



PEOPLE

Powering Performance

The Importance of Executive Leadership in Middle East Maritime /
Containerised Transport / Cargo Market

11th TRANS Middle East – Doha 2015

A Presentation by:

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Dynamic Shift changing business landscapes forever

- Structural Market Changes – Air, Ports and Ocean
- Increased Security Requirements
- Changing Port / Maritime strategies
- Impact of Dynamic Manufacturing & FTA's
- Changes in wealth distribution increasing the importance of Emerging Markets
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Future Prospects but Differing Business Model

- Global Trade to rise threefold by 2030
- By 2030, only 23% of the World's Population will be in the USA, Australia and Europe
- 35% of worlds population lives with a 4 hour flight from Doha
- Industrial production in emerging markets has tripled in the last 20 years and triple again in the next 20 years
- In India alone, Logistics Industry growth will means 17mio new employees needed in the next 10 years to meet demand

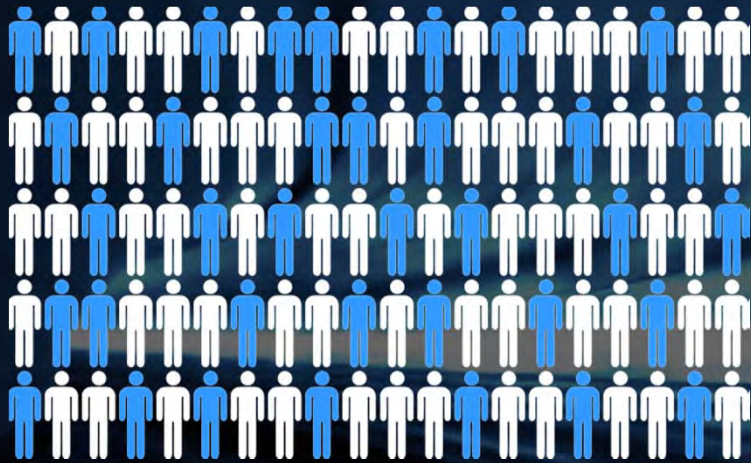
Source: PWC, Transport & Logistics 2030 Report / Airbus Global Market Forecast

Growth in a Changing Environment is Fragile

- Depends on our ability to remain globally competitive
- Innovate ahead of customer demand
- Increasing Business Productivity e.g.
 - Up-skilling labour force
 - Improving Leadership
 - Creating a larger pool of talent through Education & Training
- Sustainability of all elements within business
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Think Smarter and Act With Purpose

- Globalized Leadership in a supply chain world without borders
- Closer collaboration with customers – better visibility / forecasting
- Ahead of the curve in aligning capacity with demand
- Dynamic Pricing Models, re-thinking traditional allotment models – shared risk
- **Market Creators** not Market Followers – opening opportunities with innovation and solutions leadership



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36%

of employers
Globally report talent
shortages in 2014 –

The highest percentage
in 7 years.

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Our purpose may be moving cargo However People Are The Enablers

Impact of talent shortages on organisations



The issue of most concern for employers is how talent shortages undermine their ability to serve clients, and reduce productivity & competitiveness

Today's Leadership Challenge is simple



With markets shifting, organisations need new ways to manage their customers value proposition, strategies, costs and their people –

or risk being left behind in a world that is changing

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Time to act. Excuses were yesterday

Not a sexy Industry, so we can't get anyone

It's a culture of us and them

No time to invest in internships

Our industry is too unstable to hire extra people

We struggle to retain the best people

Gen Y don't want to work for us, they're different

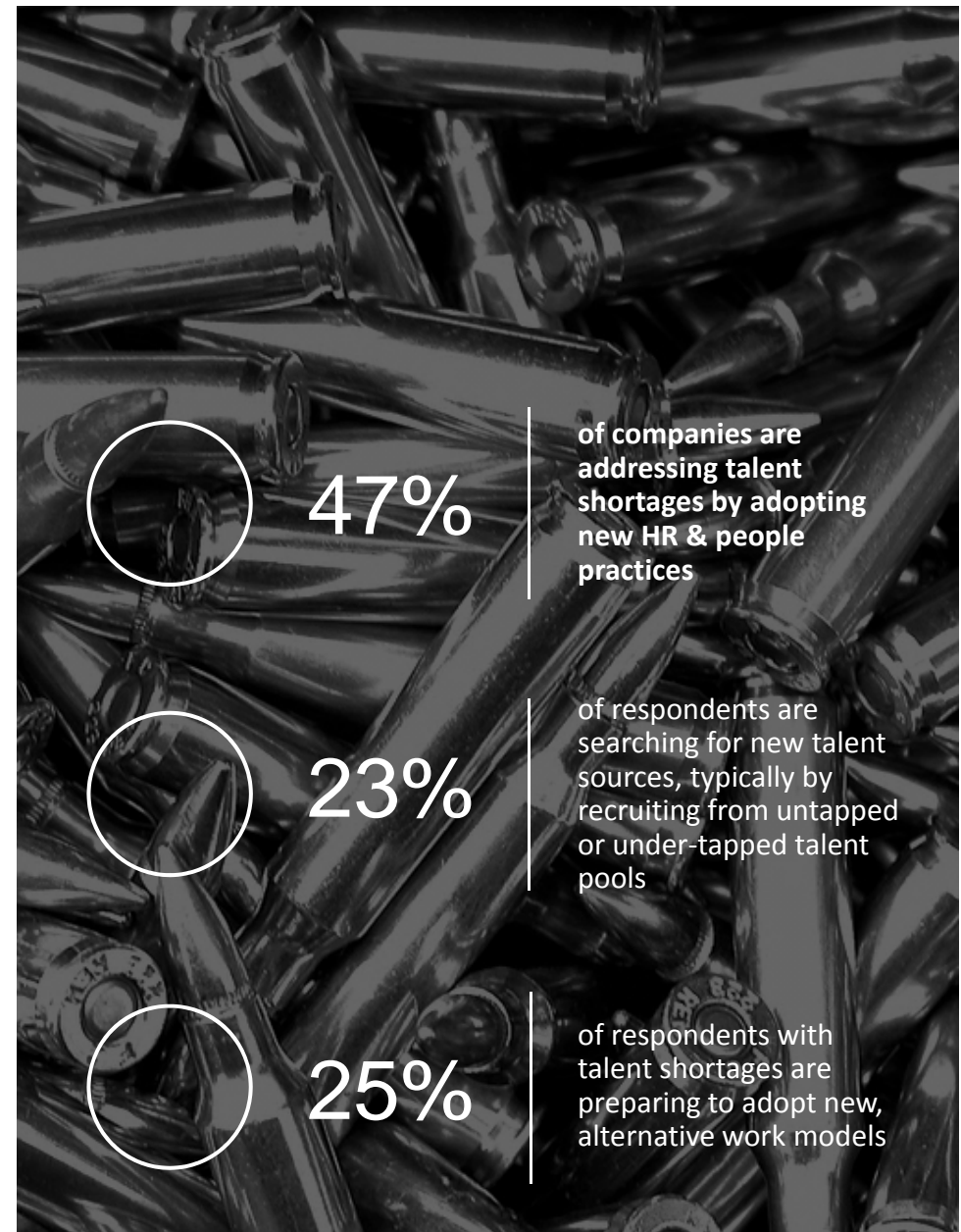
Other sectors offers better salaries for local talent

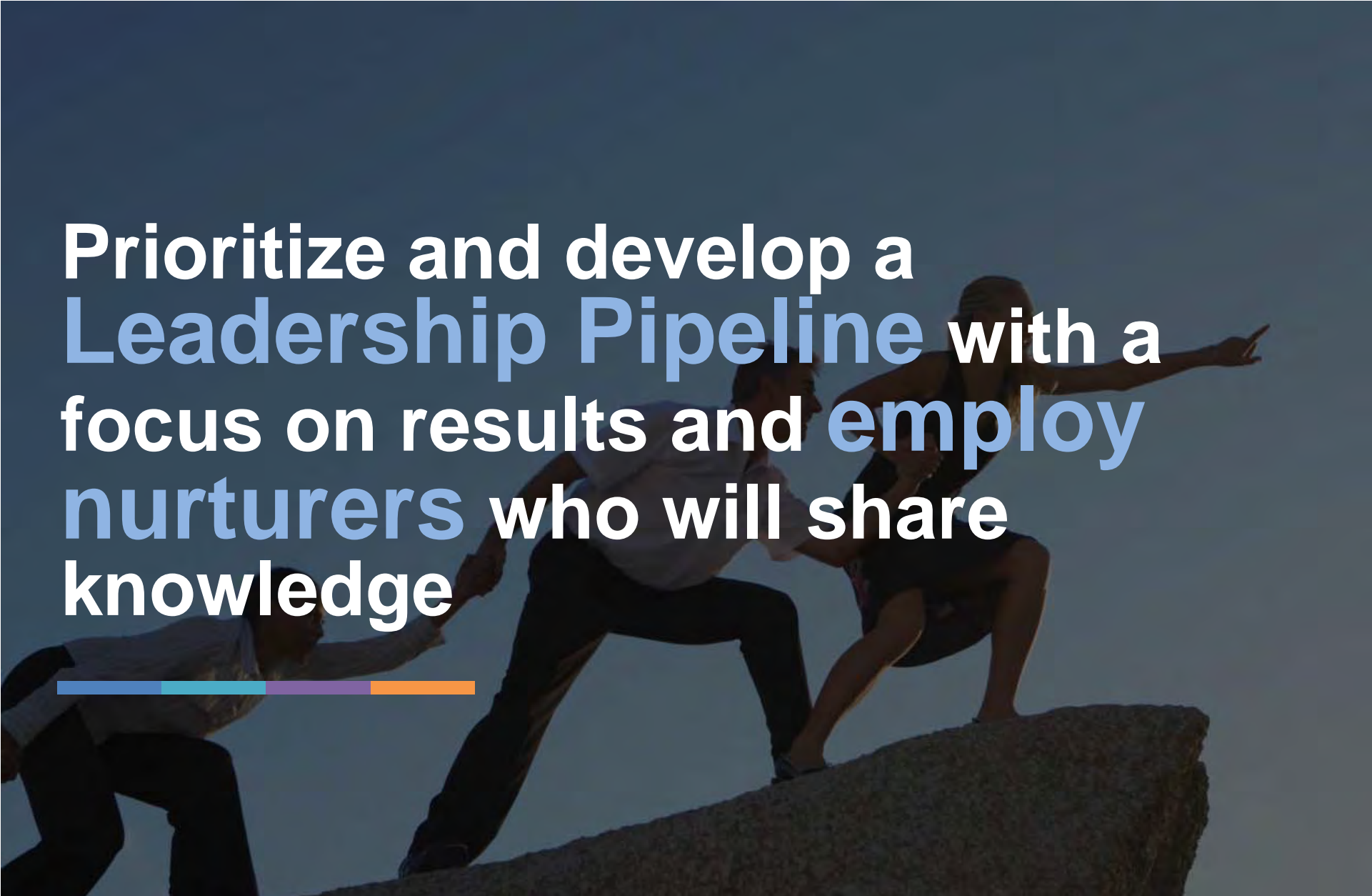
Lumpy Profitable limits investment decisions to core activities, particularly people

No Silver Bullet can fix the challenge Faced



- Define Company Culture, Employer Brand & Identity
- Keep Training & Development Fluid
- Build An Agile Human Resources Architecture
- Increase Workplace Diversity and Talent Pipelines
- Develop **Leadership**





Prioritize and develop a
Leadership Pipeline with a
focus on results and **employ**
nurturers who will share
knowledge

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**Knowledge can empower a
workforce**

**Invest in global training programs,
higher education and manage
careers carefully**



Attracting, recruiting and retaining **individual leadership** talent is imperative for success, so make this a key agenda item

Get smart with your compensation and benefits offering

- Be market competitive
- Reward for professional growth and performance
- Creative approach to compete with the so called 'more appealing' sectors
- Introduce non-financial incentives

Engage early and Engage often for tomorrow's future leaders

- Understand the generation target – what ticks...
- Early and consistent engagement is critical
- Adopt humanized technology – get savvy
- Creative brand energy
- Inspire – promote the potential advancement

The Leadership Roadmap

- Diversity Management
- Employer Branding
- Career Path Management
- Education & Training
- Recruitment Practices & Retention
- Compensation & Incentives
- Executive Coaching

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- Logistics Executive has studied workplace behavior and team dynamics in the Supply Chain and Logistics industry in the Middle East region for 15 years.
- Assisted multinational companies to develop people strategies, led talent attraction programs, defined and implemented business processes and provided expert consulting that has impacted organizations with positive business outcomes.

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