



The Sirota & Schneider~Ross HR Forum Series

Engaging Talents: Qatar's Twin Diversity Challenges

Tuesday 28th September 2010

OUR SPEAKERS

ROBIN SCHNEIDER

Managing Director, Schneider~Ross

NICK STARRITT

Managing Director, Sirota Europe & Middle East

NAILA JAHDHAMI

Head of Recruitment, Petroleum Development Oman (a Shell Joint Venture)

DANA AL-MULLA,

Head of Reward & Policies, RasGas

MATTHEW HARRISON-HARVEY

Director, Regulatory & External Affairs, Vodafone Qatar

Diversity & Inclusion in Qatar: A Question of Balance

- In Qatar, 85% of the population are not Qataris, and over 50% are not Arabs
- Western expats constitute 5% of the population, but are the majority of senior leaders in many multinationals
- In 2007-8, 79% of Qataris graduating were women – even in engineering women constituted 64%

The promise of QNV2030 depends on developing the Qatari workforce whilst, harnessing the experience and talents of many thousands of foreign nationals. The National Vision is about modernising and yet respecting tradition. It is a question of balance – reconciling what appear to be contradictory interests. This is precisely where diversity and inclusion come in.

Through their work with leading multinationals (such as Shell, BP, Rolls Royce, HSBC, Vodafone and RasGas) Sirota Survey Intelligence and Schneider~Ross, (who between them have over 50 years' experience) will illustrate how successful diversity and inclusion practices enable companies to:

- Measure a culture of inclusion through the lens of employee engagement
- Make the most of the huge national diversity in Qatar's workforce
- Attract and develop Qatari nationals (both men and women)
- Create environments where all employees feel able to realise their potential

In this free session, HR professionals will be offered the opportunity to learn about successful practices and discuss them with a network of local colleagues.

Our interactive session will offer:

- **Learning:** What does an inclusive culture look and feel like? How do you measure it? How does it drive employee engagement? How does it help you attract, develop and retain talent?
- **Route Maps:** What are the key success factors in making sustained change?
- **Practical Examples:** Specifically from Vodafone and Shell as well as our other global clients
- **Shared Insight:** Round table discussion of diversity challenges in Qatar with other HR professionals

We thank our speakers in advance for their contributions and look forward to seeing you on September 28th.

Nick Starritt

www.sirota.com

Robin Schneider

www.schneider~Ross.com

SIROTA
Survey Intelligence

SCHNEIDER~ROSS



08:30 Breakfast
09:00 Forum
13:00 Lunch

REGISTRATION

There is no charge to attend the seminar, but please note that spaces are limited, so early reservation is advised.

If you are interested in attending please contact

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Something to Consider

- Western cultures tend to have a short term focus and are task driven
- GCC cultures tend to have a longer term focus and are relationship driven