stage II: Creating the organizational structure and job description. This involves:

- ◆ Benchmarking, and benefitting from other similar international experiences
- ◆ Designing the operating model
- ◆ Creating or developing the current organizational structure through the methods of organizational analysis
- ◆ Familiarizing stakeholders with the proposed structure (to discuss the perceptions and remarks for approval).
- ◆ Creating job description cards for all workers.

Stage III: Procedures

The consultant team re-engineers the operations (administrative procedures) with a view to find out harmony among the organizational changes. This is carried out through reviewing all the administrative procedures and operations within that entity. This is reached through examining the current status quo, listening to clients, reviewing successful models, designing the new design, application and constant improvement.



Stage IV: Electronic Solutions

It is in this stage that a number of solutions are presented, from which the organization can go for as appropriate. Electronic solutions ensure task and process management along with following up the institutional performance.



Stage V: Corporate Communication

It is through this stage that corporate communication programmes are provided to spread the concept of institutional work, and to enable the administrative leaderships to possess the necessary skills.



Stage VI: Consultant Support

Some 1-to-3- month- long consultant support is provided to ensure that the operation is optimally Functioning.





Performance Measurement

Establishing and following up performance measurement indicators, we rely on internationally-adopted approaches, ensuring the accurate measurement to the extent of which the organization has succeeded in achieving its objectives and developing its work.

01

Establishing and managing performance measurement offices.



02

Designing advanced models to document the indicators and measures of the strategic objectives, initiatives and programmes.



03

Identifying the methods of designing and reviewing the indicator results in periodical meetings, held especially for reviewing the performance.



Challenge, Solutions and results

Challenge

Setting up a professional system for the purpose of measuring key performance indicators, ensuring the follow-up of achieving the strategic plans and initiatives, and the governance of institutional performance.

Solutions





Our strategy in the service provision

Developing the performance measurement system

- ◆ Developing operational objectives.
- ◆ Developing the panel of performance measurement.
- ◆ Developing the developmental initiatives list.
- ◆ Areas of risks and the means to face them.



Supervision of the Office of Management and Performance Measurement

- ◆ Developing and issuing performance reports.
- ◆ Identifying the levels of performance and warning.
- ◆ Managing the strategic review meetings.
- ◆ Reviewing performance reports.
- ◆ Tackling performance gaps.
- ◆ Developing performance indicators.
- ◆ Providing technical and developmental support.



Corporate Communication

We provide such training and rehabilitation programmes as the programme 'Professional performance measurement Indicators', which is approved by international entities in the field of performance measurement.



Electronic solutions

We provide many effective solutions in the management of performance measurement system.



Consultant Support

Some 1-to-3- month- long consultant support is provided to ensure that the operation is optimally Functioning.





Ad hoc Offices on Managing Strategic Actions

These offices seek to achieve the organization's highest institutional excellence standards through recruiting specialized cadres, assigning powers and establishing procedures which focus on the following:

Identifying, applying, managing and developing the organization strategy on regular basis.

Managing the organization's strategic performance and the activities which ensure the achievement of desired results effectively.

Drawing and putting forward the ideas, initiatives and projects which would contribute to the implementation of the organization's strategic plan.



Providing support and assistance, implementing policies and strategic plans and supervising the operations related to the strategy and major projects within the organization strategy.

Developing and fostering the organization partnerships, and seeking what may follow up the coordination between the organization and the concerned entities.

Improving and developing the strategic plan outcomes in the manner that the organization finds it useful and effective.

The following is an illustrative chart of 'structure'



Challenges, Solutions and Results



Challenge

Setting up a professional office which is concerned with building specialized capabilities for the purpose of achieving the desired objectives, making use of all the organization's human and material resources and pursuing the bright future.

Solutions





Our strategy in the service provision



Stage I: An in-depth analysis based on the business model

This stage aims at a profound understanding of the organization and aims at analyzing the gap (between the status quo and the requirements of setting up the office). This goes through:

1- Identifying the office's internal and external subjects, and defining their effects through:

- ◆ Identifying the impact of the subjects on the office.
- ◆ Identifying and reviewing the relation of the subjects with the office strategic plan.
- ◆ Identifying the advantages and disadvantages.
- ◆ Focusing on the relation between these operations and the organization's political, economic and legal aspects.
- ◆ The process of identification is based on the office's values and performance.

2- Identifying the needs and expectations of the stakeholders, concerned with setting up the office within the organization through:

- ◆ Identifying and reviewing the information pertaining to the strategy, and ensuring its compliance.
- ◆ Considering the possibility of setting up an office in the organization, taking into account the following:
 - ① Internal and external subjects.
 - ② Clients' requirements, and legal and political requirements.
 - ③ Outcomes and services.

The process of identifying and organizing the office operations within the organization is carried out through the following:

- ① Identifying the inputs and outputs of all the office operations.
- ② Identifying the sequence of the operations, and the interaction among them.
- ③ Identifying the operational efficiency and control of those operations (by going over their performance indicators).
- ④ Identifying the resources of the operations, and ensuring their availability.
- ⑤ Assigning responsibilities and powers to each operation.



Stage II: Building and Foundation

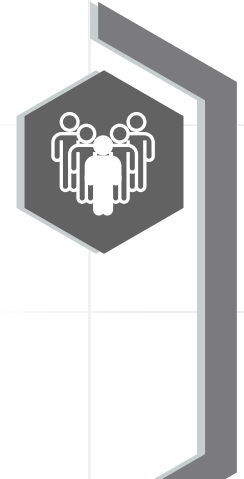
This stage aims at identifying the criteria and requirements for setting up the office through:

- ① Drawing up the strategic and operational plans, and ensuring their compliance with the scope and methods of strategic planning.
 - ② Creating the positional structure and clarifying the roles to be played.
 - ③ Drawing up the office policy along with the supporting manuals.
 - ④ Identifying the office services, and making operation models to provide such services.
 - ⑤ Identifying the basic elements for the provision of these services, along with their requirements, and turning each service into an activity.
 - ⑥ Identifying the requirements of setting up the office within the organization.
 - ⑦ Identifying the office's internal criteria and designing a simple reference list to work against it, having read the administration's strategies precisely.
 - ⑧ Identifying the external criteria based on the resolution of the local and international commissions which approve and organize the office in question.
- Analyzing and assessing the risks of the operations.

Stage III: Electronic Solutions

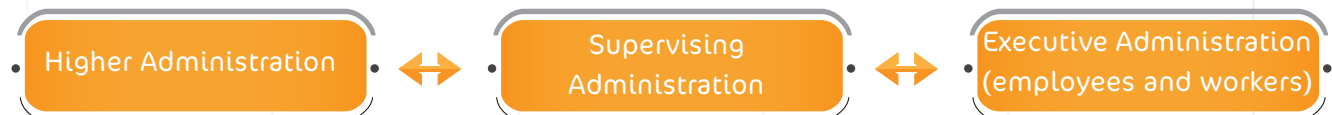
The following are carried out during this stage:

- ◆ Documentation, completion of manuals and carrying out automation (as necessity demands).
- ◆ Reviewing, authenticating, printing out and publishing the manuals. These manuals can be automated and transferred into programmes and applications on the computer.
- ◆ Working via the system of censorship and follow-up to monitor the organization's plan and operations. The organization may join and subscribe to the programme of 'KPI: All in one).



Stage IV: Corporate Communication

It is through this stage that corporate communication programmes are provided for the purpose of introducing the office, and for studying the organization system provided that the training should include the following categories:





Stage V: Consultant Support later

To ensure that the organization keeps functioning optimally, the consultant team gives support which ranges from one month to 3 months. This support takes the form of a series of field visits to observe the applications in practice, and what challenges the organization is facing. The team consequently provides the necessary consultancy for improvement and development.



Business Development

The service of business development aims at:

- Enabling the administrative leaderships to develop the scope of the business of their institutions, identify the potential opportunities of growth for investment according to the best pioneering practices in the manner that yield an increase in productivity and profits.

The service of business development yields such benefits as:



Challenges, Solutions and Results










Challenge

Developing and improving the organization business according to international successful approaches, ensuring the adoption of the best administrative and technical practices. This also involves the most efficient use of the all the resources and capabilities available at the organization. It also ensures an increase of the market share and a better institutional reputation.



Solutions

-  Assessing the organization status quo, the surrounding environment of the business organizations and the central role the organization plays (products- services- administrative jobs- resources- quality- quantities).
-  Studying the available market opportunity before the organization for expansion and development.
-  Analyzing the competitors in the field of organization business, and coming up with the organization's competitive advantages which would support its future success.
-  Drawing up a strategic plan with a view to foster the organization's market situation.
-  Arranging, developing and managing the organization's priorities, with a particular focus on the organization's services and competitive advantages.
-  Developing the organization's internal operations, ensuring the achievement of the organization's objectives and external priorities (marketing).
-  Designing a map which includes the expected clients, assessing and weighing up the list of current clients and reviewing the business environment so as to identify the potential new business (operational opportunities).



Our strategy in the service provision

Our strategy goes through the following stages:



Stage I: Preparation

This stage includes forming a workteam from the organization (the Client), and introducing the project along with the approach to developing and improving business which are in turn handed over to the higher leaderships at the organization to discuss them and to pose questions over the project's objectives, approach and outcomes.



Stage II: Professional Assessment

It is in this stage that the organization-related business environment is analyzed, strengths and weaknesses are identified and approaches to improvement and development are proposed. The organization higher leaderships and some other employees from the organization units participate in this stage. All this aims at reaching an integrated comprehensive evaluation.



Stage III: Development

This stage involves designing such development and improvement plans as developing business procedures, identifying the future operations and their procedures, identifying the target clients, identifying the target market opportunities, selecting the supporting means and developing the human cadres.



Stage IV: Corporate Communication

It is through this stage that corporate communication programmes are provided to spread the concept of institutional work, and to enable the administrative leaderships to possess the necessary skills.



Stage V: consultant Support

To ensure that the organization keeps functioning optimally, the consultant team gives support which ranges from one month to 12 months. This support takes the form of a series of field visits to observe the applications in practice, and what challenges the organization is facing. The team consequently provides the necessary consultancy for improvement and development.



Managing corporate reputation

we proceed from a long-term communication strategy for measuring and evaluating the organization's reputation and mental image

Linked to the strategic objectives of the organization

Interested in the stakeholders of the Organization

Interested the visual and digital organization identity

Develops the mental image of the organization



Challenge, Solutions and Results

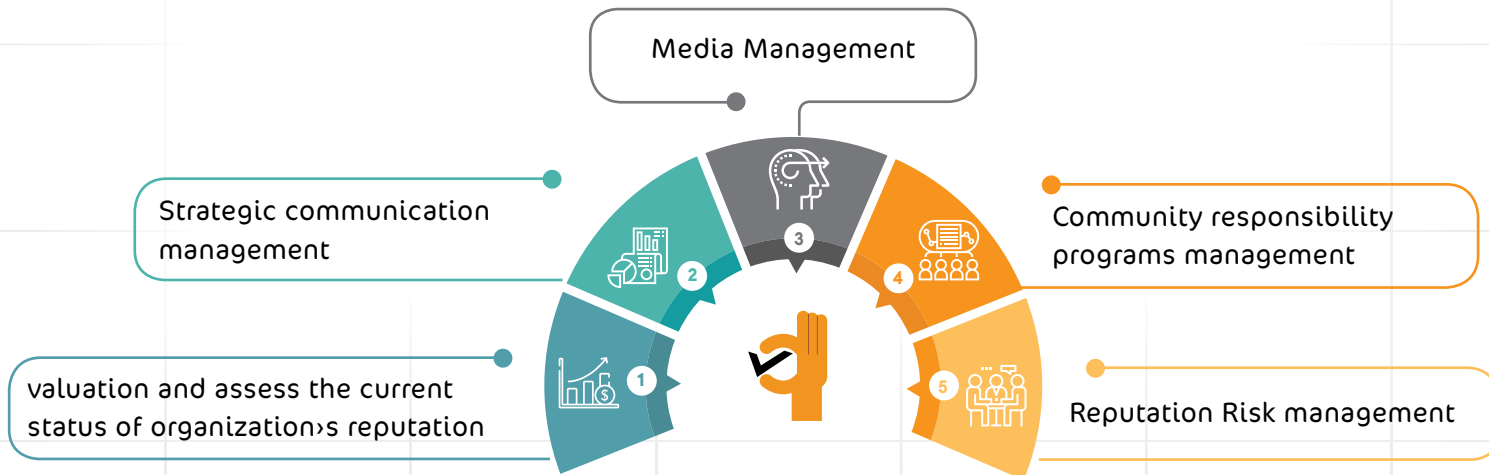


Challenge

To provide a working methodology that manages the organizations' institutional reputation and develops it according to the best practices



Solutions







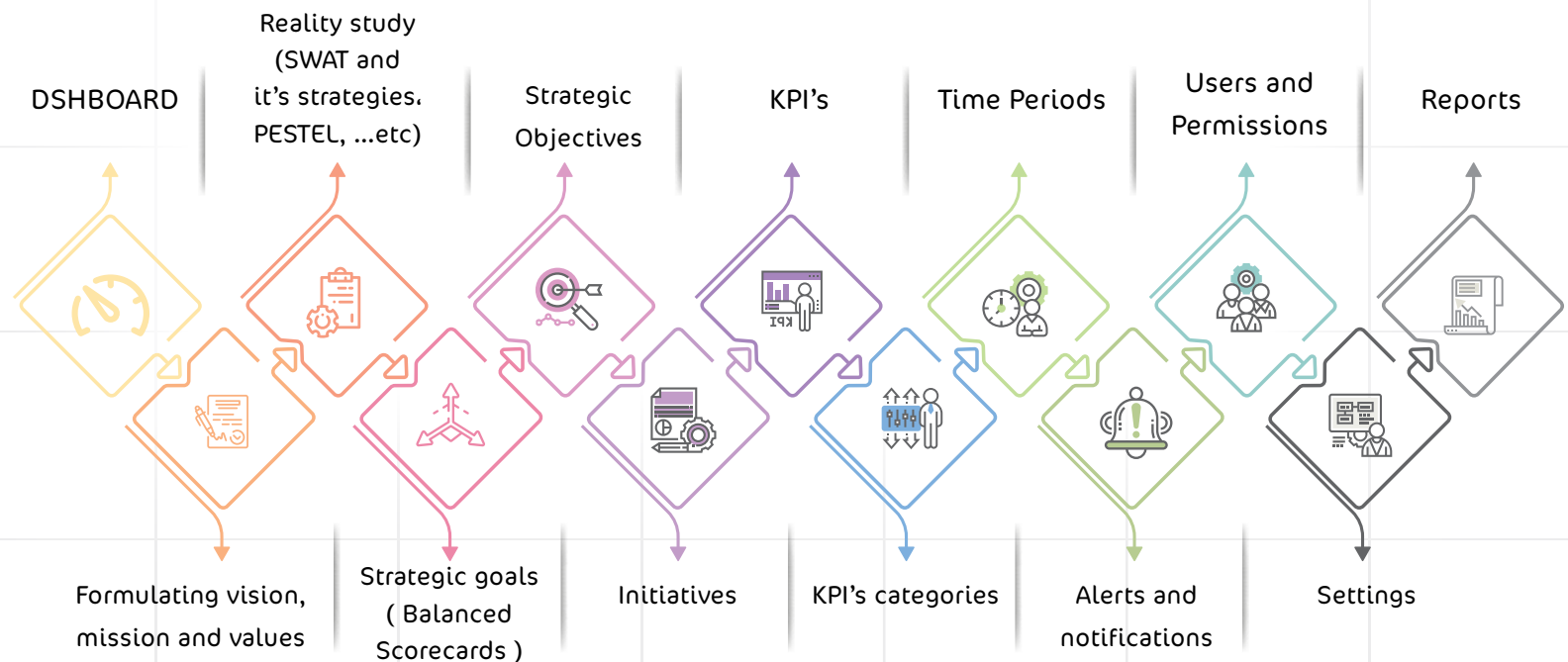
Technical systems and solutions

system strategic planning

This system is intended to follow up the strategic plan, operational initiatives and review the current situation in a dashboard with multi-purpose graphs.



Components





Features

Maintenance and technical support

Linkable with system of PMP and CRM

Compatibility with all devices and browsers

Graphs and modern user tools

Customizable panels with table filtering feature

Safety and protection

Continuous modernization and development

Cloud access from everywhere (online)

Authentication with CAS server to enable Active Directory or LDAP users access

Interactive data charts

unique user experience

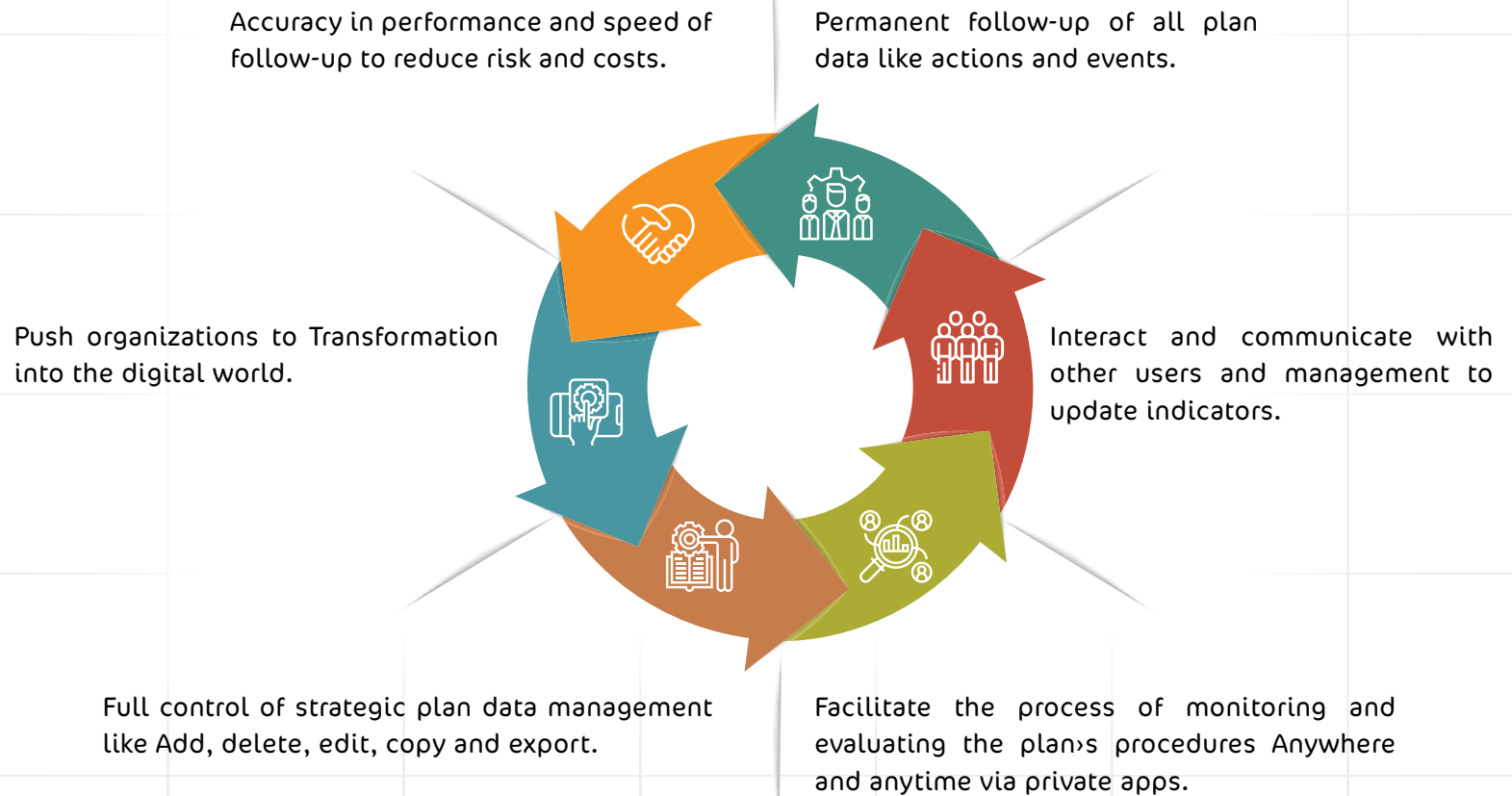
daily backup

Custom and comprehensive reports

Low cost



Benefits

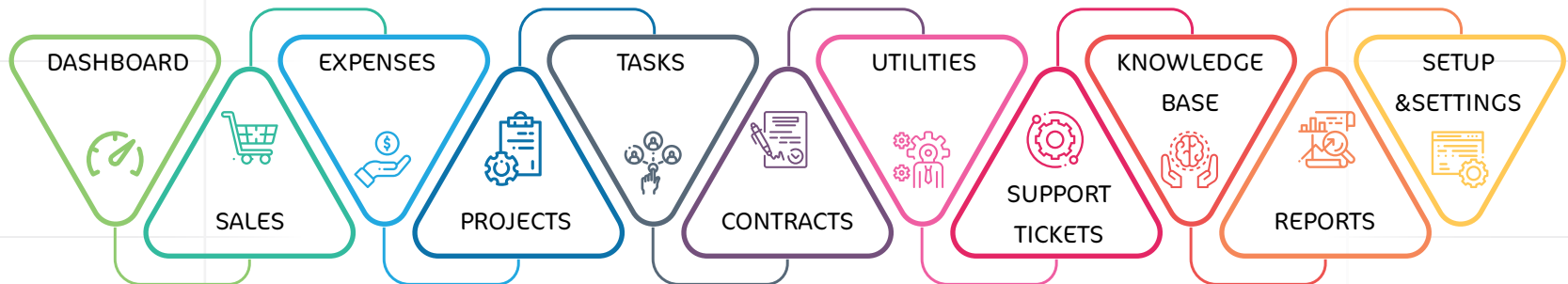


system project management professional & customer relation management

One solution for the powerful managing projects, customers and staff online with the feature of creating invoices with a push of button.



Components





Features

Cloud access
from everywhere
(online)

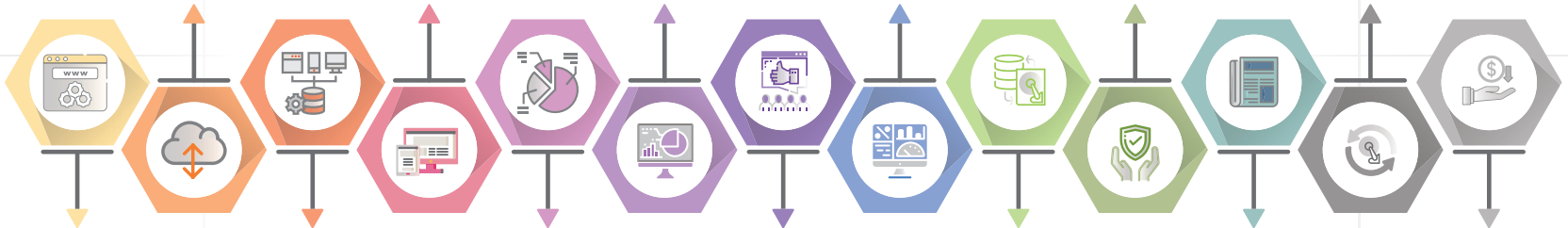
Compatibility with
all devices and
browsers

Graphs and
modern user tools

Customizable
dashboard and
filtering tables

Safety and
protection

Continuous
modernization and
development



Maintenance
and technical
support

Linkable with
strategic
planning system
and external
connectivity for
user access

Modern and
Interactive charts

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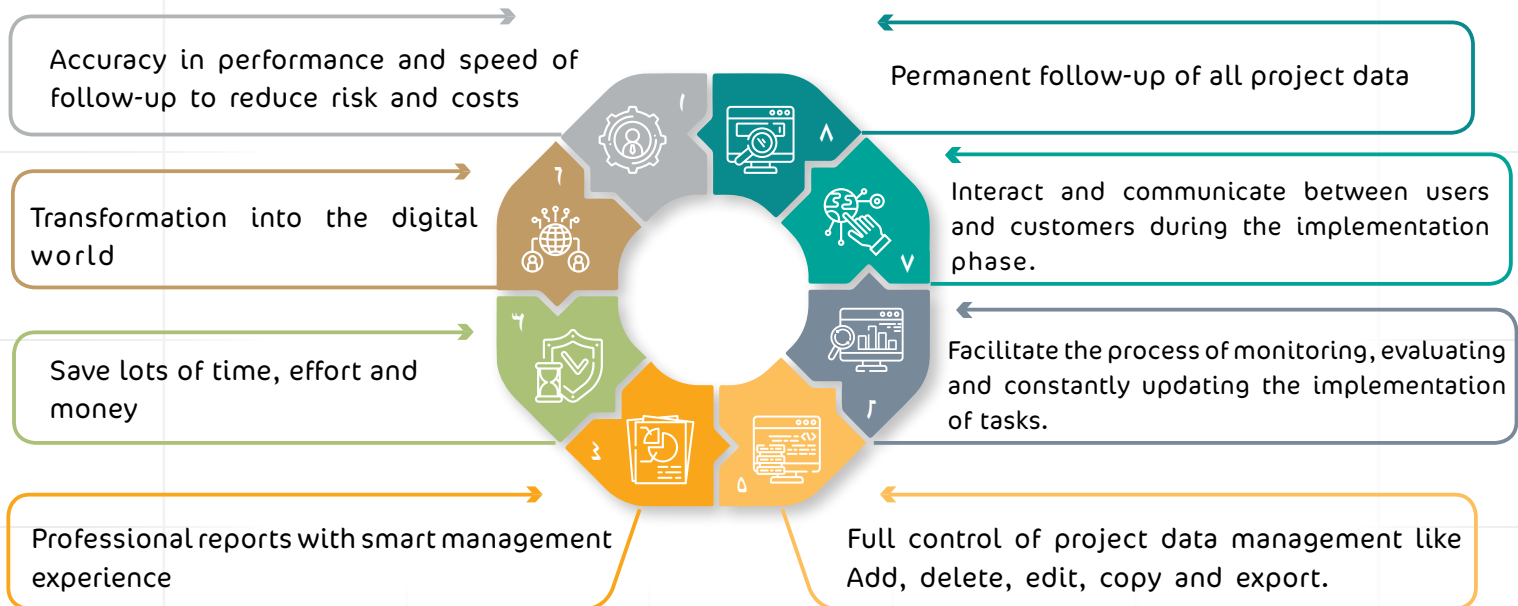
daily backup

Custom and
comprehensive
reports

Low cost



Benefits



Partners in Success:



THE KPI INSTITUTE



Among our Experience:



هيئة كهرباء ومياه دبي
Dubai Electricity & Water Authority





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Consulting – Development

