|  |  |  |  |
| --- | --- | --- | --- |
| Page number | Left | Right | Page number |
| Back cover | Contacts | Our logo | Cover page |
| 1 | **ATTRACT** the top talent available in the workforce market by optimizing their workplace to become a workplace of choice;  **ENGAGE** human capital to the best of their abilities and increase performance and productivity; and  **RETAIN** the top talent by connecting them mentally and emotionally to their workplace. | **OPTIMAL WORKPLACE** is a team of employee-engagement, internal communication, and organizational culture experts with both local and international backgrounds. With our expertise and longstanding experience, we can help organizations like yours to diagnose problems optimally, to measure your employee-engagement level, and to handle workplace-related challenges in organizational culture and internal communications.  We know the right practices and the path that leads to business success and high employee-engagement rates. We are willing to work side by side with you to help you achieve your goals, attract and engage the right candidates, align them with your organization’s values and objectives, and create the best organizational culture to guarantee high retention rates. | 2 |
| 3 | **OPTIMAL WORKPLACE** provides professional business services focusing mainly on improving the workplace environment and increasing the level of employee engagement by using best practice from various related areas, such as   * Employee-Engagement Surveys * Internal Communications * Organizational Culture * Recognition and Reward   In addition, our services include business process outsourcing of various business functionalities to help companies focus on their core business. These services include   * Human Resources Outsourcing * Specialized Training and Coaching * Back- and Front-Office Outsourcing   Customer Experience Auditing | **Our Mission** Our mission is to enable an organization’s human capital to play the biggest possible role in its success.  We are dedicated to helping organizations become more successful through their human capital and by implementing the methods and strategies to make that human capital play the most significant role in the organization’s success.  **Our Social Responsibility** We aspire to contribute to the national strategy aimed at reducing the unemployment rate by helping organizations to add sustainable, high-quality jobs to the Saudi market. | 4 |
| 5 | **WHY OPTIMAL WORKPLACE?**  Every workplace can become an **OPTIMAL WORKPLACE** if its business leaders have a clear understanding of their workplace defects and a desire to implement the right practices to correct and improve their workplace. We can help you optimize your workplace to  - Drive innovation within your organization - Increase employee productivity significantly - Drive business results - Obtain higher retention rates | **WE UNDERSTAND THE LOCAL WORKFORCE**  After communicating, interviewing, and working closely with thousands of local employees in relation to workplace challenges and opportunities, we have a keen understanding of the local workforce and market. We can point you toward the pathways that lead to the **OPTIMAL WORKPLACE** and organizational success | 6 |
| 7 | **Our Services**    1-      **Assessment and feedback** that studies the different components of the organization by collecting information, using surveys and other tools that help to determine the health status of your workplace environment.  2-      **Analysis and diagnostics** of insights using our 10 comprehensive metrics to determine the areas that need to be improved and to determine the right solutions.  3-      **Implementation of a Workplace Optimization Plan,** using the right combination of solutions that fit your organization best, as advised by our experts.  4-      **Measurement and Fine Tuning** of results, after applying our solutions, measured through specific KPIs that allow you to stay focused and gain insights into the continuous improvements that assure maximum talent engagement in achieving your organization’s mission. | **Business Process Outsourcing**  We can help you to focus on developing the company’s core business by outsourcing some of your business processes to us.   * **Human Resources:** Our experts will help you with interviewing, assessing, and selecting talent suited to your culture. * **Specialized Training and Coaching:** We help you design and conduct the right training to fit your organizational needs on-site and virtually. We coach leaders on subjects related to employee engagement to help your organization reach its objectives. * **Back and Front Office:** With our expertise in engaging employees and unlocking their full potential, we can help you to improve productivity, customer satisfaction, and probability by outsourcing your back- and front-office functions to us. * **Customer Experience Auditing:** We can help you monitor and improve your brand’s customer experience and sales by assessing the entire customer experience at every stage where the customer interacts with your business, whether face to face, by telephone, or over the web. | 8 |