



**A qualitative leap for  
the initiatives and projects at ET**





> By :

**Mohammed Abdullah Al Jarman**

> General Manager of Emirates Transport

## The UAE...A distinct global example in competitiveness

» The Government of the United Arab Emirates has been successful in pushing the state higher on the global economic competitiveness table, to confirm its leadership and excellence, proving in a manner that does not leave room for doubt that our wise leadership is on the right track to consolidate the prestigious position of the UAE among the developed world.

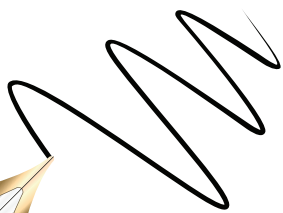
The government institutions in the country an important tributary and a fundamental pillar in support of these achievements, through harnessing of all potential, raising the efficiency of its services, and the development of human cadres.

We, in Emirates Transport, are inspired by these trends and insights to contribute to the support and consolidation of the successes of the UAE in all fields, including the transport sector, leasing and technical services under the support of the Board of Directors of the corporation led by His Excellency Humaid Mohammed Al Qattami, Minister of Education and Chairman of ET.

Perhaps the keenness of His Excellency Humaid Mohamed Al Qattami to motivate and honour the work teams overseeing the corporation's achievement of awards and certificates, is the biggest proof of the level of communication and interaction, positively and effectively towards achieving and maintaining excellence and the emphasis on entrepreneurship, innovation, creativity and competition in all units operating in the corporation.

The concept of competitive has become a widespread culture, promoted by our government, both at the level of the leadership and through governance guidance, and on the level of government institutions, and cadres' career, which leads us to focus more towards the future, in the spirit filled with the desire for development and improvement. ■

WELCOME



External entities honoured for the first time

## Al Qatami honours 111 employees at the Emirates Transport Annual Excellence Awards



In a celebration of high achievers of the federal transport corporation, H.E. Humaid Al Qatami, Minister of Education and Chairman of Emirates Transport (ET), praised the culture of excellence at the corporation and urged all employees to continue reaching for the top.

Al Qatami was the chief guest in the highlight event of the year for employees, and the corporation in general, as and he was joined by H.E. Saeed Al Sharid, and H.E. Mohammed Abdullah Al Jarman, Vice Chairman and General Manager of ET, respectively.

Also attending were members of the Board of Directors, senior managers, employees of the corporation as well as a number of honoured external entities, being recognized in a newly introduced category this year.

This year's event, which was held at the Dubai Grand Hyatt, saw the honouring of 111 employees represented through various categories including best business centres, department administrator, raising stars, drivers as well as a number of categories recognising achievements by school children.

In his opening remarks, Al Qatami highlighted the numerous achievements of ET over the last year and a quarter and stressed that none of it would have been possible had it not been for the endeavours and excellence of the people being honoured on the day as well as many unknown soldiers.

For his part, Mohammed Abdullah Al Jarman, ET General Manager, said that the corporation is proud to have so many high achievers, which is a product of a culture of excellence, creativity and professionalism.

Al Jarman urged all honoured employees to continue their excellent approach and for others to follow in their footsteps, promising that



the corporation will always provide the stage for success for those who seek it and are prepared to work hard for its attainment.

Also honoured in a new category this year some external parties in the shape of the Ministry of Education, Abu Dhabi Police, Sharjah Education Zone, ADNOC, GASCO & Juma Al Majid.

At the end of proceedings, Al Qatami honoured Al Jarman for his role in the success and excellence witnessed at the corporation under his leadership. ■

15 ET employees honoured for their outstanding work

## Al Qattami: The success of initiatives and projects of Emirates Transport is in the interests of community service

Humaid bin Mohammed Obaid Al Qattami, Minister of Education and Chairman of Board of Emirates Transport emphasised that the field success achieved by quality initiatives and development projects of Emirates Transport is in the interests of community service.

Making this statement as he honoured 15 employees of a new batch of outstanding work teams for their achievements in ET, Mr. Al Qattami said that the successes and achievements of the institution in the transport sector were realised by the efforts of outstanding and creative teams, and that he believes in the



spirit of teamwork which is characterised by loyalty and a sense of belonging to the nation and society.

During the ceremony, which was held at ET's headquarters in Dubai, Mr. Al Qattami thanked the honourees for their sincere efforts and high efficiency in performance and productivity.

The ceremony was attended by Saeed Mohammed Al Shared, Chairman of the Board of Directors and Chairman of the Advisory Office, Mohammed Abdullah Al Jarman, General Manager of ET, and a number of Executives Directors of Departments and senior officials.

Under the slogan: Our partners are our source of success

## 76 strategic partners of Emirates Transport honoured at annual Abu Dhabi gala



Emirates Transport (ET) honoured 76 government, private and media entities during the annual Abu Dhabi Strategic Partners' Gala, held this year at the Fairmont Bab Al Bahr hotel, in the capital.

Mohammed Abdullah Al Jarman, general manager of ET, along with members of the ET Board of Directors and various department and business centre managers, attended the event.

Al Jarman said outlined the successes of ET in 2012 and first quarter of this year, highlighting



a number of fiscal and qualitative achievements, including the range of new business expansion and diversification completed over the past year and the awards acquired by the corporation from various national and international bodies.

The ET general manager praised the strong ties between the corporation and its many strategic partners, insisting that the success of the federal transport corporation is firmly based on harnessing these ties by continuing to deliver

on the quality of service that clients of ET have come to expect.

The honoured parties included federal and local government entities, such as ministries and authorities, as well as private sector companies and institutions including banks and companies from the oil and energy industry.

Media outlets were also honoured on the day for their contribution in highlighting the work and success of ET.

Part of ambitious modernisation plans

Al Fou'a station inaugurated at a cost of AED7 million



Mohammed Abdullah Al Jarman, General Manager of ET, inaugurated the new Al Fou'a Station for school buses at a cost of AED7 million.

This comes as part of an ambitious strategic plan, implemented by the Site Management Centre, aiming to develop sites and buildings which provide services to clients of the corporation throughout the state.

Following the inauguration ceremony, Al Jarman stated that the corporation is always keen to support its fleet and develop the services provided to its clients.

Rashid Awad Mohamed, manager of ET's Al Ain Branch, said the new station will serve a large geographical location and will contribute to a marked improvement to services provided.



For its dual trip student transport system

ET wins international transport award for MENA region

Emirates Transport (ET) received the "Grow with Public Transport" award for the MENA Region during The International Association of Public Transport (UITP) conference held in Geneva, Switzerland.

The federal transport corporation received the award for its dual-route student transport system, which allows the use of the same bus to transport both male and female students in the same school district, but in two separate trips.

The system, which requires a high degree of organization and coordination and takes advantage of the hour difference in school start time for male and female students, won praise for its considerable economic and environmental benefits.

Mohammed Abdullah Al Jarman, general manager of ET, said the award represents recognition of the efforts made by the corporation to offer the best transport solutions for students and schools that incorporate environmental and economic issues.

The Grow with Public Transport campaign is an initiative of the UITP, the international network for public transport authorities and operators, policy decision-makers, scientific institutes



and the public transport supply and service industry.

ET's dual-route system was recognized in the Customer Service category for the Middle East and North Africa (MEANA) region.

The advantages of the system include less time spent on the bus for students, the reduction of the number of school buses, which has both environmental and economical benefits, and the reduction of traffic during peak times.

Recognition for vehicle dry-washing project

Corporation win award for environment-friendly project at Ideas Arabia Conference 2013

Emirates Transport won the Best Environmental Project Award at the Eighth International Conference of 'Ideas Arabia 2013', hosted by Dubai Quality Group, held under the slogan 'Innovation: Key of Sustainability'.

The conference held under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Civil Aviation.

Amer Al Harmoudi, Executive Director of Technical Services at ET received the award, on behalf of the corporation, from Sheikh Suhail Al Maktoum, and with the attendance of Hanan Mohammed Saqer, Executive Director of Support Services at ET and a number of other officials.

Al Harmoudi expressed his pride in this achievement which reflects the pioneering efforts made by Emirates Transport in the field of environmental sustainability, the application of sustainable transport initiatives and environment-friendly services.

ET won the award for its vehicle dry-washing project, which helps preserve water and reduce the use of chemical materials during the car washing process.



He explained: "Emirates Transport participated for the first time in this excellent competition, to embrace innovative ideas and encourage distinctive creativity by employees and institutions alike."

The conference was attended by a group of experts and specialists in the field of suggestions from both government and private sectors in addition to international participants such as Ideas America, Ideas UK and Ideas Germany.

1,700 attendees smash previous record

## Abu Dhabi ET branch enters the Guinness World Record with the largest first aid lesson

Abu Dhabi: Emirates Transport (ET) set a new world record as 1,700 employees packed the Abu Dhabi National Theatre to attend what became officially the largest first aid lesson in the world.

The successful world record attempt, which was completed Saturday evening, was organized by the ET Abu Dhabi branch, as thrilled attendees easily smashed the previous record of 917.

The latest feat is the second entry into the Guinness World Record by the federal transport corporation.

In 2010, 390 ET buses travelled in a convoy to make an entry into the record books as the largest convoy of Hyundai school buses.

The record setting evening was attended by the top brass management of ET, including Mohammed Abdulla Al Jarman, General Manager of ET and Waleed Al Mehairi, Executive Director of Transport & Leasing at ET, and Abu Dhabi branch manager, the principal architect of the successful world record.



Al Mehairi said the new world record was the fruitful result of some hard work by the organizing team and thanked everyone who was involved in the event mentioning, in particular, the ET bus drivers who constituted the largest segment of record breakers on the evening.

Mohammed Al Jarman, General Manager of

ET, lauded the latest achievement by the ET organizing team and presented the new record as a gift to the leadership and people of the UAE.

Representatives from the Guinness World Record praised the organisation and enthusiasm shown on the day, highlighting, in particular, the diligence of organisers during the counting process.



Raising awareness of monitoring systems

## Risk Management & Internal Auditing Week

Staff at Emirates Transport (ET) have been learning about Risk Management and Internal Audit systems at the corporation during this week in a series of lectures and workshops aiming to raise awareness of the organisation's monitoring systems.

The opening ceremony was attended by Mohammed Abdullah Al Jarman, General Manager

of ET, as well as a number of senior management from the corporation.

A number of ET employees from around the country were also able to follow proceedings through video conference technology.

Al Jarman stressed the importance of raising awareness among departments, management and employees, in general, of the vital role of

risk management and internal audit in an organisation.

Majdi Abu Saleem, Risk Management Manager at ET, gave a brief presentation to the attendees about the week's programme, which included lectures and staff competitions in both Arabic and English.

Win is for "Student Safety ID" scheme

## ET honoured at 18th Middle East eGovernment & eServices Excellence Awards

Emirates Transport (ET) was awarded the ICT Enabled Transportation 2013 Excellence Award for its "Safety ID" scheme.

The federal transport corporation was honoured at the 18th Middle East eGovernment & eServices Excellence Awards, held last week at the Ritz Carlton Hotel, Dubai International Financial Centre.

The award was presented by Dr Ahmed Saeed Bin Hazim, Director General of Dubai Courts, to Ms. Hanan Mohammed Saqer, Executive Director of the Support Services Department at ET.

Saqer thanked those in charge of the award, which she said constitutes a qualitative addition to the efforts by institutions to bolster government projects, electronic initiatives and the development of e-transformation initiatives in the state.

Saqer explained that the "Safety ID" scheme aims to enhance safety during the students transport process by school buses, stressing that global best practices were applied in the development of this project to achieve its objectives



and improve the quality of services provided by the corporation in the field of school transport.

The award is organized by the Middle East Excellence Awards Institute which aims to honour and highlight the most prominent and important innovations in the application of in-

formation technology solutions and communications.

The list of winners this year included a number of federal and local governmental bodies and institutions, as well as institutions from the Kingdom of Saudi Arabia and Qatar.

Winners will be announced with start of school terms

## Assessment of 2013 entries for the ET Awards for Safety & Traffic Education

The Assessment Commission for the Emirates Transport (ET) Awards for Safety & Traffic Education began meetings to evaluate the entries submitted for this year's awards, in its fifteenth session.

The results and the names of the winners be announcing at the beginning of the upcoming academic year 2013/2014, with the awards ceremony being held during the first semester, under the patronage of His Excellency Humaid Mohamed Al Qutami Minister of Education and Chairman of Emirates Transport.

Abdullah Mohammed, ET Acting Manager of Government Communications and Chairman of the Awards Committee, said that the awards evaluation committee includes 14 members representing the heads of safety units at the various ET branches and representatives of the Government Communication Department, and are evaluating the participating schools according to the criteria approved by the corporation.

The Chairman of the Awards Committee said that the general criteria for assessing the entries includes a range of items under each category, related to the level of innovation in the participation and the relevance of the concept to traf-



fic safety for students, in addition to the size of the effort by the participant, and the quality of methods and tools used, as well as other criteria.

He stated that the growing demand for participation in the award is a great incentive for the continuation of corporation to hold the awards annually.

He added that the award has been able during its 15 years to create a competitive atmosphere among the participants and to find new outlets for creativity and excellence among themselves, all the while raising awareness of traffic safety.

As part of the GM's regular meetings with staff

## GM meets employees of RAK and East Coast

Mohammed Abdullah Al Jarman, General Manager of Emirates Transport (ET), stated that field communication with employees contributes to strengthening of the relationship between the two parties and the consolidation of an effective work environment.

Al Jarman explained that staff that are aware of the vision, mission and plans of the institution in which they work, are better able to perform their functions efficiently, with creativity and innovation, and better achieve the desired results and objectives.

This came during a meeting at the Hilton Ras Al Khaimah, with about 42 ET employees from both Ras Al Khaimah and the East Coast.

The meeting was attended by Hanan Mohamed Saqer Executive Director of Support Services and Obaid Al Braiki branch manager of Ras Al Khaimah, Mohammad Suhail, manager of the East Coast branch, and Mohammed al-Tamimi, head of Corporate Excellence.

He stressed the need to adopt management style operations, and focus on achieving sustainable results, attention to meeting the needs of



customers, and to maintain consistency in performance, and excellence in leadership.

Al Jarman praised the performance of the corporation's staff in the recent period, and enjoy the spirit of competition, discipline and affirmative action, noting that the positive energy of the employee-centric activity and optimism, joy and happiness and to participate in the development of excellence.

For its part, said Mr. Hanan Saqer executive director of support services that the achievement of the UAE being placed first in the world in the efficiency of government services, reflects the extent of their interest in the concepts of government excellence, and their desire to take advantage of the best international experiences applicable in this area, in particular the principles and standards of the British model for Government Excellence.

Through its buildings, vehicles and communication tools

## Emirates Transport supports the Dubai Expo 2020 bid



HE Mohammed Abdullah Al Jarman, General Manager of Emirates Transport (ET), said the UAE has the assets and wealth of expertise, in terms of hosting major international events, and this gives Dubai the edge to deservedly host the Expo 2020.

Al Jarman said: "Dubai is a cosmopolitan city which is unique in all scales, be it infrastructure or the sophisticated system of modern technology, and supported by a fertile and flexible economic and trade environment for entrepreneurs and investors. It is also a global destination for industry conferences and exhibitions, festivals and meetings, as well as nurturing a diversity of nationalities and cultures, and the high level



of community tolerance and mutual harmony."

The General Manager of ET added that the many strengths of the Dubai bid makes it a very likely winner and this requires, firstly, a concerted effort by all institutions and members of the UAE community to contribute in various ways to support the bid, and secondly, it also requires early preparation to meet the requirements and benefits after being awarded the event, each according to his role, duties and responsibilities entrusted to him.

He disclosed that the Emirates Transport is keen to support the Exbo2020 Dubai bid, on the basis of its commitment towards its government and institutional duties.

Al Jarman stated that the corporation has al-

ready decorated many of its vehicles and buildings with banners, posters and stickers carrying the official logo of the Dubai Expo 2020 bid.

This is in addition to using the logo in a variety of electronic correspondence, publications, and the various accounts of the Corporation in social media websites, inviting more than 12,000 employees to support the bid through the official Dubai Expo 2020 website.

Al Jarman expressed the optimism and confidence of all employees of Emirates Transport including management, administrators, drivers, technicians and school bus supervisors, that Dubai, and the UAE, will be awarded the honour of hosting this unique global event.

Drive to recruit 300 school bus supervisors

## School Services Centre to supply supervisors for Dubai's intermediate and secondary school buses



Emirates Transport (ET) has announced plans to supply female safety supervisors on all public intermediate and secondary level school buses in Dubai, beginning from September.

The move comes to meet new regulations covering student transport in the emirate.

The federal transport services corporation is in the midst of a drive to recruit 300 school bus supervisors across the country, 200 of which will be deployed in Dubai.

Jasim Mohammed Al Shaer, Manager of the ET School Services Centre, said the corporation will provide the new supervisors with full job training covering transport and safety issues as well as child handling skills.

Al Shaer said the latest recruitment drive aims to boost the student transport services provided by ET to schools throughout the country.

The ET School Services Centre already provides 2,900 male and female school bus supervisors for pre-school and elementary level schools across the UAE.

Marking the end of the academic year 2012/2013

## 36 outstanding school drivers and administrators honoured

The Emirates Transport (ET) School Transport Centre, a member of the group of business centres of the Emirates Transport, honoured 36 outstanding staff included a number of station managers, drivers and administrators, to mark the end of the academic year 2012/2013.

Witnessing the ceremony, which was held at the Head Office of the Dubai Foundation, were Mr. Jasim Mohammed Al Marzouqi, Manager of the ET School Transport Centre, Fadi Khalil, Manager of the ET Private School Transport Centre, and honoured staff.

Al Marzouqi said that Emirates Transport is always keen to motivate and encourage all hard-working and outstanding employees by honouring them.

He praised the ideal performance levels of honoured drivers who carried out their tasks according to the required standards of accuracy and scheduled timeline, highlighting, in particular, their positive response and acceptance of any comments and directives aimed at self-development.

He also honoured a number of managers of the stations of the branches of Abu Dhabi and the Western Region, Dubai and Ras Al Khaimah, valuing the important role played by the managers of the stations in the management of school transport in the geographical areas of



each branch of the corporation in the state.

Al Marzouqi stressed their important role in solving the problems of drivers and providing tangible material and moral support to them to overcome the difficulties and obstacles.

On the other hand, the honourees expressed deep happiness and gratitude for being recognized and honoured by the corporation, stressing their eagerness to continue in their dedication to work.

In the attendance of Saif bin Zayed

## MoU agreed with Abu Dhabi Police



Lt. General H.H Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Interior, attended on Monday the signing of a Memoranda of Understanding (MoU) between Abu Dhabi Police GHQ, represented by the Directorate General of Police Operations - Community Police Department, and Emirates Transport (ET).

The signing ceremony, which took place at Abu Dhabi Police GHQ, was attended by Major General Staff Obeid Al Hiri Salim Al Kutbi, Dep-

uty Commander-in-Chief of Abu Dhabi Police; Major General Khalil Dawood Badran, Director General of Finance and Services; and Major General Ahmed Nasser Al Raisi, Director General of Central Operations at Abu Dhabi Police.

The MoU was signed by Major General Mohammed bin Al Awadhi Al Menhali, Director General of Police Operations at Abu Dhabi Police, and Muhammad Abdullah Al-Jarman, General Manager of Emirates Transport.

The MoU aims to establish a lasting and de-

veloped partnership benefitting both parties, and to leverage human and material resources available to each party, so as to serve the community and ensure the prosperity and welfare of the country.

Also attending the signing ceremony were Colonel Saud Al Saadi, Director of the Secretariat of His Highness, the Minister of Interior; Lt. Colonel Mubarak Bin Muhairom, Head of Department of Community Police; as well as number of officers and officials from Emirates Transport

To supply a driver and supervisor on all buses

## Corporation to supply transport services to schools of Bukhatir Group

Emirates Transport (ET) signed a five-year agreement to supply transport services to the schools of Bukhatir Group in Sharjah, beginning from September this year.

The agreement was signed at the Sharjah head office of the Bukhatir Group by Jasim Al Marzouqi, Manager of the School Transport Centre at ET and Salah Abdulrahman Bukhatir, Vice Chairman of the Bukhatir Group.

The agreement stipulates the supply of modern school buses, equipped with satellite tracking and transport safety ID technologies, as well as school bus supervisors on all buses.

Commenting on the agreement, Al Marzouqi said: "We're glad the Bukhatir Group chose to put their trust in our services, which is rich in experience and quality."

Fadi Khalil, Manager of the ET Private School Transport Centre said the signed agreement is yet another step towards expanding the reach of the corporation's services among private schools in the country.



Since being established in 2012, Khalil added, the ET Private School Transport Centre has succeeded in attracting contracts to provide transport services to schools in Abu Dhabi, Dubai, Sharjah and Ras Al Khaima, transporting 1,500 students.

Salah Abdulrahman Bukhatir, Vice Chairman of the Bukhatir Group, said the signing of this agreement is part of group's goals of improving the educational experience of their students by providing them with a modern, high quality school transport service.

In cooperation with the Emirates Nursing Association and the Family Development Foundation

## The Abu Dhabi Government Transport Center sponsors the "Loyalty to the Mother of the UAE" march

In celebration of International Nursing Day, The Abu Dhabi Government Transport Centre, member of the group of business centres of Emirates Transport (ET), sponsored a march under the title "Loyalty to the Mother of the UAE".

The event was organized by the Emirates Nursing Association in cooperation with the Family Development Foundation in Abu Dhabi, as part of the "White Caravan" campaign held under the patronage of Her Highness Sheikha Fatima bint Mubarak, Chairperson of General Women's

Union, Supreme Chairperson of the Family Development Foundation, Chairwoman of the Supreme Council for Motherhood and Childhood.

Abdullah Al Amri, Manager of The ET Abu Dhabi Government Transport Centre expressed the pride of the corporation in supporting the event through the provision of buses allocated to transport participants, in recognition by the corporation of the importance of the nursing profession in the country and its prominent role in maintaining the healthy life of community members.

The march, which saw the participation of nurses and midwives from various emirates, included a number of events such as free medical examinations, providing health education for all visitors to the Corniche, and entertainment events provided for children and organized by the students of Fatima College of Applied Health Sciences. For their part, the Emirates Nursing Association and Family Development Foundation expressed their thanks to all parties who supported their event.

Under the slogan (Your day with an elderly)

## Voluntary Work Team organizes a leisure trip for 14 nursing home residents



The Emirates Transport (ET) Voluntary Work Team organized a leisure trip for 14 elderly residents from nursing homes in Sharjah and Ajman.

Abdullah Mohamed Hassan, Acting Manager of the Government Communications Department at ET said: "The care of elderly people is the shared responsibility of the community, as well as being a moral and religious duty in the first place.

"We must reach out to them and lift their spirits, thus alleviating some of the psychological stress they may be under because of their social and health conditions and, at the same time, contribute to break their isolation and liven up their daily routine." He added.

Hassan stated that the activities and initiatives of the ET Voluntary Work Team spring

from the principles of the Charter of Social Responsibility established by the corporation as a guide for all service and business practices and activities towards the environment and society.

He praised the great efforts made by the UAE government to spread the culture of volunteerism among institutions and individuals, which in turn has great benefits in strengthening community ties and society in general.

The Acting Manager of the Government Communications Department at ET emphasized that the launch of the ET Voluntary Work Team was, indeed, to promote this culture among its employees and direct their energies and potential to serve the community on a voluntary basis, and contribute in building close bonds between the volunteer employees and community institutions work-

ing in the field of volunteerism, environment and charity.

Saif Al Kabori, Head of ET Voluntary Work Team said this trip was the group's second initiative since its launch at the beginning of this month, when they held a lecture titled "The Spirit of Volunteerism" at the head office building in Dubai.

Al Kabori said the programme for the residents of the nursing home in Sharjah and Ajman included a trip to the Sharjah Aquarium and to the Traditional Café by the Khalid Lagoon for some tasty traditional meals. The evening was concluded with a visit to the Sharjah Central market for some shopping as the elderly nursing homes residents expressed their appreciation for a wonderful evenings programme.

Al Jarman welcomes the initiative

## Government Transport Centre gifts Sheikh Mohammed book “Flashes of Thought” to ET managers

The Government Transport Centre, part of the Emirates Transport (ET) group of business centres, gifted the managers of the corporation a copy of the book “Flashes of Thought” by HH Sheikh Mohammed bin Rashid.

Mohammed Abdullah Al Jarman, General Manager of ET, was presented with a copy of the book from Abdul Gaffar Mohammed Yusef, Manager of the Government Transport centre.

Al Jarman praised the initiative by the centre which he said reflected the keenness of manag-

ers at the corporation in spreading awareness of leadership and excellence skills and ideas.

Al Jarman also praised the book for shedding light on past experiences of the founding fathers of the nation and for emphasising the important role and responsibilities of government agents who are regarded as the basis of any development and growth.

For his part, Abdul Gaffar Mohammed Yusef, Manager of the Government Transport centre, said distributing the book represents

a proud moment for the centre, stressing his confidence that the leadership of the corporation will benefit from the ideas and experiences documented in the book.



In response to the “Thank you” campaign

## Outstanding and veteran school and government transport drivers and technicians Honoured in Central Region and Ras Al Khaimah

Abdullah Saif bin Suef, Manager of ET’s Central Region Branch, attended a ceremony honouring a group of outstanding drivers working in school transport, held in response to the “Thank you.” campaign by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Ministers and Ruler of Dubai to honour the employees of basic public services.

The ceremony organized in the Umm Al Quwain station, in the presence of Tariq Obaidli Head of Finance and Administration section, included honouring 5 drivers of school and governmental transport who had clean driving

records during the first quarter of the current academic year, and who have spent more than 10 years in service.

Al Ghafli thanked the drivers for distinguishing themselves in their field and their dedication to their work in the transfer of our students to public schools located within the area of the branch.

Elsewhere, Obaid Rashid Al Buraiki, Manager of ET’s RAK Branch, honoured a number of drivers and technicians who have spent a long career in the service of the corporation.

Al Buraiki praised the campaign “Thank you” which was well received by all institutions in the

state, to honour the staff and workers in essential public services as a segment of society which deserves all the respect and honour.

Al Buraiki presented certificates and gifts in kind to the honourees at the ceremony at the branch in Ras Al Khaimah, in the presence of Ali Abdullah Al-Shehhi, head of safety and Abdul Rahman Hassan Kaddaw head of technical operations at the branch.

The honourees expressed their gratitude and happiness of this generous gesture that will motivate them in their work to the best of their capacity to serve this nation and the corporation.

The sixth certificate in comprehensive management

## ET awarded ISO certificate for “Training Quality Management”

Mohammed Abdullah Al Jarman, General Manager of Emirates Transport (ET), said the awarding of the ISO 10015 certificate to the corporation reflects the importance it places on improving the quality of human resources training to reach the highest standards in the services provided.

Al Jarman was speaking after receiving the “ISO 10015” certificate from Ishtiaq Ahmed, Chairman of the Certification Committee at Vincotte, Middle East, during a ceremony held at the ET head office in Dubai.

The ET general manager said: “Investing in, and developing, human resources is regarded as among the foremost strategic priorities of the federal government, as part of its 2021 vision for the UAE.

“Emirates Transport stands out for having a large employee base with more than 12,000 staff working all over the country, which makes it imperative to follow the best international standards in human resources development and training” he added.

For his part, Ishtiaq Ahmed, Chairman of the Certification Committee at Vincotte, Middle East, praised the efforts of ET in aiming for the highest international standards in business practices, pointing out the six ISO certificates awarded to the corporation, so far, as an indicator of their commitment to development across all fields.

The continuous training of staff contributes to the maintenance and enhancement of career and knowledge of the employee, keeping it up to date with all developments.



This is particularly important for organisations and entities working under government agencies, who are closely associated with its strategic plans and are required to adhere to directives of the federal government towards the development and promotion of human competencies and the training of cadres working in various locations.

Such attention to training and development would inevitably, and eventually, be reflected in efforts to raise the quality of services provided, thereby achieving high levels of customer satisfaction.

In this context, the corporation was recently accredited with the “ISO 10015” for quality management training systems which reflects a keen interest in the development of human cadres for the achievement of organizational excellence and

the inherent quality in the corporation’s services in the transport, leasing and technical services sectors.

With the beginning of the new academic year, the corporation held its first media briefing to illustrate its massive preparations for the start of the 2013-2014 school year.

The briefing emphasized the importance of school transport in supporting and enhancing the educational process, and gave a clear indication of the priority it places on the safety of students during daily school transport trips.

These past couple of months also affirmed the ongoing high performances of the corporation in many fields as ET won national, regional and international acclaim continuing with a long tradition in winning awards and recognition.

Includes 166 separate sponsorship deals

## ET contributes AED2.5 million worth of community-based sponsorship in first half of 2013

Abdullah Mohammed Hasan, Deputy Manager of Government Communications at ET has announced that the corporation has contributed AED2.5 million in various community based sponsorships in the first half of 2013.

The contributions by the federal transport services corporation were presented to 166 different entities and events in various parts of the country.

Sponsorships varied in nature between financial, material and service based, according to the needs of the concerned party.

The ET Deputy Manager of Government Communications said the corporation puts high priority, and takes great pride, in its responsibilities towards the community.

He said: “As a federal corporation with a long-standing in the community, we are very much com-



mitted to our social responsibility role towards the society and the environment, and we take on this role with pride and joy?”

Hasan noted that ET has received wide recognition for its corporate social responsibility

policies including the Dubai CSR Label, the Dubai Sustainable Transport Award and the Green Middle East award, as well as a number of other national and international awards and certificates.



# Professionalism

## Developing this Vital Characteristic

**»** You know that it's essential to be professional if you want to be a success. But what does "being professional" actually mean?

For some, being professional might mean dressing smartly at work, or doing a good job. For others, being professional means having advanced degrees or other certifications, framed and hung on the office wall.

Professionalism encompasses all of these definitions. But, it also covers much more. So, what is professionalism, and why does it matter? And how can you be completely professional in your day-to-day role?

In this article we'll explore all of these questions, so that you can present a really professional image in the workplace.

### Defining Professionalism

The Merriam-Webster dictionary defines professionalism as "the conduct, aims, or qualities that characterize or mark a profession or a professional person"; and it defines a profession as "a calling requiring specialized knowledge and often long and intensive academic preparation."

These definitions imply that professionalism encompasses a number of different attributes, and, together, these attributes identify and define a professional.

So, what are these attributes?

### Specialized Knowledge

First and foremost, professionals are known for their specialized knowledge. They've made a deep personal commitment to develop and improve their skills, and, where appropriate, they have the degrees and certifications that serve as the foundation of this knowledge.

Not all business areas have a stable core of knowledge (and the academic qualifications that go with this); not all areas demand extensive knowledge to practice successfully; and not all professionals have top degrees in their field.

What matters, though, is that these professionals have worked in a serious, thoughtful and sustained way to master the specialized knowledge needed to succeed in their fields; and that they keep this knowledge up-to-date, so that they can continue to deliver the best work possible.

### Competency

Professionals get the job done. They're reliable, and they keep their promises. If circumstances arise that prevent them from delivering on their promises, they manage expectations up front, and they do their best to make the situation right.

Professionals don't make excuses, but focus on finding solutions.

### Honesty and Integrity

Professionals exhibit qualities such as honesty and integrity. They keep their word, and they can be trusted implicitly because of this. They never compromise their values, and will do the right thing, even when it means taking a harder road.

More than this, true professionals are humble if a project or job falls outside their scope of expertise, they're not afraid to admit this. They immediately ask for help when they need it, and they're willing to learn from others.

### Accountability

Professionals hold themselves accountable for their thoughts, words, and actions, especially when they've made a mistake. This personal accountability is closely tied to honesty and integrity, and it's a vital element in professionalism.

### Self-Regulation

They also stay professional under pressure. For instance, imagine a customer service employee who's faced with an irate customer. Instead of getting upset or angry in return, the employee exhibits true professionalism by maintaining a calm, business-like demeanour, and by doing everything that she can to make the situation right.

Genuine professionals show respect for the people around them, no matter what their role or situation. They exhibit a high degree of emotional intelligence (EI) by considering the emotions and needs of others, and they don't let a bad day impact how they interact with colleagues or clients.

### Image

Professionals look the part – they don't show up to work sloppily dressed, with unkempt hair. They're polished, and they dress appropriately for the situation. Because of this, they exude an air of confidence,



and they gain respect for this.

### How to Exhibit Professionalism

As you can see from these characteristics, professionals are the kind of people that others respect and value. They are a genuine credit to their organizations!

This is why it's so important that we work to earn a professional reputation in the workplace. True professionals are the first to be considered for promotions, they are awarded valuable projects or clients, and they are routinely successful in their careers.

Now that you have a clear view of what constitutes professionalism, are you demonstrating these characteristics to the people around you? It's likely you're already showing some characteristics, but you may find yourself lacking in others: to build your own professionalism, focus on improving each of these characteristics. (Focus on one at a time, so you don't get overwhelmed.)

Additionally, here are some further strategies that will help you be more professional in the workplace:

### Build Expertise

Don't let your knowledge and skills get outdated. Make a commitment to build expertise and stay up-to-date with your industry.

#### Tip:

Take our Bite-Sized training session on Building Expert Power to find out how to build and maintain your own expert power.

### Develop Your Emotional Intelligence

Professionals can sense the emotional needs of others. They're able to give clients and co-workers what they need, because they know how to listen actively and observe what's happening.

So, if you want to improve your professionalism, focus on developing emotional intelligence.

### Honour Your Commitments

Whenever you make a promise to your boss, colleagues, or clients, keep it. If it looks as if you won't be able to meet a deadline, let your boss, team or client know as soon as sensibly possible. However, do what you can to avoid ending up in this situation!

Don't make excuses – instead, focus on meeting expectations as best you can, and on making

the situation right.

### Be Polite

Be kind and polite and use good manners to everyone you come into contact with, no matter what their role is, and no matter how you're feeling. This might sound unimportant, but it makes a significant impact.

### Have the Tools You Need

Do you show up to a client meeting lacking important samples? Or arrive at work, only to realize that you left a vital file at home? Or do you find yourself operating in situations where you don't have the skills needed to do a good job?

True professionals are always prepared. This requires advance planning, timeliness, and attention. Focus on improving your time management and planning skills, so that you're always in control. ■

#### Note:

Although professionalism means keeping commitments, doing high quality work, and having expert status, occasionally the pursuit of these attributes might tempt you not to volunteer for projects that fall outside your "comfort zone."

However, this doesn't necessarily mean that you shouldn't try! Analyze risks beforehand to minimize the consequences of getting things wrong, be honest about any skills gaps that you have, and work to fill them. Then do the best you possibly can!

#### Key Points:

Professionalism is a trait that's highly valued in the workforce. It has many attributes, including:

Specialized knowledge.

Competency.

Honesty and integrity.

Respect.

Accountability.

Self-regulation.

Image.

To improve your own professionalism, focus on improving in each of these areas.

You can also exude professionalism by being kind and polite to everyone, presenting a professional image in your attitude and dress, and showing up for work or meetings fully prepared.