

PRESIDENT'S NEWS DIGEST

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Message From the Editor

Welcome to the 25th issue of the 7th volume of the President's News Digest.

In this issue **Prof. Ghassan Aouad**, President the University will address the subject of :-
"ASU's achievements and next steps "



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من روايت الشعر العربي

Message from the President Leadership in a changing world

Leadership is an interesting subject which has been researched for a long time. In academia, leadership is a complex issue as it is influenced by many internal and external stakeholders. Each university has its own culture and personality and leadership has to take account of these. Successful leaders embrace a set of strong values and adopt long term winning strategies rather than achieving short term short lived financial gains. Leadership is all about taking your people on an exciting journey providing them with hope that they will do well and they will become part of the organisation's dreams and aspirations. In order to achieve this, strongly led universities produce physical manifestations of their values displayed all over the University. In addition, they are transparent when it comes to important decisions that affect the wellbeing of their people. In a changing world, leaders have to adopt a more empathetic approach as economic pressure has become more dominant. Employees should be treated as talents and every loss of a talent will affect any university's performance. I came across a sign in a hotel in one of the Gulf States which said "talents only", not "employees only". Talents can flourish in a supportive future. This will lead to an increased reputation and more financial gains. It is now widely recognised that leadership post COVID 19 will evolve to include new styles that can cope with a changed world.

For ASU, we should be like a football team and we should get the best of everyone. We can only win if we are united and working towards a common goal.



Written By
Professor Ghassan Aouad
The President of Applied
Science University

Quote of the Week

“Leadership is not a person or a position. It is a complex moral relationship between people based on trust, obligation, commitment, emotion, and a shared vision of the good”

- Joanne Ciulla, author and educator

من روائع الشعر العربي

ذو الحكمة يخوض أناس في الكلام ليؤجزوا **** وللصمت في بعض الأحيان أوجز
فإن كنت عن أن تحسن الصمت عاجزاً **** فأنت، عن الإبلاغ في القول، أعجز

-الشاعر أبو العتاهية