

My father encouraged me to apply to NCP3 because he read in the paper that the National CEO Program is trying to draw a new talent map for Oman. I am so pleased that he did this because, in the process of writing and re-writing this essay, I have come to appreciate that my father is a natural coach. My father has always encouraged me to follow my interests and pursue my education. He encouraged me to reach out to others and get feedback on my answers to your questions for this essay. I appreciate that I am probably not your typical applicant. I am 27, an Omani-educated woman, the youngest person in my organisation (a professional services SME of 12 in Sur) and the only person in the office without a postgraduate degree. However, I hope my answers show that I have the talent to qualify for NCP3.

1 What specific skills or capabilities help you create value for your team?

My boss recruited me to (1) be part of a high quality professional services team and (2) to improve the company's viral marketing capability. My skills have grown through on-the-job coaching over the last two years. I now want to take this to the next level. Most of my colleagues do not really understand my viral marketing work or the value of some of the social media trends I see. I find this frustrating sometimes because I think we may be missing an opportunity to grow. I have come to see we focus only on delivering our expertise to the sector of experts working in English in Oman. This is a small sector when compared to the market as a whole.

2 What specific elements of the NCP will help you create new value for you personally, your organisation or your sector?

I have learned a great deal from my boss and colleagues. However, sometimes I feel blocked because they see me lacking in academic expertise. The NCP gives me a way to really develop my leadership expertise in a practical, on-the-job way. I want to be able to apply the NCP toolkit and learning in every aspect of my work so I can really help bring about change, especially through using communication tools and technology in new ways.

3 What does Changing the Game mean to you in terms of the future of your organisation or sector?

My company is growing fast, has a great reputation and is set to grow even faster over the next few years. We are a team of 12 right now. We have a flat structure, mostly reporting to my boss. We are fairly flexible, work well together and have a good team spirit. This will change as we grow because my boss is already talking about the need for more structure. I want to know if there are other ways to grow that do not mean we have to lose the advantage of the way we work now, especially if we grow overseas.

4 Humble, Adaptable, Visionary, Engaged are key leadership traits for creating change.

Which one of these traits best describes you and what does this mean to you personally?

Thanks to this application process, I now see myself as 'engaged'. I benefit from great coaching at work which means I am becoming a better listener. I try and apply what I learn immediately in every area I can. This has helped improve my networking because I always try to bring something of value to every situation.

5 What experience outside of work (eg involvement in the community, volunteering etc) has enhanced your leadership capability at work?

I have been active in sports and social activities all the way through school, university and now at work. I am very active in various networks focused on raising skills and work opportunities for Omani women everywhere in the country. You can verify all this by checking out my social media profile:

LinkedIn [website link as appropriate here]

Facebook [website link as appropriate here]

Twitter [website link as appropriate here]

Instagram [website link as appropriate here]

I truly believe the NCP can help me become a Game Changer because I passionately want to see Omani women contribute fully to the future development of the country by using innovation and technology to raise our game at home while also capitalising on new market opportunities overseas.