

# EXPLORE

**UNLOCK YOUR CAREER**

Navigate the future of the work market



**IADC**  
SUEZ UNIVERSITY  
STUDENT CHAPTER

**IADC SUEZ ANNUAL NON-TECHNICAL MAGAZINE**  
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IADC is dedicated to enhancing the interests of the oil-and-gas and geothermal drilling and completion industry worldwide. Membership is open to any company involved in oil and gas exploration, drilling or production, well servicing, oilfield manufacturing, or other rig-site services. Founded in 1940, IADC mission is to improve industry health, safety, and environmental practices; advance drilling and completion technology; and champion responsible standards, practices, legislation, and regulations that provide for safe, efficient, and environmentally sound drilling operations worldwide. Through conferences, training seminars, print and electronic publications, and a comprehensive network of technical publications, IADC continually fosters education and communication within the upstream petroleum industry.

# HISTORY

## SINCE 1940

FOR 80 YEARS, IADC HAS CHAMPIONED THE DRILLING INDUSTRY THROUGH TRAINING PROGRAMS, GUIDELINES, PUBLICATIONS, COMMITTEES, CONFERENCES, AND ADVOCACY FOR THE GLOBAL DRILLING INDUSTRY.

# QUOTE



IADC is focused on core industry issues, like health and safety, training and accreditation, attracting the next generation to work alongside us, and serving as a strong advocate for oil and gas activities.

- Jason McFarland, IADC President





# IADC

SUEZ UNIVERSITY  
STUDENT CHAPTER

Founded in January 2024 and affiliated with the International Association of Drilling Contractors (IADC), our chapter is your gateway to a world of opportunities in the drilling industry. We aim to build a community of passionate students, bridge the gap between academia and industry through expert insights, practical experiences, and career opportunities, and advocate for sustainable and innovative drilling practices.

Urging the value of volunteerism and creating harmony among teams; enabling them to explore their potential technically and non-technically.



## VISION



## MISSION

We aim to build a community of passionate students, bridge the gap between academia and industry through expert insights, practical experiences, and career opportunities, and advocate for sustainable and innovative drilling practices.



AMR ELDEEB

Explore Chairperson

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## THE LEADERSHIP LOCK

### 3 Keys to Being a Great Leader

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## INTRODUCTION

Welcome to this latest edition of our magazine. As I sit down to write this, I've been reflecting on what it actually means to lead in an industry that never seems to stand still. We often talk about leadership as if it's a destination or a prestigious title on a LinkedIn profile, but in my experience as Chairperson, I've realized it's much more like a complex lock. You can't just force it open with authority or a loud voice; you need the right set of keys to turn the mechanism. Leadership isn't about having a perfect map; it's about being the person who holds the flashlight when the path gets dark. It's about creating a space where people feel empowered to bring their best selves to the table. By focusing on these three essential «keys,» we can move beyond just managing tasks and start truly inspiring the people around us.

### FIRST KEY: VISIONARY CLARITY

The first key is **Vision**. It's easy to get lost in the «how» of our daily work—the technicalities, the deadlines, and the logistics—but a leader's primary job is to protect the «why». If you don't know where you're going, you can't expect anyone to follow you. However, a vision shouldn't be a rigid, top-down decree. It's about painting a picture of the future so clearly that your team can see themselves in it. When everyone understands the bigger goal, they don't just work because they have to; they work because they believe in the mission. Clarity turns a group of individuals into a focused, unstoppable force.

### SECOND KEY: EMPATHETIC ENGAGEMENT

The second key is **Empathy**, and I believe it's the most underrated tool in a leader's kit. In a field driven by data and results, it's easy to forget that teams are made of humans with lives, fears, and ambitions outside of work. A great leader listens more than they speak. They take the time to understand what makes their teammates tick and what keeps them up at night. When you lead with empathy, you build a foundation of trust that can weather any storm. It's about realizing that you don't lead a «department» or a «chapter»—you lead people, and those people need to feel seen and valued to truly thrive.

### THIRD KEY: RESILIENT ACCOUNTABILITY

The final key is **Accountability**, which is the backbone of resilience. True leadership is tested not when things are going well, but when everything is falling apart. It takes immense courage to stand up and say, «This was my responsibility,» when a project fails. When a leader takes the hit for the team but shares the credit for the wins, they earn a level of respect that no title can grant. Resilience isn't just about bouncing back; it's about showing your team that it's okay to stumble as long as you get back up together. This key is what ultimately unlocks the door to a culture of integrity and excellence.

## 2

## FOREWORD

## MOHAMED HELMY

Explore Editor-in-Chief

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## BEYOND LIMITS

Redefining What Leadership Means

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## THE POWER OF DIRECTION

In a world full of endless choices, the real challenge is not simply choosing a path it is committing to it with clarity, patience, and consistency. Many people wait for the “perfect moment,” but in reality, that moment rarely comes. Growth is not found in waiting; it is built through action through small, consistent steps taken even when the full picture is unclear.

Every decision we make and every challenge we face contributes to shaping who we become. It is within uncertainty that character is tested, and through persistence that true direction is formed.

The energy sector reflects this reality more than most. It demands resilience, adaptability, and the ability to perform under constant pressure. Challenges are not exceptions they are the norm, yet within them lie opportunities for those willing to learn, evolve, and push beyond their limits.

Progress is not defined by what we already know, but by how we respond when we are tested. Real growth begins when we step outside our comfort zones, face complex problems, and take responsibility for finding solutions building not just skills, but mindset, discipline, and leadership.

However, growth is not purely technical. The ability to communicate effectively, collaborate within diverse teams, and contribute to a shared vision is equally essential. True impact is created when individuals shift from personal success to creating value for others.

In the end, success is not about reaching a destination. It is about the person you become along the journey and the difference you make along the way.

## LEADING WITH IMPACT

Leadership is not about authority—it is about influence with purpose. It is about creating direction, empowering others, and building environments where people can grow, take initiative, and thrive. True leadership transforms individual effort into shared progress, turning ambition into meaningful outcomes.

It requires vision, empathy, and the courage to guide others while inspiring collaboration and innovation. Strong leaders do more than lead—they create spaces where ideas are exchanged, learning is continuous, and individuals are encouraged to reach their full potential.

Every conversation, every initiative, and every experience has the power to inspire action and drive growth. Leadership is reflected in the difference you make in others’ lives and the opportunities you help create. Challenges will always exist, but they are never barriers—they are opportunities to grow stronger, think differently, and act with purpose. Success comes from combining skill with mindset, embracing change, and taking consistent action.

True leadership also lies in accountability—the ability to take responsibility, learn from mistakes, and continuously improve. It is about staying grounded in values while adapting to change.

To every reader: start where you are, take the next step, and keep moving forward. Because in the end, it is not the path itself that defines you—it is how you choose to walk it, the courage you show along the way, and the impact you leave behind.



## MS. REEM ELKHALILI

Senior HR Leader & Recruitment  
Consultant – MENA

### ENTERING THE EGYPTIAN JOB MARKET

Entering the Egyptian job market today comes with its own set of challenges due to the shifts in the hiring trends and the political destabilization of the region. However, with the right mindset, this challenging landscape can still be full of opportunity. Globally, the rise of AI, and locally, the wave of new companies investing in Egypt are reshaping the job market and how work gets done, and this is shifting the focus on hiring graduates and early-career professionals who have practical, transferable skills rather than purely technical or academic degrees. This short guide aims to provide nontechnical students with clear, actionable advice on how to stand out amongst numerous applicants by using everyday digital tools and communicating ideas clearly, so that you can turn your early career into a stepping stone.

### MARKET TRENDS

Sectors like tech, fintech, and e-commerce are expanding in Egypt, creating entry-level roles in operations, customer experience, business development, product support, finance, and HR. Large employers are also offering structured graduate programs as strong entry points. Egypt is building its AI ecosystem through partnerships between MCIT and global companies like Microsoft, Huawei, and UNESCO under the National AI Strategy 2025–2030. These efforts aim to grow startups, investments, and talent pipelines, increasing the

## PRACTICAL HR ADVICE FOR STUDENTS AND FRESH GRADUATES ENTERING THE WORKPLACE

importance of digital and analytical skills even for nontechnical graduates.

### KEY SECTORS

Fintech and e-commerce are hiring for customer operations, product support, and growth roles as they scale. Health tech and edtech startups are expanding content, partnerships, and operations teams; this could be interesting for graduates from life sciences, education, or business backgrounds. Large employers and multinationals continue to open regional hubs; they offer structured graduate programs and on-the-job training.

### WHAT EMPLOYERS LOOK FOR

So, what is needed from nontechnical graduates and what are the areas that employers focus on when hiring? Below are some points to keep in mind: Problem solvers who can use digital tools: Employers value graduates who can think on their feet and are able to take the lead in finding answers for issues they encounter along the way (after proper onboarding and training of course). This skill is even appreciated more if the graduate can apply basic data literacy (spreadsheets, dashboards) to solve business problems, i.e. the consultant mindset. Communication and collaboration: Taking ownership, clear writing, ability to present simple insights, and working in cross-functional teams are decisive for early hires. They are soft skills that go beyond the CV and are must-haves for new hires. Curiosity about AI and automation: You don't need

to be a tech major, but understanding how AI tools affect your function (marketing, HR, operations) and how to utilize it in your daily tasks makes you more hireable given the shift in today's market. Discipline and commitment: As an early graduate or a young professional, you are not expected to execute tasks and activities at a high pace, however; putting yourself there and always being present to not only your daily task but also going for the extra mile and showing further support will get you rapidly in the ladder and will definitely equip you with the other skills and exposure that will differentiate you from other colleagues.

## IMPACT OF AI

We have recently seen many posts and people talking about how AI will replace many jobs, however that is not true. AI is not something we should fear, but rather a set of tools that we can utilize in our day-to-day tasks. Nontechnical jobs include a lot of repetitive work from data entry to basic reporting. Your knowledge of employing such tools to decrease the time it takes to finish these tasks or produce work with higher quality is the advantage you have. In addition to that, AI is going to introduce a new set of roles in companies such as "AI-literate analyst", "Automation Operations Specialist", etc. These will be suitable for non-tech graduates who learned how to use a few AI tools during their studies. In other words, AI will not cross you out from the market or replace you; however, it will create a new set of roles which will shift employers' requirements, meaning you need to be well equipped and prepared to stand out.

## PRACTICAL STEPS

Learn applied digital tools: Excel to an advanced level by mastering formulas, pivot tables, and basic automation. Learn to build simple charts and dashboards in Power BI or Google Data Studio. And most importantly, familiarize yourself with AI-powered productivity tools, practice writing prompts, and make checking outputs for accuracy a habit. Earn targeted micro-credentials: Pursue short certificates or enroll in programs in data literacy, digitalization, AI for business, project management, customer experience, etc. Make sure these align with job descriptions you are interested in, and prioritize practical, recognized tracks that don't take more than a year.

Network where hiring happens: Follow local startup lists, attend Cairo and Alexandria job fairs, and engage with company LinkedIn pages to spot early openings. When attending job fairs, focus on networking with recruiters and representatives. Always remember that visibility matters. Prepare for the application and interview process: Ensure your CV includes relevant volunteering or internships, mirrors job description keywords, and is well-structured. Keep your LinkedIn updated and showcase achievements. Apply only to relevant roles, and avoid random applications. Before interviews, prepare well: read the JD, research the company, and practice the STAR (Situation, Task, Action, Result) method.

## LOOK AHEAD

As the market continues to shift, graduates are no longer evaluated only based on their academic background, but on how effectively they can apply their knowledge in real-world situations. This makes early preparation and continuous self-development essential, especially for nontechnical students who want to stay competitive in a fast-changing environment. Egypt's market is evolving fast: AI and new companies are creating roles that reward practical thinking, digital fluency, and strong communication. For nontechnical graduates, the path is clear: focus on transferable skills, show measurable impact, learn to use everyday digital tools, and stay visible in local hiring communities to turn early opportunities into a lasting career. Looking ahead, the graduates who succeed will be those who take initiative early, adapt quickly to new tools, and remain open to learning beyond their field of study. The job market will continue to evolve, but those who build a strong, flexible skill set and actively position themselves will always find opportunities to grow and make an impact.

## CLOSING THOUGHTS

Ultimately, building a successful career is not about waiting for the perfect opportunity, but about consistently preparing for it. Small steps—whether learning a new tool, improving your communication skills, or expanding your network—compound over time and create real momentum. In a market as dynamic as Egypt's, those who stay proactive, adaptable, and willing to grow will not only keep up with change, but lead it.



## DR. REHAB GAD

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## WHY IS FAILURE A NECESSARY PART OF SUCCESS?

### INTRODUCTION

Failure is a word that often evokes fear, regret, and frustration. We are taught to avoid it, hide it, and sometimes even feel ashamed of it. But what if failure is not something to fear at all? What if it is, in fact, the most powerful teacher we will ever encounter? In a world that celebrates achievements and highlights success stories, failure is often pushed into the shadows. Yet, the real question is not why we fail, but rather why we expect success without it. The truth is simple: failure is not the opposite of success—it is an essential part of it.

### A NECESSARY BEGINNING, NOT AN END

Failure is not the end of the road; it is the beginning of a new journey. Every setback carries within it a lesson, a moment of reflection, and an opportunity to grow. What distinguishes successful individuals from others is not the absence of failure, but their response to it. Those who succeed do not stop at the first obstacle. Instead, they adapt, rethink their strategies, and try again—often in new and creative ways. In contrast, those who give up allow failure to define their limits rather than expand them. As human development expert Mustafa Mukhtar explains, failure provides invaluable benefits. It could encourages self-reflection, reveals the weaknesses, and reignites motivation. Experiencing failure creates a deep desire to improve and pushes individuals to search for better solutions and opportunities.

### WHY FAILURE MATTERS

Failure plays a vital role in personal and professional growth. It shapes character, sharpens thinking, and strengthens resilience. Its importance can be seen in several key aspects:

**A True Teacher:** Failure shows what does not work, providing lessons that success alone cannot offer. It gives insights into limitations and highlights areas for improvement.

**Building Resilience:** Experiencing failure develops perseverance, courage, and the ability to bounce back after setbacks. It helps individuals face challenges with confidence and adapt to unexpected situations.

**Stimulating Creativity:** When a plan fails, the mind is pushed to explore new, innovative solutions, encouraging experimentation and creative problem-solving.

**Deepening Success:** Achievements gained after struggle carry greater meaning and value, making success more fulfilling. Research supports this. A 2012 Stanford University study found that individuals who experience failure before success show higher creativity and problem-solving ability. Failure, rather than being an obstacle, becomes a catalyst for growth and innovation.

### FEAR OF FAILURE

Ironically, the fear of failure is often more damaging than failure itself. It prevents people from taking risks, exploring new opportunities, and pursuing their ambitions with confidence. When individuals focus solely on avoiding failure, they limit their potential

and miss out on valuable learning experiences. On the other hand, those who accept failure as a natural part of the journey gain the freedom to experiment, innovate, and grow. They view setbacks as lessons rather than obstacles, which allows them to develop resilience, creativity, and a stronger sense of purpose. As Winston Churchill famously said: “Success is going from failure to failure without losing enthusiasm.”

## LESSONS FROM THOSE WHO FAILED FIRST

History is filled with inspiring examples of individuals who transformed failure into success. Steve Jobs, for instance, was once dismissed from Apple, the very company he had founded, yet he returned later to lead it to unprecedented innovation and success. J.K. Rowling faced repeated rejection from multiple publishers before Harry Potter became a global phenomenon, proving that persistence and belief in one’s work can overcome early setbacks. Michael Jordan, often regarded as the greatest basketball player of all time, was cut from his school basketball team, a moment that could have discouraged him, but instead motivated him to work harder and refine his skills. Thomas Edison conducted hundreds of unsuccessful experiments before inventing the light bulb, viewing each attempt not as a failure, but as a crucial step toward eventual breakthrough. These stories share a common truth: failure was never the end—it was the turning point. Each setback provided lessons, strengthened resilience, and ignited the drive to achieve greatness. They remind us that the path to success is rarely linear, and that embracing failure as part of the journey is essential for innovation, growth, and lasting achievement.

## FAILURE BEYOND WORK

Failure is not limited to careers or projects; it touches every aspect of life. People may experience it in relationships, education, personal goals, or even daily decisions. However, each experience carries meaning and offers an opportunity to grow. Emotional setbacks teach maturity, helping individuals make wiser choices in relationships and understand themselves better. Academic or professional struggles may reveal hidden talents, uncover new passions, or redirect one’s path toward more suitable opportunities. Personal goals that fall short provide valuable insights into priorities, discipline, and resilience. When approached with reflection rather than

frustration, failure becomes a powerful tool for self-discovery, guiding individuals to develop emotional intelligence, adaptability, and a deeper understanding of their strengths and limitations. Embracing these lessons allows people not only to recover but to thrive, turning setbacks into stepping stones for future success.

## FACING FAILURE POSITIVELY

To benefit from failure, one must shift their perspective and approach it thoughtfully:

- Accept that failure is inevitable—it is a natural part of being human and of any meaningful endeavor.
- Speak about it openly to reduce fear, shame, and the stigma often associated with setbacks.
- Value the effort and learning process, not just the end result.
- Reflect on mistakes to extract lessons and avoid repeating them in the future.
- Remember, failure does not define who you are; it is how you respond and grow from it that truly matters.

## TURNING FAILURE INTO SUCCESS

Overcoming failure requires both awareness and action:

- Acknowledge the problem instead of hiding it.
- Take responsibility, offering reasons rather than excuses.
- Develop a recovery plan to move forward.
- Prevent repetition by learning from mistakes.
- Stay courageous and continue trying.
- Maintain optimism, believing that success will follow.
- Persist with determination, even when progress feels slow.

Failure should not define a person; rather, how they respond to it should.

## A FINAL REFLECTION

Failure is an essential part of success, providing valuable lessons and opportunities for growth. It teaches resilience, sharpens problem-solving skills, and helps individuals understand their strengths and weaknesses. True success comes to those who embrace setbacks, learn from their mistakes, persist through challenges, and use failure as a stepping stone to become stronger, wiser, and more capable in both their personal and professional lives.



**MR. ALI AHMED**  
CMO & Business Development  
Manager, Hangouty (USA)

### AI, GROWTH & PERSONAL BRANDING

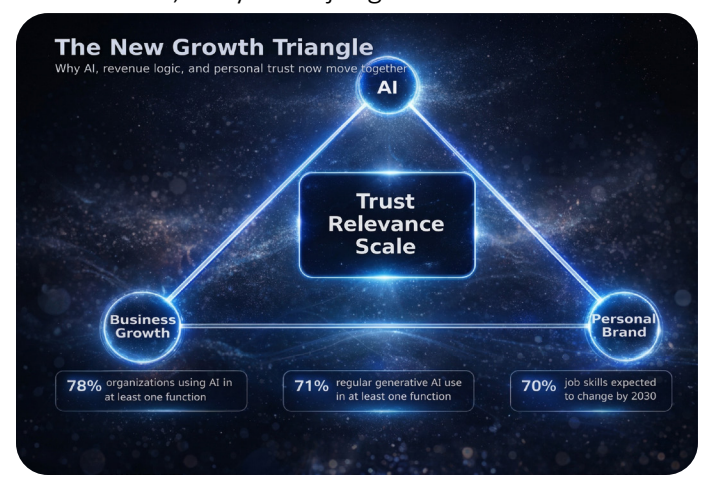
Artificial intelligence is often discussed as a technology story. In reality, it is now a growth story and a personal-brand story at the same time. That is the hidden shift many people still miss. In the past, a company could grow through distribution, product quality, pricing, and persistence. A professional could build a name through years of networking and reputation. A founder could manage the business brand on one side and the personal brand on the other. AI is collapsing those lanes into one fast-moving highway. Today, the way a person writes, answers clients, analyses data, presents ideas, and scales content all sends one signal to the market: can this person or company move fast without becoming shallow? This matters because AI is no longer experimental theatre. McKinsey reported in 2025 that 78% of organizations use AI in at least one business function, while 71% report regular use of generative AI in at least one function. LinkedIn has also warned that by 2030, 70% of the skills used in most jobs are expected to change, with AI acting as a major catalyst. In other words, AI is not simply adding tools to work. It is changing what work looks like, what value looks like, and what credibility looks like.

### THE SHIFT FROM SCALE TO SIGNAL

Growth in the AI era is no longer only about scale. It is about signal. If a startup uses AI to test customer segments faster, improve onboarding, shorten sales

## THE NEW GROWTH TRIANGLE

cycles, and personalize offers, growth becomes more measurable. But if the same startup floods the market with generic posts, automated messages, and recycled thought leadership, its brand weakens even while its output increases. Speed can create momentum, but it can also expose emptiness. This is especially important for entrepreneurs. AI now lowers the cost of research, prototyping, deck writing, campaign testing, and market scanning. A founder in Cairo, Dubai, Riyadh, or anywhere else can now operate with a level of speed that once required a larger team. That is empowering, but it also changes the battlefield. When everyone can generate polished materials quickly, the real advantage moves to insight, discipline, and authenticity. Investors do not only back acceleration; they back judgment.



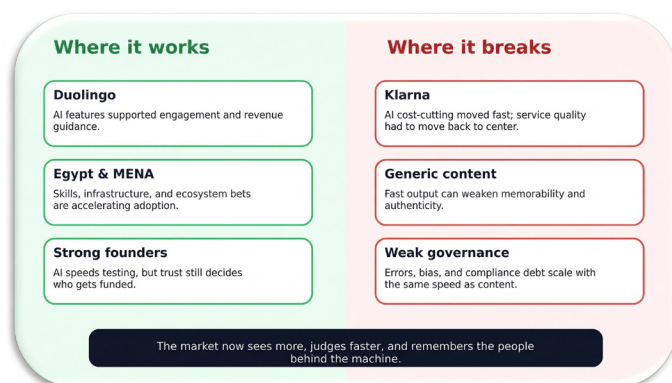
### THE HUMAN EDGE IN A FASTER WORLD

Employees are feeling the same pressure from another angle. If AI can draft the email, summarize the meeting, prepare the slide, and

even suggest a strategy, what remains human? The answer is still powerful: defining the right problem, asking the better question, understanding context, choosing trade-offs, and taking responsibility when outcomes matter. AI can raise productivity, but it does not remove accountability. In fact, it makes accountability more visible. Freelancers and self-employed professionals may feel this shift most sharply. AI can help them package services, improve proposals, generate visuals, analyze competitors, and keep communication consistent. Yet it also creates a trap: the easier it becomes to produce content, the easier it becomes to sound like everyone else. Personal branding in the AI age is not vanity. It is proof of substance. It tells clients, partners, and employers that there is a real mind behind the machine.

## BALANCING EFFICIENCY WITH TRUST

The most successful examples show this balance clearly. Reuters reported that Duolingo's AI-powered features helped user engagement and supported stronger revenue expectations. The lesson is not simply that AI can boost numbers. It is that AI worked because it strengthened the product promise instead of distracting from it. On the other side, Reuters also reported that Klarna's leadership later acknowledged the company may have gone too far in using AI mainly for cost cutting, and shifted attention back toward improving services and products. That is a powerful warning. Efficiency can improve a quarter. Trust protects the franchise.



## MENA'S ROLE IN THE AI ECONOMY

In Egypt and across MENA, this conversation is becoming even more relevant. Egypt's National AI Strategy 2025–2030 and ITIDA's ecosystem push show that the country is moving from ambition to execution. Google has launched an AI Opportunity Initiative for

MENA to help equip half a million people with AI skills, while SAP reported in 2025 that 94% of surveyed UAE enterprises believe AI will drive long-term growth. The region is not standing outside the AI economy. It is actively negotiating its role inside it.

## ACCELERATING REAL VALUE

So what is the real integration between AI, business growth, and personal branding? AI increases the speed of visibility, decision-making, experimentation, and judgment. That means weak offers are exposed faster, shallow expertise is exposed faster, and empty branding is exposed faster. But the opposite is also true: real value compounds faster. The practical lesson is simple. Use AI to sharpen thinking, not to fake depth. Use it to strengthen customer experience, not to erase human empathy. Use it to scale useful ideas, not noisy content. In the years ahead, the strongest businesses and the strongest professionals will be those who use AI effectively, not just the loudest. They will be the clearest, most trusted, and most relevant people using it well.

### The Hidden Integration AI Accelerates Everything — Including Exposure



The market now sees more, faster. Weak brands are exposed faster. Shallow expertise is exposed faster. But genuine value can also **compound faster** than ever before.

## THE SPEED OF TRUST IN THE AI ERA

AI doesn't just speed up tasks—it speeds up perception. In fast-moving markets, trust can be gained or lost quickly. Thoughtful insights, timely reports, or well-crafted posts can open doors, while shallow content can damage credibility. For professionals and businesses, speed is more than efficiency; it's responsible acceleration. AI can scale work and analyze trends, but judgment and ethics remain essential. Those who balance speed with depth grow faster and build lasting reputations.



## MS. KATARINA HANSENS

Author, Educator & Youth Leadership Advocate

### YOUTH SHAPING THE FUTURE

In a world defined by artificial intelligence, rapid technological advancement, and constant disruption, technical expertise is no longer the sole differentiator of success. Degrees matter. Professional qualifications matter. Specialized knowledge matters. Yet across industries, one truth is becoming increasingly clear: technical skills may open doors, but non-technical skills determine how far individuals go once inside. Among these, self-leadership stands out as the strategic foundation upon which all other competencies are built, enabling individuals to navigate uncertainty, make better decisions, and inspire others effectively.

### THE HIDDEN GAP IN MODERN EDUCATION

Educational systems worldwide focus on helping students pass examinations, analyze data, and master subject-specific knowledge. However, many graduates enter the workforce lacking critical internal competencies such as identity clarity, emotional regulation, resilience under pressure, purpose-driven decision-making, strategic long-term thinking, and self-accountability. These skills, often labeled 'soft skills,' are in fact the true multipliers of performance. A technically brilliant graduate without self-awareness may struggle to collaborate or lead effectively. A high-achieving professional without emotional control can falter under stress and miss opportunities. An ambitious individual without vision may drift

## YOUTH SHAPING THE FUTURE

despite abundant opportunities. The absence of self-leadership creates capable individuals who, while skilled, lack direction and the ability to turn potential into impact.

### THE IDENTITY FACTOR

One of the most underestimated drivers of performance is identity. Identity shapes behavior far more powerfully than mere intention. People act consistently with who they believe they are. When young individuals lack clarity about their strengths, values, and personal standards, their decision-making becomes reactive rather than intentional. Conversely, when identity is well-defined, behavior aligns naturally. Confidence grows, consistency improves, and direction becomes much clearer. Self-leadership always begins with a deep understanding of oneself, which lays the foundation for every other skill and achievement.

### OVERCOMING THE INNER SABOTEUR

Every individual carries internal patterns of self-limitation—negative self-talk, avoidance habits, or fear-driven responses. These patterns often develop early in life and remain unexamined, quietly shaping behavior in ways that hinder growth. They manifest as procrastination, self-doubt, comparison with others, or emotional reactivity in challenging situations. Developing self-leadership requires cultivating the ability to recognize these limiting internal narratives, interrupt counterproductive habits, and replace reactive responses with intentional, value-aligned actions. This shift transforms stress into growth

opportunities, setbacks into learning experiences, and fear into proactive problem-solving. Understanding and overcoming the inner saboteur is what separates reactive individuals from true leaders who can steer themselves and others effectively.

### EMOTIONAL INTELLIGENCE ADVANTAGE

The future workforce demands more than technical proficiency. It requires adaptability, collaborative intelligence, conflict management, clear communication, and emotional resilience. Emotional intelligence is not just an interpersonal skill; it is intrapersonal mastery—the ability to understand and manage one’s own emotions while navigating the emotions of others. Regulating emotions under pressure directly impacts leadership capacity, innovation, and ethical decision-making. Organizations increasingly recognize that self-aware leaders foster healthier cultures, build stronger teams, and achieve more sustainable outcomes. Emotional intelligence is, therefore, a competitive advantage that will define career trajectories in the decades ahead.

### VISION & PURPOSE COMPASS

Ambition without purpose can lead to burnout, and opportunity without vision can lead to distraction. Purpose anchors effort, while vision organizes energy. Young people who clearly articulate what matters to them and where they intend to go demonstrate higher engagement, persistence, and strategic thinking. Vision is not fantasy; it is structured foresight that allows individuals to plan and act with intentionality. Learning to think in five-year trajectories rather than reacting to immediate circumstances enables compounding decisions that have meaningful long-term impact. Purpose and vision together provide the compass and map for navigating personal and professional growth.

### WHY THIS MATTERS NOW

The next generation will inherit a world defined by rapid change and unprecedented complexity. Automation will redefine job roles, artificial intelligence will transform entire industries, and global challenges—from climate change to geopolitical shifts—will demand collaborative, innovative solutions. While technical skills will evolve quickly, self-leadership remains timeless. Individuals who can adapt their thinking, regulate their emotions, clarify their values, set

strategic direction, and take consistent responsibility will navigate uncertainty with confidence, rather than fear. These competencies are not merely “nice to have”; they are essential for thriving in a future where adaptability, foresight, and resilience define success. Equally important is the ability to convert knowledge into action. Knowing the trends, tools, and technologies of tomorrow is valuable, but without the capacity to align them with purpose and ethical judgment, even the most talented individuals risk being reactive rather than proactive. Self-leadership equips youth with the internal compass to make informed choices, seize opportunities strategically, and maintain balance amid constant disruption.

### FROM POTENTIAL TO CONTRIBUTION

The question facing educators, institutions, and leaders is not whether young people possess talent—they clearly do. The real question is whether we are systematically equipping them with the internal architecture required to use that talent effectively. Non-technical skills—such as self-awareness, emotional regulation, strategic thinking, and purpose-driven focus—should not be treated as optional enrichment. They are the strategic infrastructure upon which all sustainable success is built. Self-leadership, in particular, amplifies every other skill and transforms potential into meaningful contribution. When youth understand who they are, manage how they respond to challenges, define where they are going, and take ownership of their personal and professional growth, they move from passive participation to active leadership. Individuals who cultivate these qualities become capable of leading teams, shaping organizations, and contributing to society responsibly and ethically. The future will not be shaped solely by those who know the most; it will be shaped by those who know themselves, act intentionally, and translate their potential into tangible impact. Bridging potential with contribution requires intentional guidance and support. Mentorship, experiential learning, and reflection opportunities allow young individuals to test their decisions, learn from mistakes, and grow with confidence. The combination of self-knowledge, resilience, and strategic action ensures that talent is not just present, but fully realized—capable of creating lasting value in their communities, workplaces, and beyond.



## MS. MARY KATHERINE

Psychology & Well-being Specialist -  
Healthcare & Recruitment Professional

## LESSONS FROM WORKING ACROSS COUNTRIES AND INDUSTRIES

### BACKGROUND

I was born and raised just outside of Boston, Massachusetts and studied psychology at University of Massachusetts Amherst. There, I completed a bachelor thesis on bilingual language acquisition. My next stepping stone was moving to Prague, Czech Republic to complete my master's degree, where I completed a master thesis on the relationship between pet ownership and subjective wellbeing. My work experience includes working in geriatric facilities, customer support roles, team leading, business-to-business marketing, and healthcare recruitment. I've known I wanted to pursue knowledge, well-being and a well-traveled life since I was very young, and I have tried to embody this through everything I do.

### REFLECTION

At some point in your 20s, you may stop to think and reflect... Am I doing what I'm supposed to be doing? Is this path I've chosen fulfilling me? I know I have, especially in the midst of packing up my life and moving across continents. Here's what I've learned from working in two different countries and many different careers. While my educational background was in psychology, I learned how to translate my experience across various professions in education, travel and healthcare.

### STAY CURIOUS

You'll find fulfillment in the skills you gain and the confidence you build along your journey, but you need to keep your curiosity and desire to learn alive. When I pivoted from living in the Czech Republic and working in the travel industry to living in the United States and working in healthcare recruitment, I decided I was going to go all in on my new life. I threw myself into my work, and celebrated my wins. Once I got that momentum going, it reaffirmed my belief that I was capable of anything that I set my mind to. My advice to anyone who's undergoing a change soon, or perhaps just feels stuck: Perfect your craft. Set expectations and exceed them. Stay disciplined, but also allow yourself to rest and recharge. Try a lot of approaches out and see what sticks. The flow state will come sooner than you think!

### LEARN FROM EXPERIENCE

Make every experience a learning experience, and consider how you can bring skills and lessons learned with you. A personal example that comes to mind was during what was probably the busiest part of my professional career. While conducting research for and writing my master thesis, I gained the skills of time management, data analysis, and how to make the best of not having significant data results. These are skills that transferred to many other areas of my life, especially the full-time job I was working concurrently. Many times, skills are more

important than a job title, and will fit into the bigger picture of life no matter where it takes you. When you start to realize that mistakes and setbacks are not failures, but rather learning experiences, that mindset shift will propel your success and confidence.

## REDEFINE SUCCESS

Success isn't defined by a degree or title. You might be thinking, what if I don't get a job in my field of study? Am I a failure? Absolutely not! Sometimes, it's not about what you study but rather the skills that you learn along the way. Throughout my trajectory, I've worked in a variety of fields, none of which were fully related to what I studied. That doesn't mean any of it was a waste, because the skills I learned throughout school and my professional life have served me in so many contexts. Also, the amount of times I have "failed" were worth it for the final outcome: a version of myself that is more capable than the day before.

## STAY ADAPTABLE

Adaptability, resilience and a growth mindset are your best friends. Life happens and curveballs get thrown at you, no matter how much planning you do. But remember that while you can't always control external circumstances, you can control your reaction to them and take setbacks as learning experiences. You can also really surprise yourself when you put your mind to something and perform at the highest possible level. In my first role out of university as a senior operations specialist, I had to adapt and learn how to manage people, as well as maintain my own performance metrics, which was something I had never done before. Keeping a growth mindset allowed me to welcome the challenge head-on.

## TRUST YOURSELF

Trust yourself. That little feeling that something is off, or you're not in the place you're supposed to be? That desire to make a big transition? Listen to it. That's your intuition, and it's rarely wrong. But don't conflate it with anxiety. Sometimes, it was hard for me to tell the difference between these two very similar feelings. As I've learned and grown, anxiety feels less grounded in reality, whereas intuition feels like a deep, steady knowing. It doesn't rush you, but it stays with you.

I knew when it was time to leave Prague and return to my roots in Boston. Even though I felt anxious about making a second cross-continental move, I trusted that inner voice. And now, just a few months later, I'm thriving back in my home city. I'm a much stronger, wiser, and more experienced version of myself because I chose to listen. You don't need a single path to be successful. Every experience teaches you something, even the ones that feel uncertain or uncomfortable at the time. What matters is your willingness to grow through them and carry those lessons forward. Trust yourself, work hard, and give yourself the space to explore without fear. Stay patient with your journey, celebrate your progress, and remember that success is not a fixed destination, but something you build over time. Enjoy the journey, embrace the uncertainty, and don't forget to appreciate how far you've come—and to love yourself through every stage of it.

## LOOKING FORWARD

As you move through different stages of your career, it becomes clear that growth is not always linear, and that's completely normal. Each phase, whether it feels like progress or a setback, adds something valuable to your journey. The key is to remain open to change, willing to learn, and ready to take opportunities even when they feel uncertain. Over time, these experiences start to connect, forming a path that may not have been obvious at the beginning, but makes sense when you look back at it. What once felt like uncertainty often turns out to be part of the bigger picture.

## FINAL THOUGHTS

You don't need a single path to be successful. Every experience teaches you something, whether it's a skill, a lesson, or a new perspective. What matters most is how you choose to use these experiences to grow and move forward. Trust yourself, work hard, and allow yourself the space to explore different directions without fear of making mistakes. Success is not about having everything figured out from the start, but about staying consistent, learning along the way, and becoming better with each step. Enjoy the journey, embrace the uncertainty, and remember to appreciate how far you've come.

**WITH  
MR. WASEEM OMAR**



Waseem Omar is an AI Consultant, Software Engineer, and Lecturer with 15+ years of experience. He specializes in machine learning, data engineering, and intelligent systems across various sectors. Currently pursuing a Master's at the University of Liverpool, he combines research, teaching, and real-world application to promote responsible and impactful AI.



**Q1**

**Can you briefly describe your professional journey and how it led you to become a global voice in AI?**

My journey began more than 25 years ago in an AI company that specialized in personalizing magazine websites, a role I stepped into right after studying computer linguistics. At that time, AI was far from the mainstream, yet it was already incredibly powerful. In 2011, I founded my own company, and since then I've been traveling globally, delivering keynotes on AI, innovation, and AI-driven sales. Today, I speak internationally in English, Spanish, and German, working with organizations that want to understand not just what AI can do, but how it fundamentally changes the very fabric of professional lives.

**Q2**

**What sparked your interest in artificial intelligence, and how has that curiosity shaped your career?**

Honestly, it started very early in my childhood. I was a nerdy kid in the 1980s and I programmed my first computer using a program called ELIZA. That moment stayed with me forever. I was absolutely fascinated by the idea that machines could simulate understanding, interaction, and even conversation. That original spark of curiosity never left me; it became the foundation of my entire career and continues to drive my exploration of emerging technologies today.

**Q3**

**What do you consider the most significant milestones and challenges of your journey?**

Publishing my seven books is certainly a major milestone, as each one reflects a different phase of how AI has evolved in business and society. Being named a Tech Visionary by Forbes and ranked as a Top 10 Thought Leader in Agentic AI were also meaningful recognitions. However, the path wasn't always clear; the biggest challenge early on was focus. I had many opportunities across different industries, and learning what to say "no" to was just as important as saying "yes". I also learned that impact requires both substance and reach; having strong ideas is one thing, but getting them recognized is a completely different game.

**Q4**

**How has working across different cultures influenced your approach to innovation and leadership?**

Working internationally taught me what innovation really means beyond simple buzzwords. It deeply shaped my leadership perspective; today, we urgently need new leadership role models. Instead of using AI quietly or secretly, leaders should talk openly about how AI creates value. Transparency builds trust, and in a rapidly changing world, trust is becoming a leadership superpower. We must move away from information hoarding and

toward making sense of complexity for our teams. At the end of the day, leadership today is less about having all the answers and more about guiding others through change. The real impact comes from clarity, honesty, and the ability to connect the dots for your team.

### **Q5** How do you see AI transforming NGOs and humanitarian organizations?

AI has the potential to fundamentally transform organizational operations through predictive analytics to anticipate emerging needs, Natural Language Processing to automate report analysis, process automation to reduce manual workload, and decision-support systems to enhance leadership effectiveness. For example, AI systems can analyze thousands of field reports within seconds to identify priority areas for intervention. By adopting AI-driven strategies, humanitarian organizations can optimize resource allocation, accelerate response times, and maximize their impact on communities.

### **Q6** What steps should students take to start a career in AI?

I recommend focusing on four pillars: strong mathematical foundations such as linear algebra, probability, statistics, and calculus; programming fundamentals, especially Python; applied learning through real machine learning projects; and impact-driven projects that solve real-world problems. The most effective way to master AI is to apply it to real challenges and observe its practical impact.

### **Q7** What would you do differently if you were a student today?

Working internationally taught me what innovation really means beyond simple buzzwords. It deeply shaped my leadership perspective; today, we urgently need new leadership role models. Instead of using AI quietly or secretly, leaders should talk openly about how AI creates value. Transparency builds trust, and in a rapidly changing world, trust is becoming a leadership superpower. We must move away from information hoarding and

### **Q8** Why is data literacy becoming essential for professionals across all fields, not just engineers?

Data literacy is essential for all professionals, not just engineers. In today's world of exponential data growth and AI-driven tools, the ability to interpret, analyze, and communicate data effectively is crucial. It empowers professionals to make evidence-based decisions, uncover insights, challenge assumptions, and reduce bias.

Beyond technical understanding, data literacy enables teams to translate complex information into actionable strategies, improve performance, and drive innovation. In a fast-changing digital economy, professionals who are fluent in data can turn information into real-world impact, making it a core skill for long-term success.

### **Q9** Which skills matter most for long-term tech success: expertise, problem-solving, or teamwork?

Problem-solving is foundational in any tech career. The ability to identify root causes, think critically, and design structured solutions lies at the heart of technical excellence. However, technical expertise alone is not enough. True impact comes from coupling deep technical skills with strong communication, effective teamwork, adaptability, and a commitment to continuous learning. In today's fast-evolving technological landscape, long-term success depends on striking a balance between technical mastery and human-centric, strategic competencies. Professionals who can integrate analytical rigor with collaboration and adaptability are the ones who drive innovation and sustained growth.

### **Q10** What's the most valuable lesson you've learned that you'd share with students and early-career professionals?

Continuous learning is the foundation of long-term success. Technology evolves rapidly, and maintaining relevance requires intellectual curiosity and adaptability.

Ultimately, innovation alone is not the goal. The true purpose of technology is to create lasting, positive change in people's lives.

**WITH  
MR. MOHAMED AFIFY**



Chief Financial Officer (CFO) with 17+ years driving financial management and operational growth across the Middle East. He leads financial restructuring, ERP implementations, and investment strategies to maximize profitability. As Founder of INVENTIVE, Mohamed delivers AI-powered financial solutions and advises diverse organizations, preparing them for IPO readiness with strategic insight.

**Q1 What initially inspired you to pursue a career in finance and business leadership?**

To be completely honest, when I graduated from the Faculty of Commerce at Benha University, my ambitions were far removed from accounting. However, practical training in banking institutions and various companies helped me understand the real context of business. Starting with basic data entry, I discovered that data is the true foundation of financial management—the core from which we derive insights about an organization's present and future. This realization taught me that finance is not merely a department; it is the language of business. Instead of just presenting numbers, it tells a complete story about a company's performance and direction. Ultimately, I learned that financial management goes far beyond recording results, playing a direct and critical role in shaping strategic decisions.

**Q2 How did early career challenges shape you?**

Early in my career as a junior accountant, a senior colleague handed me documents for an unfamiliar system and simply told me to "figure it out." Left entirely on my own, I learned a crucial lesson: the first person responsible for your growth is yourself. This experience sparked my deep commitment to mentoring others by teaching them how to think and

solve problems, a mindset that ultimately became the foundation of my project, INVENTIVE.

**Q3 what key milestones or experiences played the most important role in shaping your professional path?**

My career is defined by continuous learning across key milestones. It started in the aviation sector, where an initial data entry role taught me the core operations of the travel industry and the true value of data. A major turning point was at Asfar Travel & Tourism. Over three years, I built their financial department from scratch, led a comprehensive restructuring, and helped scale revenues to over SAR 1 billion in the GCC market. Finally, early IATA negotiations honed my risk management skills. This enabled me to restructure financials for multiple companies, saving millions in guarantees that were successfully reinvested into working capital to drive growth.

**Q4 How have your diverse experiences influenced your perspective on business and management?**

o develop a truly comprehensive perspective, one must move beyond a single lens. It is not enough to think purely from a financial standpoint. Instead, you must understand how operations function, how business models are built, and how value is created then apply financial thinking to enhance these processes, not restrict them. This approach enabled me to transition between industries with confidence.

For example, when I moved from the travel sector to FMCG, I was able, within the first year, to launch a brand that increased profitability margins from 2% to 12% and multiplied the company's market value by six times.

## Q5 As a CFO, what leadership qualities are essential for building resilient organizations?

I view leadership as a daily responsibility, not a position. It relies on clarity of vision to guide the team, the courage to make timely decisions without waiting for the "perfect moment," and most importantly, building people before results for long-term sustainability. Ultimately, true leadership is not about having all the answers, but about listening, taking ownership, and empowering others to succeed.

## Q6 How do you ensure strong collaboration between finance and other departments?

Transforming finance from a control function into a strategic "business partner" is a key organizational challenge. Instead of simply policing budgets, finance must focus on how to efficiently achieve higher targets. This requires understanding the business beyond numbers—including operations, customers, and market trends. Ultimately, finance drives strategy through cross-functional collaboration, transparent data sharing, and aligned organizational goals.

## Q7 What makes organizational change successful?

Resistance to change is natural—it's human instinct. The challenge lies in managing it effectively. Success requires leadership conviction, clear communication about why and how change will happen, and involving people in the process so they feel part of it. Continuous follow-up, measurement, and adjustment are essential to maintain momentum and ensure lasting impact.

## Q8 How do you see the business environment evolving in Saudi Arabia and the GCC?

What is happening in Saudi Arabia is more than development—it's a fundamental transformation.

Key trends include economic diversification across sectors like tourism, entertainment, technology, and AI; increased market competitiveness requiring agility and efficiency; stronger governance and regulatory compliance; and a growing reliance on data and digital transformation. The market offers great opportunities but leaves little room for the unprepared.

## Q9 What skills and mindset should young professionals focus on?

Today, the real differentiator is not your degree, but how you think. Key skills include analytical thinking to understand the story behind the numbers, clear and effective communication, and a strong grasp of the broader business context. In mindset: don't rush success, learn quickly from mistakes, and invest in yourself—because you are your most valuable asset.

## Q10 What advice would you give to young professionals who feel uncertain about their career path?

I have personally experienced uncertainty. When I first graduated, I rejected a BSP aviation accounting course, thinking it wouldn't be relevant—yet it later became the foundation of my specialization. Uncertainty is natural; the real issue is standing still and waiting for clarity. A career is built over time through experience, self-awareness, and persistence. Take action, learn, adjust, and, most importantly, never compare yourself to others—you only see their success, not the full story behind it.

## Q11 What message would you like to share with those preparing to enter the workforce?

I clearly remember my first job application and the shock of an unexpected rejection. The shift from education to the workplace is real: success in school is often individual, while in work it's collective and relationship-driven. Key principles include not relying solely on your degree, learning to apply knowledge, asking questions early, valuing discipline over intelligence, continuously developing yourself, and understanding that success is built over time. The most important advice: be realistic yet ambitious, patient yet proactive, and keep learning—because the market rewards those who are prepared, not those who wait.

WITH  
**MR. TIM CORTINOVIS**



Tim Cortinovis is an international keynote speaker, author, and expert in AI-driven innovation and the future of work. With 25+ years of experience in AI and computer linguistics, he helps organizations shift from task execution to outcome orchestration. He's the author of seven books and recognized as a Top 10 Thought Leader in Agentic AI (Thinkers360) and a Forbes Tech Visionary.

**Q1**

**Can you briefly share your journey and how you became an AI author and international speaker?**

I started my career more than 25 years ago in an AI company that specialized in personalizing magazine websites, right after studying computer linguistics. At that time, AI was far from mainstream, but already incredibly powerful. In 2011, I founded my own company, and since then I've been traveling globally, delivering keynotes on AI, innovation, and AI-driven sales. Today, I speak internationally in English, Spanish, and German, working with organizations that want to understand not just what AI can do, but how it changes the way we work.

**Q2**

**What sparked your interest in AI and emerging technologies, and how has it shaped your career?**

Honestly, my interest in artificial intelligence began at a very young age. Growing up in the 1980s, I was a nerdy kid curious about computers and technology. One of my first experiences was programming a simple program called ELIZA, which could simulate conversation. I was fascinated by the idea that a machine could mimic understanding, interact with people, and even "talk" in a human-like way. That moment left a lasting impression and sparked a lifelong passion. From that point on, I was driven to explore how machines could augment human thinking, solve complex problems, and enhance creativity.

**Q3**

**What are the most significant milestones in your professional journey?**

Publishing my seven books is certainly a major milestone, as each one reflects a different phase of how AI has evolved in business and society. Beyond that, being named a Tech Visionary by Forbes and ranked as a Top 10 Thought Leader in Agentic AI by Thinkers360 were meaningful recognitions. Not because of the titles themselves, but because they confirmed that my work resonates globally.

**Q4**

**What challenges did you face early in your career, and how did you overcome them?**

The biggest challenge early on was focus. I had many opportunities across very different topics, industries, and roles. Learning what to say no to was just as important as saying yes. Another challenge was visibility. Having strong ideas is one thing, but getting them recognized is a completely different game. I learned that impact requires both substance and reach.

**Q5**

**How has working across industries and cultures influenced your approach to innovation and leadership?**

Working internationally taught me what innovation really means beyond buzzwords. It also shaped my

leadership perspective. Today, we urgently need new leadership role models. Instead of using AI quietly or even secretly, leaders should talk openly about how AI creates value. Transparency builds trust, and trust is becoming a leadership superpower.

## **Q6** How do you see AI reshaping careers and job roles in the next decade?

AI is transforming us into directors of outcomes rather than mere executors of tasks. Imagine a movie by Zoya Akhtar. She's not acting in every scene, filming each shot, or even writing the entire script herself, yet we still recognize it as a Zoya Akhtar movie because of her vision, guidance, and orchestration. Similarly, work is moving in this direction. We may no longer write every line, build every slide, or create every asset ourselves, but our role is to oversee, coordinate, and ensure the overall quality and impact of the final outcome. In this new paradigm, responsibility shifts from performing individual tasks to orchestrating processes, aligning teams, and driving results. Success is measured not by how many tasks we personally complete, but by how effectively we bring together the right resources, ideas, and people to achieve the desired outcome.

## **Q7** What mindset should students adopt to stay adaptable and relevant in an AI-driven world?

AI will not replace us, it gives us leverage. The key question is what your core value truly is. Take photography as an example. Is your value operating a camera, or communicating emotion, atmosphere, and meaningful stories through images? If it's the latter, you are still essential. In my own work, tasks that took two days six years ago now take two hours, and the quality is significantly better. You don't need to be an AI expert, but you do need the willingness to experiment with tools and intelligent agents.

## **Q8** What skills are essential for students and early-career professionals today?

Pure technical skills and even knowledge itself are becoming commodities. What really matters is the ability to understand broader developments and long-term direction. In marketing, that means understanding where a brand is heading and why. In

HR, it means understanding what employees truly expect from employers. Ironically, while the world demands broader thinking, I see more specialization than ever. We should be moving the other way.

## **Q9** How important are communication and storytelling in a technical and AI-driven world?

They are more important than ever. In a world of information overload, leadership is no longer about knowing the most, but about making sense of complexity. Storytelling helps people understand direction, purpose, and meaning. In AI-driven environments, humans talk less about specifications and features and more about the bigger arc. Communication becomes strategy.

## **Q10** How can young professionals balance technical skills with human skills like creativity and critical thinking?

AI actually helps us build technical skills and can even support critical thinking if used correctly. As factual knowledge loses importance, mental space opens up for deeper thinking, creativity, and judgment. The real opportunity is not choosing between human and technical skills, but using AI to amplify human ones.

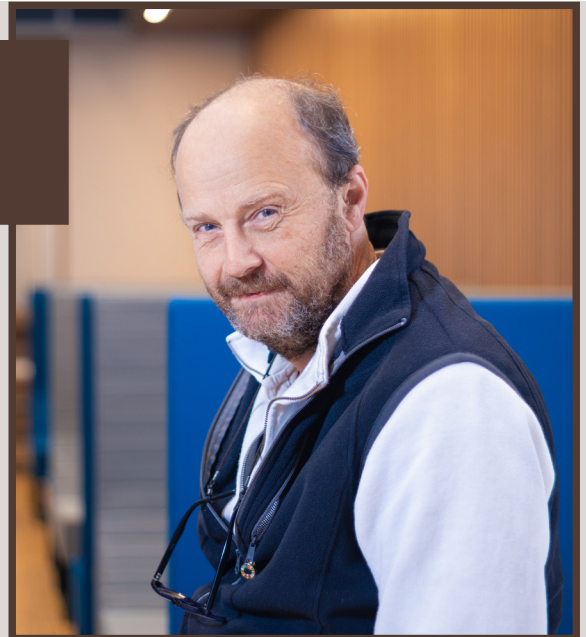
## **Q11** What advice do you have for students unsure about their career direction?

I usually recommend choosing a broader path early on. For example, studying physics instead of narrowly focusing on electrical engineering. I give the same advice to my own children. A broad foundation creates more options and resilience in a rapidly changing world.

## **Q12** What is the most valuable lesson you've learned that you'd like to share with students and young professionals?

Never stop being curious, and never think "now I've made it." The moment you believe you are done learning, you fall behind. Stay open, stay coachable, regardless of your title or experience. Curiosity is not a beginner's trait, it's a lifelong advantage.

WITH  
**MR. FRANÇOIS TADDEI**



François Taddei is a world-renowned scientist, educator, and advocate for collective intelligence. He has spent his career bridging the gaps between biology, education, and global policy, working with institutions like UNESCO and the United Nations University. As a proponent of "planetizenship," he focuses on how youth co-design and intergenerational cooperation can repair the social and ecological fabrics of our modern world.

**Q1** What key moments or experiences most shaped the way you think about learning today?

I began my journey as a scientist, which taught me to question, experiment, and accept reality with humility—because if your assumptions are wrong, reality will correct you. This shaped how I see learning. Later, I realized that knowledge without awareness can be harmful. Events like Hiroshima, Chernobyl, and today’s climate crisis show that advanced knowledge alone is not enough. At the same time, I saw how simple learning spaces can rebuild trust, dignity, and imagination. Over time, I came to see learning not as collecting information, but as connection. I believe each person has an “inner needle”—a sensitivity that helps us repair, connect, and create meaning. True learning is about rediscovering that ability.

**Q2** what do you believe is the most urgent challenge facing today’s education systems?

Young people are often the first to feel pressure when facing challenges like climate change or rapid technological change. What is sometimes seen as anxiety is often early awareness that systems are starting to fail. That’s why youth co-design is not just an idea, but a necessity. If we want to understand where real change is needed, we must listen to those closest to the future. Collective intelligence, in this sense, is not about

agreement, but about sensing together—bringing different perspectives to identify problems early and rethink what no longer works. Youth, with their creativity, play a key role in shaping new and meaningful solutions.

**Q3** What personal experiences led you to focus on youth co-design and collective intelligence?

I’ve often noticed that young people are the first to feel pressure—especially when they see that major challenges like climate change, pandemics, or rapid AI development are not being solved. What is sometimes seen as anxiety is often early awareness of systems starting to fail. That’s why youth co-design, for me, is not an idea but a necessity. If you want to understand where change is needed, you listen to those closest to the future. Collective intelligence is not about agreement, but about sensing together—bringing different perspectives to identify problems early and rethink what no longer works. Since youth are often more creative, involving them helps generate new and meaningful solutions for today and tomorrow.

**Q4** How can collective intelligence move from theory to daily practice in universities and workplaces?

**By changing what we reward.** Collective intelligence grows when cooperation, co-design, and listening are truly valued—when slowing

down is not seen as weakness, and when caring for natural, intellectual, and digital commons is treated as something essential, not optional. Institutions don't change through words alone; they change through incentives, daily practices, and real decisions. What we reward shapes how people act and what they prioritize. That's why we need new forms of evaluation and curricula—ones that reflect the realities of a rapidly changing, interconnected world, and a future where AI plays an increasing role.

### **Q5** How has working with international institutions influenced your view of education and social impact?

Working with UNESCO and United Nations University showed me that education evolves slowly, while global challenges demand faster change. Solutions must fit local contexts, but everywhere, people want their lives to matter. This reinforced my belief in “planetizenship”—understanding that our actions have far-reaching impacts beyond ourselves.

### **Q6** Can you briefly describe your professional journey and how it led you to become a global voice in AI?

I had to unlearn the idea that success is about competition and constant forward growth. For a long time, I believed that more achievements, recognition, and expansion automatically meant progress. But living systems showed me something different—they grow through cycles, not straight lines. I also learned that not all dreams should be pursued endlessly. Some need to be ended carefully, either because they cause harm or because conditions have changed. Knowing when and how to let go responsibly is a crucial skill in today's world.

### **Q7** What is one common misconception about learning or success that you believe deserves to be challenged?

That success is individual — and that learning ends with graduation. In reality, learning is lifelong, relational, and unfinished. And success that cannot be shared eventually becomes brittle. Civilizations do not collapse because they cooperate or dream too much. They collapse because hyper-competition tears the fabric, destroys or privatizes the commons, and because their dreams forget how to be mended.

### **Q8**

### what skills and mindsets will matter most in the next decade, regardless of profession?

While many talk about creativity, collaboration, and critical thinking, three capacities stand out to me. First is attention and intention—the ability to focus on what truly matters in a world constantly competing for our attention, and to act with purpose beyond personal gain. Second is relational intelligence—being able to navigate disagreements without breaking connections, and working toward shared understanding. Third is ethical imagination—asking not just can we do something, but should we, for whom, and at what cost. These are not soft skills; they are essential for building sustainable futures.

### **Q9**

### How can education evolve to prepare people for global challenges like sustainability & peace?

Education needs to reconnect learning with responsibility. Topics like well-being, sustainability, and peace are not just subjects—they are practices that require understanding how actions affect systems and others. Learners need to experience the difference between extraction and reciprocity, and between speed and wisdom. Education should become a space where students can design, question, and improve ideas responsibly. The goal is not perfection, but adaptability—the ability to repair and rethink when harm appears. An ethical future is not flawless, but it is always open to improvement.

### **Q10**

### If you could leave students with one lasting message about learning in the 21st century, what would it be?

Do not lose your ability to weave relationships — and the futures you long for. You are not responsible for holding the whole fabric of the world — no one is. But you are responsible for keeping your capacity to notice, to care, and to weave. The future will not be saved by certainty. It will be woven by those who remember how to mend while still daring to dream, shaping the world through attention, care, and connection. And if something tightened quietly as you read this, then you already know: The needle was never missing.



# DR. NEVIN ALY

Associated Professor of Engineering Geology and Manager of Quality Assurance Unit at the Faculty of Petroleum and Mining Engineering (PME) Suez University. Dedicated to teaching, research, and mentoring students in their academic and personal development.

## A JOURNEY IN ENGINEERING GEOLOGY AND ACADEMIC LEADERSHIP

Dr. Nevin Aly is an Associate Professor of Engineering Geology and the Manager of the Quality Assurance Unit at the Faculty of Petroleum and Mining Engineering, Suez University. In addition to her academic role, she has been a dedicated advisor for student activities since 2018. Her journey has been driven by a deep passion for earth sciences and their applications in engineering and industry. Over the years, she has contributed to teaching, research, and academic leadership, while also mentoring students in both their academic and personal development.

## THE INSPIRATION BEHIND CHOOSING ENGINEERING GEOLOGY

Her interest in engineering geology stemmed from a genuine curiosity about the Earth and how its resources can be responsibly understood and managed. The field's unique combination of scientific exploration and real-world application inspired her to pursue a career that contributes to development, energy solutions, and societal progress.

## KEY MILESTONES THAT SHAPED THE JOURNEY

One of the most significant milestones in her career was receiving a PhD scholarship at the Complutense University of Madrid in Spain. This experience broadened her academic perspective, exposed her to diverse cultures, and strengthened her research and critical thinking skills.

Another pivotal milestone was her postdoctoral experience at ETH Zurich in Switzerland. This phase marked a transformative period in her life, enhancing her research capabilities and immersing her in a culture of excellence, innovation, and discipline. These experiences collectively played a crucial role in shaping her as both a scholar and a mentor.

## INTERNATIONAL EXPERIENCE AND ITS LASTING IMPACT

Her time at ETH Zurich significantly influenced her perspective on education and research. It exposed her to an environment that values independent thinking and emphasizes the connection between research and real-world applications. This experience inspired her to create learning environments where students are encouraged to think critically, explore ideas, and actively engage in their own learning process.

## LEADERSHIP EXPERIENCE AND OVERCOMING CHALLENGES

As the former Head of the Petroleum Engineering Department, Dr. Nevin faced the challenge of balancing

academic rigor with the evolving demands of the industry. She worked to ensure that students gain both strong theoretical knowledge and practical relevance. Through teamwork, open communication, and a commitment to continuous improvement, she successfully addressed these challenges and strengthened collaboration within the department.

## **SUPPORTING STUDENT ACTIVITIES AND LEADERSHIP DEVELOPMENT**

In her role as a faculty advisor, she has been actively involved in guiding and supporting student activities, particularly with IADC Suez. She believes in empowering students by giving them the space to lead, innovate, and take initiative. Her experience with the chapter has been highly rewarding, as students consistently demonstrate dedication, creativity, and professionalism.

## **THE IMPACT OF STUDENT ACTIVITIES ON PERSONAL AND PROFESSIONAL GROWTH**

Dr. Nevin emphasizes that student activities play a vital role in shaping well-rounded individuals. They help students develop essential skills such as leadership, communication, teamwork, and problem-solving. These experiences prepare students to face real-world challenges and adapt effectively to professional environments. Beyond skill development, student activities also foster confidence, responsibility, and a sense of initiative. They provide a safe space for students to explore their interests, discover their strengths, and learn from both success and failure. Engaging in such activities encourages networking, builds meaningful relationships, and exposes students to diverse perspectives, all of which are crucial for personal and professional growth.

## **PRIDE IN STUDENTS' ACHIEVEMENTS**

Among the many accomplishments, she takes great pride in the strong spirit of commitment and collaboration demonstrated by IADC Suez members. A standout achievement was their participation in the Middle East Drilling Exhibition in Dammam 2025, where they secured first place in the competition—an accomplishment that reflects their excellence and dedication.

## **VISION FOR THE FUTURE OF THE ENERGY SECTOR**

Dr. Nevin believes that the petroleum industry is undergoing a significant transformation, particularly with the global shift toward sustainability. While petroleum will continue to play a role in the energy mix for years to come, the future depends on innovation—developing cleaner technologies, improving efficiency, and reducing environmental impact. She highlights the importance of preparing engineers to adapt to this evolving landscape.

## **ADVICE TO STUDENTS AND FUTURE PROFESSIONALS**

Dr. Nevin advises students to stay curious, committed, and open to continuous learning. She emphasizes the importance of building a strong academic foundation while also developing personal and professional skills. Taking advantage of opportunities beyond the classroom—such as student activities, internships, and networking—is essential. She also highlights the value of stepping out of one's comfort zone, embracing challenges, and viewing failures as learning opportunities rather than setbacks. According to her, consistency, self-discipline, and a growth mindset are key factors that distinguish successful individuals over time. She concludes that success is not only about knowledge, but also about character, integrity, perseverance, and the ability to adapt and grow in an ever-changing world.



## MS. DOAA TAHER

Founder – Career Boosters, a recruitment and career development company, with 20+ years of HR experience across banking, education, and tech. Focused on tech recruitment, career coaching, and training, backed by certifications in talent assessment, performance management, and coaching. Committed to helping individuals unlock their potential and organizations build high-performing teams.

### **A JOURNEY IN HUMAN RESOURCES AND TALENT DEVELOPMENT**

#### **From HR Leadership to Career Empowerment: The Inspiring Journey of Doaa Taher**

Doaa Taher's professional journey in Human Resources spans more than twenty years, during which she worked across almost every HR function, including personnel, payroll, recruitment, training and development, performance management, employee engagement, employer branding, and organizational development. This wide exposure helped her develop a deep understanding of how organizations operate and what truly drives success inside companies. Over the years, she witnessed the transformation of HR from a traditional administrative function into what is now known as People and Culture, which reflects the growing recognition that organizations succeed through their people. As she progressed into leadership roles, her focus shifted more toward people development and business performance. Through conducting hundreds of interviews and working closely with employees and leaders, she developed a strong ability to recognize potential, guide professionals, and help organizations build strong and effective teams. Her career gradually became not only about HR operations but about unlocking human potential and helping individuals build meaningful careers.

### **A JOURNEY IN HUMAN RESOURCES AND TALENT DEVELOPMENT**

A major turning point in her journey came during the COVID-19 period. Like many professionals, she used that time to reflect, learn, and explore new directions. During this period, she discovered the field of career coaching and realized how closely it connects with Human Resources. While HR focuses on hiring, developing employees, and aligning people with organizational goals, career coaching focuses on helping individuals understand themselves and make better career decisions. She noticed that many professionals feel dissatisfied in their jobs and often believe the problem is their manager or work environment, but in many cases, the real issue is, the job itself doesn't match their strengths, and interests. This realization inspired her to pursue certification in career coaching and study business psychology to better understand personality, motivation, and career behavior. This step allowed her to expand her impact beyond organizations to individuals and their personal career journeys.

### **A JOURNEY IN HUMAN RESOURCES AND TALENT DEVELOPMENT**

Through her HR experience, she identified a major gap in career development and guidance, especially among fresh graduates and early-career professionals. Many graduates enter the job market without a clear understanding of the available career paths or the skills required for each path. As a result, many people spend years moving between jobs trying to find the right fit. She realized that if individuals understand themselves better—their strengths, interests, personality, and values—they can make better career choices

earlier and avoid years of confusion and dissatisfaction. This realization became one of the main motivations behind her work in career coaching and talent development, where her goal is to help individuals gain clarity and direction earlier in their professional journey.

## THE BIRTH OF CAREER BOOSTERS

In 2021, I decided to launch my own business initiative, which eventually became Career Boosters. The idea initially started as a recruitment service focused primarily on technical roles. Over time, the platform expanded to cover recruitment across a broader range of professional functions. As the platform grew, I integrated training and development services, drawing on my experience as a soft skills trainer at the Information Technology Institute (ITI). Career coaching also became a key offering, addressing the growing need for guidance in professional growth and career planning. Today, Career Boosters operates across three main pillars: recruitment, training and development, and career coaching. Its mission is to support both individuals and organizations in achieving long-term success by connecting talent with opportunities, enhancing skills, and fostering career growth.

## EXPANDING YOUR IMPACT

One of the most meaningful milestones in my journey was becoming a soft skills trainer at the Information Technology Institute (ITI). After more than two decades of experience, I had the privilege of contributing to a mission I had long admired: developing young talent in Egypt. Working closely with professionals and seeing their mindset, confidence, and career readiness grow has been incredibly rewarding. Similarly, guiding talent to the right roles throughout my HR career continues to inspire me and fuels my mission of helping people achieve career success and satisfaction.

## THE BIRTH OF CAREER BOOSTERS

Every career journey comes with challenges. Please share some of the main obstacles you faced while building your career and launching your own business. Like any entrepreneurial path, building a business came with its share of challenges. Transitioning from a structured corporate career to running my own business required developing new skills beyond HR. I had to learn about marketing strategies, content creation, branding, and business development. While challenging, these experiences also helped me grow as a professional and expand my perspective beyond traditional HR roles.

**Today, I feel grateful for the journey and proud of the impact it continues to create.**

## VISION FOR THE FUTURE

Looking ahead, I believe career coaching and talent development will become even more essential as the future of work continues to evolve. Professionals will need to continuously learn, adapt, and redefine their career paths in response to technological change and shifting industry demands. At the same time, HR will play an increasingly strategic role in shaping organizational culture, developing leaders, and guiding individuals through career transitions. My vision is to continue expanding the impact of Career Boosters—supporting more professionals in discovering their potential while helping organizations build stronger, more resilient, and future-ready teams.

## ADVICE TO STUDENTS AND YOUNG PROFESSIONALS

My advice to students and young professionals is simple: understand yourself before chasing job titles. Discover your strengths, interests, and values, invest in continuous learning, and build meaningful professional relationships. A successful career is a journey of exploration, persistence, resilience, and growth.



# MR. AHMED ABBAS

He is Founder and Managing Director of PISC (Pioneering & Innovation Studies Center), a governance and institutional transformation advisory firm serving clients across Egypt and the broader Middle East. Over nearly twenty years, his work has centered on strengthening governance, risk management, and institutional effectiveness through pragmatic systems that align strategy, leadership, and execution.

## FROM THE STREET TO THE STRATEGY ROOM

Twenty years ago, Ahmed's workplace was not a boardroom, it was the street. As an outdoor salesperson, he spent his days visiting clients, knocking on doors, and listening to what organizations truly needed, beyond their polished brochures and presentations. The work was tough, but it revealed a powerful truth: many organizations function very differently beneath their formal structures. He observed talented teams working extremely hard, ambitious strategies documented on paper, and detailed policies in place. Yet despite all the effort, results often fell short. Projects dragged on. Teams struggled with coordination. Decisions crawled through unclear channels. The issue was rarely lack of effort—it was deeper: overlapping responsibilities, vague accountability, and situations where everyone was involved, but no one truly owned the outcome. That recurring observation became the foundation of his philosophy. "Organizations rarely fail because they lack frameworks. They fail because they lack clarity. This street-level insight evolved over two decades across sales, operations, training, organizational development, and governance—ultimately leading him to found PISC – Pioneering & Innovation Studies Center, an advisory firm dedicated to designing governance systems that deliver results.

## MOMENT GOVERNANCE BECAME REAL

One experience early in my career left a lasting mark on how I see organizations. I was involved in a critical project that carried significant visibility and expectations. The organization had capable professionals, sufficient resources, and a clear objective. Yet the project ultimately failed. The consequences were serious—reputational damage and a financial penalty. But what stayed with me was not the failure itself. It was what happened afterward. When leadership began investigating what went wrong, responsibility seemed to be everywhere—and nowhere at the same time. Decisions had moved through multiple layers of management. Ownership had never been clearly defined. Knowledge about key steps was scattered across teams. Everyone had participated. But no one clearly owned the outcome. That moment changed how I saw organizations. I realized something fundamental: **"When everyone is responsible, no one is accountable."** That is where governance begins. From that moment, governance stopped being an abstract concept to me. It became the system that defines how decisions move, how accountability works, and how organizations operate under pressure.

## DISCOVERING THE EXECUTION GAP

As my career progressed into organizational and institutional development work, I started noticing the same pattern across different organizations and sectors. Many institutions had strong strategies, governance frameworks existed, and policies were carefully written. On paper, everything looked correct.

But when you looked at everyday execution, the picture was different. Decisions took longer than expected, teams interpreted responsibilities differently, and departments worked hard but struggled to align. Over time, I realized that governance in many organizations existed mainly as documentation, not as a living system guiding everyday decisions. The frameworks were technically correct, but they were not embedded into how the organization actually worked. This insight led me to a simple conclusion: organizations do not need more frameworks; they need clarity—clarity about roles, clarity about authority, and clarity about decision pathways. Without that clarity, even the best strategy remains trapped inside documents.

## WHY I FOUNDED PISC

After seeing the same institutional challenges repeatedly, I founded PISC – the Pioneering & Innovation Studies Center. My goal was not to create another consulting firm, but to help institutions turn governance from paperwork into a system that actually shapes how organizations function. We call this approach the House of Clarity. By designing clear authority structures, visible accountability, and aligned decision pathways, governance becomes a strategic advantage. Decisions move faster, coordination improves, and risks are identified earlier. Proper governance doesn't slow organizations down—it accelerates them.

## GOVERNANCE AS THE OPERATING SYSTEM OF ORGANIZATIONS

Looking ahead, I believe governance will become even more important in the coming years. Organizations today operate in environments defined by technological disruption, regulatory pressure, and interconnected risks. Leadership alone is no longer enough. Institutions need systems that allow them to adapt while maintaining control. I often describe governance as the operating system of the organization—the invisible architecture that coordinates decision-making, accountability, and risk awareness. It is what ensures that strategy translates into action, that responsibilities are clear, and that the organization can respond effectively under pressure. Another major frontier will be AI governance. As organizations adopt artificial intelligence and emerging technologies, questions around accountability, transparency, and ethical oversight will become critical. Decisions made by AI systems will need clear lines of responsibility, just like human-led decisions, and organizations must ensure that innovation aligns with ethical standards and long-term objectives. The organizations that succeed in the coming decade will likely be those that integrate governance directly into how innovation happens. Governance should not be an afterthought or a set of rules on paper—it must be embedded into the design of systems, processes, and technology so that it actively enables growth, agility, and sustainable performance.

## MY ADVICE FOR STUDENTS AND YOUNG PROFESSIONALS

When I speak with students and young professionals, I often share a perspective shaped by my own journey. I didn't start with a clear title or a defined path—my career moved through different roles and challenges before I reached where I am today. My advice is simple: don't focus too early on titles. Focus on understanding how organizations actually work. Early career stages are the best time to see how operations, leadership, people, strategy, and risk connect. Develop cross-functional thinking, build diverse skills, and learn to navigate complexity. Resourcefulness and curiosity often matter more than a perfectly planned path. Careers rarely move in straight lines—they grow through experience, exploration, and learning. One principle to remember: **“Seek clarity before chasing titles; understanding how systems work will take you further than chasing positions.”**

# IADC ACTIV

## ARTOPIA EVENT



ARTOPIA celebrated creativity and culture at Suez University, attracting over 100 attendees. The event featured art exhibitions, workshops in drawing, crafts, and calligraphy, and competitions in photography, video, and art, fostering both innovation and community engagement. Showcasing student and local talent, and supported by sponsors, ARTOPIA highlighted the chapter's ability to deliver diverse, well-organized events that blend culture, creativity, and professional execution.

## SCHOLARSHIP PROGRAM



*Congratulations*  
**IADC Scholarship  
Winners 2025**



Saad Waslem



Youssef Sayed



Mohamed Meshref



Eslam Khairy

Through IADC, our chapter promoted the global IADC Scholarship Program, awarding up to 20 scholarships of \$5,000 each. The program supports students pursuing drilling careers through financial aid and professional development. With our mentorship and preparation, 4 members successfully secured awards, showcasing their excellence and highlighting IADC Suez's ability to create meaningful international opportunities.

# SUEZ INITIATIVES

## BGS JOB SHADOWING



Spanning two months, the program offered participants a unique opportunity to shadow senior management, gaining insight into decision-making, leadership, and organizational dynamics within the energy sector. Guided by Eng. Mostafa Fouad, Global Director at BGS, the experience enhanced professional exposure and highlighted the value of strong industry partnerships in preparing students for future careers.

## CHARITY PROGRAM



The Charity Program reflects the chapter's commitment to social responsibility and community impact. Organized at Al-Safa Organization in Suez, the initiative supported individuals with disabilities through emotional engagement, interactive activities, and essential contributions. The chapter also provided tools and supplies, highlighting IADC Suez's role beyond academic boundaries.





# EXPLORE TEAM





**IADC**  
SUEZ UNIVERSITY  
STUDENT CHAPTER



**EXPLORE  
YOUR  
POTENTIAL**



**A World-Leading Provider of  
Offshore and Onshore Drilling Services**