

## Press Release

FOR IMMEDIATE RELEASE

# **Qatari Business Women Association Partners with JMJ Associates to Develop Organisational Strategy**



Austin Texas – Nov 13, 2014 – **JMJ Associates, a global management consultancy announced signing a partnership agreement with the Qatari Business Women Association (QBWA). The parties agreed to work on the development of the QBWA's strategy, reformulate the QBWA vision and objectives, build organisational capability and enhance the Association's long term impact.**

The agreement was signed by Mrs. Aisha Alfardan, Vice-Chairwoman of the QBWA, and Mr. Simon Giffin, JMJ Associates Middle East Director.

Simon Giffin, Middle East Director of JMJ Associates commented: "We are absolutely delighted to have signed this partnership agreement with the QBWA to support the development of the strategy, vision and objectives of the organisation. The huge passion and commitment of the QBWA leadership to make a difference for the women in Qatar is very clear and forms a great foundation to create the next breakthrough in achievement. Our team here, a significant proportion of which is female, has long supported the development and enhancement of the role of women in society and so this really is a meeting of 2 organisations with a common aim. We look forward to working together over the coming months and years."

Commenting on the agreement, Mrs. Aisha Alfardan said: "We always strive to develop our strategy and revisit our vision and evaluate our goals, we consider that the institution that doesn't perform regular review and evaluation of its strategy and objectives is weak and lacks ambition. This agreement represents an important opportunity for the QBWA to take advantage of the experiences during the past years, as well as benefit from the distinguished experience of JMJ Associates who we consider a vital partner and a pioneer in the development of QBWA's performance, and we will do our best to get the best outcomes of this agreement to achieve our objectives and develop the performance of women in Qatar and enhance their role."

Over the last few months as part of this partnership with JMJ Associates, the Qatari Businesswomen Association has organized a number of sessions with its board members that sought to re-examine and evaluate the vision, mission and objectives of the Association. The first workshop was held in May, kindly hosted by the Old InterContinental Doha Hotel.

JMJ Associates, which has been working in Qatar since 1996, will continue to assist QBWA under this agreement in a number of capacity building activities. Together, they will develop a long term strategy to build organisational capability and identify and remove problems and obstacles faced by the association.





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#### About JMJ Associates

JMJ Associates is a global management consultancy with over 25 years of experience serving the energy, mining and construction industries. JMJ helps top-tier industrial companies see new possibilities, reach new goals, and operate at new, higher levels of performance. It is the world leader in *Incident and Injury-Free™ (IIF™)* workplace safety consulting and in the creation of *High Performance Teams™* on capital projects. JMJ consultants provide *Performance Coaching™* and leadership development to some of the largest companies in the world. Its home page is [www.jmm.com](http://www.jmm.com).

#### About QBWA:

Qatari Businesswomen Association was established in year 2000 to enhance women's contribution to the economic activity which constitutes a real gain both to Qatari women and the society at large, The Qatari Businesswomen Association is chaired by H.E Sheikha Al Anood Bint Khalifa Bin Hamad Al-Thani, and managed by a number of prominent Businesswomen who have a history of success in many businesses in different sectors that they work in or manage.

Qatari Businesswomen Association has played a distinguished role in enhancing women contribution to push the economic wheel towards the strategic growth that we are witnessing today, and in line with the wise vision that the government has set. Qatari Businesswomen Association is also a founding member of Middle East and North Africa Businesswomen Network which includes 10 members from 10 countries, and it is becoming a role-model through its active participation and best practices. Qatari Businesswomen Association has adopted new strategies and plans in a step that aims to develop and promote the role that it's playing locally, regionally and internationally, and it organizes a number of activities, conferences and programmes that support Qatari women.

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