



# **Notable Quotes & Noble Thoughts**



**Dr. Rashid Alleem**

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**Dr. Rashid Alleem**



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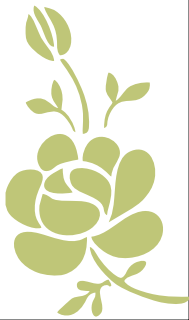


**To :**

.....

**From :**

.....





electricity and water



*Historically,  
electricity and  
water have been  
together, just like a  
marriage, but the  
reality is that they  
don't get along  
at all.*

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The image features a white background with several red, spiky virus particles scattered around the central text. These particles are spherical with numerous small protrusions, resembling coronaviruses. They are positioned at various sizes and angles, creating a sense of depth and movement. The central text is a large, bold, red sans-serif font.

# COVID-19

Coronavirus has  
irritated, devastated,  
and, most importantly,  
ended the era of  
business as usual.

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**Uncertainty**

*Uncertainty  
is the  
“new normal”  
in today's  
fast-changing  
times.*

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# CHANGE MANAGEMENT

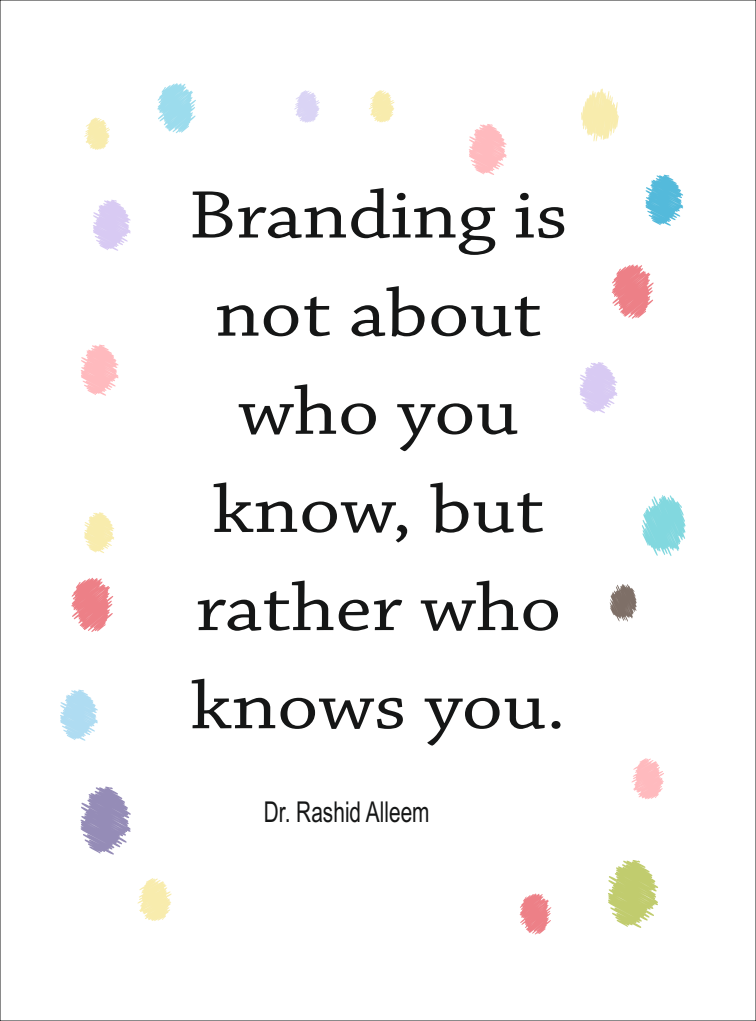
*Change management  
is not about changing  
or installing hardware  
or software; rather,  
it is about changing  
people's brainware.*

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**BRANDING**

The background of the slide is white, decorated with numerous small, colorful brushstrokes in shades of blue, yellow, purple, red, and green, scattered around the central text.

Branding is  
not about  
who you  
know, but  
rather who  
knows you.

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# Branding



**Advice**



**Support**



**Care**



**Quality**



**Customer**



**HELP**



**Satisfaction**



**Reliable**

BRANDING TAKES  
JUST A FEW HOURS  
OF A DAY TO LEARN.  
UNFORTUNATELY,  
IT TAKES A  
LIFETIME TO  
MASTER.

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**The new economy doesn't require you to just try harder, work smarter, sell more, or work longer hours. It also requires you to change the ways you think and the ways you work. Across your organization, all leaders must demonstrate rock-solid integrity, maintain personal credibility, and develop the ability to confront reality.**

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**HUMAN**

*I am a human  
with limited  
capabilities  
but infinite  
possibilities.*

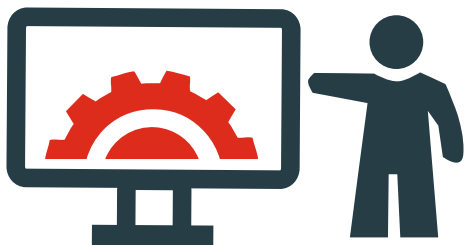
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*The true role of a marketer should not be so much about selling, but about creating products that don't need selling.*

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# **KNOWLEDGE MANAGEMENT**

*The words “knowledge and management” are two very broad concepts when separated, but when the two words come together, they speak to a concept of creating, acquiring, and communicating knowledge, as well as improving the re-utilization of knowledge towards the success of an organization.*

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**BEHAVIOR**

Small changes  
in behavior can  
make big  
differences in  
the conservation  
of resources.

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**PERSONALITY  
MATTERS.  
HIRE FOR  
ATTITUDE,  
NOT  
APTITUDE**

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WISDOM

Great leaders  
overcome bad  
times through  
wisdom and  
authenticity  
because they  
accept and  
expect every  
possible loss.

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**Renewable Energy**

**Achieving a 100% renewable energy fueled economy is not a matter of availability of technologies, it is a matter of political will and of setting the course today for a sustainable energy future.**

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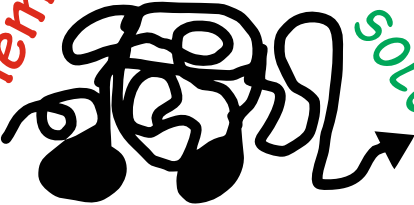


# **Building A BRAND**

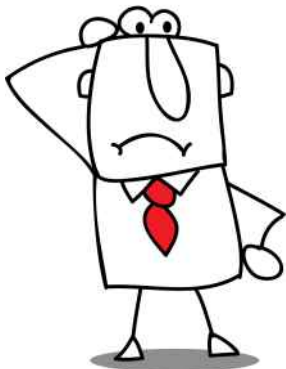
**Trying to be like  
global brands is  
a mistake, but  
learning from  
them leads to  
success.**

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Problem



SOLUTION



*Today's  
solutions,  
tomorrow's  
problems.*

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**CRISIS**

*In crisis and chaos,  
visionary leaders paint  
a positive vision for  
the future and rally  
and encourage people  
toward it. They declare  
a preferred future and  
help people to stand on  
their tiptoes and gaze  
over the next hill.*

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HEART'N'BRAIN

*Integrate your  
dream in order  
to achieve your  
goals through  
passion at work.*

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**LEARN**



**One must  
learn —and then  
once you have  
learned, you must  
teach others in turn,  
because education  
is the source of  
true happiness.**

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***Servant  
Leadership***

Servant leadership is about respecting and trusting employees.

Service leadership is about being a strong advocate for the customers as well as employees.

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**RESPOND**

*In order to solve  
today's problems,  
we need scientific  
thinkers who respond  
to—not react to—problems,  
and don't act until they  
have a solid grasp of  
the root cause of  
the problems.*

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*Successful People*

Successful people are not people without problems—rather, they are people who respond quickly and positively to their problems. In essence, their problems are not stumbling blocks, but rather stepping stones for personal growth and success.

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**I love problems  
because they are  
high-leverage  
opportunities  
for continuous  
improvement.**

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*Leadership*

*Leadership is one of the most discussed and debated issues, but it means different things to different people in different contexts. There is no single definition of leadership, nor is there one set of personal qualities or competencies that characterize a leader. Leadership is a fine quality that people recognize when they see it, yet have difficulty in describing exactly.*

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**ALLEEM**  
**SUSTAINABLE**  
**DEVELOPMENT**  
**GOALS**

**There is no better  
time than now  
to take the  
Alleem  
sustainable  
development  
goals from  
rhetoric to  
reality.**

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# INNOVATION

*Innovation is  
no longer an  
option—it's the  
gateway to success  
in today's business  
world.*

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# GREEN DREAM



**My green dream is that  
everyone in the globe  
can choose to live in  
a neighborhood that  
is beautiful, safe,  
affordable, and easy  
to get around in  
low-cost ways for  
ALL of our citizens.**

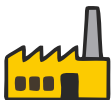
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**Change +  
good +  
commitment =  
Continuous  
improvement +  
profit +  
excellence.**

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**SMALL BUSINESS**

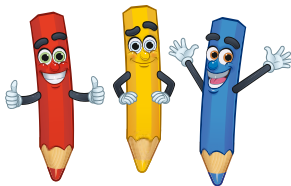
Small business  
pioneers are  
evangelists for  
entrepreneurial agility  
because of the huge  
contributions that they  
have made in  
every industry.

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# **Knowledge is power If applied & Shared.**

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# Economic Crises



Financial and  
economic crises can  
be controlled and  
overcome using  
good, authentic  
leadership, as well  
as quality  
directorial skills.

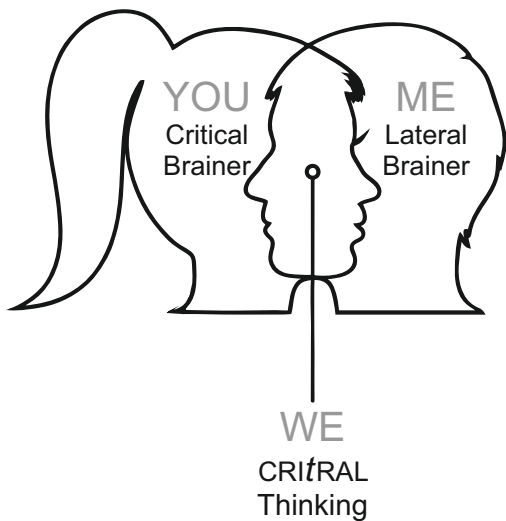
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**The challenge  
is not to have the  
“best strategy,”  
but rather to have an  
effective strategy  
that can be  
implemented  
successfully.**

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Every individual in  
this world has an  
exceptional gift that  
is consistent with the  
philosophy which rests  
on my self-coined term:  
*CRi*T*R*AL thinking.

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# Responsibility



*Too many of us spend  
our time “avoiding”  
responsibility by blaming  
or criticizing others.  
Hence, we often prefer to  
“watch” the world go by,  
rather than to “accept”  
responsibility by tackling  
our challenges head-on.*

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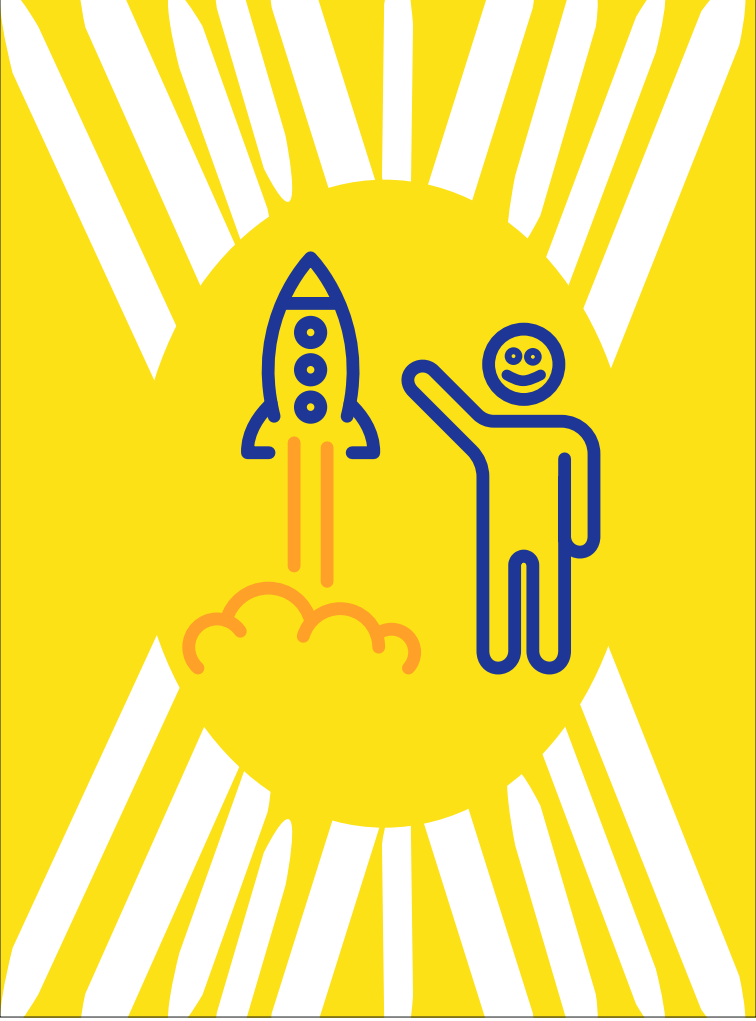


**HAPPINESS**

**Happiness is the  
feeling of being  
relatively content  
with yourself and  
satisfied with  
every aspect  
of your life.**

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**The journey of a  
thousand miles  
must begin with  
one "hard" step,  
a "road" map, and  
a "big" smile.**

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***Negators***

Never surrender  
to negators. They  
are everywhere,  
and they seem to  
delight in  
sabotaging the  
success of others.

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**Hope & Desire**

*Hope and desire  
for a better  
tomorrow—not  
for individuals,  
but for the  
community as  
a whole.*

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**Better Tomorrow**



If we wish to achieve  
a peaceful world, a  
better tomorrow,  
and sustained  
global relationships,  
we should elevate  
the business bar  
and make  
better deals.

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GOAL  
SETTING



INITIATE



PLAN



PRIORITIES



# PROJECT MANAGEMENT

COMPLETE



EXECUTE



MONITOR  
AND CONTROL

TASKS



I have seen “mega” projects  
succeed against all of the odds,  
and I have seen “smaller-scale”  
projects fail regardless of  
methodology or tools. I have  
separated these experiences  
and I've come to the conclusion  
that the critical success factor  
was not the methodology or  
the tools, but rather the  
RIGHT People.

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**Delivering more for less is without question going to be the mantra for most of the industries in the coming five years—and perhaps beyond. The more savings we make through innovative ideas, creative solutions, and collaborative procurement, the greater the number of resources we will have available to us.**

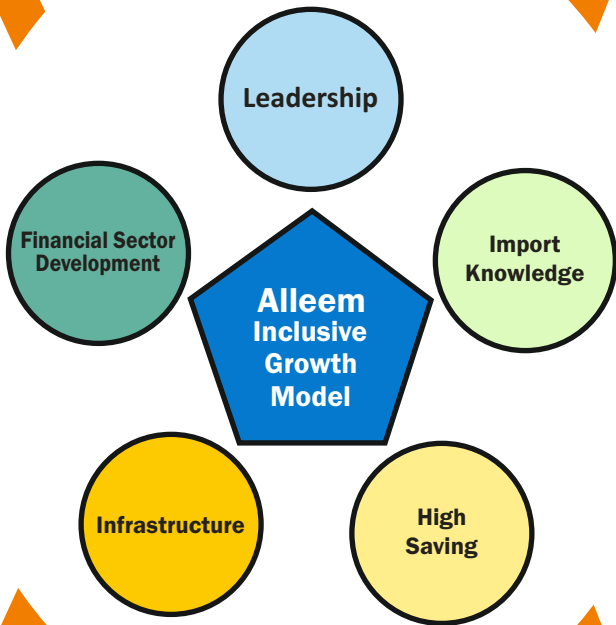
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***Leadership***

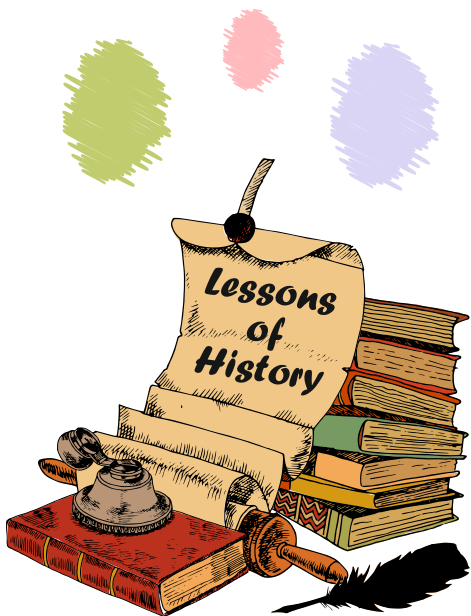
***Leadership is about change; it is about making things happen. Everything changes so fast today that the key is often not what you've learned, but how fast you can learn and apply that learning.***

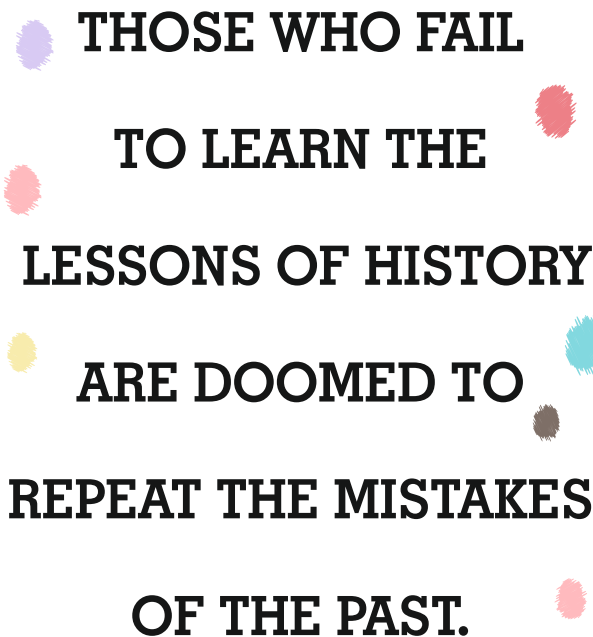
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In order to ensure  
the success of  
the Alleem  
inclusive growth  
model and guarantee  
sustained growth, the  
following four actors'  
roles are important:  
the government  
sector; the private  
sector; civil society;  
and individuals.

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The text is surrounded by several hand-drawn style colored dots in yellow, blue, pink, purple, and brown, scattered across the page.

**THOSE WHO FAIL  
TO LEARN THE  
LESSONS OF HISTORY  
ARE DOOMED TO  
REPEAT THE MISTAKES  
OF THE PAST.**

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*Leave your mark.  
Be ashamed to die  
without leaving a  
legacy and winning  
some victory for  
mankind.*

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**Financial Crisis**

*As we go through the  
2008-2009  
financial crisis, we can  
see only the “shadows”  
of the truth. The truth  
is hidden deep inside  
the crisis itself. It is a  
dead-end road for  
anyone who seeks an  
understanding of  
what happened.*

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**FUTURE**

*The future is unknown, destabilizing events are happening all over the world, and most governments budgets surplus flipped back to deficits. Yet the task remains to be how to master our own fates.*

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# Marketing





**Marketing is  
a guaranteed  
investment in  
your future  
business.**

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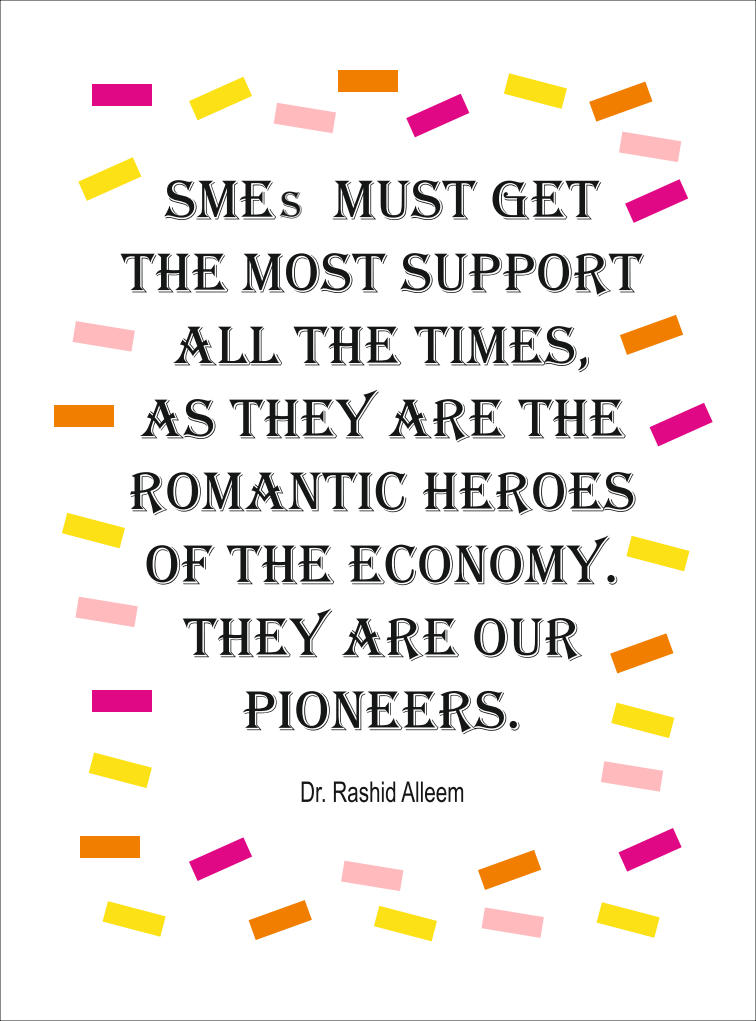






**S**mall &  
**M**edium  
**E**nterprises



A decorative border of colorful confetti in shades of pink, orange, and yellow surrounds the text.

**SMEs MUST GET  
THE MOST SUPPORT  
ALL THE TIMES,  
AS THEY ARE THE  
ROMANTIC HEROES  
OF THE ECONOMY.  
THEY ARE OUR  
PIONEERS.**

Dr. Rashid Alleem



PURPOSE

In order to find your  
true calling, you must  
first discover your  
purpose in life.

Why are you here?

What legacy do you  
want to leave behind?

Who will cry when  
you die?

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# *Marketing Strategy*



*The world is changing more rapidly than ever before. As a result, companies that don't have marketing strategies are often left behind. The dynamics of future aren't what they used to be.*

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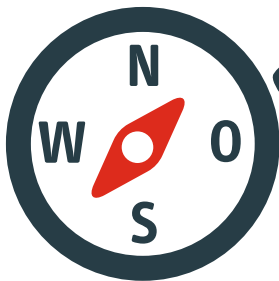


**STRATEGY**

You must build a cutting-edge strategy for your product or service in order to differentiate your brand in the marketplace by balancing your firm's external opportunities and threats, as well as its internal strengths and weaknesses; otherwise, your product is merely just another commodity that consumers will easily overlook.

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**VISIONARY ORGANIZATION**

*The true test of a great  
visionary organization  
is neither the healthy  
balance sheet, nor the  
size or the quality  
certificates, but rather  
the kind of men and  
women the organization  
turns out.*

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# Quality Education



**Quality education  
opens doors, and  
talent opens worlds,  
but it is hard work  
that will enable  
you to accomplish  
your dreams.**

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# MARKETING PLAN



Writing a marketing plan is similar to putting together a complicated puzzle. Each piece contains information that only makes sense when you see the finished product.

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**Blame  
Master**

Most of us wonder why we don't get different results and why our lives don't always turn out to be the wonderlands that we want them to be. The truth is really quite simple: instead of taking 100% responsibility for our own life, we often become "Negativists" or "Blame Masters" by pretending that everything that goes wrong is someone else's fault.

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A word cloud centered around the word "ADVERTISING", which is the largest and most prominent word, displayed in white capital letters on a red rectangular background. Surrounding this central word are various other terms related to marketing and advertising, arranged in different orientations and sizes. The words include: "MARKETING" (large, black, horizontal), "PREFERENCE" (black, diagonal), "KNOWLEDGE" (black, diagonal), "INTEREST" (red, diagonal), "PERSUASION" (red, diagonal), "EDUCATION" (red, diagonal), "TELEVISION" (black, diagonal), "COMMERCIAL" (red, diagonal), "PROMOTION" (black, diagonal), "RESEARCH" (red, diagonal), "PUBLICITY" (red, diagonal), "MANIPULATION" (black, diagonal), "SALES" (red, diagonal), "GLOBAL" (black, diagonal), "MEDIA" (large, black, diagonal), "CONSUMPTION" (red, diagonal), "CONVICTION" (black, diagonal), "BILLBOARD" (black, diagonal), "CAMPAIGN" (black, diagonal), "BRANDING" (black, diagonal), "PRESS" (black, diagonal), "ONLINE" (red, diagonal), "AWARENESS" (red, diagonal), "MAGAZINE" (black, diagonal), and "COMMUNICATION" (black, diagonal). The words are primarily in shades of red and black, with the central word being white on a red background.

**ADVERTISING**

MARKETING

PREFERENCE

KNOWLEDGE

INTEREST

PERSUASION

EDUCATION

TELEVISION

COMMERCIAL

PROMOTION

RESEARCH

PUBLICITY

MANIPULATION

SALES

GLOBAL

MEDIA

CONSUMPTION

CONVICTION

BILLBOARD

CAMPAIGN

BRANDING

PRESS

ONLINE

AWARENESS

MAGAZINE

COMMUNICATION

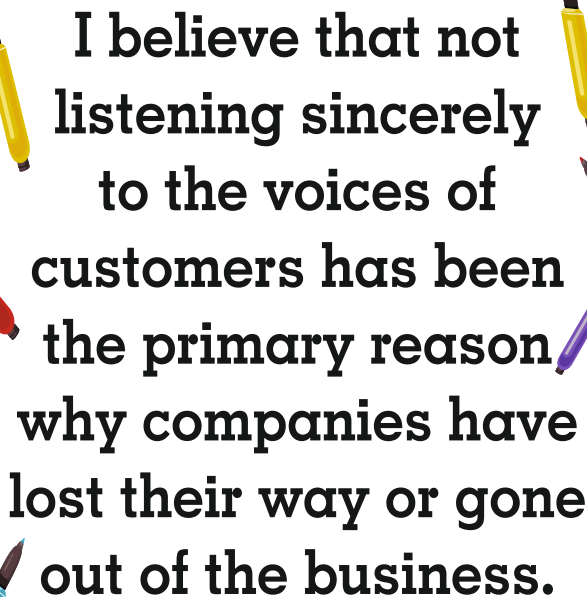
*The world is changing  
more rapidly than ever  
before! Companies that  
don't have advertising  
strategies and wisdom  
are often left behind!  
Cheer up! The future  
is made by the present.  
Advertise now!*

Dr. Rashid Alleem





*Voice of Customer*

A decorative border of various colored pens and pencils surrounds the central text. The colors include orange, red, purple, green, yellow, and blue. The pens are oriented in different directions, some pointing towards the center and others away from it.

**I believe that not  
listening sincerely  
to the voices of  
customers has been  
the primary reason  
why companies have  
lost their way or gone  
out of the business.**

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**CUSTOMER SERVICE:**

Poor



Average



Excellent



Awesome!



**Delighted Customer**

**Budgets, contracts,  
meetings, reports,  
and the never-ending  
things that eat up  
your time are of no  
value unless they  
end up producing  
a happy, delighted  
customer.**

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# ***Religion & Faith***



Religion, faith, and culture should also be considered to be the pillars of sustainability. One needs to respect and accept other cultures and to have faith in a cause, for these principles are what built civilization.

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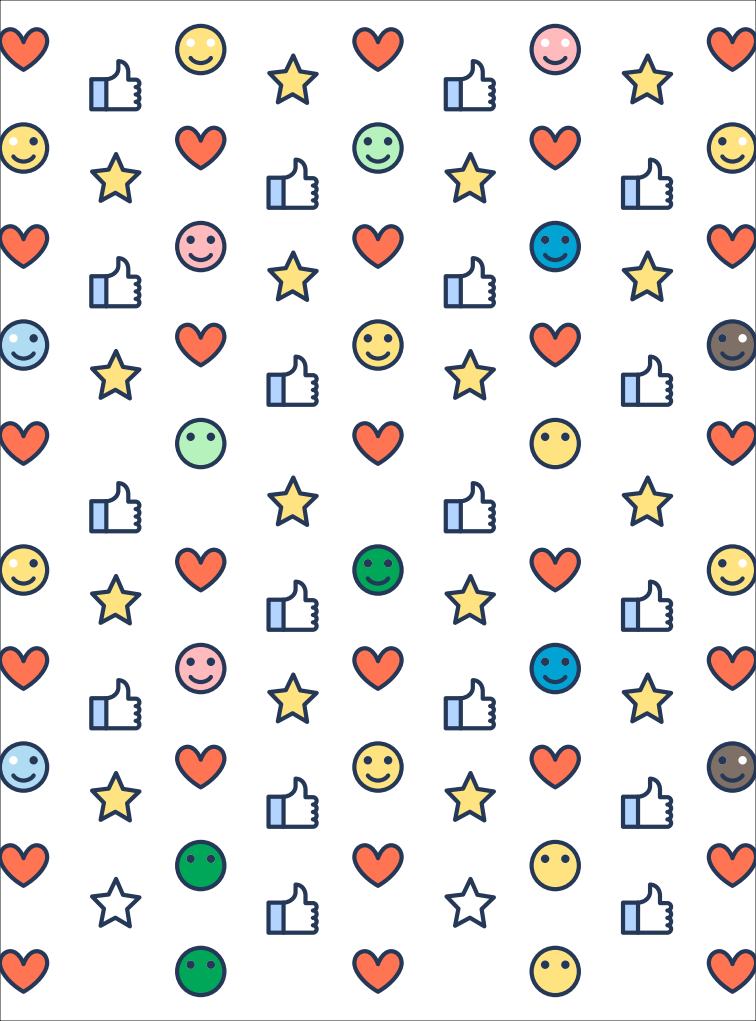
*In solving today's  
problems, we need  
a pragmatic  
approach rather  
than an  
idealistic one.*

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*The most sinful  
action in life is to  
admit failure. But  
it is only when  
you accept failure  
that you are  
a failure.*

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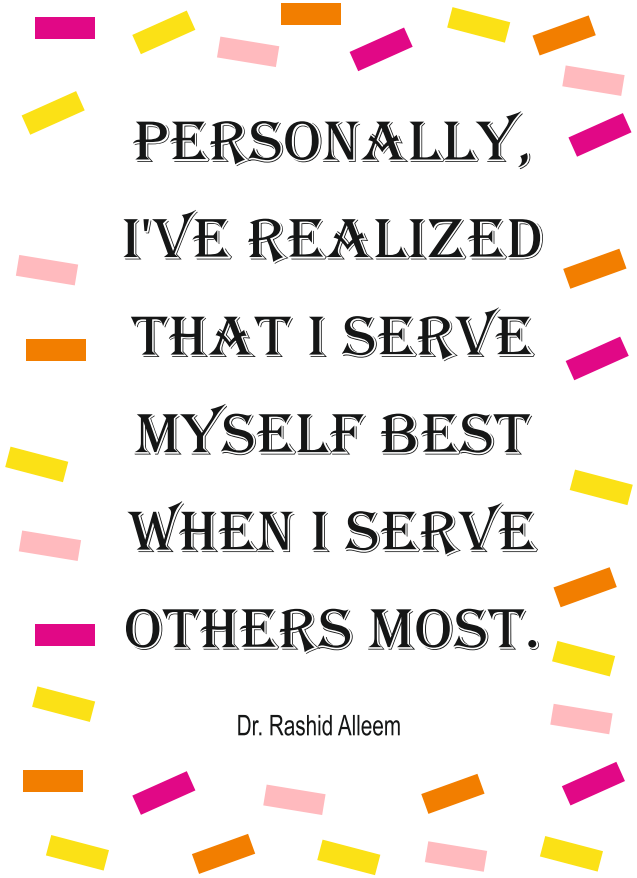


*Smiling is  
the most  
peaceful  
language  
on earth.*

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PERSONALLY,  
I'VE REALIZED  
THAT I SERVE  
MYSELF BEST  
WHEN I SERVE  
OTHERS MOST.

Dr. Rashid Alleem





***Sustainable life***

We have to redefine how we wish to live our lives and be remembered after we leave this earth. There is philanthropy, and then there is sustainable development. Aiming and working towards the latter makes more sense. Grounded and long-term sustainable development is more defining, and embodies the indomitable spirit of humankind.

Dr. Rashid Alleem

مركز الليم للمعرفة

Alleem Knowledge Center



*My brainchild for knowledge sharing*

The United Arab Emirates (UAE) is a melting pot of a nation, with citizens from over 200 nationalities living among each other in peace, harmony, and love. The country is very vibrant, teeming with many new ideas and concepts. I felt an increasing urge to learn and share with other people, and I also saw a need to capitalize on the intellectual community and bridge the communication gap among the business community living in UAE—as well as my own people.

In order to give a boost to the rich diversity of this nation, the Alleem Knowledge Center was set up during early September 2001, and has been promoting the concept and value of lifelong learning ever since. The Center believes that learning is a continuous, collaborative, positive, and fulfilling process that can enrich and promote both one's professional and personal lives.

Hence, in keeping with its overall objective of promoting the development of general management and strategy skills amongst its members, the Alleem Knowledge Center has set up six Strategy Clubs in order to enhance skill acquisition, improve overall industry knowledge, create awareness of key management issues, deliver operational excellence, and leverage technologies, amongst other key benefits.

Initially, we began with a few of my friends who were actively contributing to society by utilizing our knowledge and skills, and we dubbed it a “Professionals Club.” We would meet every Tuesday afternoon to discuss different topics related to communication and leadership, and over a period of time, we thought of bringing together members of varied industries and ranks onto a common platform. And that's how the “Alleem Strategy Club” were formed, whose primary aim was to help create an environment of lifelong learning by sharing and exchanging ideas and best practices that empower professionals in the current competitive business economy.





# Alleem Strategy Clubs

The sign of success

The various strategy clubs that have sprung up as a result of the Alleem Knowledge Center are as follows:

## **1. Alleem Professionals Club:**

Organizations today are under intense pressure to be better, faster, and more competitive than ever before. At the Professionals Club, innovative learning solutions and opportunities are imparted to members, empowering them to improve their personal and organizational performance. The Professionals Club helps guide members to be more proactive, flexible, and progressive, in line with the changing times.

## **2. Alleem Sustainable Development Club:**

The Sustainable Development Club calls for an inclusive approach to action, which recognizes the need for all people to be involved in the decisions that affect their lives. Sustainable development is not just

the responsibility of environmental specialists alone; rather, it requires contributions from people across all functions of an organization.

### **3. Alleem Leadership Club:**

Here, one can unlock the potential that will help them understand the principles of leadership and provide development opportunities in order to promote personal growth and leadership excellence. As the saying goes, a leader doesn't just build a business; rather, a leader builds an organization that builds a business. To quote myself, "Leadership is about change; it is about making things happen. Everything changes so fast today that the key is often not what you've learned, but how fast you can learn and apply that learning."

### **4. Alleem Book Club:**

Reading enhances a person's character, intelligence, and critical thinking skills. The Alleem Book Club is a forum for members to discuss a book that they have read and then to express their opinion, likes, or dislikes, thereby offering an exchange of ideas and a healthy discussion on a wide range of issues outside the purview

of selected titles. I always like to remind my club members about an old saying: “Today a reader, tomorrow a leader.”

### **5. Alleem Human Resources (HR) Club:**

Human capital is an important component for the success of any organization. Apart from helping to develop vital people management skills, the Alleem Human Resources Club will also enable members to gain insight into current HR trends and to keep abreast of emerging HR developments. The HR Club is designed for knowledge sharing and for generally helping each other.

### **6. Alleem Information & Communication Technology (ICT) Club:**

Participation in this Club gets the attendees updated with the emerging technologies that can unleash a new wave of online experience, creating challenges and opportunities alike. Prepare yourself for the impact of these technologies on your business model and the opportunities they present for your organization to grow.





# **Alleem Executive Education Programs**

Honing hard skills and soft skills development

The mission of the Alleem Executive Education Programs is to build leadership skills and enhance the capacity of individuals and organizations to address local and global challenges.

I believe in the adage “Leaders are made; not only born.” And it is critical to invest in the next generation of leaders in order to sustain competitive advantage and to achieve higher levels of corporate growth. The next generation of leaders need to be developed with advanced decision-making and execution skills in order to be relevant in the globally competitive scenario.

The Alleem Executive Education Programs include several hard skill development programs that help employees emerge with a fresh approach to sustainable development and inclusive growth; strategic planning for managing successful projects;



marketing management and branding; and sustainable idea management. Executives without a financial education background can also gain expertise in the areas of finance and accounting.

While technical skills and know-how may help you gain entry into an organization, it is the people-oriented skills that will help you climb the corporate ladder. Business organizations are increasingly focusing on people with good soft skills. Companies are looking for people with good work ethics, a great attitude, excellent communication skills, and high emotional intelligence in order to foster great team performance and thereby to contribute strongly to the organization's vision and strategy.

The Soft Skills Development Programs initiated by the Alleem Executive Education Programs help not only to work on developing these essential skills within, but also to encourage their development throughout the organization. Some of the key areas of focus include personal accountability, interpersonal negotiation skills, conflict resolution, creative thinking, and clarity of communication, amongst others.



## **Alleem Business Congress**

**Where leaders make decisions**

When the financial crisis hit the world back in 2008-2009, I wanted to take the role of the Professionals Club a notch higher to focus on financial planning and financial systems. I felt that a more comprehensive two-day program was needed, and since this was a large-scale project, I consulted close friends, professors, and associates regarding how to execute this idea and to make it a real success.

I was overwhelmed with the feedback that I got and the advice that came from my professor Dr. Mohammad Arif, from the University of Salford, Manchester, UK. He suggested that I focus on sustainable development, and at that point of time, I honestly did not have much of an idea of this concept. I researched sustainable development and was surprised to see how many publications and white papers had been released on the

subject. Moreover, the UNDP had taken it upon itself to spread the idea of sustainability globally, so I decided to conduct a two-day sustainable development program.

I shot off emails to my friends announcing that the “1st Sustainable Development Congress” would be held February 22-23, 2009. I was overwhelmed with the keen response; some friends were even willing to travel from overseas in order to attend and speak at the event. Since the level of participation seemed high, I decided to name it a “congress” instead of a “program,” because to me, a congress is a place where strategic thinkers, thought leaders, and decision-makers sit together to make important and strategic decisions.

The feedback that we received after this first Congress far exceeded everyone's expectations, including my own! The participants agreed that the Congress must occur annually going forward. Other subjects were proposed included strategic planning, leadership and management, inclusive growth, marketing and branding, project management, innovation, and creativity. I zeroed in on five areas of interest to all and dubbed it the Alleem Business Congress, whose mission is to improve social, economic, and environmental living conditions

worldwide, thus helping to improve the quality of life for hundreds of millions who have not yet seen the benefits of sustainable development.

Despite the fact that I had taken on the project voluntarily, and with limited financial and human resources, I accepted the challenge and decided to conduct five such events in a single year:

- o Water & Energy Congress Week (WE Week)
- o Project Management Congress Week
- o Sustainable Development Congress Week
- o Marketing & Branding Congress Week
- o Leadership & Management Congress Week

Today, the Alleem Business Congress is a platform wherein more than 1500 delegates participate every year, including diplomats, academicians, top leaders of businesses, CEOs, and young 2000 professionals. I made a conscious decision to keep participation free of cost. Tuesday happened to be my favorite day to conduct these events, as it reminded me fondly of my initial idea of conducting such forums midweek, during the professional's club time.

The Alleem Business Congress has witnessed phenomenal growth in the last 11 years, with participation from various cross-sections of society. Today, the participation level in this congress has grown tremendously, exceeding over 2500 delegates from every area of business annually, and I hope that the Congress will continue to receive such strong support in the future as well. While cherishing this stupendous growth of the ABC, I need to make a special mention of Dr. Mohammad Tariq, Executive Chairman & Managing Director, Paradigm Pioneers Group, UAE, who has been instrumental in supporting me in this endeavor. He is extremely reliable, and he ensures that things get done. As an effective networker, he has the sincere desire to help others. I should also say that as a good friend of mine, he understood my aspirations and dreams, and he helped me bring my ideas to life. Many people do not possess these traits of patience and persistence, but with these special attributes aplenty, coupled with a positive attitude, enthusiasm, motivation, and sincerity, Dr. Mohammad Tariq is undoubtedly the foundation and strong pillar of the success story of the Alleem Business Congress.





## **Alleem Excellence Awards**

Passion for success

In order to recognize such change-makers who have adeptly made a difference in their respective areas, the Alleem Business Congress has instituted the Alleem Excellence Awards to be distributed during the Alleem Business Congress Weeks—Water and Energy Week (WE Week), Project Management Week, Sustainable Development Week, Marketing and Branding Week, and Leadership and Management Week.

Business organizations that are agile and are able to change gears at a short notice are the true survivors in today's world. And as Goldratt said, "It is not just luck!" These successful businesses have managed to get their act together and have achieved enviable status. And how exactly did they accomplish it? What were the best situational factors and best practices adopted in order to create an impactful outcome? What was the unique learning process from the entire program? What is the

ingenuity of the management and the company that has boosted them to the pinnacle of success? The recognition of these important questions is aimed to create awareness and an exchange of expertise within the industry.

The Alleem Excellence Awards recognize our strategic partners, our mission supporters, speakers, volunteers, knowledge partners, and financial supporters, and will be given on the 5th night of each week.

The selection process will be through my executive office in the capacity as the founder and executive chairman of the Alleem Knowledge Center. We will emphasize originality, innovativeness, economic creativity, environment concerns, health and safety compliance, sustainable processes, and outcomes, just to name a few. We look for mission, clarity of ideas, and the ability to execute them with the utmost precision.

Our core focus is on learning and knowledge sharing. We believe that there are a handful of people who are doing exceptionally well and progressing rapidly every day. We are constantly acting in order to create a healthy and fertile network of experts, professionals, and practitioners to come together in a joint forum and share their insights. Our belief is to spread knowledge far and wide, thus touching millions of lives.

# **Alleem Brilliant Networking**

## **Cultivating Connections**

Business networking is a powerful tool for creating mutually beneficial business environments. Networking is a highly recommended marketing tactic that enables oneself to make connections and to build enduring relationships that can accelerate and sustain success for an organization. I strongly believe what has been said about success: “In order to succeed—whether at a personal or professional level—one must continually connect with new people, cultivate emerging relationships, and leverage your network.”

Networking is an invaluable business skill, and it is a critical component in any individual's toolkit for career success. Alleem Brilliant Networking was conceived with the aim of providing business leaders, entrepreneurs, and management personnel with dynamic opportunities, expertise, and strategies with which to develop valuable relationships that are necessary in order to succeed in the modern competitive business environment.



Alleem Brilliant Networking has created a two-way flow of value by serving as a resource and helping others to succeed. It is an opportunity for both parties to give and receive targeted leads and referrals. Successful networking is created on the grounds of mutual trust, shared knowledge, and valuable relationships. People do business with those who they like and trust, and this will allow for the growth of their businesses by dealing directly with other firms or by referring one another.

Networking is clearly an individual's or a firm's best marketing strategy. Alleem Brilliant Networking's face-to-face networking events enable participants to create lasting impressions in the minds of the people they meet. The advantage of cultivating personal relationships helps set an individual or a firm apart from the crowd. In addition, it inspires by boosting self-confidence for participants to take the plunge and start their own business, or just to expand their industry knowledge.

I always say, "Ultimately, it is not about who you know, but who knows you." Our dynamic and structured networking events consist of insightful keynote addresses focusing on how to do effective networking and training regarding how to use social media as well. The strategy behind Alleem Brilliant Networking is to empower professionals and organizations to forge meaningful and relevant relationships, which will help propel their future success.



# **Alleem Foundation**

A Mission to Make a Difference

One out of every five people currently lives on US \$1.25 per day or less, according to a United Nations report. One in every two children lives in poverty around the world, living each day as though it is still the 1929 Great Depression. Over 1 billion people will go to sleep without food each night, and over 600 million people don't have access to clean water.

836 million people still live in extreme poverty. On the other hand, around 1.6 billion are suffering from over-eating and obesity. What an absurdity in this world that such a discrepancy exists, and I have always felt that I should do something good in my effort to correct this anomaly.

I am a firm supporter of individual social responsibility. My commitment to see a more socially responsible world and a desire to share my knowledge of the noble principles of sustainable development, inclusive growth, global peace,

and national pride led to the formation of the Alleem Foundation.

The hallmark of the Alleem Foundation is its focus to strive for and support these principles, rising beyond the barriers of cast, creed, color, religion, or nationality, and to support and enlighten all with a mission to put a smile on each of their faces. The logo of the Alleem Foundation best exemplifies this philosophy, with its image of four happy faces represented in the varied hues of the four primary colors. These colorful, happy faces drive home the message of how the simple act of being socially responsible brings about happiness in the lives of others and creates an environment for efficiency and growth.

The Alleem Foundation also serves as the platform that financially and morally supports the endeavors of the various knowledge and networking units of the Alleem Knowledge Center, such as the Alleem Library, Alleem Brilliant Networking, Alleem Business Congress, Alleem Strategy Clubs, and Alleem Executive Education Programs.



## **Alleem Research & Development Center**

### **WHO WE ARE**

Alleem R&D is a UAE-based center that aims to meet the global need for more, cleaner, and affordable water and energy solutions in ways that are economically, environmentally, and socially responsible.

### **OUR MISSION**

To work with individuals and innovative organizations in order to improve social, economic, and environmental living conditions worldwide, thus helping to improve the quality of life for hundreds of millions who have not yet seen the benefits of sustainable development and inclusive growth.

### **WHAT IS OUR LEADERSHIP PHILOSOPHY?**

The ability to continuously strive to establish and manage a creative climate of continuous learning in which associates and teams are empowered and self-motivated to build true

and lasting success in an environment of mutual trust, collaboration, and respect.

## **OUR CORE VALUES**

### **1. AUTHENTIC AND EFFECTIVE LEADERSHIP**

Authentic leadership at the Alleem Research & Development Center is built on an ethical foundation and promotes openness. It is defined by the courage to seize the right opportunity/initiative and to welcome responsibility, as well as being accountable for the same. It is about “seeing the bigger picture” and having a clear vision of the Center's aims and objectives—and, of course, building a strong business and celebrating diverse talent.

### **2. EMBRACING EXCELLENCE**

Excellence is a continual quest at the Alleem Research & Development Center. We join hands to achieve world-class standards in all aspects of operation. We have a dedicated team of “Quality & Excellence,” which encourages the convivial and passionate pursuit of excellence and improvement through a formal system of benchmarking and assessment.

### **3. PASSION FOR WINNING**

Driven by our overarching desire to improve and continually achieve greater and greater success, we are determined to be the best in everything that we do. We love to celebrate accomplishments. Each employee gets a chance to be coached and mentored, which in turn enables them to achieve positive results.

### **4. EVERY IDEA COUNTS**

At Alleem R&D, everyone has a voice, and each individual's contribution is respected and valued. Our success depends on encouraging the knowledge, skills, and creativity of the employees, and instilling in them the sense of being admired and appreciated. There is no such thing as a “silly” idea; rethinking the familiar is “innovation and being creative.”



## **About The Author**

Dr. Rashid Alleem is ranked third among the 25 most influential CEOs in GCC and is considered one of the 100 most influential CEOs in the Middle East. He is a passionate writer; an environmentalist; a sought-after thought leader; the creator of CRITRAL Thinking, a unique blend of “critical and lateral” thinking; and an internationally respected transformational leader.

Dr. Rashid Alleem is the founder and the CEO of Alleem Knowledge Center which organizes 5 conferences and forums in the fields of leadership, sustainability, marketing, corporate ID, project management, energy and water. Dr. Alleem is a dynamic leader who has worked with prestigious governmental, semi-governmental, and nonprofit

organizations and assumed senior leading position at these organizations including the Director General of Sharjah Seaports, Customs & Free Zones Authority, DG of Sharjah Charity Society and currently the Chairman of Sharjah Electricity & Water Authority. He is an entrepreneur par excellence with a flair for effective, strategic decision-making by means of innovative thinking.

Dr. Alleem earned several high degrees and international certificates including Ph.D. from the University of Salford, in Manchester, UK. Being a “sustainovationalist,” He has received five honorary doctorates from different universities: Atlantic International University (USA), in recognition of his achievements in the socioeconomic fields; Somalia University, for his humanitarian services; American Global International University (USA), for his global business contributions and numerous academic achievements; and Indian Peace University, from which he received a Doctorate in Philosophy for his



exceptional contributions, dedication, and social services to society. In November, 2018, H.E Dr. Rashid Alleem has been awarded with the Honorary Doctorate from the prestigious Amity University Dubai for his profound contribution to the progress in the field of sustainability, Environment and Humanity. The prestigious awards, international certificates and titles received by Dr. Alleem during his intellectual and professional career reflect the strenuous efforts made by him in various fields. He got the Achievement Award by League of Arab States in 2007, Gold Medal from the Mayor of Cannes in recognition of his environment initiatives, Excellence in Leadership award from Federation of Chamber of Commerce & Industry in India in 2008 and Middle East Business Leaders Award 2012 as a tribute to his acumen in Training & Human Capital Development.

He has been conferred the Jewels of Muslim World Award 2012 in Jakarta in recognition of his

achievements as one of the top nine movers of the Islamic economics and bestowed the honor of Environmentalist of the Year 2012 in Malaysia in recognition of his contributions towards a sustainable environment.

Dr. Rashid was recognized as “The Knowledge Ambassador of the UAE” by His Highness Sheikh Mohammed bin Rashid Al Maktoum—the Vice President and Prime Minister of the UAE and Ruler of the Emirate of Dubai.

He was bestowed with the Friend of Singapore Sustainability Award 2017 by the government of Singapore, and he became a member of the advisory board of the Singapore World Water Council. He has received the prestigious title of “The Ambassador of Peace & Happiness in the Arab World” by Voice of Kerala (VOK) Radio Station

Dr. Alleem was recently recognized as The Global Green Ambassador by DMG. Under his leadership, SEWA received the Voluntary Cancellation

Certificate for excellence in energy-saving and the reduction of CO2 emissions by the United Nations Framework Convention on Climate Change (UNFCCC) in 2017.

Thanks to his visionary leadership, SEWA has been also crowned with 2018 ME Award of Excellence in Customer Service and Sharjah Voluntary Award.

As a highly sought-after keynote speaker, presenter, and teacher, Dr. Alleem is well-known for delivering compelling and practical messages to audiences of more than 100,000 people per annum, including at some of the largest regional and international venues. Last but not least, he is one of the most interviewed and published charismatic media personalities in the region.

A prolific writer both in English and Arabic, Dr. Rashid Alleem is the author of several books on management and leadership. His newest book, The SEWA Brand Turnaround & Rejuvenation narrates

the successful story of his transformations in the organization. Another book, The SEWA Way, showcases 15 winning principles, providing a roadmap for achieving success both on an organizational and a personal scale. Aiming to improve social, economic, and environmental living conditions worldwide and helping to improve the quality of life for hundreds of millions who have not yet seen the benefits of sustainable development and inclusive growth, he has written four books on the topic of sustainability: My Green Journey in Hamriyah; Sustainability: The Fourth Wave of Economy; I Am Committed: 17 Global Goals.



