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ASU
جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY

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MESSAGE FROM THE PRESIDENT

Welcome to the 46th issue of the 3rd year of the President's News Digest.

In this issue of the News Digest, I will address the subject of “**signs of a great culture**”.

According to the Cambridge English Dictionary, corporate culture can be defined as the beliefs and ideas that a company has and the way in which they affect how it does business and how its employees behave.

In a report published by Richard Stuppel (Partner – boxchange Ltd) he mentioned 16 signs that indicate that an organization has a great culture. He explains how “there's nothing better than working in an organisation with a great culture. You wake up every day looking forward to getting back to work on the mission with people you enjoy being around. When the culture is good, productivity and quality is at it's best, absenteeism and attrition are at their lowest and customers are delighted with the level of service”. Working in a supportive and embracing culture is vital in transforming our University. The following list is not exhaustive, but here are 16 signs that a great culture exists in an organization and Universities are not different.

These signs according to Richard Stuppel are:

1. Change is welcome and people aren't afraid of change.
2. The team believes they are more important than the task and there is a sense that, as employees, they really matter.
3. Staff turnover is low as the he cost of replacing employees can be substantial – far more than fixing what's broken; Remember people tend to leave bosses and the work environment - not jobs.
4. People can't wait to join your team as they have heard about your company or division (or University) and they can't wait to be a part of it through attracting the best talent.



5. Top leaders are the real deal as they are authentic leaders not just managers or issuers of tasks and hey want everyone to succeed and they encourage growth through coaching and mentoring.
6. No forced fun as employees really enjoy the company of the people they work with and they don't see work events as forced fun.
7. Gossip isn't tolerated and is shut down, by everyone, with an encouragement to speak directly to the individual.
8. Great communication as If there's great communication, it lessens the need for gossip because people know what's going on.
9. Cynics self-select as the negative cynics, knockers and "purveyors of doom" either change their attitude and behaviour or they leave the organisation as other team members refuse to accept negative and destructive influences.
10. People are energized as when employees hear leaders of the organisation talking about the mission, it gives them energy and when they see leaders who are energised, they'll act that way, too – attitude is contagious
11. Your company is growing and people want to be a part of something great and they will work hard to help you deliver on results and offer up ideas and innovation willingly.
12. Performance standards are exceeded and you see employees exceed performance standards and results go through the roof.
13. Your clients are happy and employees, who are happy, and aligned with your mission and vision, give top-notch customer service.
14. People smile and laugh as when people are happy, you can walk the hallways and see people smiling, enjoying conversations, and having a good time, even while they are working hard
15. lateral leadership is outstanding as a great culture sees people coming alongside their peers to encourage, or occasionally to correct and redirect.

INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Yusuf Ahmed AlGhawi

Position: Administrator in the Directorate of Marketing and Public Relations, and Administrator in the International Partnership Office

1. Tell us about yourself: (Your childhood, academic background)

I was born and raised in Muharraq, Bahrain. I had a wonderful childhood shared with my caring family and friends.

I graduated from Abdulrahman Kanoo International School and then joined the University of Bahrain to acquire my Bachelor Degree in Business Management. I've been certified in Graphic Design as it was my passion.

2. Tell us about your job at ASU

I joined ASU in January 2018 working as Administrator in the Directorate of Marketing and Public Relations and International Partnership. In addition, I produce promotional videos supporting marketing division.

3. Tell us about your aspirations for the University

I wish ASU keeps striving for development to become one of the leading universities internationally.

16. Fear doesn't exist as people don't fret if they say the wrong thing in front of the wrong person.

Luckily the 16 signs exist in our University. Of course, there are opportunities to improve in some areas. Great cultures are created through continuous process improvement, people's dedication, and appropriate communication channels. We are fortunate in our University that we have all the aforementioned ingredients. Since the establishment of the University, creating a great culture to work in and enjoy has been a top priority. Shared values can only flourish in a great culture and ultimately success can be realised reflecting improved productivity and strong work ethics.

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THE PRESIDENT RECEIVED THE SPECIAL ADVISOR TO THE AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE

The President of the University and the Director of Marketing and Public Relations received Mr Albert Jones, Special Advisor to the American Association for the Advancement of Science. The discussion centred around collaboration and opportunities for promoting STEM subjects and research.



DEANSHIP OF STUDENT AFFAIRS MEETING THE COMMUNITY ENGAGEMENT OFFICE

On Monday, 10 September 2018, the Student Services Office and the Career Development and Alumni Affairs Office in the Deanship of Student Affairs organized a meeting with the Community Engagement Office to discuss the cooperation between the offices in the new academic year 2018-2019.



The events for the new academic year were shared and discussed. It was also highlighted that the contribution of students and alumni in participating in the Community Engagement events is critical for the University and the Community.

4. What do you enjoy most about your job?

I appreciate the supportive and teamwork aspect in my directorate which helps to strive for improvement and growth in my career.

5. Tell us about your hobbies

I am a PC gamer, I love exploring different worlds with my friends. Furthermore, I enjoy sports, traveling and hanging out with my beloved ones.

6. Tell us about your favourite food

Italian food and I love some grilled burgers.

7. Tell us about the book you are reading now

Due to my schedule, I currently spend my time watching various types of documentaries about education, life, conspiracies and geography.

8. Final words

I would like to thank everyone especially my line managers and colleagues for being part of my journey and I wish ASU all the best in reaching the top.

FIRST SEMESTER OPEN DAY

On Monday, 10 September 2018, an open day was held at the University's academic building lobby and organized by the Directorate of Marketing and Public Relations. A good number of potential applicants attended and were guided by the Directorate's team through information about the courses and services provided by the University, followed by a tour of both the academic and administrative buildings.



Feedback was received from potential students and a good number of students expressed desires to join ASU. More open days are to be organized during the academic year in both semesters and the Directorate will come up with new, creative and innovative ideas to grasp more interested potential students.

THE COMMUNITY ENGAGEMENT OFFICE ACTIVITIES

Dr. Mohammad Alaa Al-Hamami Delivered “Your home Business Account on Instagram” Workshop

On 29 August 2018, Dr. Mohammad Alaa Al-Hamami delivered a workshop titled “Your home Business Account on Instagram”. The workshop was organized by Tamkeen for businesses and home businesses owners and entrepreneurs to learn about the best practices of using Instagram.



Dr. Al-Hamami explained during the workshop how to professionally create business accounts, how to establish marketing campaigns, how to promote posts and accounts, in addition to a lot of important information related to Instagram platforms.

Community Engagement Office Visit Friendship Association for the Blind

On 8 September 2018, Dr. Mohammad Alaa Al-Hamami, the Manager of the Community Engagement Office at the University visited the Friendship Association for the Blind and met with Mr. Hussain AlHulabi, President of the Society and Mr. Maitham Madan, Head of Public Relation and Media Committee in the Society. During the meeting, they discussed opportunities for cooperation between the two parties.



QUOTE OF THE WEEK

“The body is like a piano, and happiness is like music. It is needful to have the instrument in good order.”

Henry Ward Beecher

Happy Reading!