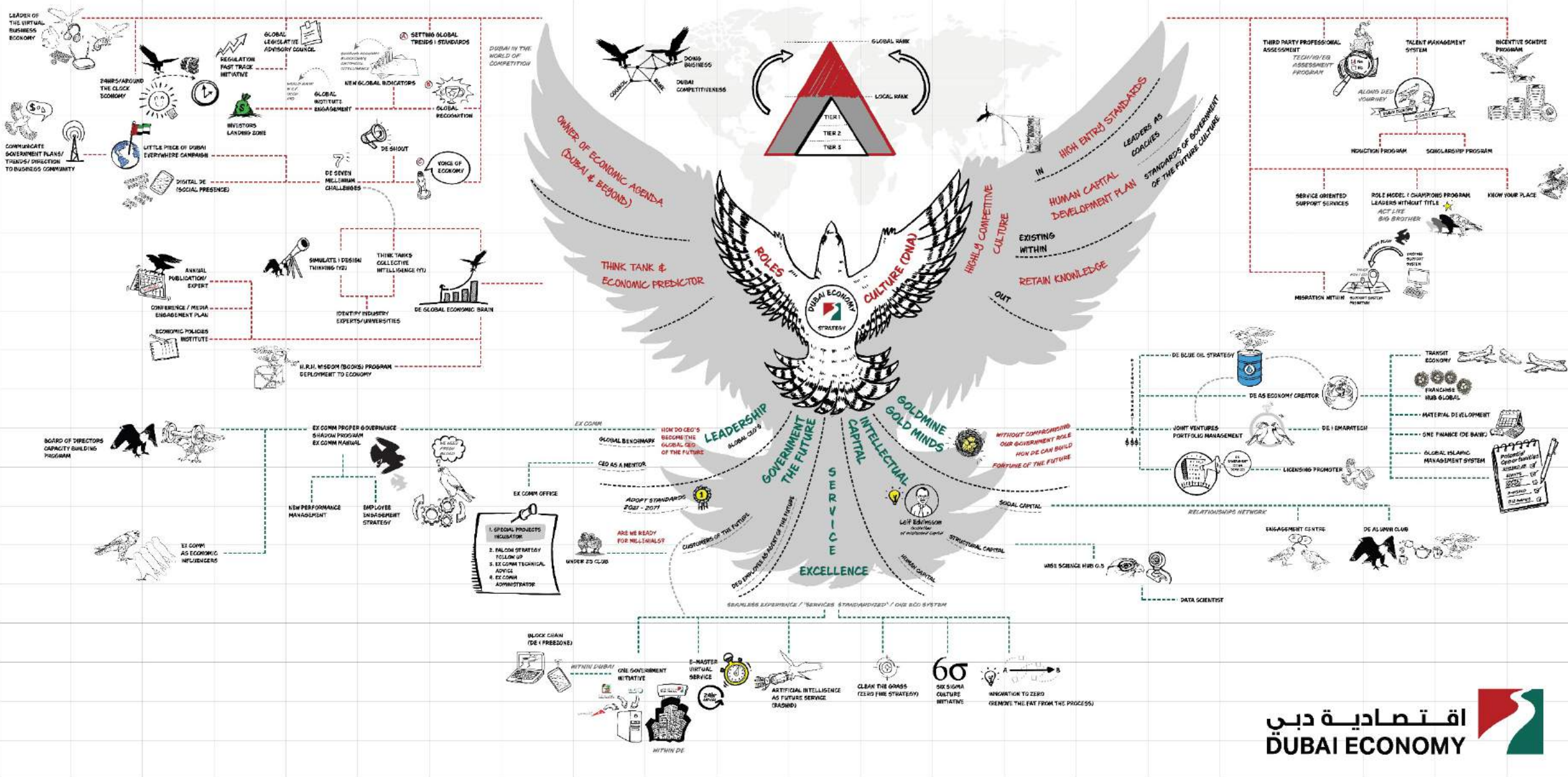
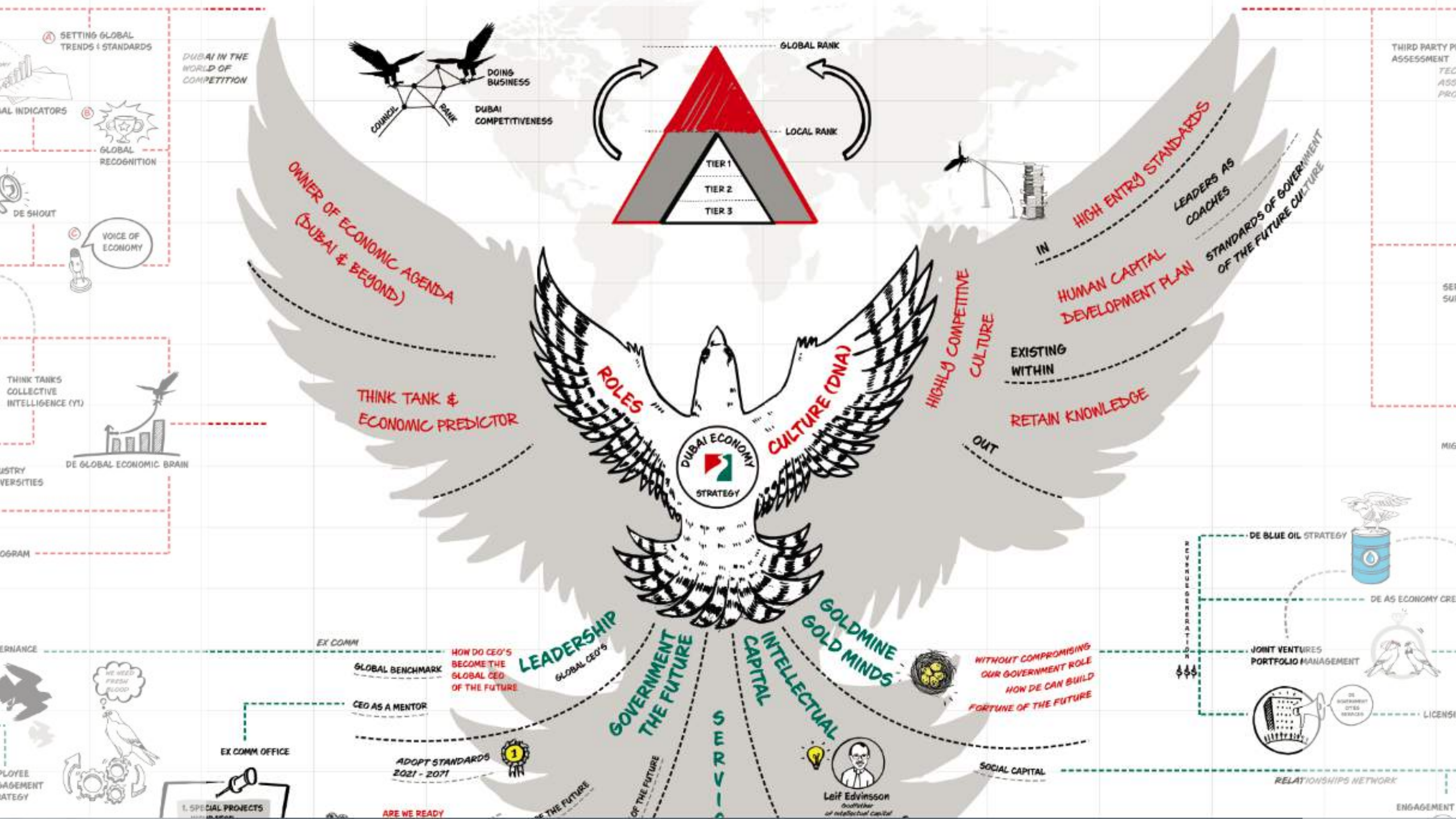


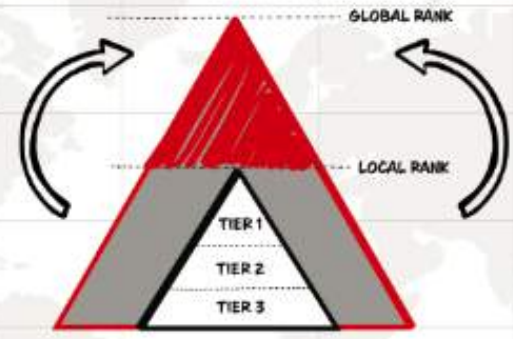
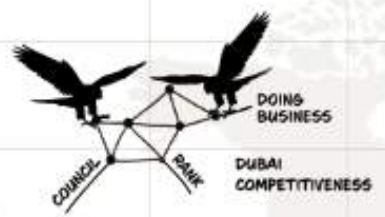
DE Strategy

2018-2021





DUBAI IN THE WORLD OF COMPETITION



OWNER OF ECONOMIC AGENDA (DUBAI & BEYOND)

THINK TANK & ECONOMIC PREDICTOR



ROLES

CULTURE (DNA)

HIGHLY COMPETITIVE CULTURE

IN HIGH ENTRY STANDARDS

HUMAN CAPITAL DEVELOPMENT PLAN

LEADERS AS COACHES

STANDARDS OF GOVERNMENT OF THE FUTURE CULTURE

EXISTING WITHIN

RETAIN KNOWLEDGE

OUT

LEADERSHIP

GLOBAL CEO'S

GOVERNMENT THE FUTURE

INTELLECTUAL CAPITAL

GOLDMINE GOLD MINDS

WITHOUT COMPROMISING OUR GOVERNMENT ROLE HOW WE CAN BUILD FORTUNE OF THE FUTURE

SOCIAL CAPITAL



EX COMM

GLOBAL BENCHMARK

CEO AS A MENTOR

HOW DO CEO'S BECOME THE GLOBAL CEO OF THE FUTURE

ADOPT STANDARDS 2021 - 2071

ARE WE READY

REVENUE GENERATION

DE BLUE OIL STRATEGY



JOINT VENTURES PORTFOLIO MANAGEMENT



DE GOVERNMENT OTES REVENUE

LICENSING

RELATIONSHIPS NETWORK

ENGAGEMENT

SETTING GLOBAL TRENDS & STANDARDS

GLOBAL INDICATORS

GLOBAL RECOGNITION

VOICE OF ECONOMY

THINK TANKS COLLECTIVE INTELLIGENCE (YI)

DE GLOBAL ECONOMIC BRAIN

PROGRAM

PERFORMANCE

WE NEED FRESH BLOOD

EMPLOYEE MANAGEMENT STRATEGY

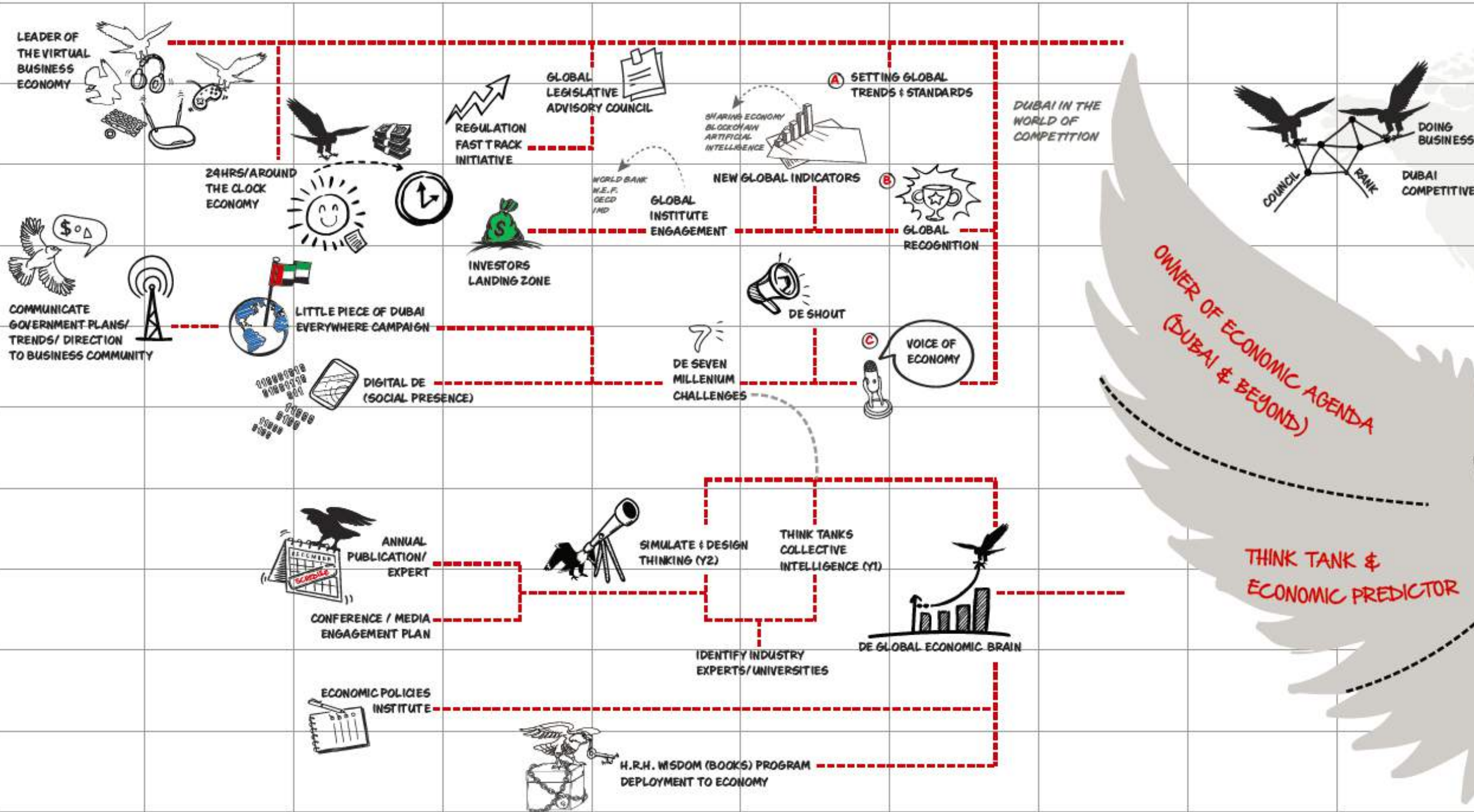
SPECIAL PROJECTS

THIRD PARTY P ASSESSMENT

TEC ASS PRO

SE SU

MIG



HIGHLY COMPETITIVE CULTURE



IN HIGH ENTRY STANDARDS

LEADERS AS COACHES

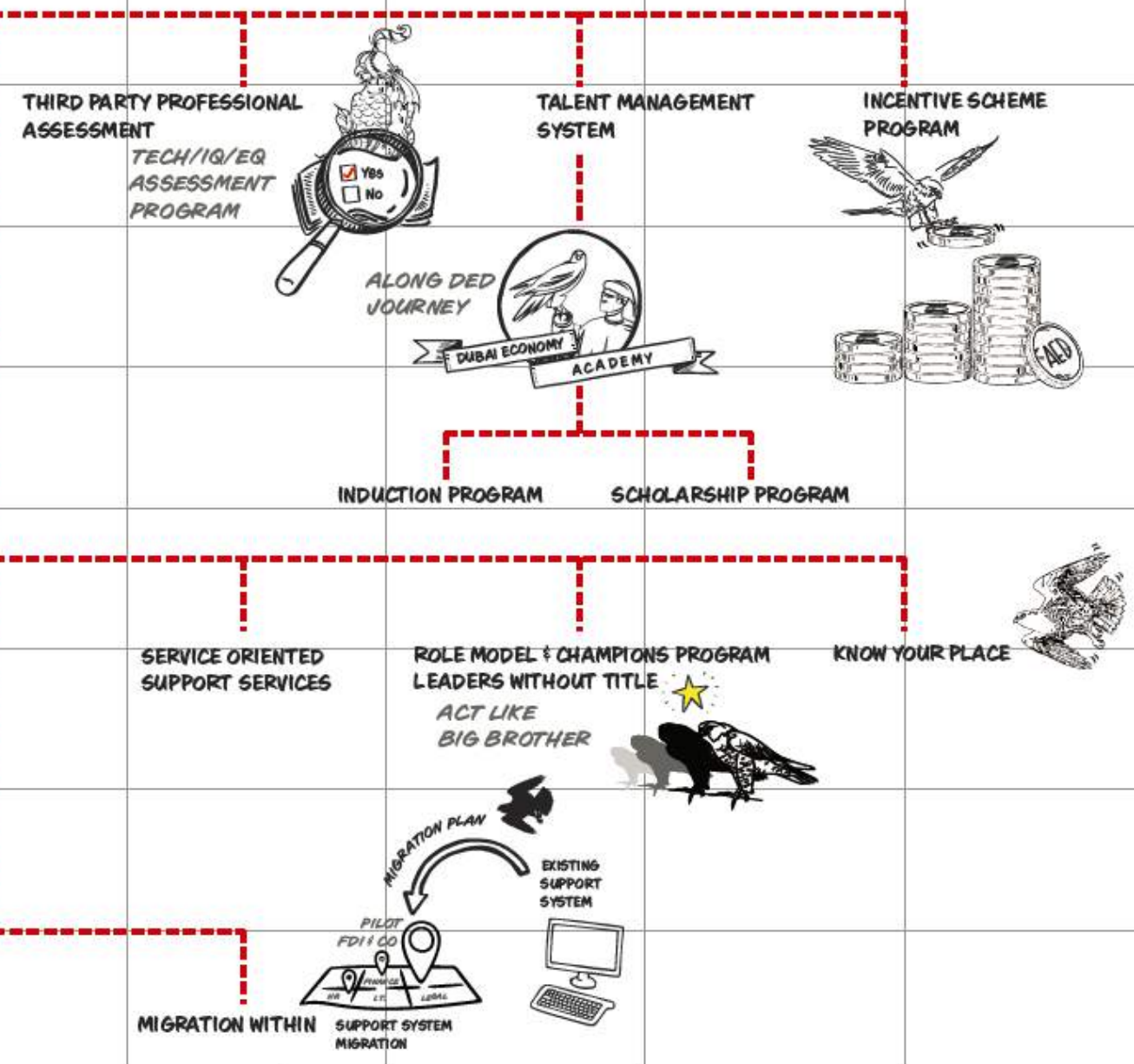
STANDARDS OF GOVERNMENT OF THE FUTURE CULTURE

HUMAN CAPITAL DEVELOPMENT PLAN

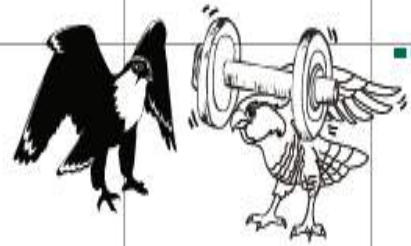
EXISTING WITHIN

RETAIN KNOWLEDGE

OUT



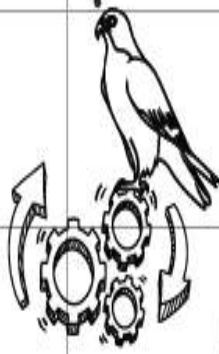
BOARD OF DIRECTORS
CAPACITY BUILDING
PROGRAM



EX COMM PROPER GOVERNANCE
SHADOW PROGRAM
EX COMM MANUAL



WE NEED
FRESH
BLOOD



EX COMM

GLOBAL BENCHMARK

HOW DO CEO'S
BECOME THE
GLOBAL CEO
OF THE FUTURE

LEADERSHIP
GLOBAL CEO'S

CEO AS A MENTOR

NEW PERFORMANCE
MANAGEMENT

EMPLOYEE
ENGAGEMENT
STRATEGY

EX COMM OFFICE

ADOPT STANDARDS
2021 - 2071



EX COMM
AS ECONOMIC
INFLUENCERS

- 1. SPECIAL PROJECTS INCUBATOR
- 2. FALCON STRATEGY FOLLOW UP
- 3. EX COMM TECHNICAL ADVICE
- 4. EX COMM ADMINISTRATOR

ARE WE READY
FOR MILLENIALS?



UNDER 25 CLUB

CUSTOMERS OF THE FUTURE

DED EMPLOYEE A

SEAMLESS E

GOVERN THE FUTURE SERVICES EXCELLENCE

ADOPT STANDARDS
2021-2071



ARE WE READY
ALS?

CUSTOMERS OF THE FUTURE

DEDICATED EMPLOYEE AS AGENT OF THE FUTURE

SEAMLESS EXPERIENCE / "SERVICES STANDARDIZED" / ONE ECO SYSTEM



Leif Edvinsson
Godfather
of Intellectual Capital

SOCIAL CAPITAL

STRUCTURAL CAPIT.

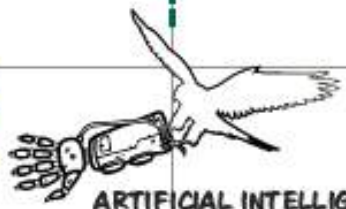
HUMAN CAPITAL

WITHIN DUBAI
ONE GOVERNMENT
INITIATIVE



WITHIN DE

E-MASTER
VIRTUAL
SERVICE



ARTIFICIAL INTELLIGENCE
AS FUTURE SERVICE
(RASHID)

CLEAN THE GRASS
(ZERO FINE STRATEGY)

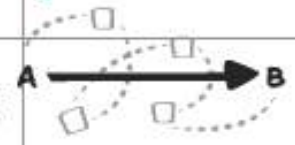


6σ

SIX SIGMA
CULTURE
INITIATIVE



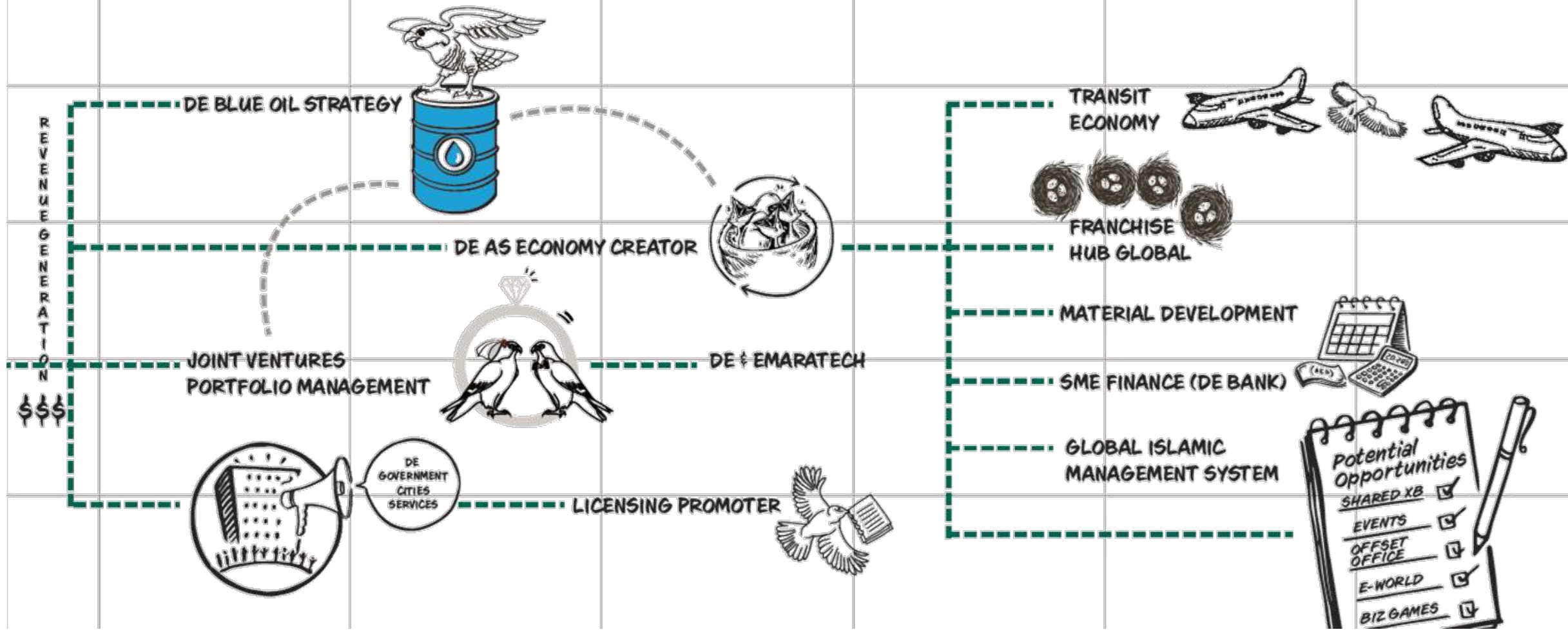
INNOVATION TO ZERO
(REMOVE THE FAT FROM THE PROCESS)

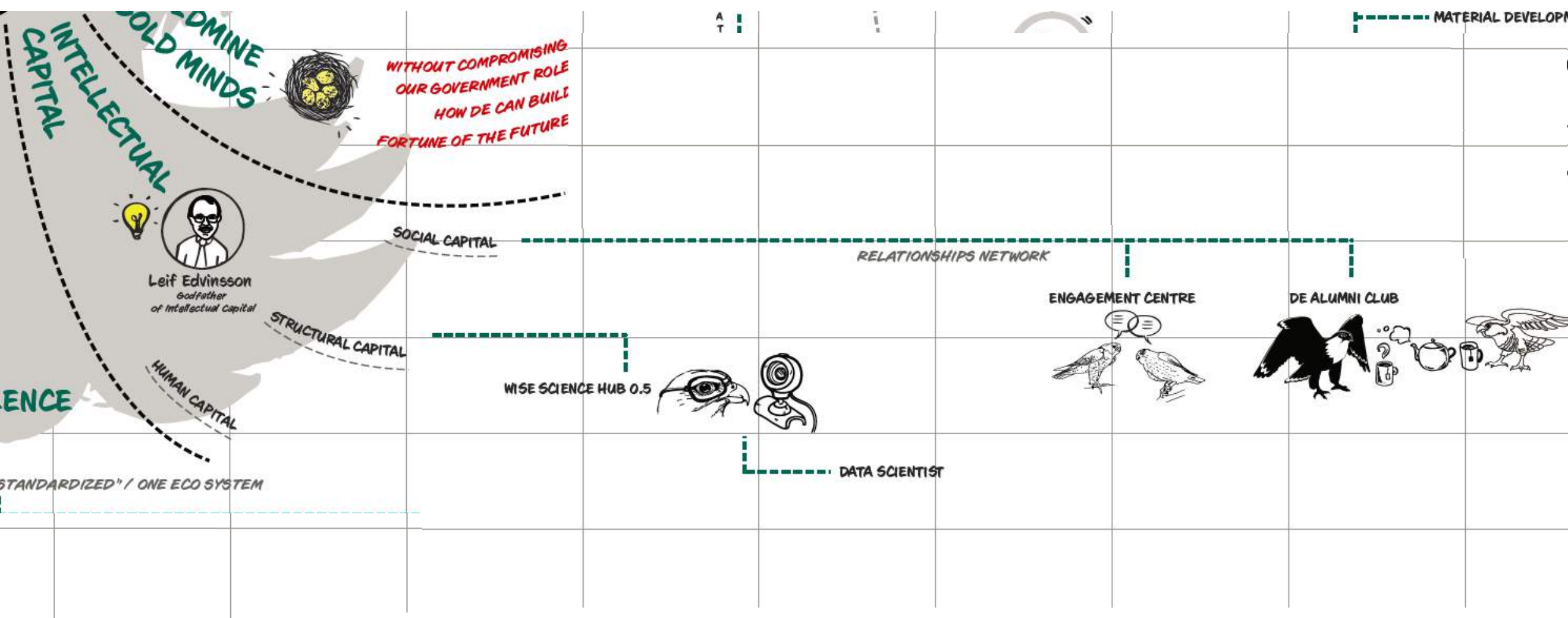


GOLDMINE
GOLD MINDS



WITHOUT COMPROMISING
OUR GOVERNMENT ROLE
HOW CAN WE BUILD
FORTUNE OF THE FUTURE





INTELLECTUAL CAPITAL

OLD MINDS

WITHOUT COMPROMISING
OUR GOVERNMENT ROLE
HOW WE CAN BUILD
FORTUNE OF THE FUTURE



Leif Edvinsson
Godfather
of Intellectual Capital

STRUCTURAL CAPITAL

HUMAN CAPITAL

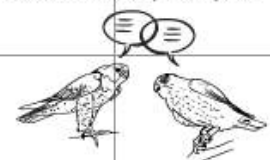
SOCIAL CAPITAL

RELATIONSHIPS NETWORK

WISE SCIENCE HUB 0.5



ENGAGEMENT CENTRE



DE ALUMNI CLUB



DATA SCIENTIST

ENCE

STANDARDIZED" / ONE ECO SYSTEM

MATERIAL DEVELOPMENT

Thank You