



COMPANY PROFILE



Improving your business is our business



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ADNAR GROUP

Stems from the same grounds, from the same natural existence, we have somewhat the same colors, same height, but we stand out.

We live it, you experience it.

ADNAR's commitment to society is a vital part of our strategy. We strive to take our obligation towards our Corporate Social Responsibility (CSR) into consideration in all our business operations, corporate culture, values and decision making processes.

Our CSR goal for the coming year is to focus on Environment Awareness.

Randa R. Haidar
Managing Director



VISION

TO ACHIEVE GLOBAL RECOGNITION AS A MAJOR ONE STOP DESTINATION IN THE ARABIAN GULF FOR ALL CREATIVE DEVELOPMENT INITIATIVES IN THE AREAS OF ORGANIZATIONAL STRUCTURING AND HUMAN RESOURCES.

MISSION

OUR MISSION IS TO BE THE TRENDSETTERS GLOBALLY TO RE-INSTATE THE HIGHEST ETHICAL ASPIRATIONS IN THE DAY-TO-DAY DEALINGS OF THE BUSINESS WORLD BY PROVIDING DEVELOPMENT, COACHING, TRAINING AND STANDARDIZED TOOLS TO THE MOST VALUABLE ASSET OF ALL; HUMAN RESOURCES.

VALUES

PASSION, UNIQUENESS, COMMITMENT AND INTEGRITY ARE AT THE HEART OF EVERY SINGLE TRANSACTION AND RELATIONSHIP OF OURS.



TRAINING

We offer a portfolio of practical, open and in-house programs that deliver high quality, content rich training solutions.

Our professional trainers come from academia, commerce, industry and other carefully selected backgrounds.

We will develop and deliver customized programming on your timeline at the location of your choice.

We work as a team whose aim is to ensure trainees receive the highest level of training, customer care and value for money.

RECRUITING

We go through the bits and pieces of our client's requirements to fulfill their specific needs. Our objective is to identify superior candidates by matching not only their technical skills, but also their interpersonal skills, philosophies and career aspirations. To each job/assignment we bring incomparable resources and a personal commitment to excellence from our team. Our core strength lies in knowledge, experience and industry expertise of our consultants combined with state-of-the-art database of resumes which is continuously updated and cross-referenced to ensure top quality and efficiency.



CONSULTING

We are committed to enable organizations drive successful change internally through the provision of consulting and practical techniques.

We deploy all necessary means to assist, improve and build the right infrastructure for your business to carry out your strategies.

We have the tools locally, regionally and globally to help you in your day-to-day decision making and to formulate a sound implementation plan.

We conduct extensive research into every project. We do not recommend or undertake any action without solid qualitative and quantitative research that would allow for virtual certain outcome.

STRATEGIC PARTNER FOR TOGAF, KUWAIT

Shift Technologies-UAE, the business and IT consulting arm of the A W Rothmans Group, builds on its internal success in implementing state-of-the-art technologies to offer an array of solutions that enables organizations to reveal hidden opportunities, unleash untapped potential and realize planned strategic goals. Shift Technologies services cover business, technology and project excellence across the enterprise life-cycle in addition to a comprehensive and integrated solution for the automotive industry.

The Open Group Architecture Framework (TOGAF) is a recognized and highly valued open industry framework and method for Enterprise Architecture which is neutral towards tools and technologies. The adoption of governance into TOGAF aligns the IT framework with current business best practice and also ensures a level of visibility, guidance and control that will support all architecture stakeholder requirements and

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AWR OSTAMANI
Shift Technologies

Applications



TOGAF (The Open Group Architecture Framework) is a framework - a detailed method and a set of supporting tools - for developing enterprise architecture.

Architecture design is a technically complex process, and the design of heterogeneous, multi-vendor architectures is particularly complex. TOGAF plays an important role in helping to "demystify" the architecture development process, enabling IT users to build genuinely open systems-based solutions to their business needs.

What kind of architecture does TOGAF deal with?

There are four types of architecture, all of which TOGAF is designed to support:

- A Business (or Business Process) Architecture.
- A Data Architecture.
- An Applications Architecture.
- A Technology Architecture, etc



STRATEGIC PARTNER, GCC AND YEMEN

ROI Institute-USA, Inc. is the leading resource on research, training, and networking for practitioners of the Phillips ROI Methodology™.

With a combined 50 years experience in measuring and evaluating training, human resources, technology, and quality programs and initiatives, founders and owners Jack J. Phillips, Ph.D., and Patti P. Phillips, Ph.D., are the leading experts in return on investment (ROI).

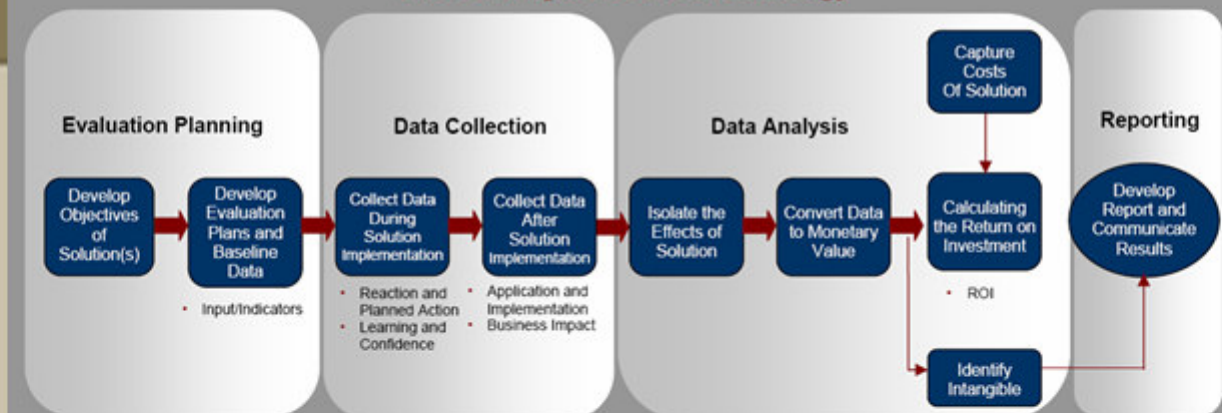
The ROI Institute, founded in 1992, is a service-driven organization which strives to assist professionals in improving their programs and processes through the use of the ROI Methodology. Developed by Jack Phillips, this methodology is a critical tool for measuring and evaluating programs in 18 different applications in more than 40 countries.

Applications

- Coaching
- Communications
- Compliance, Ethics, and Risk
- Consulting
- Global Corporate College Sales Force
- Healthcare
- Higher Education
- Human Resources
- Knowledge Management
- Leadership Development
- Learning, Training and Development
- Managing Retention
- Marketing and Public Relations
- Meetings and Events
- Nonprofit, Social, and Charitable
- Project Management Solutions
- Public Sector
- Quality
- Technology

ROI INSTITUTE™

The Phillips ROI Methodology



STRATEGIC PARTNER, GCC AND MENA

Carbon Neutral Business Certification

The Carbon Reduction Institute-Australia offers two different [business certification](#) levels depending on whether you wish to become a carbon neutral or a low carbon certified business.

As a consumer, you can finally make a choice to live a carbon neutral lifestyle. For example, you can carry out carbon neutral events, make carbon neutral ski holidays or make use of carbon neutral computer services



Applications



A [NoCO2](#) certified business is completely carbon neutral and has accounted for, reduced and offset its total operational greenhouse gas emissions as well as the carbon emissions embodied in the products it sells and uses. [NoCO2](#) certified businesses can sell carbon neutral products and services.



A [LowCO2](#) certified business is one that has reduced and offset a percentage of its total carbon emissions. The percentage reduction is displayed in the LowCO2 certification logo so that consumers are aware of the carbon emissions reduction initiated by the company. A [LowCO2](#) certified business sets a goal to become carbon neutral over a certain period of time. LowCO2 certified businesses offer their products with a 'Make It Carbon Neutral' choice.



Any product has embodied carbon emissions as a result of its production, transportation and usage. At the Carbon Reduction Institute, those embodied carbon emissions are calculated in the products of CRI's [carbon neutral certified businesses](#) and help to offset them.



The embodied carbon emissions of Make It Carbon Neutral products can be [offset](#) by the customer at the point of sale. That means customers are given the choice to make products they purchase from [LowCO2 certified companies](#) carbon neutral simply by paying just a small offsetting fee.

STRATEGIC PARTNER, GCC AND MENA

Customer Care Institute-USA

(Customer Satisfaction = Profitability)

The Customer Care Institute (CCI) is an international resource organization that assists Customer Care professionals with improving the delivery of Customer Care.

The Institute's resources include:

- Customer Care certification courses
- Front-line skills and management training
- Customer satisfaction measurement programs
- Customer Care assessments
- Other programs designed to improve customer loyalty

CCI conducts and monitors research on Customer Care issues, identifies emerging trends, organizes Forums and workshops and publishes the *Customer Care Update*.

Over 7,000 Customer Care professionals have joined the Institute and it has assisted companies such as Toyota, BellSouth, GE, DirecTV, Chevron, Dunkin' Donuts and Nestle with enhancing their Customer Care programs.



Customer Care Institute

*The Latest Customer Care
Issues, Trends and Resources*

Applications



Certified Customer Care Manager (CCCM)

Validate management skills and receive the latest tools and techniques required to successfully manage a Customer Care function. This comprehensive four-day course covers a wide range of key disciplines including **Culture, Customers, People, Technology, and Processes**.



Certified Customer Care Supervisor (CCCS)

This three-day course covers the basic skills and knowledge required to successfully supervise and lead front line employees in a Customer Care function.



Certified Customer Care Professional (CCCP)

With this two-day course, equip your frontline reps with the skill set they need to keep your organization strong no matter what challenges you face in the marketplace. Our course is packed with powerful strategies to cultivate world-class customer service in your company.

STRATEGIC PARTNER, GCC AND MENA

The **Institute Corporate Responsibility Management-Germany** was founded as a response to the growing demand for consistent and systematic executive education and research in the fields of Corporate Responsibility Management, Ethics Compliance Management, Corporate Ethics Management and Corporate Sustainability Management.

The Institute contributes to the requirements of Global Corporate Responsibility by choosing Berlin as the new center in thriving Europe. A teaching and research program highlights the relevance of Corporate Responsibility in today's business world.

It is our ambition to establish the Institute as an institution, where Corporate Responsibility, Ethics Compliance and Corporate Sustainability are discussed, taught and researched in an academic framework.

Maintaining a high academic level and a constant dialog with all stakeholders, the Institute wants to empower the public to trust in the role of the economy within society.



**Institute
Corporate Responsibility Management
Steinbeis University Berlin**

Applications

Certified Corporate Social Responsibility (CSR) Manager



Module One: **CSR Strategy**—Three days

- Analytical Component
- Operational Component



Module Two: **CSR Dimensions**—Three days

- Economic Dimension
- Social Dimension
- Environmental Dimension
- Corporate Citizenship



Module Three: **CSR Management**—Four days

- CSR Status Assessment, Auditing and Monitoring
- Best Practices and CSR Management Models
- CSR Reporting



United Nations Global Compact

The Institute Corporate Responsibility Management is part of the Global Compact Initiative of the United Nations.

ABOUT US



We are a team of dedicated professionals who offer a gateway to a wide range of services.

Our approach is simple, we listen to our clients first and then draw upon our unique talents and resources to identify, design and implement solutions.

Our team of professionals has an extensive understanding of the various aspects of multinational and local business requirements and needs.

We are a client-driven company that recognizes the need for truly personalized services.

We offer our clients commitment, confidentiality and the most ethical professional standards in the business.

TEAM OF EXPERTS



Randa Haidar
Managing Director

Randa R. Haidar, the owner and managing director of ADNAR Group, brings more than 20 years experience in business re-engineering, human resources and consulting. After several success stories over the years in the development, growth and leadership of local and regional organizations she established her own company.



Walid Naamani
Talent Development Director

Since graduating with a B.S. in Business Administration, (Banking & Finance) in 1994, Walid held over his 14 years of professional experience leadership positions in some of the top training and development organisations in the Middle East and Gulf region. His contribution was always regarded as top notch and most rewarding to stakeholders.



Nehal El-Shafai
Training Manager

Since graduating with a B.S degree in Commerce in 1992, Nehal has been involved in designing and overseeing quality oriented training programs both in Kuwait and Egypt. Nehal's commitment to provide unique training solutions for our clients is met by her keenness to stay abreast with new trends in the training industry .



Fahd Hassanieh
Human Resources Development Manager

Fahd has been involved in the Human Resources field in both Lebanon as well as Kuwait. With a Masters Degree in Human Resources as well numerous certificates in management, Fahd is apt in bringing out a candidate's potential, passion, need, personality traits, strength as well as weakness. Prior to joining Adnar Group, Fahd was managing the HR program of a hospital in Lebanon.



Shadia Abaza
Operations Manager

Since graduating with a B.S in Business Management in 1995, Shadia has handled various operational matters in dissimilar industries in both Kuwait and Lebanon. Her extensive experience, her commitment to excellence, as well her knack in getting to know a candidate's technical ability is the driving force behind ADNAR's Recruiting Department.



Noushin Afrashteh
Organization Development Manager

Noushin has been involved in the training and consulting industry since 1995. Her career began as an English trainer, and after earning her Masters Degree in TESOL she moved to Kuwait.

Her commitment and dedication to her job is instrumental in ensuring the high quality of the end product.



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