



Access Germany Iraq

BE GREAT AT WHAT YOU DO





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Management Consultant

- Executive MBA –Strategic Management
- Certified Quality Manager & Auditor ISO 9001
- PhD Industrial & Organizational Psychology
- Master Intercultural Management

German – Iraqi Training Center

Located in Bonn Bad Godesberg , Germany



> 500 Iraqi Experts served since 2009



Be real, be there!

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B a g h d a d - K e r b a l a - B a q o u b a



Build Human Capital from Human Resources

Investment planning for long-term success



الغرفة العربية اليونانية للتجارة والتنمية
ΑΡΑΒΟ-ΕΛΛΗΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΕΜΠΟΡΙΟΥ & ΑΝΑΠΤΥΞΕΩΣ
ARAB-HELLENIC CHAMBER OF COMMERCE & DEVELOPMENT



منتدى الأعمال والاستثمار العراقي - الأوروبي السنوي الثالث
3rd Annual Iraqi-European Business & Investment Forum
Athens, 11-12 July, 2018



Access Germany Iraq



Y

Then

YOU DON'T BUILD a
BUSINESS, you
BUILD PEOPLE. AND
THEN PEOPLE
BUILD THE
BUSINESS.

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ntry.

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A discussion between some Iraqis and Germans...



**WHAT do we NEED
to WIN the
world CHAMPIONSHIP?**



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A discussion between some Iraqis and Germans...



Shoot the most goals!



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IRAQIS': "We invest in..."

physical infrastructure - oriented



COACH



PLAYERS



BALL



STADION

"Let's build the physical infrastructure first,
so that people can then do a good job."





GERMANS: “We invest in...”

“ Let’s build the human infrastructure first,
so that people then know how to build the best
physical infrastructure for their jobs.”



COACH



PLAYERS



BALL



STADION

human infrastructure - oriented





Iraqis and Germans have different investment approaches

physical infrastructure - oriented



COACH



PLAYERS



BALL

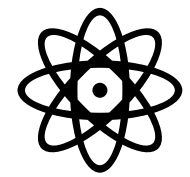


STADION

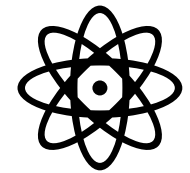
human infrastructure - oriented



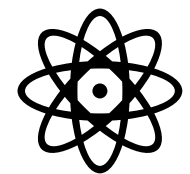
Germany is a poor country



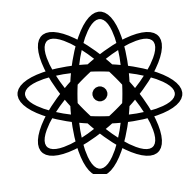
NO Oil



NO Gas



NO Gold



NO Funds





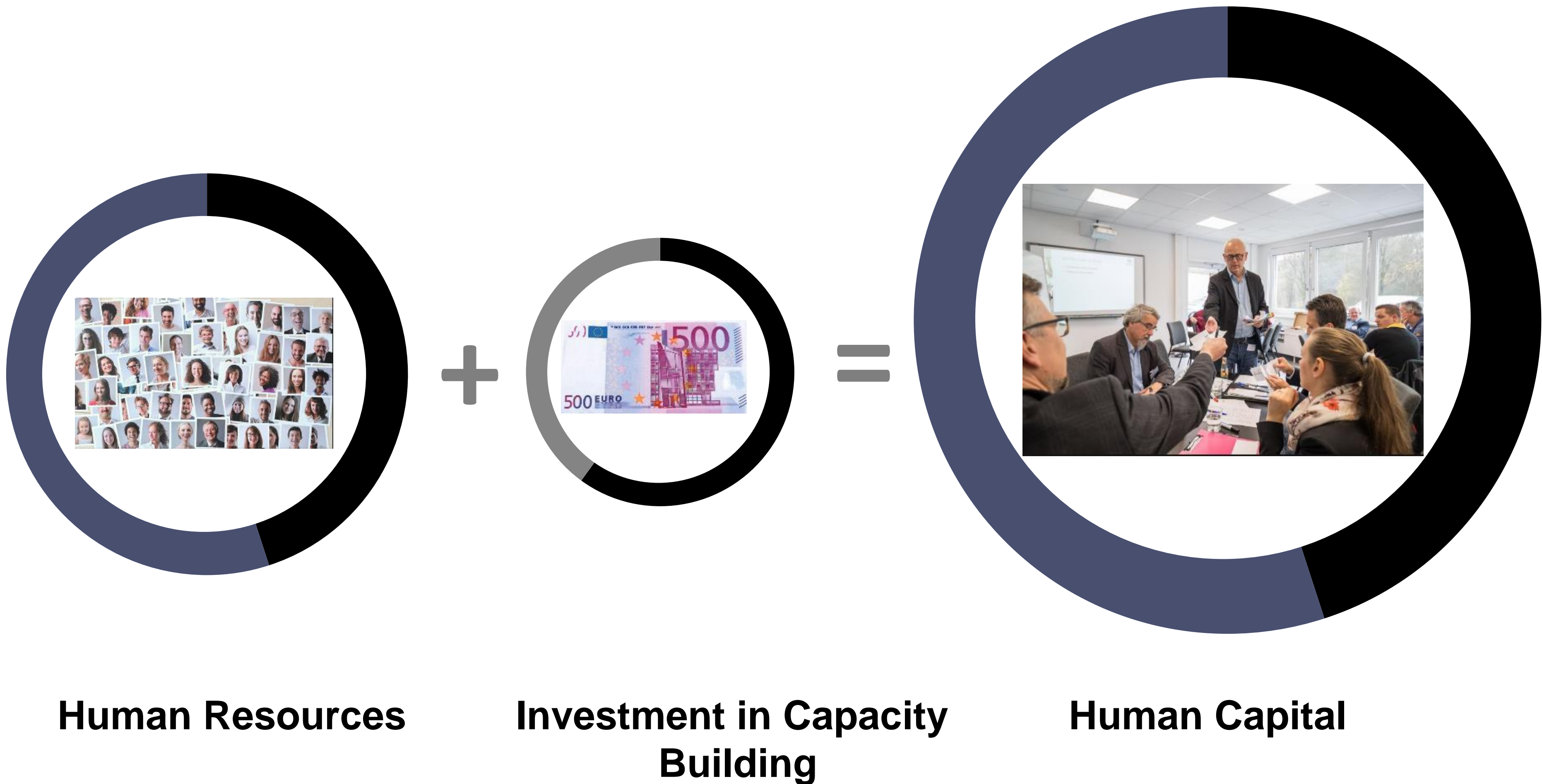
**Only one natural
ressource**

HUMANS



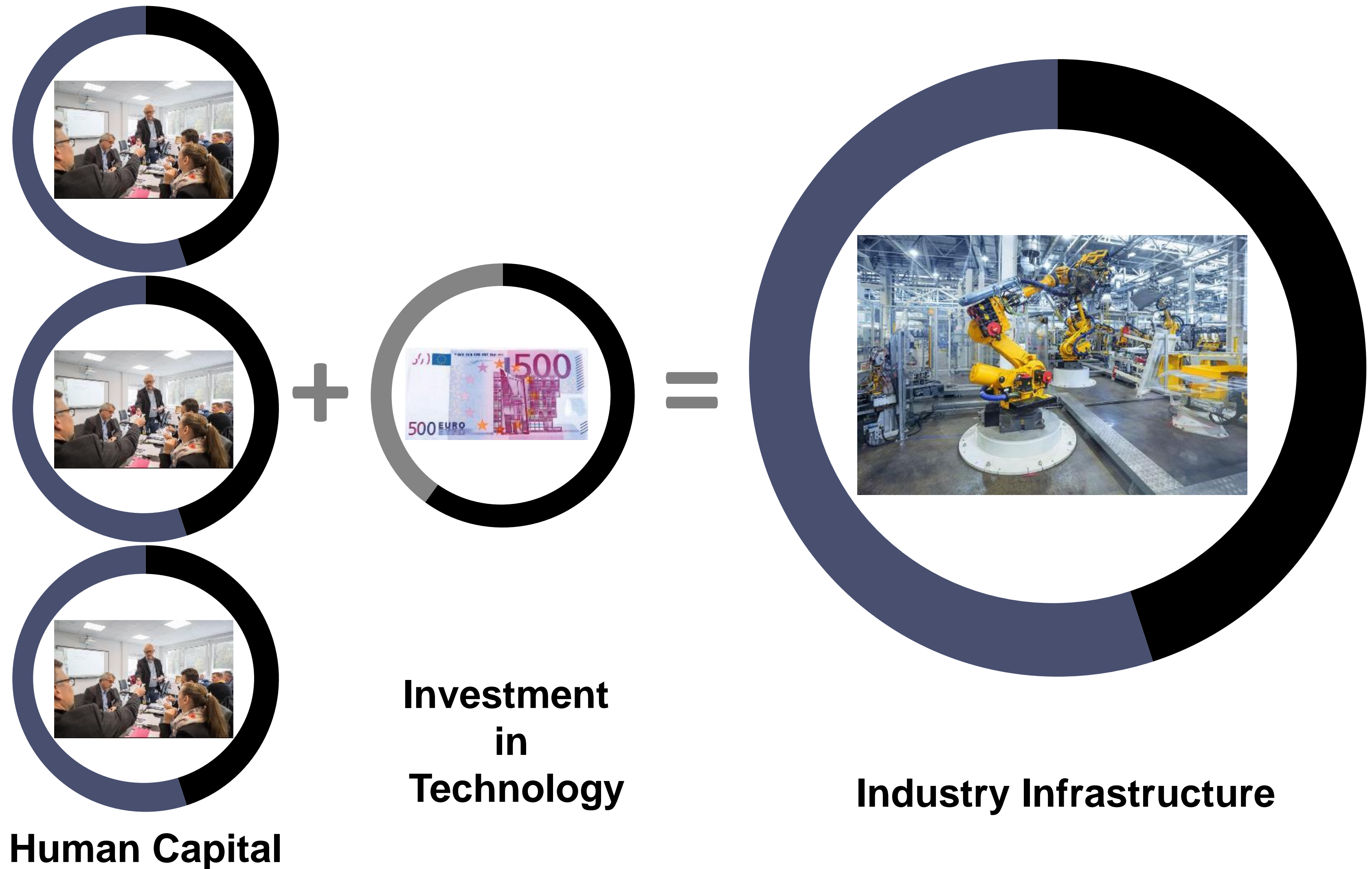
INVESTMENT PLANNING OF A POOR COUNTRY

Step 1: Capitalize on what you have.



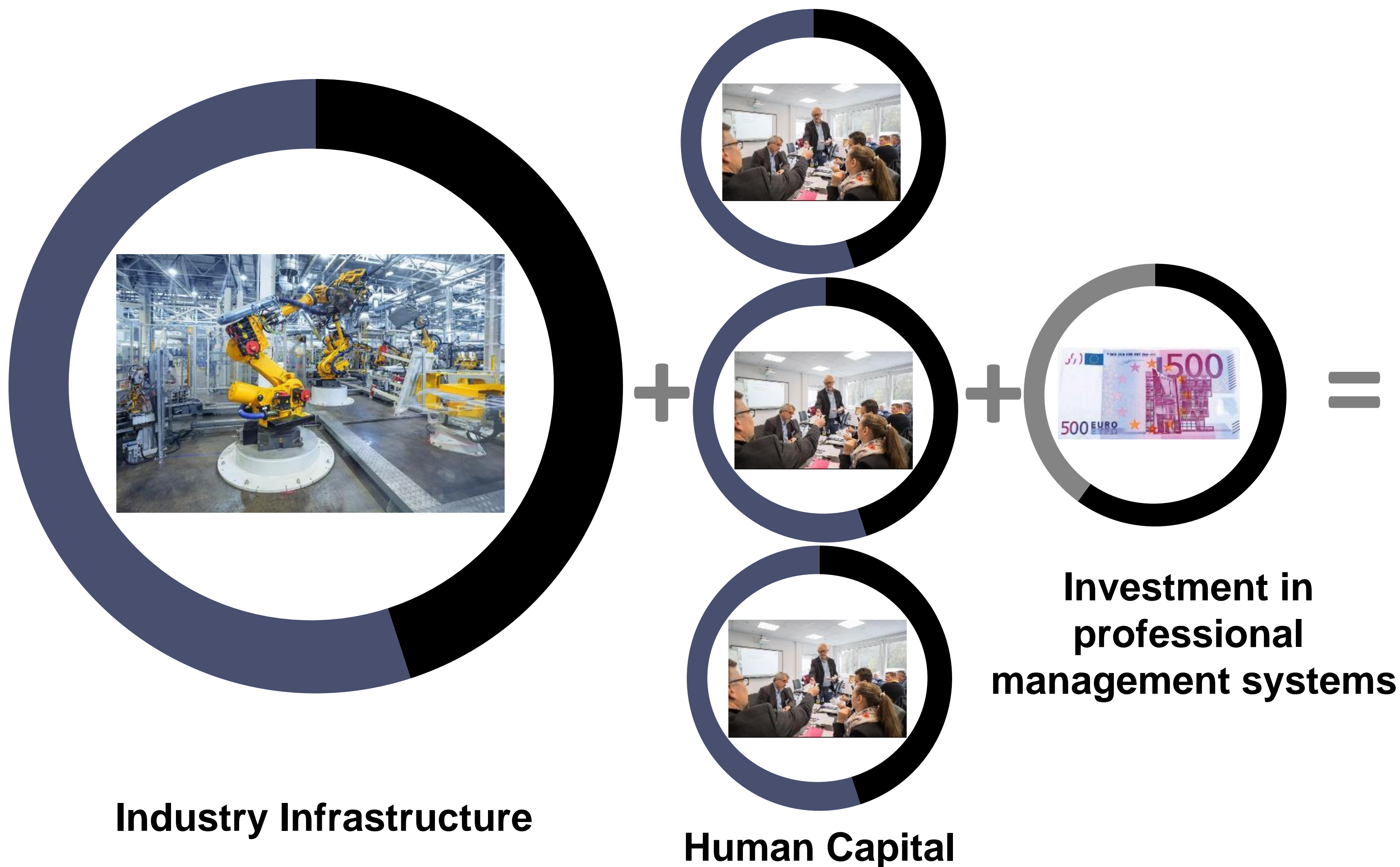
INVESTMENT PLANNING OF A POOR COUNTRY

Step 2: Activate human capital



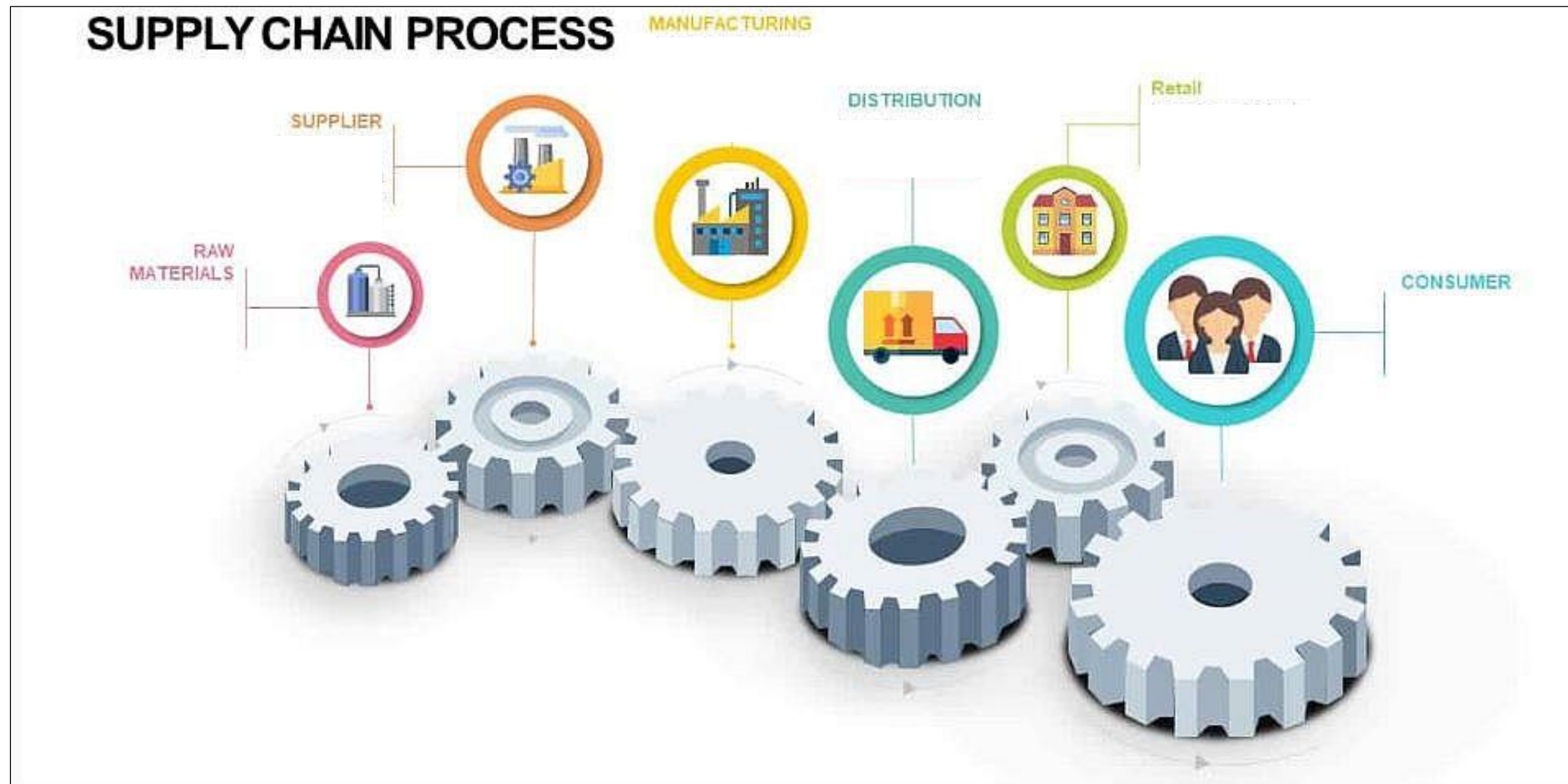
INVESTMENT PLANNING OF A POOR COUNTRY

Step 3: Activate infrastructure capital



INVESTMENT PLANNING OF A POOR COUNTRY

Step 4: Build an integrated value chain



INVESTMENT PLANNING OF A POOR COUNTRY

Step 5: Enjoy long-term return on investments



INVESTMENT RISK !

**PHYSICAL INFRASTRUCTURE AND TECHNOLOGY
ARE USELESS WITHOUT
QUALIFIED LEADERS, MANAGERS & EXPERTS**





INVESTMENT RISK

- Spend most money on physical infrastructure.
- Then lack human capital and management systems for professional operations.
- Have only a “Technology Exhibition Hall” instead of a profitable business.
- Depend on external help.





INVEST IN BUILDING THE HUMAN CAPITAL

Human Resources Management:

define, identify, develop, deploy, measure, reward, retain



LEADERS

- envision the future
- motivate followers
- delegate implementation



MANAGERS

- develop strategy
- coordinate implementation
- control results



EXPERTS

- operate the tasks
- cooperate in teams
- innovate improvement



INVESTMENT RISK!

**INDIVIDUAL LEADERS, MANAGERS AND EXPERTS
CANNOT SUCCEED ALONE.**





Leaders' Risk

Dream too high. Loose sight. Fly away.

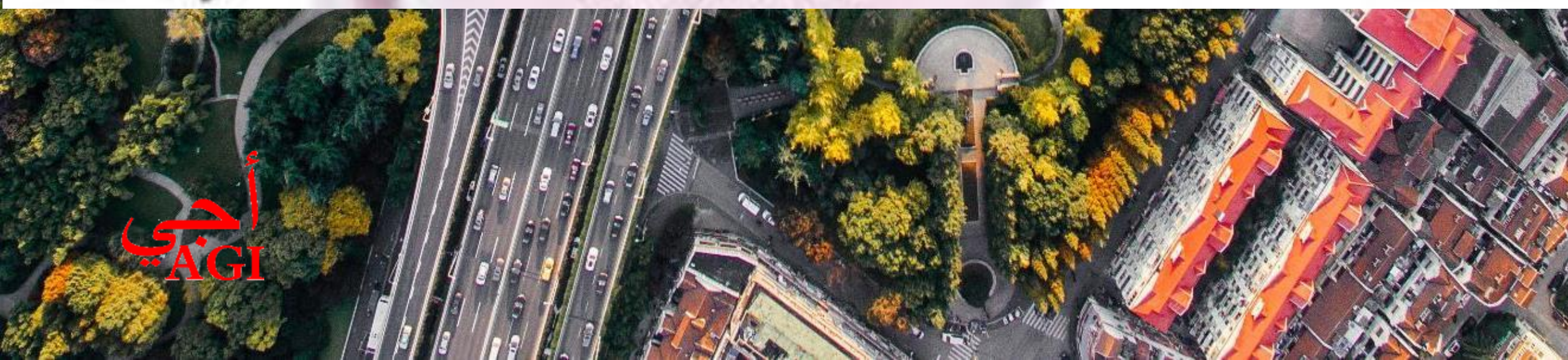


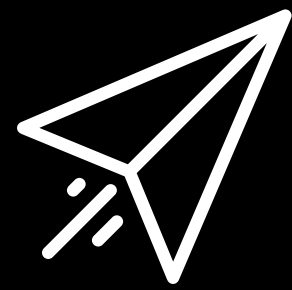


MANAGERS' RISK

Get entangled in daily
administration
instead
of organizing the system.

Loose focus of strategy
implementation .





EXPERTS' RISK

Get isolated with
individual tasks.

Motivation and
performance decrease.





INVESTMENT IN TEAMBUILDING

Secures the investment in individual capacity building
and multiplies the human capital.



**Builds
trust and
motivation**



**Builds
common goals
and aligns roles**



**Builds
commitment to
achieve results**

INVESTMENT RISK!
TEAMS CANNOT WORK EFFECTIVELY
WITHOUT
A PROFESSIONAL SYSTEM OF OPERATIONS





TEAMS' RISK

Get trapped in a weak organization system.

Work for informal group benefits instead of formal company aims.





Investment in management systems

Secures the effectiveness and efficiency of professional operations.

Decreases costs, controls value flow and maximizes profit margins.



DIGITALIZATION



PROCESSES



QUALITY



**HUMAN
RESOURCES**



SUPPLY CHAIN



**FACILITY
MAINTENANCE**

CONCLUSION

Professional

leaders

managers

experts

teams

management systems

are the

FOUNDATION FOR INVESTMENT in TECHNOLOGY

—
Be great at what you do.



Then

YOU DON'T BUILD a
BUSINESS, you
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BUSINESS.

ZIG ZIGLAR

country.

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GET STARTED



Invest in AGI trainings and build your human capital

New program ready for registration in September 2018

Trainings in Iraq and Germany





Thank you very much for your attention

Access Germany Iraq

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