

# Creating an effective performance management culture

17.04.14.



Dubai Airports  
Connecting the World

# Today's Agenda

- **Dubai strategic plans**
- **Risks could be associated with rapid growth**
- **The importance of having performance based culture**
- **Who we are**
- **How to build an effective performance culture**
- **Engaging employees to sustain a performance culture**



# Our Leader's Vision

«إن بناء الإنسان هو الأساس، ولا يكتمل بناء الأوطان إلا ببناء المواطن، الذي هو الثروة البشرية الدائمة والعطاء»

**“Our priorities are the happiness and welfare of the citizens as they are the way and final objective of our development plans; moreover, innovation in the development of government work is limitless”**



# Dubai's Strategic Plans

- **Dubai Smart City**
- **UAE National Agenda:**
  1. Education
  2. Health
  3. Economy
  4. Police
  5. Housing,
  6. Infrastructure
  7. Government Services
- **Dubai Expo 2020**
- **Dubai 2021 "Government of the Future"**



# Risks could be associated with rapid Growth



# The importance of having performance based culture



**Our People...**

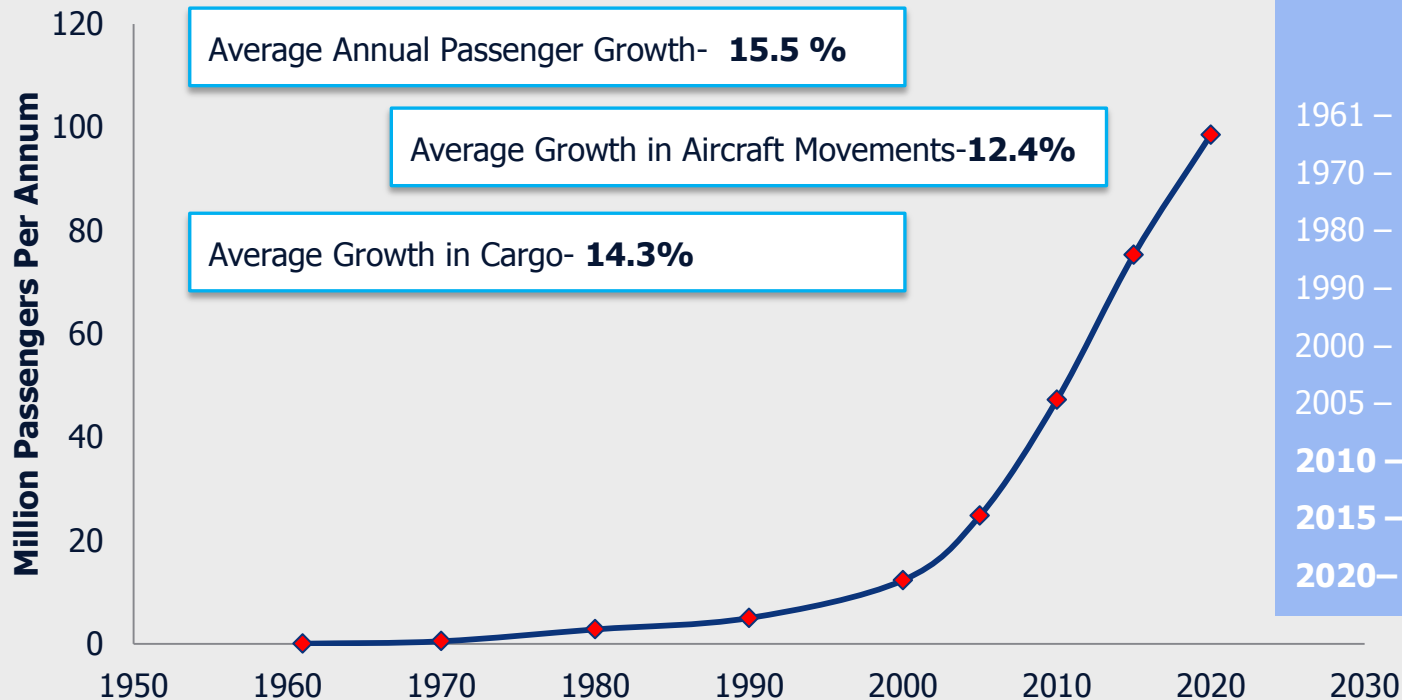
# Who we are

Dubai Airports owns and manages the operation and development of both Dubai International (DXB) and Al Maktoum International (DWC).

**Our Vision is "to be Number One Airport in the World"**



# Dubai Airports in Context



1961 – 0.04m passengers

1970 – 0.5m passengers

1980 – 2.8m passengers

1990 – 5.0m passengers

2000 – 12.3m passengers

2005 – 24.8m passengers

**2010 – 47.2m passengers**

**2015 – 75.3m passengers**

**2020 – 103m passengers**



# How to build an effective performance culture

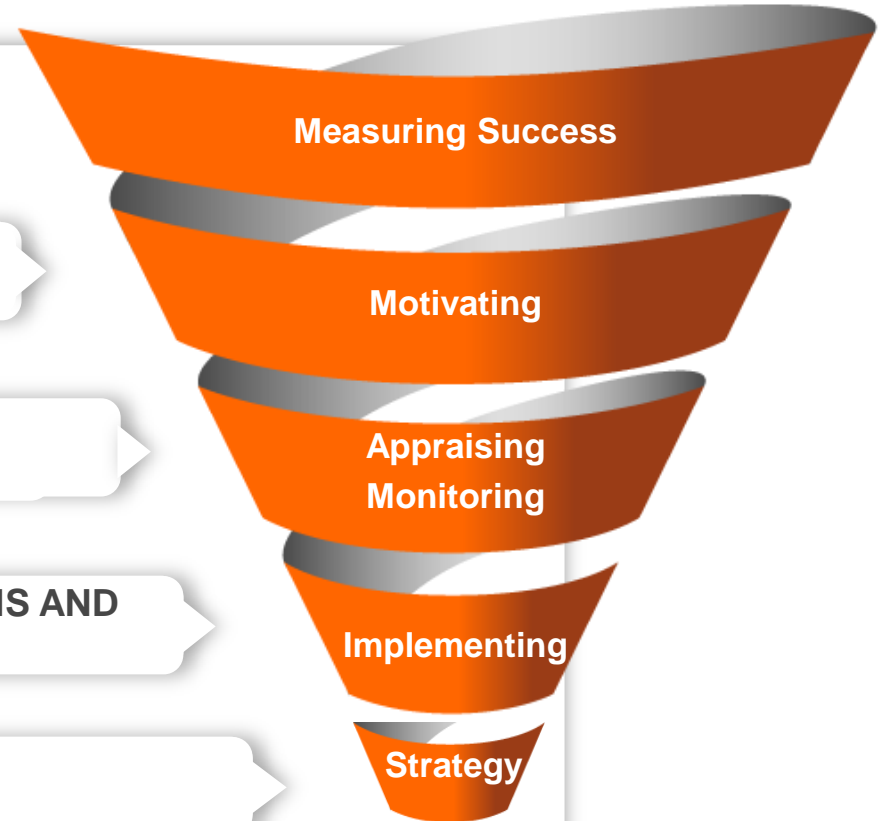
**PERFORMANCE CULTURE**

**REWARDS & REGONITION STRATEGY**

**PERFORMANCE MANAGEMENT STRATEGY**

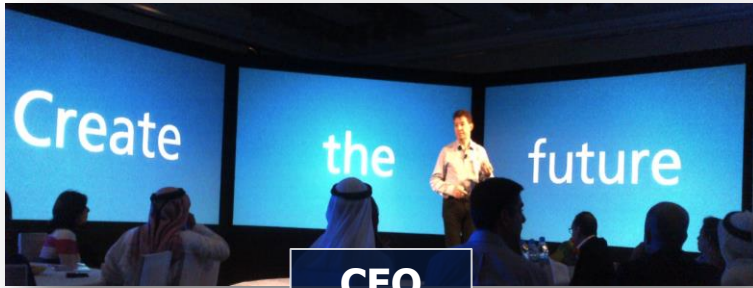
**CASCADIN STRATEGY TO BUSINEES UNITS, TEAMS AND INDIVIDUALS**

**LEADERSHIP COMMITMENT**



# Leadership Commitment

Encouraging and empowering people in the active participation of improvement initiatives.



**CEO**



**VPs**



**Managers**



# Performance Management Strategy

- To establish performance management mechanism to link employees/teams performance to corporate Strategy and objectives.
- To encourage, measure, reward and develop our employees



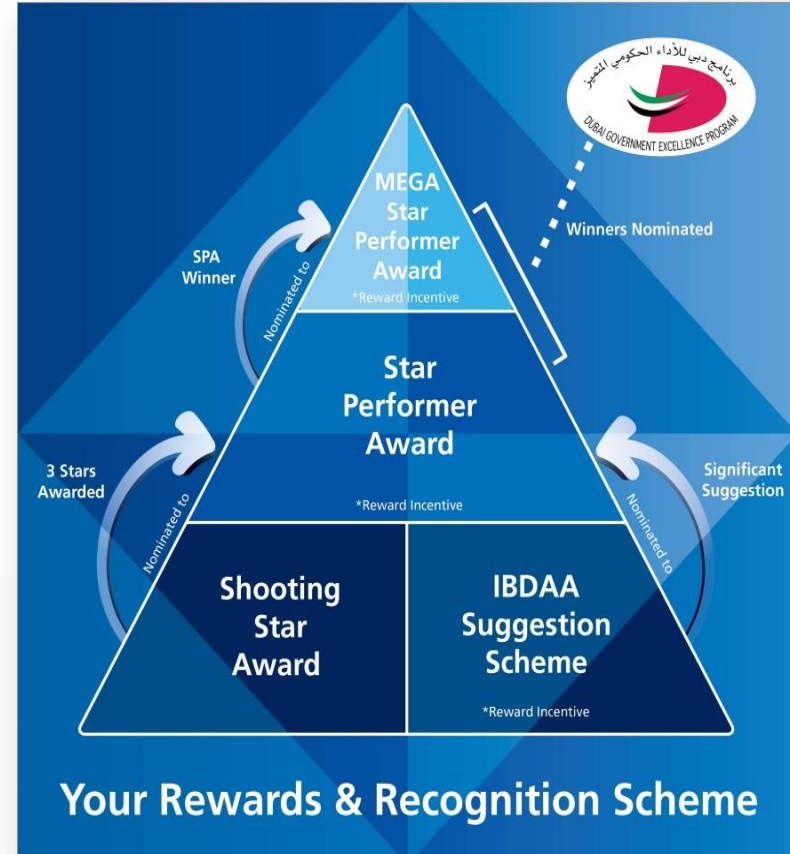
# Rewards & Recognition Strategy

## Internal Awards:

- Shooting Star
- Ibdaa
- Star Performer Award
- Mega Star Performer

## External Award:

- DGEP Award



# Organisational Recognition



Distinguished employee across the government  
**'top DGEP award 2011'**

Best Employer of the year - **NASEBA - 2011 & 2012**  
Best Employer in the public Sector – **HR Leaders Award 2012**  
Best Initiative - **HR Leaders Award 2012**



# Employees Relation Initiatives

## 2014

## Employee Relations Event Calendar



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DA's Got Talent  
January



World Cancer Day  
February



DA Olympics  
March



Grooming Workshop  
April



Bowling Tournament  
May



DA Billiards Championship  
June



Ramadan Activities  
July



Dates Festival  
August



Health Awareness  
September



Water Park  
October



Golf & Cricket Tournaments  
November

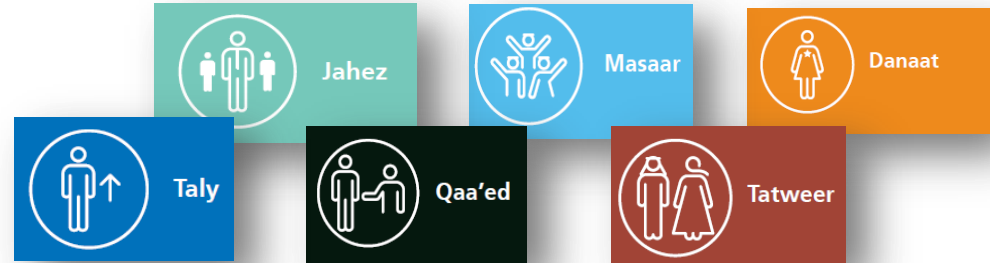


43rd National Day Celebrations  
December

# Capability Development

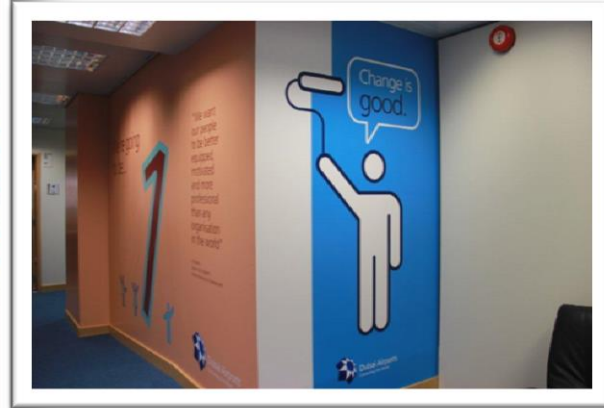
## Talent Development Program

Creating a positive work environment that support the female employees and enable their career development progress



# Work Environment

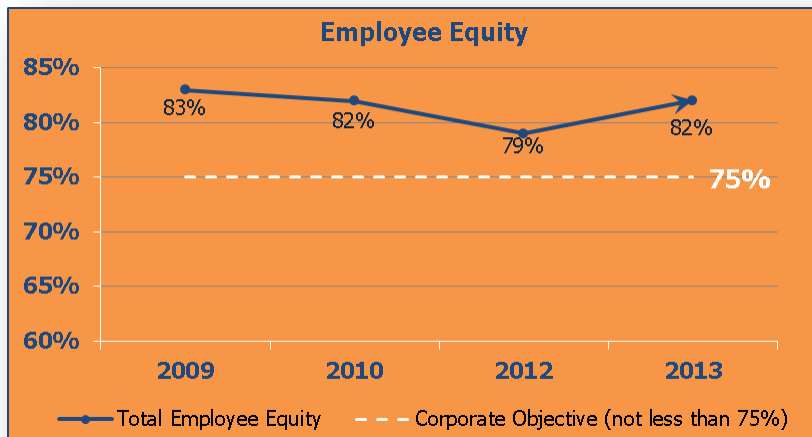
Creating an environment which promotes high performance



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# Engaging employees to sustain a performance culture



# Performance Management

Make your performance count



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# Thank you

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