

Nurturing Our Assets

Based on the belief in TE's values, it views its employees as its true valuable asset that is worth nurturing and developing, especially when operating in a highly dynamic market where liberalization will take place at the end of 2005. Thus, TE pursues extensive investment in its employees, embracing the principle of "satisfied employees lead the way to satisfied customers".

The adoption of this principle implied radical transformation in the organizational culture. Appointing a Vice Chairman for Human Resources & Administrative Affairs in June 2004 was the initial and fundamental stride towards implementing this transformation, followed by many successful strides undertaken in various domains, including:

Employees' Health Insurance:

In order to insure that employees are given the highest level of health care, the company signed a contract with one of the leading health care insurance companies in Egypt, whereby employees can benefit from a wide-ranging medical network including finely selected hospitals and clinics. Besides, it has equipped 80 internal medical clinics across different premises to provide primary health care in cases of emergency.

TE's dedication to the welfare of its employees was the key driver behind its plan to extend its health care program to include employees' families whereby they can get the same medical services.

Leadership and Managerial Skills Development:

Sustaining market leadership was not granted for Telecom Egypt, yet the continuous investment and development of its employees was the key to retain it. Thus, it constantly runs various skills and leadership programs designed to build its future leaders. It has special arrangements with both the Nile University and the Spanish University, whereby it sponsors different scholarship programs including the MBA (Masters of Business Administration) degree and the Executive Development Diploma for 25 employees of excellent caliber. Moreover, after the significant results of LDP (Leadership Development Program) - the full training leadership program - that released a number of well-informed and skillful future managers, Telecom Egypt decided to extend its agreement with the USAID till June 2007.

We have created a culture of interdependence, integrity & devotion to our employees.



This ensures that it continues to develop other candidates who possess potential leadership capabilities, as well as support Telecom Egypt's Leadership Development Center that trains and coaches competent Telecom Egypt employees to be professional trainers, thus, ensuring the continuity of the program that contributes by graduating 25 qualified trainees yearly to be the future leaders.

In a rapidly changing world, leadership skills, change management capability and the ability to think strategically are the key characteristics that a successful leader must possess. With this in mind, Telecom Egypt - in cooperation with a professional American company - developed training programs designed to improve these capabilities for its top executives.

An extensive course geared towards ensuring the clear understanding and acceptance of the company's Vision and Values among employees was conducted. The course was intended to create a two-way communication channel through all organization levels and to increase employees' contribution and commitment to the company's principal values that guide its relations with customers, employees and the whole community.

In order to create a motivating atmosphere for trainees, a wide development in the training sector infrastructure was applied through establishing training centers outside Cairo, besides, equipping its labs and residing sites. The continuous training programs benefited 13,018 employees through both technical and specialized training during 2004.

Appreciating Our Internal Customers

Caring equally for both internal and external customers, Telecom Egypt is planning to establish an internal full-service call center for its employees. Through this call center, employees will have a fully dedicated department to handle their services and to provide them with all possible facilities to guarantee them an easy and productive working environment.

Telecom Egypt's persistent and sincere commitment to developing its employees originates from the general strategic policies directing the company's human resources sector, which is viewed by its turn as one of the company's key strengths, upon which it heavily relies to maintain stable growth in a competitive global environment.

