

أكاديمية أدنوك الفنية ADNOC Technical Academy

REFLECTING ON 2022

DEFINING PRIORITIES FOR THE NEW YEAR

I am delighted to be introducing this **Annual Events and Achievements Report for 2022**.

The past year was certainly a year of significant change, bringing both challenges and opportunities. We were able to accelerate the implementation of our growth strategy and translate it into impactful projects and milestones. In addition, we have made substantial progress in building our capabilities to face any future challenges and to embrace the ambitious Emiratization self-sufficiency mandate.

Given the accelerated momentum of reform we are seeing and the strong support of our Senior Leadership, we are increasingly confident in our ability to deliver on our 2030 strategy and fulfil our commitment to 70% Emiratization of ADNOC's critical workforce. We will harness the diverse capabilities from within ATA and across ADNOC and Group Companies to make better use of the opportunities that lie ahead and deliver innovative solutions as we accelerate our business transformation.

Gratitude is due to all our colleagues for the Academy's performance and achievements. Our people are a crucial part of our success and are key in leading our strategic plan implementation.

Thank you for your strong commitment, discipline, and strong team spirit, which are the foundation of our successful performance. Thanks to your efforts, this Achievements Report is here as a real source of pride for the Academy.

Our shared ambition will continue: driving a high-performance culture, remaining true to our values and our purpose, and doing everything possible to support our trainees, help them succeed, and enhance their critical workplace skills, positive leadership and communication.

ATA has already made good progress on the road to transformation, and I confidently look forward to working with you in 2023 and beyond as we define our priorities, manage change effectively, and deliver our long-term goals.

I wish you and your loved ones a happy new year and good health in 2023!

Yours sincerely,

Ibraheem Al Zaabi§§§

EVENTS & ACHIEVEMENTS

JANUARY





ATA embraced the ADNOC Senior Leadership's messages on Growth, Disruption, and Future-Proofing ADNOC

To this effect, meetings were held to cascade the messages to the extended leadership team and discuss their implications on the way we conduct business. The team explored ways to align ATA 2022 Priorities, so they support the Growth, Disruption & the Future-Proofing of ADNOC while connecting to the Accelerator 100-day Plan as our main approach to addressing the priorities.

The 65th ATA Board of Trustees Meeting took place on 7th January, in the presence of AGC CEOs

The meeting witnessed the endorsement of the new ATA Vision and Mission, as well as the ATA Strategic Priorities for the coming 5 years. It was also an opportunity to launch the inauguration of the HSE Contractor Academy via live broadcasting.



The first ADNOC Technical Academy's Open Forum

It was held on 21st January under the theme "ATA 2022 Goals Are Our Mission". In his keynote address, Dr Saif Sultan Al Nasseri, Group HC Director, recognized the new inspirational ATA Vision that had received BoT endorsement. He directed ATA to stay the course on its mission of delivering high-quality graduates – as acknowledged by AGC – and to pursue its transformational journey towards new expectations and milestones.

FEBRUARY



The ATA Graduation Ceremony

It took place on 8th February, to honor the 381 graduates. In his opening speech, His Excellency Dr. Sultan Ahmed Al Jaber, ADNOC Managing Director and Group CEO, passed on our Leadership's good wishes to the graduates and congratulated them on their success. He emphasized ADNOC's strong commitment to the future of young UAE nationals and their success and prosperity.

FEBRUARY

MARCH



Orientation Day for New Trainees

Held virtually on 23rd February, to welcome the new trainees who had recently joinedADNOC Technical Academy. New trainees were introduced to the various systems, rules, facilities and services provided by the Academy. They were encouraged to excel and make the most of the opportunities offered to them by ADNOC.



GHC Directorate Management Team Visit

Conducted on 23rd March, the visit aimed to review ongoing excellence transformation projects, specifically the 2022 marketing campaign and the progression of the women's technical initiative.



Marketing & Communication Campaign

Launch of "Our Energy Needs Your Energy" campaign to attract high-quality applicants and highlight both ADNOC's, and the Academy's, contribution to shaping the future workforce which is so critical to our nation.



3rd Edition of ATA Reward & Recognition Ceremony

It was hosted on 25th March, to acknowledge trainees and staff who demonstrate real commitment to living the ADNOC values and achieve outstanding performances. In his opening statement, Dr. Saif Sultan Al Nasseri, Group HC Director, congratulated the awardees for pushing the boundaries of what can be achieved. He advised trainees to keep learning and growing in order to become a great force in changing the industry in which they work.

EVENTS & ACHIEVEMENTS

MARCH





Prominent Participation in the National Service Career Fair

ATA participation in this three-day event took place at the Abu Dhabi National Exhibition Center and provided us with the opportunity of interacting with young UAE Nationals who had already completed their national service. A positive message about the Academy was conveyed to them, and its contribution to ADNOC and to the nation was showcased.

The opening day featured the presence of high-level dignitaries and received extensive media coverage.

Sports Day

Organized on 22nd March, the event witnessed several competitions which brought trainees and employees together. It aimed to enhance the happiness and wellbeing of the whole ATA family as we connected beyond the formal work environment and built stronger and healthier personal and professional relationships.

APRIL





GHC Director Joins ATA Trainees for Iftar

ATA trainees were privileged to join an Iftar gathering with GHC Director, Dr. Saif Al Nasseri, at the ATA hostel on 19th April.

The informal setting of the gathering made trainees feel more at ease to speak their minds and share their feedback and concerns. The Director stressed the fact that ADNOC will always have a place for highly qualified, confident, and talented young technicians and operators who will play a critical role in the future of ADNOC and the nation.

He expressed his confidence that ATA graduates will have the visionary ambition to excel, grow and become a great force in changing the industry in which they work.

Preparation for Technical Females' Program Launch

In line with the ATA goal of accelerating the implementation of key strategic initiatives, we hosted an Open Day with 41 female university graduates.

The event featured a presentation about the training course. There was also a Q&A session. It ended with a tour of campus facilities.

ATA is geared up for the beginning of the Technical Females Program which will start next September. There is strong determination to meet the expectations of our Leadership and the vision they have for the future of ADNOC and the nation.

EVENTS & ACHIEVEMENTS

APRIL





Meeting of ATA Board of Trustees Meeting #66

PT&CS Executive Director Mr. Abdulmunim Saif Al Kindy, hosted an Iftar on Tuesday, April 26th, to which the whole ATA family was invited.

ATA Ramadan Iftar Hosted by PT&CS

Executive Director

The event included an open dialogue session where Senior Leaders interacted with ATA trainees, answered their questions, and conveyed to them a message of support and encouragement. They also highlighted the crucial role ATA graduates play in ADNOC's growth, sustainability, and self-sufficiency.

The event brought the extended ADNOC family together in a spirit of pride and celebration.

ATA Board of Trustees held its 66th meeting on the campus of ATA on Wednesday, 20th April. The meeting focused on overseeing the execution of ATA strategic initiatives and providing ATA management with guidance in pursuit of an ambitious mission and mandate. The Chairman emphasized the pivotal role that ATA plays as a leading vocational training academy that contributes to shaping the workforce critical to the nation. He added that ATA should aim to become the best technical center across the region. It should offer best-inclass programs and become the benchmark for similar institutes. He called upon Board members to provide their full support, so that ATA can be taken to the highest level of growth in its repositioning journey.



Ramadan Football Tournament

ATA completed its participation in the ADNOC Ramadan Football Tournament with honors and pride after reaching the Quarter Finals. The tremendous effort and sacrifice of our players, and the synergy created between trainees and employees, made this successful participation possible.

The presence of so many supporters added a lot of excitement to the event. Most importantly, we were privileged to have our GHC Director present with us, which underscores the commitment of the Senior ADNOC Leadership and their engagement with all events that positively impact the wellbeing of the whole ADNOC Family and their work-life balance.

MAY



ATA Drive for Blood Donation

ATA organized a Blood Donation Day on 26th May in the Academy's clinic with the participation of 44 trainees and staff. The commitment of the ATA family to this noble act underscores their generosity, selflessness, and dedication to helping others.

EVENTS & ACHIEVEMENTS

MAY





Leadership Forum Fostering x100 Mentality

The Forum took place on 10th May.

Attendees engaged in a review of the progress accomplished on the different Transformation Excellence Program (TEP) projects.

The ATA SVP conveyed to the audience the strong interest articulated by H.E. Dr Sultan Al Jaber, ADNOC MD & GCEO, in the Academy and in its strategic role as a key enabler of ADNOC's critical technical workforce. He added that we need to act fast and deliver on our commitments with x100 efforts and mentality, while continuing our growth journey through embracing disruption to future-proof our business and live up to the expectations of our Senior Management.

Sporting Event in Ruwais

ATA successfully organized a Sports Day event at the Ruwais site on 24th May, in the Al Hosn Sports Facility. Most of our trainees there, along with their coordinators and instructors, actively participated in the different activities of the day.

The activities contributed to building team spirit and brought the OJT family together in an atmosphere of competition and friendship. Trophies were distributed to the winners.



Third Round of Partnership Meetings with AGC

These constructive meetings targeted all seven partner companies and focused on aligning efforts to ensure the success of the OJT Program with continued collaboration.

The following priorities were discussed and aligned:

- Commitment to providing the Demand Plan up to 2030 in-line with the Emiratization self-sufficiency strategy
- ATA Strategic Priorities and Transformation Excellence Program
- NQC Accreditation Progress

- Working with the RACI matrix towards enhanced collaboration
- Access for ATA to the Digital Solutions at sites to enhance real-life training experience for our trainees
- Introduction of the University
 Graduates accelerated program and
 pilot implementation plan, including
 site familiarization visits

EVENTS & ACHIEVEMENTS

MAY





Trainees 'Raise your Voice' Platform

In order to enhance the trainees' wellbeing and engagement, ATA launched the "Raise Your Voice" platform for all ATA trainees on the Trainee Portal.

The initiative aims to provide trainees with a secure and formal space to articulate their concerns, express themselves and share feedback and points of view.

A team from Student Services Department will be responsible for responding to the trainees' requests based on the feedback received from the concerned department.

Five-Year Business Plan Development

Discussions took place in each department to establish a 5-year business plan.

The approach was collaborative and invited a broad participation to ensure the effectiveness of the plan. Essential considerations were given to ensure future proofing ATA business in pursuit for ATA growth and enable disruption.



Launch of Trainees' Engagement & Wellbeing Survey

In an effort to continuously improve the services ATA provides for trainees, a survey is being conducted to gauge trainees' engagement in learning, their overall satisfaction, and total wellbeing. The survey outcomes will be used to build an action plan that is focused on specific areas that require ATA intervention, improvement and support.

The action plan will be implemented throughout the period of June-December 2022. It is a vital tool to enhance the academic and personal development of ATA trainees.

The survey will run from 30th May to 13th June.

JUNE



"Live your Values" Competition

The quarterly "Live Your Values" competition was launched inviting ATA trainees and staff to share their unique stories and experiences that demonstrate ADNOC values in action. Selected stories are shared and promoted through the Academy's internal communication channels. Stories are submitted through an electronic form in the form of text, video or voice recordings.

Living our values helps us to unlock possibilities, create opportunities, and connect communities.

EVENTS & ACHIEVEMENTS

JUNE





Awareness Raising about 'Substance Abuse'

Engagement sessions were organized on June 9 & 10 about Substance Abuse. A total of 214 trainees attended the sessions facilitated by 2 medical experts from ADNOC Occupational Medical Center and the National Rehabilitation Center.

The presentations and discussions, which were conducted in ATA auditorium, focused on the reasons behind substance abuse, the consequences of abuse and the prevention measures that our youth should be aware of.

Stop! It's Yammer time!

YAMMER for trainees is now active – this is a new platform that allows trainees to connect, collaborate and communicate easily with their colleagues across ADNOC Technical Academy. It is a digital platform where our trainees will have fun, set up and join communities based on topics they are interested in and share their latest news. It is also available on an App or via Microsoft Teams.

Introductory Sessions were conducted with all trainees to highlight the proper use of the platform.



Launching Automated 'To Whom It May Concern' Letters

In an effort to enhance operational efficiency and ensure trainee wellbeing and satisfaction with ATA services is observed at all times, ATA launched an automated 'To whom it may concern' service through the trainees' portal. The service will enable trainees to issue formal electronic "To whom it may concern" letters at any time for official use at many UAE authorities.



Employee Engagement in Action!

In order to create an environment that fosters positivity and employee wellbeing, staff members initiated a series of activities to encourage ownership of emotional commitment to the organization and its goals as this is central to building the right culture.

Given what we know about the powerful impacts of employee emotion on job performance, staff members articulated their emotional state as they started their workday. Positive emotions emerged and were characterized by positivity, caring, compassion, connection, belonging, and high self-esteem.

AUGUST





Visit to ATA by Mr. Abdulmunim Saif Al Kindy, Executive Director, People, Technology & Corporate Support

The Executive Director paid a visit to ATA on 10th August. He engaged with ATA Leadership and staff and reviewed the Academy's readiness to commence a new semester. He also reviewed ATA plans regarding meeting the Self-Sufficiency Emiratization Strategy and targets. He stood on the latest development regarding ATA Marketing campaign & ATA Roadshow Pavilion in particular.

Appointments in ATA Leadership Roles

In line with the Academy's strategic objective of developing a performance-driven organization and providing our talented leaders with continued career growth opportunities, 7 leadership positions were assigned to UAE national professionals through internal promotion and AGC transfers.

ATA is confident that the newly-appointed colleagues will establish effective leadership and accountability and drive the Academy's performance forward.



"ADA'E Engagement Sessions

AGHC Performance Management Team conducted a series of 3 sessions on the new performance management approach, ADA'E (أدائس), on 26 August. They engaged with ATA staff on how this interactive approach is a step forward aimed at enhancing ownership in managing the employee performance.



Staff were welcomed to new Academic Year with 'Accelerate 100X' message

As the Academy embarked on a new academic year, a series of get-together meetings, starting on 24 August., took place to welcome employees back on Campus and acknowledge their continued commitment and dedication to the Academy.

ATA SVP emphasized the need to adopt the ambitious 'Accelerate 100x' mindset in implementing the Academy's strategic transformation and making sure we are ahead of the curve in meeting all expectations.

EVENTS & ACHIEVEMENTS

AUGUST



The event was also an opportunity to reinforce ATA commitment to sustainable actions aimed at reducing our environmental impact. Staff were provided with re-usable water bottles which can be refilled from water dispensers located in each building. This signaled the phasing out of single-use plastic water bottles.

SEPTEMBER



ATA Safety Day

The Academy organized a Safety Day on Thursday, 15 September, under the theme of 'Culture of CARE'. Trainees and staff engaged in different activities focused on the theme's key elements that promote ADNOC's safety culture - Care, Accountability, Recognition, and Entrust.

In his address, ATA SVP called upon attendees to work together and strive for the safety of our people and assets.



September 2022 New Intake: Welcome Gathering

ATA management conducted an evening welcome gathering for the new trainees at the ATA Hostel. Members from the Trainees' Council ran some competitions, videos and engagement activities. Newly joined trainees participated by sharing their feedback and expectations.



ATA Extended Leadership Workshop" Accelerate 100X Message

A workshop was conducted on Sept. 30th with ATA Extended Leadership Team and moderated by ATA SVP. The engagement of the team focused on discussing the way forward with implementing the 70% Self-Sufficiency mandate. The input from the different teams was consolidated under specific themes and later shared with the audience to form the basis for future planning and roadmap development.

EVENTS & ACHIEVEMENTS

SEPTEMBER





Visit to the National Archive

On Sept. 18th, a selection of ATA trainees attended awareness session in the National Archive about the oil industry in the UAE. It was an opportunity for our trainees to gain an insight about the history of the industry and its impact on the UAE society and economy.

Collaboration with Family Development Foundation

On September 8th, the Family Development Foundation awarded ATA for effective collaboration during their visit to the Academy. They conducted an awareness session at Hostel on Sep 22nd with 54 trainees about planning for one's social life and professional future.



Repositioning ATA to Attract High Quality Intake

ATA has been pursuing an impactful communication and re-branding strategy aimed at positioning the ATA as the preferred technical development destination that qualifies young professionals who are critical to the nation's future workforce. In addition to a targeted media campaign, ATA hosted an Open Day for potential future trainees, their families and for people from the local community. The ATA indoor sports hall was converted into a pavilion. Visitors were taken through an engaging captivating journey through the pavilion and, consequently, discovered how the Academy is shaping the future of young Emiratis searching for a meaningful and relevant career with ADNOC.

Paid Ads

Total Impressions: **851K+**Total Engagements: **15K+**Engagement Rate: **2.43%**Total Link Clicks: **35K+**Click Through Rate: **4.11%**

Radio Ads

22nd – 28th September

5 spots a day including the weekends on Emarat FM and AD Quran

Influencers & WhatsApp

4 influencers, ADNOC Group coverage on SM, visitors were encouraged to share approved content on Whatsapp groups. Employees also shared approved content on whatsapp groups

SEPTEMBER













Website visits & Accounts created



Website peaked at 21K visits with 1500+ clicks from Instagram.

Total visitors at the pavilion: 700+

Total Registrations: 10,100+

Total Completed Registrations: 380+

OCTOBER



ATA Participation at Najah Expo 2022

ATA took pride in participating in the 16th edition of Najah Abu Dhabi held at Abu Dhabi National Exhibition Centre (ADNEC) in the period 16th-18th October. The Expo provided a strong platform for students to meet with representatives of more than 100 international prestigious universities and to become well informed before making the crucial decision of where and what to study after high school.

The ATA stand in Najah Exhibition was honored by the visit of His Excellency
Sheikh Nahayan Mabarak Al Nahayan, UAE
Minister of Tolerance, along with Dr Ahmad
Belhoul Al Falasi, Minister of Education.
Our stand received around 3000 visitors, the majority of whom were Emiratis. A considerable increase in the number of registration accounts created by interested students was also observed over the course of the event.



ATA Hosts ADNOC VPO Forum

ADNOC Technical Academy, in collaboration with ADNOC LNG, hosted the Q3 2022 ADNOC VPO Forum on 13th October for the first time. The Forum brings together Vice Presidents of Operations across Group Companies to discuss specific topics and exchange best practices and solutions. The theme of the event was "Women on Site."

The Forum was opened by Dr Saif Sultan Al Nasseri, Group Human Capital Director and Chairman of ATA Board of Trustees. His inspiring opening statements set the stage for the Forum as it touched upon ADNOC's Accelerate 100X mindset, women's empowerment, and the 70% Emiratization self-sufficiency mandate.

In his presentation, SVP ATA stressed the role of operations leaders in promoting and accelerating the collaboration between ATA and ADNOC site leadership. This role will be further enhanced particularly with regards to the 70% Emiratization self-sufficiency mandate.

OCTOBER



Building a Culture that Appreciates & Inspires

In our attempt to build a legacy, ADNOC
Technical Academy is unwaveringly
committed to driving excellency and
fostering a culture of appreciation
among trainees and employees. ATA
recently celebrated the winners of our 4th
'Recognition Awards' in various categories,
among which were the HSE Champion
Award, ADNOC Way Award, Special Award
for Teamwork, and High Performing Trainees
Award.

The most recent fruit of our legacy
has been the 'Employee of the Month
Award' which is a new initiative aimed
at acknowledging employees whose
contributions and accomplishments have
inspired and supported the performance
and engagement of other colleagues.

OCTOBER



ATA 4th SVP Forum

The Forum took place virtually on Oct.

7th under the theme of "Delivering Selfsufficiency in Critical Workforce with

Accelerate 100x Mindset". In his opening
remarks, GHC Director, Dr Saif Sultan Al

Nasseri, stressed the need for ATA to gear
up for the ambitious goals of the Accelerate

100X transformation and double the efforts
to deliver on the strategic mandate of
training and graduating young UAE Nationals
to take up frontline positions on the different
production sites.

He also congratulated the winners of the various awards - those who demonstrated the ADNOC Values of being progressive, collaborative, respectful, responsible, or efficient - as well as HSE Champions.

He called upon trainees to pursue their aspirations and make the most of the career opportunities that ADNOC offers them.

ATA SVP highlighted the many exciting opportunities that Accelerate 100X brings for ADNOC and for ATA. He also updated the entire ATA family of the ongoing ATA growth projects. The live event concluded with a Q&A session. 536 ATA Staff & trainees attended the forum.

NOVEMBER





UAE Flag Day

At 11am on Thursday, 3rd November, the entire ATA family celebrated UAE Flag Day during a solemn flag-raising ceremony while playing the National Anthem. This was a moment of pride in the country's unity and an opportunity to remember the efforts of the founding fathers.

TAWDHEEF Exhibition

ATA actively participated in Tawdheef 2022 Exhibition (14-16 Nov.), which is the UAE's leading Emiratization platform serving the purpose of integrating UAE Nationals into the workforce in the public and private sectors. Our participation aims to support the ATA 70% Emiratization self-sufficiency mandate.



CEO Visits to ATA Pavilion

The ATA Pavilion was designed as a premier destination for visitors who want to learn more about the ATA program. It was extended until the end of November 2022 to facilitate visitations by schools, National Service participants, and ADNOC employees.



Trainees Leadership Activities

On 17th November, ATA hostel trainees conducted a series of trainee leadership activities aimed at enhancing team building and wellbeing within a spirit of challenge and competition.

ATA management joined the event to underscore the importance of these traineeled activities in building leadership skills and belonging to ATA.

NOVEMBER





Talent & Creativity Show

On Tuesday, 22nd November, ATA organized a Talent & Creativity show during which trainees showcased some of their achievements and innovative ideas. The event aimed to enhance trainee motivation towards innovation and creativity. It also revealed some of the hidden abilities and talents of our trainees.

Collaboration with Family Development Foundation

On 15th November, the Family Development Foundation conducted an awareness session presented by Mr. Hamadan Al Ameri. Around 50 ATA trainees attended the session, which focused on the strategies to follow to plan for one's social life and professional future.





ATA at ADIPEC 2022

With strong support from His Excellency
Dr. Sultan Ahmed Al Jaber, Group CEO of
ADNOC, and with the support of Dr. Saif
Al Nasseri, GHC Director and Chairman of
ATA Board of Trustees, ADNOC Technical
Academy participated for the first time with
an independent stand at ADIPEC 2022. ATA
was present along with more than 2,200
exhibiting companies and 28 international
exhibiting country pavilions. This was an
opportunity for ATA to position itself within
the ADNOC community and gain enhanced
visibility on a national and international
scale.

ATA National Day Celebration

On Tuesday, November 29th, ATA celebrated the UAE national Day in an atmosphere of hope and pride, reflection and resolve, promises and possibilities. ATA staff, trainees and their families took part in a series of festivities to commemorate the day and contemplate the vision and wisdom of the UAE's Founding Fathers and to renew their loyalty to our beloved country and our wise leadership, led by President His Highness Sheikh Mohamed bin Zayed Al Nahyan.

DECEMBER



Ro'ya Program: ADNOC's Commitment to Talented Emirati Youth

On 14th December, ATA hosted an orientation event for 15 emerging UAE talents and future leaders who made it to the top of the list and won a place on the 2022 Ro'ya Program thanks to their exceptional talent, high school achievement and enthusiasm. The program was designed in partnership with ADNOC and Khalifa University. The selected students will gain hands-on experience in topics related to the oil and gas industry, helping them develop critical thinking and leadership skills. They will gain exposure to the different university majors that are important to the energy industry, as well as experiencing how advanced simulation technology is shaping the future of the energy sector.

In his welcome address to the young participants, GHC Director, Dr Saif Sultan Al Nasseri, expressed how proud he was to see these young students join the Ro'ya Program, adding that the program fits in with ADNOC's strategy of investing in the learning and development of young UAE nationals. He stated his confidence that the group will have the visionary ambition to excel, grow and become a great force in changing our industry.

Upon completing the program, participating students will join a pipeline of talent for the ADNOC scholarship program and enhance their ability to gain admission to top-tier universities, domestically and abroad.



ATA Signs Strategic Agreement with Baker Hughes

The ADNOC Technical Academy signed a strategic agreement with Baker Hughes that will create more private sector opportunities for UAE Nationals in the energy industry. Potential areas for collaboration include internship opportunities at Baker Hughes for UAE Nationals and skill development programs.

Over the years. ATA has trained generations of talented Emirati technicians and operators. Now, the Academy and Baker Hughes will work towards exchanging knowledge and expertise to strengthen our nation's talent pool further.

Witnesses to the agreement were Dr. Saif Al Nasseri, ADNOC Group Human Capital Director, and Mohammed Ayoub, Baker Hughes Executive Director for Europe, Middle East & Africa. The agreement was signed by Ibraheem Al Zaabi, ADNOC Technical Academy SVP, and Jad Taleb, Baker Hughes Executive Services Director for Middle East, India & Africa.

YEAR-END TRANSFORMATION EXCELLENCE PROGRAM STATUS

ACCELERATED DELIVERY OF THE FULL SCOPE, FIT FOR PURPOSE, ON TIME AND TO BUDGET

STRATEGIC DIRECTION	TEP PROJECT	STATUS	REMARKS
Strategic Change perceptions and establish strong positioning within the community	Change perceptions and establish strong positioning within the community Elevate the ATA Profile based on a new vision & mission and generate sustainable community engagement	100% Completed	Impactful communication campaign aimed at changing perceptions and creating sustainable community interest and engagement.
Qualify world- class industry- specialized workforce	Excellence in delivering ADNOC's future technical workforce	100% Completed	Reinforce support for trainees to strengthen their autonomy and timely integration while instilling the ADNOC identity, 100% HSE values and ADNOC behavioral expectations
	ATA Output to fill Minus10 Critical Frontline Positions	100% Completed	Co-leading the initiative to meet ADNOC's ambitious self- sufficiency targets and secure 'Fit-for-purpose' integration.

STRATEGIC DIRECTION	TEP PROJECT	STATUS	REMARKS
Strengthen Cost Position and improve overall business efficiency	Advanced technology integration in the delivery of training	96% In Progress	HQ Security still needs to approve the design document for VR, AR & Mobility. Discussion underway
	Optimizing the duration of the training program	100% Completed	Management of change in full control.
Generate profit through an effective demand creation strategy	Expand HSE Contractor Academy to 50% potential	100% Completed	ATA can deliver the 5-year business demands of AGC (14/55 courses).
	Deliver high value training services	100% Completed	L&D confirmed ATA status as a training provider
	ATA growth through ICV initiatives	90% In Progress	Strategic agreements sign up underway (NPCC; Schneider; Emerson)