



DR. SAADI ADRA
ADVISORS, MENA region

I AM SPEAKING AT:

April **26th** | **2:30** pm CEST / UTC+2

2021 | IPMA GLOBAL
BEST PRACTICE WEEK
ONLINE EVENT

Abstract: Facing the pandemic, economic turmoil and political unrest, ADVISORS decided to reinvent ourselves, through adopting an Agile Strategy Development and Implementation approach. Within our new DRIVE, we focus our most important objectives: loyal clients, experienced partners and our international network. We decided to take customer centricity to the extreme and reverted to our new philosophy; no clients, only partners. By doing so, benefiting our clients and partnering with them becomes of higher priority than commercial. We asked our experts and knowledge affiliates to collaborate by providing their knowledge sharing for free and they all approved, as a means to survive and assist our partners (clients) through the pandemic, and because paying for expensive quality conferences is out of reach, at least until after the pandemic is over. Our strategy then stated we offer all networking and conferencing free of charge, and we initiated ADVISORS Webinars, Surviving the Pandemic. This has been quite a ride full of knowledge sharing, connecting, bridging, networking, compassion and recovery of morale.

Our contribution will highlight the amazing journey and provide video captions for some of the most interesting webinars from over 20 speakers from various nationalities. We will conclude by providing an example on the impact of how this journey is affecting the lives of over 80 nationalities.