



Spark ◦ Engage ◦ Navigate ◦ Weld

## **Journey:**

### **RAPID INTEGRATION PROGRAMME (RIP)**

#### **Client**

A top Executive from a Fortune 500 company posted to the region for his first MEA assignment and second regional role in his career as the Regional CEO.

Assigned from Europe to Dubai.

#### **Opportunity**

He was provided with cultural sensitivity training and basic linguistic courses. A hasty handover and insufficient toolbox compromised a seamless integration and hampered making strategic decisions in such a diverse, intricate and wide web of cultures and business dynamics, and caused major hesitation and discomfort for the client.





### **Solution**

Incubeemea developed a 12-month mandate for a rapid integration programme.



# ENGAGE

## **Methodology**

Incubeemea's founder Ali Borhani undertook this mandate personally and by developing trust and credibility with the client with the clear objective of increasing his impact and effectiveness during his mandate with a clear modular set of recommendations.

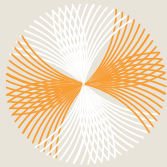




# NAVIGATE

## Recommendation

- Fostered face time with key local decision makers
  - Clear guidance on local talent management
- Tactical advice on regional vs. in-country CSR management
  - Fact-based input for managing HQ expectations
  
- Resulted in a 360° buy-in from the regional and HQ teams



# WELD

## Outcome

< Provided a progressive, trustworthy and non-threatening alternative view, assisting the client to move away from apprehension of dealing with a diverse region and multiple market dynamics, empowering him to develop a modular strategic approach in MEA and achieve the necessary accolades from HQ, regional team and customers alike.