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١٠ فبراير ٢٠٠٩

Mind set, ethics and etiquette



Objectives:

- 1- MINDSET IMPORTANCE, ETHICS AND ETIQUETTE.
- 2- CHALLENGES FACING THE GCC COUNTRIES PEOPLE.
- 3- MR. PINK ARGUMENT.

Objectives:

- 4- THE THREE CHALLENGES(AAA).
- 5- THE SIX SENSES THAT ENHANCE COMPETITIVENESS.
- 6- THE RELEVANCE OF SUCH ARGUMENT TO THE GCC'S SITUATION IN A GLOBAL CONTEXT.

Objectives:

7- THE LIMITATION OF MR. PINK'S ARGUMENT.

8- PROBLEMS OF GCC LOCAL WORKERS EMPLOYMENT

9- SOLUTIONS TO OUR LOW COMPETITIVENESS PROBLEM.

Mind set, ethics and etiquette

- 1- **Businessmen complain that Saudis often do not have the right mind set.**
- 2- **They also say that young Saudis do not know business and social etiquette, are they correct?**
- 3- **What do we do about it?**



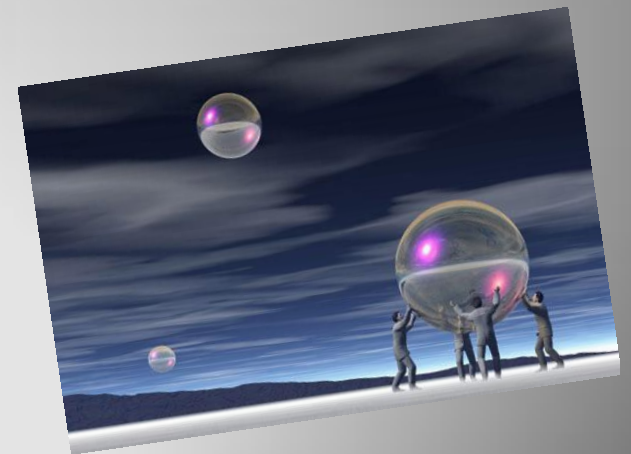
نبينا محمد صلى الله عليه و سلم يقول: (الاثم ما حاك في النفس وكرهت ان يطلع عليه الناس).

-This means that we have a lot of space to move about.

-The industrious mode doesn't permit that much room, for example;

If someone doesn't come on time or tell a white lie he wouldn't be tolerated or even accepted.

- This will take us to apply a new model to analyze what it takes to be competitive in a global environment. Maybe, if we apply Mr. pink model.
- we will have some understanding of our young people thinking processes in the gulf countries specifically Saudi Arabia.

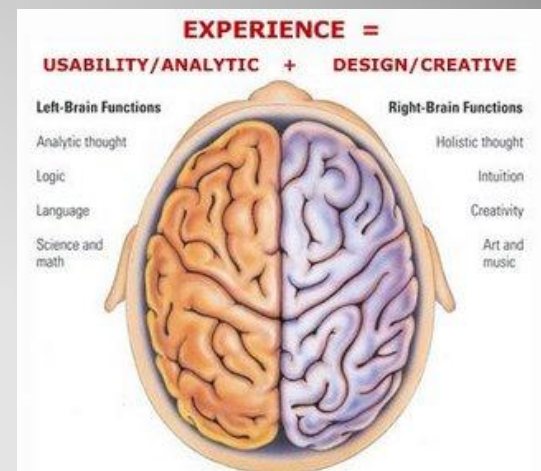


It takes more than pink's AAA to challenge you

*** THE GCC COUNTRIES ENJOYED THE BLESSINGS OF OIL TO AUGMENT ITS FINANCIAL WEALTH BUT THE IMPACT OF SUCH WEALTH ON CHANGING THE ATTITUDES AND LIFE STYLES TOWARDS ON INDUSTRIAL MOD OF WORK, HAS BEE VERY LIMITED.**

*** THIS MEAN THAT EMPLOYERS(LOCAL AND INTERNATIONAL) ARE RELUCTANT TO EMPLOY LOCAL WORKERS UNLESS THEY ARE INDUCED TO DO SO.**

- Mr. Pink explained how the right side of the brain is rising and how this control the left side of the brain Etc.
- He introduced the fact that the left hemisphere analyzes the details;
- The right hemisphere synthesis the full picture . How?



Mr. pink argues that our lives are
being reshaped

**LEFT BRAIN – STYLE THINKING USED TO BE
THE DRIVER AND THE RIGHT SIDE OF THE
BRAIN HAVING THE STYLE OF THE
THINKING PASSENGER.**

**NOW, R-DIRECTED THINKING IS SUDDENLY
GRASPING THE WHEEL, STEPPING ON THE
GAS, AND DETERMINING WHERE WE ARE
GOING AND HOW WE WILL GET THERE.**

Mr. Pink claims that the following are challenges to us at large:-

- First:

- Abundance where there are plenty of products to choose from (the presenter here asks what about higher prices and other influencing factors).



-Second:

Asia, where there is a huge supply of labour Willing to do the job at much lower wages which means Europe and the US will lose, about, two million jobs to Asia by the year 2015.

The presenter argues that:

what would happen if you get That low cost labour to your own countries for a lengthy period (over 30years) ?



-Third:

Automation, where less, but more sophisticated manpower is needed. Which means many people will lose jobs.



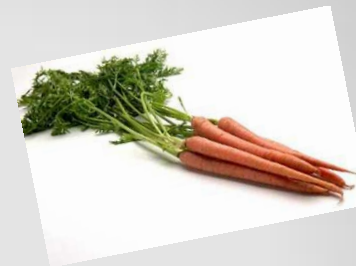
How do we overcome the three A's challenges?

In his book a whole new mind Mr. Pink provides six senses to enhance competitiveness as follows:-

- 1- Not just function but also DESIGN
- 2- Not just argument but also STORY
- 3- Not just focus , but also SYMPHONY
- 4- Not just logic but also EMPATHY
- 5- Not just seriousness, but also PLAY
- 6- Not just accumulation, but also MEANING

- I fully accept what has been said , but I believe that the bottom lines has to be fulfilled which are :-
- 1- Discipline and hard work
- 2- humbleness and holistic Management
- 3- Tolerance and respect for diversity

- **For discipline and hard work in his article couch – potato Geaff colvin (Fortune sept.3,2007)**
- **Explains why American workers are industrial strength lazy.**
- **I ask here if the American workers are couch potato, what are we then ? “MAJILS carrots” ? We in Saudi Arabia have low participation rate (less than 30% and for female less than 9%) and if we compare that to the Philippines female of 50% where are we at?**



What Mr. pink has overlooked is seeing the world throw enlightened look at Globalization

- Globalization manifest itself in different forms in different countries.
- G.C.C's had to import huge number of expatriate workers through out the past thirty years.
- The situation could be balanced on globalization manifesting itself through MNC's but not necessarily limited to them (governments are involved)



- MNC's are here to stay , so we might as well make use of their presence .
- I suggest to those who are unhappy about MNC's presence is to enjoy it , make the best of it. Its fun , it is a nice good way to look at diversity and the world as it stands.
- * Think of the amount of knowledge that can be transferred to the local community (if you are thinking local: a case in point is ARAMCO and SABIC's partners.
- * nationalizing most jobs is not necessarily in the best interest of the economy currently.

What business men complain when dealing with Arab workers(soft skills they lack or appropriate mindset) that can be manifested in the following :

1- NOT COMING ON TIME(LACK OF TIME RESPECT

2- LEAVING PREMISES WITHOUT INFORMING BOSS OR COLLEAGUE

3-LOUD TELEPHONE CONVERSATIONS

What business men complain when dealing with Arab workers (soft skills they lack or appropriate mindset) that can be manifested in the following :

4- SHOWING UP LATE FOR WORK OR MEETINGS

5- SCHEDULING EXCESSIVE PERSONAL APPOINTMENTS (MEDICAL, ETC) DURING WORK HOURS

6- WEARING TOO MUCH PERFUME OR COLOGNE

What business men complain when dealing with Arab workers (soft skills they lack or appropriate mindset) that can be manifested in the following :

7- BLAMING SOMEONE ELSE WHEN THEY ARE AT FAULT

8- TAKING CREDIT FOR SOMEONE ELSE'S WORK

9- SENDING UNWANTED EMAIL

**10- SEARCHING FOR NON WORK RELATED
INFORMATION ON THE INTERNET**

**11- HAVING A CONDESCENDING OR RUDE
ATTITUDE TOWARDS OTHERS**

12-TALKING BEHIND SOMEONE'S BACK

**13- NOT COMMUNICATING IMPORTANT
INFORMATION TO CO-WORKERS**

14- TELLING OFFENSIVE JOKES AND STORIES

15- GOSSIPING

16- LACKING INDUSTRIES ATTITUDE.

Solutions to our low competitiveness problems:

1- we need to teach our young people to be very humble as individuals and accept to implement continuous change

2- let us look the positive side of diversity where our thought and actions complement each other



- Many people think of globalization as a zero sum game , unfortunately if a sound phase in phase out strategy for nationalizing jobs is in the organization it would be better to lay out the tactics (at the micro level). We need to implant some micro tactics to help young people in their competitive behavior:
- Those tactics would be as follows:
 - 1- create a competitive environment where by you tell groups of workers how the other group are competing with them
 - 2- Encourage cooperation and teamwork among individuals.

Remedies to make Saudi Arab
workers employable:

**1- HELPING THEM THROUGH
ORIENTATION COURSES
OVERCOME THOSE PROBLEMS
THAT MOST EMPLOYERS
COMPLAIN ABOUT**

Remedies to make Saudi Arab
workers employable:

**2- SET SOME FEEDBACK
INFORMATION THROUGH THIRD
PARTY SUCH AS SOMEONE FROM
JCCI (WHEREBY WE GIVE THEM
INITIAL FAST FEEDBACK ON DAILY
BASES AT LEAST DURING THE
FIRST MONTH.**

Remedies to make Saudi Arab
workers employable:

**3- ASK EMPLOYERS TO GIVE THEM
CLEAR GROUND RULES FROM THE
BEGINNING IN ORDER TO MAKE IT
OBVIOUS.**

Remedies to make Saudi Arab
workers employable:

**4- ENCOURAGE THEM THROUGH A
REWARD SYSTEM IF THEY
PERFORM ACCORDING TO
EXPECTATION.**

Thank you for your attentive listening

