



We Care



Our People



Team Work



Commitments



Self Improvements



## Elevate the Standards

Many organizations have enjoyed great success and growth. During this journey it very important to elevate the business standards in terms of leadership, people development, empowerment, processes, infra-structure, innovations, adapting new technologies and innovations to name a few. It is important to keep these capabilities scalable with the growth to ensure we keep the edge in a very competitive market.

Businesses which have outgrown boundaries are the ones which kept elevating the business standards thus meeting the very fast changing customer's expectations. In Mohamed Abdulrahman Al-Bahar group, the organization has been continuously investing in new infra-structure, systems,

technology and people to ensure the standards are elevated to meet our customers and partner expectations.

*"A leader's job is to ELEVATE the team, not delegate the team. Elevate your team to take initiative because real leadership is when you can create a culture of self-leadership within your team" - Janna Cachol*

There are multiple strategies which one can follow to elevate the standards.

### 1. Transformational Leadership:

In order to elevate the organization, the leadership should have a vision of the future in term how the organization is going to function, what are the enablers which are going to drive the business to next level. Leader should be able to motivate the team to buy in and deliver the vision. One needs to be good listener & humble to accept

that one does not have all the answers otherwise it will just remain a vision without realization. As leaders, one needs to be inspiring, constantly build relationship, earn trust, help your people to grow as individuals as well as in their careers thus building a strong team.

**// It is very important to know what the customers are looking for and how the business can satisfy the needs. //**

### 2. Know your customers:

With time customer taste and expectations are evolving so it is very important to know what the customers are looking for and how the business can satisfy the needs. Connect with the customers to ensure long lasting business relationship and brand

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loyalty. There are classic examples wherein the companies were making great products but did not change the products as per customer changing taste became obsolete. E.g. Nokia, Kodak, Reebok etc.

**3. Team training Development:**

As the times are changing it is important to elevate the skills of the team by providing the required regular trainings. Empowerment & upgradation of team skills builds performance culture, team spirit, leadership, readiness for change and loyalty for the organization. It is important to have employees empowered at every level to scale the business. Most multinational companies use training days as a KPI for elevating the team’s capabilities.

**4. Hire the right people:**

When hiring, we have to ensure that the candidate shares the company’s vision and culture. This will make the candidate adapt easily thus driving growth. As the team strength is growing with addition of new staff, it is very important that the existing staff is stays motivated. Sometimes wrong candidate can lead to a demotivated team.

**5. Encourage Innovation:**

It very important to build a culture of innovation in the

organization. No idea is great till it is successfully executed. It is important to listen and encourage innovation in the team. I got an opportunity to meet the CEO of a tech company. During the meeting, we had an idea. The idea has helped to build a business in the GCC. As a result of which prominent business house are investing in the business and soon they will be entering into an IPO. Often a simple idea can drive innovation and elevate the businesses to new standards.

**6. Invest in Technology:**

Today our day-to-day lives are fully tech driven. Today automation is key to elevate the business, so it is important to continuously upgrade the technology. Technology plays a key role in ensuring sustainable business processes to drive operations.

*“To help people takes strength; to inspire people takes wisdom; to rule over them takes virtue, but to elevate them takes love.”  
- Matshona Dhliwayo*

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At Al-Bahar Group, we are all leaders in one way or another, we all have a responsibility to grow and build the business by continuously reviewing our touchpoints and ensuring how we can elevate or grow these touch points further.

As quoted earlier our job is to elevate our team, we elevate with new skills, with training, with technology, with processes with innovation and most importantly by driving the right attitude and initiatives across to the team. Let me inspire you to make the best of the time ahead to elevate and grow in your work environment and to grow your team!



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