



We Care



Our People



Team Work



Commitments



Self Improvements

DRIVING HIGH PERFORMANCE

The true measure of the value of our business is in our performance, at how well we strive to achieve despite all the challenges we may face. At Mohamed Abdulrahman Al-Bahar group, I take pride in the fact that the owners and the management have worked very hard to create this value in a performance-oriented workplace where our team members are very engaged.

We inspire one another to perform better. In our day to day work we see motivated teams that are led by managers that are aligned with company values and look up to the corporate leadership for guidance and direction.

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In very simple terms, we have a performance-oriented work environment. We strive hard to reach our goals, our team members meet and exceed the targets set before them. We have a formal performance

management framework that identifies, rewards quantified performances. We create growth opportunities for team members. Our work environment is tuned towards enabling one another to work as effectively towards achieving our business goals.

We do all of this without compromising on our group values of delivering on our commitments with integrity, working with another with respect and as a team anchored in the belief that our people are the primary source of our strength. We listen, we care and seek continuous improvement.

Creating and sustaining a high-performance work environment is very challenging, we have to continuously balance investments in the physical environment, processes and most importantly in our people for a sustained period of time before we start seeing results.

More than the performance of one super hero, a high performance environment like the Al-Bahar Group is the result of many teams that work together as a system of cooperation, help, support and focus.



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2022 is well and truly underway, we have set ambitious goals of growth, and I want to reach out to all my fellow colleagues with a renewed call to focus our energies and our efforts on delivering our performance goals for this year. Let us keep ourselves aligned with our values while we race towards our goals. After all as I said in the beginning, the true measure of our value is in our performance is in our value!