

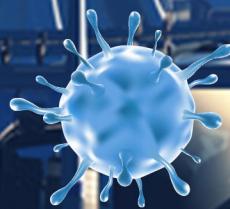
Issue 2 | Feb 2021

Criterion

ROAD TO SUCCESS

Lifehacks

Be a Better
Remote Leader

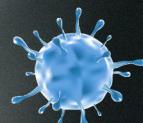


Interviews

Inside the Mind
of almentor CEO

Technology Trends

All You Need to
Know About 5G



Published By
Society of Petroleum Engineers
Suez University Student Chapter



our **Vision**

To inspire Arab self-learners to excel and reach their greatest potential through almentor.net – as the Arabs' leading Self-Learning platform.

our **Mission**

Inspiring and Empowering you to achieve your professional and personal learning and development goals by offering you the Knowledge and Expertise of the Top Mentors and Instructors.

Top Courses



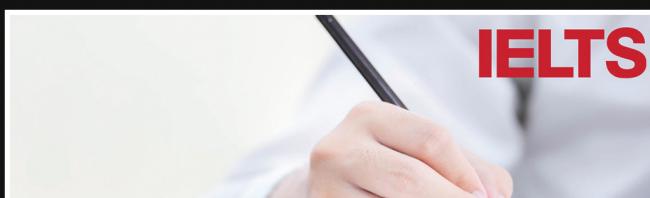
100 Essential Management Concepts



Business Data Analysis Using Excel



Stress Management



IELTS Exam Preparation



*Entrepreneurship 2.0:
Build Your Own Business Model Canvas*

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FOREWORD



Mohamed Ayman

Criterion COO

A blue arrow points from the top right towards the center of the page. On the arrow, there is a white silhouette of a person standing with a thought bubble above their head. The background features a dark blue gradient with white clouds.

Give Some Power

Every action we take impacts the lives of others around us.

The question is: Are you aware of your impact? "Arthur Carmazzi"

Do I have the ability to motivate others? Am I the perfect one in helping people to pass their personal issues? These questions come to our minds each day. But, are we focused on how our words can affect others, or just on delivering the task?

"The power to control the other resides in control over things he/she values" to leave your impact on someone; you need to know his interests and connect them to yours. Not only he will do your task, but he will also be motivated to do it perfectly. If you are in a supervisory role and you think that you are the most expert person in that situation, you have to be very careful as you may run the risk of being overconfident, not taking into consideration other people's opinions. You will be possibly making the wrong decision, even though you are certain about that decision.

The power of being in a leadership position makes you more confident in your decisions, style, and right choices. But you also have to know what the risks of power are and how can power be harmful to your team and organization. How do your members feel when you give or take the power from them? First, if you always use frustrating words when communicating with your members, they will feel of having more responsibilities, feel like the weight of the world is on their shoulders and feel a heavy burden. On the other hand, when you empower your team and always offer your support to them personally and in the workplace, they will feel more powerful and they will not feel that same burden.

In short, the power leads you to feel powerful and extremely confident. It also leads you to ignore taking advice, so be careful while using your power! We also should focus on how to influence our community and leave our great impact on future generations.

This issue of Criterion comes in a very critical time in today's world! But we always know, SPE Suez is making all things differently. This year, Criterion 2 has a variety of special and beneficial content from different cultures. Criterion will give you the power, various methods, and new trends in the world that will help you to work and leave your impact!

Finally, I want to thank all SPE Members especially Criterion Team; IR, editorials, and designers for their extraordinary work. Thank you for every single moment you spent working on the magazine. Congratulations, You do meet our expectations and produced a very impressive magazine.



Hesham Gaafar

Criterion CEO

Dear reader,

Welcome to the second issue of Criterion. We present this edition for young professionals who believe in the importance of personal growth and increasing knowledge. We dedicated our time for you to ensure you get the best value and have good reader experience.

It is obvious that covid-19 changed the business, and one's mindset needs to change correspondingly. Take a look at job requirements just few months back and compare them to recent job offers, you will notice fundamental changes. In a recent research conducted by Forbes, the number one skill recruiters were looking for was "Growth Mindset". They said that they are more inclined to hire someone who wants to learn and is flexible than someone who has all of the technical skills but lacks curiosity or flexibility.

What we see recently is that there are updates happening in almost every industry so having an open mind and adapting a flexible mindset became more and more important. To sum up, continuing to learn is not optional, it is a necessity.

"Time is more valuable than money. You can get more money, but you cannot get more time." - Jim Rohn

The statement holds even more true in the current time and the near past! Most of us had to stay at home for quite a long time, a lot are shifting to work from home. Some people saw this as a chance to reconsider their time management and some others just wasted this valuable time they had. When it comes to spending time in a useful manner; things like more family time and more time to recover spiritual health are always appreciated! In fact, we all need times like these to stay in psychological health which will in turn increase our productivity by time. In Criterion you will find some words of value to help you better use your time and spend it in a more efficient way and believe it or not: You can conquer the world from your home!

In this issue of Criterion Magazine we focus on developing flexibility and growth. We try to forecast how business is going to change after Covid-19. We also try to answer questions like "What should I learn next?" "Will things get back the way it used to be or changes will be permanent".

In the end, my sincere appreciation goes to SPE Suez family especially Criterion staff. We could not have made it without your contribution.

Regards.

INSIDE THE MIND OF almentor CEO

**By/ Mohamed Ayman-
Hesham Gaafar**

Dr. Ihab Fikri



Dr. Ihab, could you please tell us more about yourself, your career and how you became the CEO of almentor?

I have over 25 years of experience in multinational entities. I have done my MBA in 2007 followed by PhD in Strategic Marketing from the American University of London. Throughout my experience in life and career, I have started to realize that a big chunk of the problems we face is caused by "mismanagement." I have seen it at work, at daily events, among co-workers, family members, friends, partners and much more. Problems could occur at all levels when they are not managed right. I wanted then to teach people the basic management principles on personal and professional levels. I decided to put together the top principles in one course called "100 Essential Management Concepts," and I managed to share it on all social media channels, public lectures and in many Egyptian television networks, but that was still not enough. I wanted my voice and to reach to

10 million Arabs. I thought they deserve to learn, develop and excel in their lives. I started then to think of a platform to host online courses that could serve the Arabs wherever they are, and I spoke about it out loud. Many heard and little believed. We were not intending to re-invent the wheel; instead, we wanted to avail a channel to deliver knowledge and education. Four young men with great academic and professional backgrounds, stepped in to create hope and develop the capabilities of the young Arabs. We put our thoughts and ideas together early 2016 and worked hard for almentor to see the light in January 2018.

What's your daily routine? How do you achieve work-life balance?

I am a morning Person. I start my day very early. Before I dive into a long and busy day of work, I take time to get some exercise in, which brightens my mood all day and makes me mentally and

physically prepared to take on whatever the day holds for me. Working smart, and with proper planning and time management, I achieve the maximum possible of work-life balance. There is no rule for that, but the key is to set the right priority for all aspects.

What are some essential skills you think university graduates should have to thrive in the job market?

As we all witnessed the pandemic of COVID-19, markets are never stable and if I am to give advice to the fresh graduates, I would tell them to work hard on improving and developing their soft skills to stand-out from the crowd. It is no longer about the certificate you are holding or the work experience you gained; it is how much you know. Invest in knowledge, you'd never lose. Education is a pathway to secure appropriate employment and gain financial independence. From here we set our goals and cleared our vision to open many doors of opportunities for our youth in education and self-development, to enrich their theoretical and practical knowledge and enhance their life skillfully and practically

Being a CEO is a serious challenge. How do you tackle this and stay motivated?

Every day, is a new day and a new opportunity for almentor family. We learn as we go and work hard smart to fulfill the market needs. almentor was a dream that came true, carrying stories to tell. But the real motivation comes from our learners. We have over 1 million successful learning experience. What is more motivating than you knowing that you've made a difference in someone's life!

How do you think online learning can improve people's lives and careers?

Online learning has become one of the best options for people to ensure that their careers are constantly on the rise, obviously for the flexibility given to learn anytime and anywhere. The availability of online courses on hundreds and thousands of websites, allowed people to spot their needs and allocate time to enhance their skills.

Do you think online degrees can replace university degrees in the near future?

The Pandemic has proven so. In a blink of an eye, millions of students were forced to switch to distance learning. COVID 19 was an eye opener for the industry and the whole world. Schools, Universities, training institutes and all learning providers were quick to move classes online, and it was amazing how students and the whole world adapted to the change.

COVID-19 has impacted the life of many, what was your response to the pandemic at almentor?

We continued doing what we were doing but on a larger scale. There is no doubt that there was an increase in demand from different sectors and entities, locally and internationally.

What are your thoughts of a post-COVID business? What are some things you think will change forever?

I strongly believe that the COVID-19 Pandemic has changed the e-learning industry forever. The shift was radical offering an opportunity for all parties to reconsider how education is managed and delivered. The flexible learning style that fits the current crisis and beyond, requires redevelopment of the education system and its tools

Finally, we would like to hear one advice you still remember and that has practically changed your life?

The trick to forgetting the big picture is to look at everything close-up.

"Online learning has become one of the best options for people to ensure that their careers are constantly on the rise."

ENGINEER- ING: A MINDSET OF CURIOSITY

By/ Hesham Gaafar



First of all, we would like to know more about your background and career path Eng. Mohamed.

Ever since I was young, I was quite drawn to the realm of sciences. I remember being interested in understanding how things functioned, how things were made, always asking a lot of "how?" questions to my parents and teachers.

By the time I was in secondary school it became very clear to me that my wish to join an Engineering school to continue this route of pondering was only natural. I am very grateful for this decision. There is a unique mindset that you develop and maintain while you're doing your engineering studies; a mindset of curiosity, creativity and problem solving with great focus on teamwork and communication.

I started my career with Halliburton in 2010 as a field operator. I was fortunate to obtain extensive operational and technical knowledge by participating in many projects within Egypt as well as other countries. A few years after that, I joined the engineering team where I had the chance to further expand my knowledge and skills as well as plan and manage projects in Egypt,

North Africa, the Middle East and South East Asia.

In 2018, I joined BGS Energy Services as the PPS Engineering Manager for Middle East and North Africa. Looking back at all the roles I held both on and offsite, this is by far the most rewarding and exciting one to me. We have a great team and we are always focusing and working on very exciting things.

Do you think networking is important? What are your tips to establish a powerful network of connections?

Networks are an extremely crucial and vital part of our lives. It is the organic growth and extension of one's personal relationship with their immediate family, to their friends, schoolmates, colleagues and acquaintances as we go about our lives.

Many individuals understand networking as the exchange of information with others. While this is partially correct, the focus in my opinion should always be on the "others" in such definition; establishing and nurturing healthy, long term and mutually beneficial relationships with these individuals, regardless of where and how we meet them.

There are plenty of really good online resources on the topic of establishing powerful networks as there is no “one size fits all” approach. However, on approaching individuals you wish to be part of your network, I can personally highlight the importance of being your genuine self, focusing on what you bring in, what you add as a value to this person as well as what you seek as a benefit; creating win-win situations and paying things forward.

As for networking tools, there is no shortage of apps, sites and communities both online and offline, dedicated to expanding your professional network. Conferences, seminars, trainings, volunteer work and many other ways also offer a good way to expand your professional and personal networks.

What are some common mistakes you believe students and fresh grads do that they should avoid?

It has been a while since I was a student myself but we all made and continue to make mistakes. In fact, going through failures is how we learn and grow. I am not encouraging you guys to deliberately make mistakes; on the other hand, you shouldn't try very hard to avoid them either. The most important aspect here is to acknowledge the mistakes, know that they leave room for improvement which paves the way for the prevention of repeating such mistakes or failures, upon correction of the cause of such mistakes.

I would say one common mistake students and fresh grads do is having a fixed mindset; an example would be a person focusing only on one path that blinds them from seeing the many other possibilities that could be emerging away from such route, given they had a more flexible approach.

Additionally, some students and graduates downplay the importance of interpersonal and soft skills. Technical skills are surely of great importance, yet they can only get you so far if you're not equipped with what you need to take yourself to the next level within your future organization.

How do you think COVID-19 affected business? And do you think the market can recover?

Without a doubt the pandemic is affecting everything and everyone in ways that we have yet to uncover. It is rare to witness something of such magnitude and

significance impacting almost everyone on planet earth that quickly.

Economies around the world shriveled, businesses in all sectors and industries continue to be challenged and have their operations disrupted or even halted. The oil and gas sector was no stranger. Oil prices sinking to historic lows last April due to the sharp decrease in oil demand, catalyzed by the pandemic repercussions was a stark indication of how bad the hit was.

With Covid-19 vaccines becoming widely availed day by day, the overall sentiment has turned to an optimistic one. Hence, many experts believe that we have been through the worst and hold a positive outlook for 2021 into 2022.

Since the oil and gas markets are tightly related to the global economic conditions which formulates the demand levels for such commodities, the slow recovery that we are witnessing should continue as economies and businesses reopen and return to pre-crisis levels.

What are some advices you would give to succeed in new economy trends?

With technology and innovation leading the way to development and the transition from classical economies, many variable parameters and information transpire and emerge. Hence, I believe that the most rudimentary yet important advice is to stay up to date and well-read as this will expand the overall understanding of what is developing in such a dynamic world, allowing foresight to opportunities and risks.

Finally, we would like to know your opinion about SPE Suez' activities and Magazine.

I value SPE Suez and the work of successive student chapters to a great extent. I see all the projects, efforts and activities supporting the students to enrich their experience as an essential part in their overall development and growth in a challenging and constantly dynamic environment.

The magazine has always been a good platform to shed light on important topics and has valuable content that matters to students, graduates and professionals alike.

Keep up the good work and best of luck in all your future endeavors.

**Corporate Affairs Manager
at Kuwait Energy Egypt****SUCCESS
IS A
MENTAL
GAME**

By/ Amgad Saeed-
Hesham Gaafar



**Tell us about your background
(Studies – Career path – Your current
job role).**

I hold a BA of Arts, major French literature. I have been working for the oil and gas sector since late 2002.

Often young people do not stay in the same job very long and move from one company to another to learn and grow. However, Kuwait Energy Egypt was my fourth employer. It has been growing since I joined in 2008 and offers opportunities for advancement and career growth. I was in the Operations Department, then moved to the President's Office in 2010 with extra responsibilities in the Communications functions, then I am currently the Corporate Affairs Manager since 2016

Every successful manager had many challenges in life, so what are the challenges you faced? How did you overcome them?

When you look back on your life, they are the struggles that have made you who you are today. The right people turn challenges into success and career transitions bring

career challenges as well as career opportunities. Moving to a higher level in the hierarchy and understanding what success looks like at the new level, including issues of focus, delegation, credibility, leadership, and building a new well-structured department from scratch were all within my career development challenges. Being Heard is also challenging. It takes time to gain the trust of coworkers to get them on board with your ideas. Building a reputation of being clear-headed, objective, and reasonable was also one of my challenges.

What are some key skills you think oil and gas professionals should have?

To pursue a career in petroleum engineering, qualifications and technical experience are part of the requirements, however, they are not enough. Good communication and time management, effective team building and team working abilities, and a generous, flexible and trustworthy attitude are the most important soft skills for oil and gas professionals. The oil and gas industry is all about projects, working with cross-functional teams and delivering on time and on budget and communicating challenges and concerns are critical. Time management is also a fundamental key as many projects in the oil and gas industry are time-sensitive, and management relies on employees to get projects done in a timely manner.

Do you think companies like Kuwait Energy Egypt will depend on remote work and operations even after the pandemic?

Being flexible and agile is very important. In a time of unprecedented change, it is crucial to adapt quickly, embrace new technologies, and adjust our mindset. Trust between co-workers is more important than ever as remote working has brought about a shift from time-oriented to task-oriented productivity. Now, technology is at the heart of the business and has never been more true as we increasingly rely on technology to stay connected during the virus outbreak. We, at Kuwait Energy Egypt, cannot rely on remote work mainly as physical interaction and teamwork collaboration are highly important for the success of any business. Face-to-face communications help to reduce the task-cycle of assignments. Work gets completed more efficiently and instantly. However, we can be flexible.

Discuss with us how was your response at Kuwait Energy Egypt to the pandemic.

The outbreak of the virus has brought so much uncertainty and fear to our lives. In this difficult year, I am grateful for balancing competing priorities that were certainly emotionally stressful, but I am glad I was able to give my best on all fronts. Sometimes difficulties can help us see things better and more wisely, and this has been my experience during the pandemic.

Do you think women can have more opportunities in the future in the energy sector?

Diversity is a priority to any organization. It must be grounded in the belief that diversity is good for business. A better work-life balance will also promote gender balance. When women are guaranteed equal rights, skills and opportunities, it benefits whole societies, individuals, their families and of course organizations. I am proud to say that more than 50% of non-technical department heads at Kuwait Energy Egypt are females. In addition, I affirm the senior management's commitment to ensuring female staff have opportunities to grow, develop and achieve their goals.

Supporting student activities like SPE Suez has been one of Kuwait Energy Egypt missions recently, how do you see the company as a community builder?

Kuwait Energy Egypt is proud to take the lead in the

oil and gas sector in the youth empowerment and educational support initiatives. Believing in inspiring the youth which is reflected on our continued, innovative and sustainable programs and initiatives. In 2019-2020 season, we have translated all our efforts and created strong activities varied from the empowerment of the undergraduates and students, passing by the senior and professionals' fresh graduates and employees and ending by the enhancement of the career of educators/teachers. We intend to take the Youth Empowerment to new levels of Excellence. We believe that when you are recognized within students' and professionals' word of mouths as Corporate Responsible Citizen and Believer in the Youth, others will be inspired to contribute to the youth support and educative initiatives. We have proudly recorded a total number of 17,100 beneficiaries and 85,255 total learning hours in 2019/2020 journey.

What is your opinion about SPE Suez activities and Criterion magazine?

SPE Suez Student Chapter provides unique opportunities for networking, mentoring, and bonding over common interests. It provides support both within the student community and to local communities. It offers a variety of opportunities for students and the programs that support them. SPE Suez is unique and exceptional and Kuwait Energy Egypt is in cooperation with it since 2010. Regarding Criterion magazine, it provides great value and hands on to target audience to start their career and get practical and proactive materials for their career development.

Leave some advice for students and fresh graduates who will be competing in the job market soon.

Learn how to be successful, success is not a mystery. You must start by believing you are successful internally and subconsciously. Success is a mental game. You must have a self-belief constantly and keep securing yourself daily that you are capable. Then, you have to be consistent and work on your enthusiasm and have a constant effort, you will make mistakes, learn, develop, change... It's an endless cycle. You also have to learn to make quick decisions and seek feedback. Finally, you must develop different skills, study entrepreneurship skills. You need to build your own soft skills, Presentation Skills, Marketing and Sales, Financing and Budgeting, Public Speaking and Negotiation Skills. Successful people made different things and built their own competencies. Be like them and follow the above steps and tips to be successful

SBS

SPE Business Summit (SBS) is a three-day event held in the first term online where you discover the latest developments in your field, hear inspiring keynotes from leaders or enhance your knowledge. SBS is presented by SPE Suez begins with panel discussions and followed by different sessions, mentoring circles and workshops which is presented by specialists in more than 10 fields, such as marketing, sales, digital marketing, IT, freelancing, entrepreneurship, BD, HR, photography and filmmaking, translation, career coaching and soft skills.



SPE Mega R

Career Promote

Online events discussed different topics. Initiated during COVID-19 lockdown in order to continue the development of students using different tools to communicate.



Suez
Univer
Student

Skills Club

Sessions and workshops about different life skills important for career and life in general. Skills include (Communication skills - Presentation Skills - Negotiation ...)

Skills
club



Echo

Is an international student petroleum magazine published annually by SPE Suez University Students Chapter since 2009. ECHO magazine is one of the few printed magazines representing SPE student chapters all over 250+ countries.

SUEZ Projects



University
Chapter

Research School

A 3-months school in which offline and online sessions are conducted for university students about the basics of research, research ethics and present an idea in the field of petroleum and mining engineering at the end of the school, and the one who would present the best idea would be rewarded valuable giveaways or internships from Kuwait Energy Egypt company.



PACE

Petroleum Arabian Conference and Exhibition (PACE) is a three-day conference, held annually in AUC at the mid of March, presented by SPE Suez, Cairo and AUC student chapters. one that is technically and financially supported by the most reputable oil field companies.



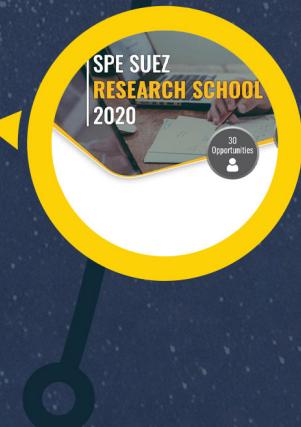
Technical Club

An educational project that is conducted weekly for petroleum engineering department students in the university. It consists of topics that are related to the oil and gas industry such as: (FDP) Field Development Plan, Well Intervention, Well Logging, Fishing, Hydraulic Fracturing, and Well Control.



Ultra Newsletter

Ultra is a newsletter, targeting aspiring students and young professionals to keep them updated with the industry and give them motivation, inspiration, and directions for their careers.



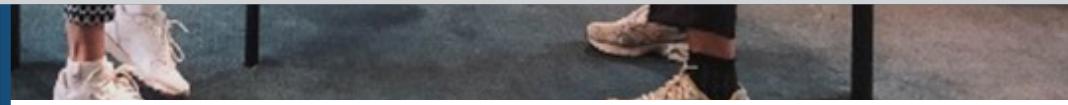


All You Need to Know About 5G

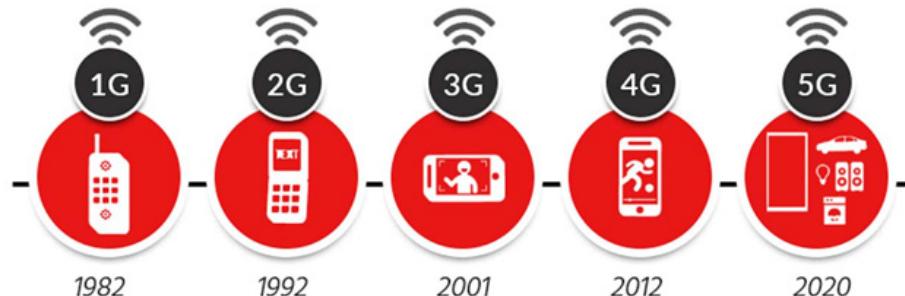
4G has changed lives, 5G will change society.

Joshua Yeung

Data Engineer with 3+ years of experience in building data pipelines and report automation, analyzing network quality and performance issues in the mobile network. Currently helping developing an API lifecycle management platform.



The Evolution of Mobile Communications



Timeline of mobile communication generations

1G - 5G

Introduction

We all know that humans' pursuit of technology is endless. When the development of 4G is rising, 5G has become the focus and hot spot of the industry. The data volume of mobile communication will show explosive growth to penetrate all fields and industries of the future society and build a comprehensive system centered on users. 5G networks will use a series of new key technologies to realize the interconnection of all things. We can say that 4G has changed lives, and 5G will change society.

In this article, I will take you back to the development history of mobile communications, and then look at the development of 4G's LTE network. Finally, I will tell you about the main usage scenarios and typical applications.

1G

The most typical terminal in the 1G era in 1980s is this brick machine, which is very bulky. Although it is bulky, it is also the first time that wireless communication has been made possible, and people's communication has crossed geographical restrictions.

2G

In the 2G era, many of you may have used a phone with a very small black and white screen. This kind of mobile phone realized a roaming and a low-speed data service. The most typical applications were the emergence of short messages and short multimedia messages.

3G

In the 3G era in 2000, smartphones appeared. The network speed was greatly improved. Various applications have begun to appear, including some video calls and some simple online games. Although the network speed was not very fast, the data traffic has been greatly improved.

4G

This network was established by 2010. At that time, the smartphone also got a very large development, and an advanced smartphone with a relatively large screen appeared. Various APPs have developed greatly, and mobile Internet access has gained great popularity. Mobile phone Internet users represent about 90%

of the entire Internet users. When we go out now, we can solve all things with only one mobile phone, including mobile payment and reservations.

Why We Need 5G?

We have developed so well from 1G to 4G network, and then there are so many mobile applications. In this case, why do we need to carry out a 5G network including network design and network construction? You can notice that when I talked about the evolution from 1G to 4G, we were more concerned about the communication and exchange of information between people. But when it comes to 5G, we are focusing on the connection between people and things, and between things. Our goal is to achieve a fully connected world.

4G LTE: The Core Foundation of Mobile Internet Prosperity

The construction of the LTE network is the core foundation of the development of 5G. We have invested a lot of manpower and material resources to build 4G networks all over the world. The total number of mobile subscriptions was around 8 billion in third quarter of 2019. The number of mobile broadband subscriptions grew 10 percent year-on-year, increasing by 120 million in the same quarter. The number of 4G subscriptions increased by 190 million during the quarter to reach a total of 4.2 billion. The mobile Internet has flourished, and various applications have emerged.

New Usage Scenarios and Typical Applications of 5G

The Internet of Things (IoT) is a very typical application in 5G. The number of IoT connected devices is expected to grow 17% percent annually between 2018 and 2024. Of the 34 billion total devices that will be connected by 2024, close to 22.3 billion will be IoT devices. The

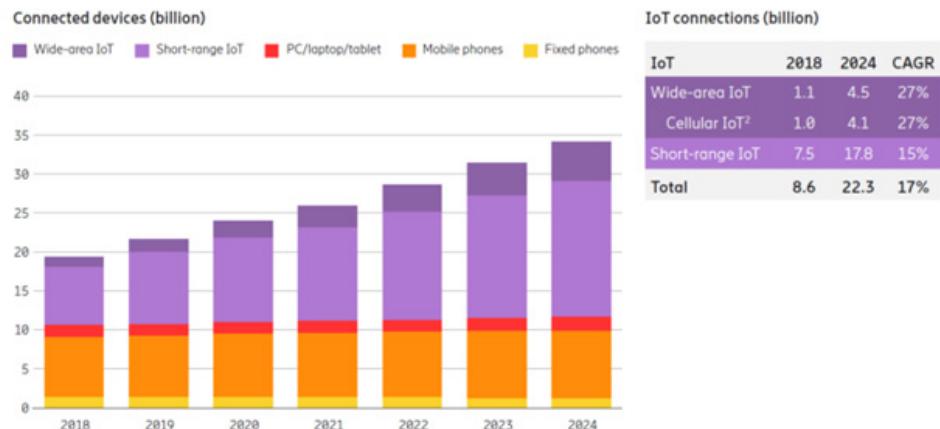


Fig. Number of IoT connected devices is expected to grow 17% percent annually

number of cellular IoT connections is expected to reach 4.1 billion in 2024.

We have also analyzed various industries, including transportation, industry, living, office, urban, health, and industry. The number of 5G connections in all industries will increase. This successful physical connection creates a major historical opportunity for telecommunications operators to create this massive connection. The 4G era boomed the development of the mobile Internet. The Mobile Internet and the Internet of things have started the 5G era. This in-depth integration with all walks of life, including agriculture, forestry, animal husbandry, sideline, and fishing, will drive the development of new connections, new applications, new industries, all kinds of new, and provide a great opportunity for the development of that information industry in the whole society.

Major Usage Scenarios of 5G

There are three major usage scenarios of 5G released by the ITU in 2015. They are Enhanced Mobile Broadband (eMBB), Ultra-Reliable Low-Latency Communications (URLLC), and Massive Machine Type Communications (mMTC).

Enhanced Mobile Broadband (eMBB)

Enhanced Mobile Broadband

(eMBB) uses 5G as a progression from 4G LTE mobile broadband services, with faster connections, higher output, and more capacity. One application is the matching 4K / 8K ultra-high-definition video, and the other is AR / VR glasses which are used in many Technology exhibitions, and museums. Another is cloud games and naked eye 3D.

Ultra-Reliable Low-Latency Communication (URLLC)

Ultra-Reliable Low-Latency Communications (URLLC) refer to using the network for mission-critical applications that require uninterrupted and robust data exchange. One of the technical indicators proposed by these two types of scenarios for the network is that the latency is very low, and it is required that the terminal-to-base station delay doesn't exceed 1 millisecond. They both require very high reliability (99.999%) when the downtime is less than 5.26 minutes per year.

Conclusion

In the 5G era, our goal is to achieve a fully connected world, people to people, people to things and things to things. We focused on three typical usage scenarios of 5G, namely eMBB, ULLC, and mMTC and will be excited to see how 5G will change our society.



A Learning Path to Becoming a Data Scientist

"The 10 steps roadmap to kick starting your data science future"

Sara Metawlli

She got her master's degree in Computer and Communications Engineering from Tokyo Institute of Technology in 2018. Part-time lecturer at Keio University as well as a CS instructor at Tokyo Coding Club.

Introduction

Data science can help us analyze the data around us to make our life better and our future brighter. Becoming a data scientist does not require a degree. If you are open to learning new things and willing to put in the effort and time, you can become a data scientist.

Where to start?

"The beginning is perhaps more difficult than anything else, but keep heart, it will turn out all right."

— Vincent van Gogh

For a beginner, it is important to have a structured roadmap that clearly lays out what you need to learn and the order that you should learn to become a data scientist.

In this article, I will lay out a 10 steps roadmap to guide the future data scientists.

Step 1: Programming

If you're new to the technical field, then programming would be the best place to start. Currently, the two programming languages used most in data science are:

R: A programming language for developing statistical software and data analysis.

Python: A popular beginner-friendly programming language that is used in many applications and fields.

If you know how to program, you can skip this step.

Step No.2: Databases

Data science is the art of telling a story using data. This data is often stored in some database.

An outstanding data scientist can design a simple database that allows him to interact and communicate

with databases effectively using a language like SQL which stands for Structured Query Language.

Step No.3: Math

To understand how the different concepts of data science function, you need to have a basic understanding of the math behind them.

You need to understand the basics of probability theory, statistics, and linear algebra. However, most tools will eliminate implementing the math itself in your projects.

Step No.4: Version Control

Whenever you work on a data science project, you will need to write different code files, explore datasets, and collaborate with other data scientists. To do this you need to master version control, namely, using Git. It was built to coordinate work among a group of programmers, or track changes in any set of files by a single programmer.

Although Git is a system, some websites allow you to use Git easily without needing to interact

much with the command line such as GitHub or GitLab.

Step No.5: Data Science Basics

Familiarize yourself with some basics before you dive into the big sea of data science, for example:

Finding datasets: To kick start any data science project; you either have a dataset or you have an idea and need to find a dataset. Choosing the right dataset is an important skill.

Science communication: You will need to develop your science communication skills and explain complex concepts using simple terms to deliver your process and findings to the audience.

Effective visualization: Visualization can save time by allowing you to explore your data and deliver your results effectively.

Step No.6: Machine Learning Basics

Here is when you start learning and exploring basic machine learning algorithms and techniques. You also start discovering the different Python or R packages to implement your data and clean it up to have more accurate positions and results.

Step No.7: Time Series and Model Validation

Your data is not going to be stationary; it's often related to time. Time series are data points ordered based on time.

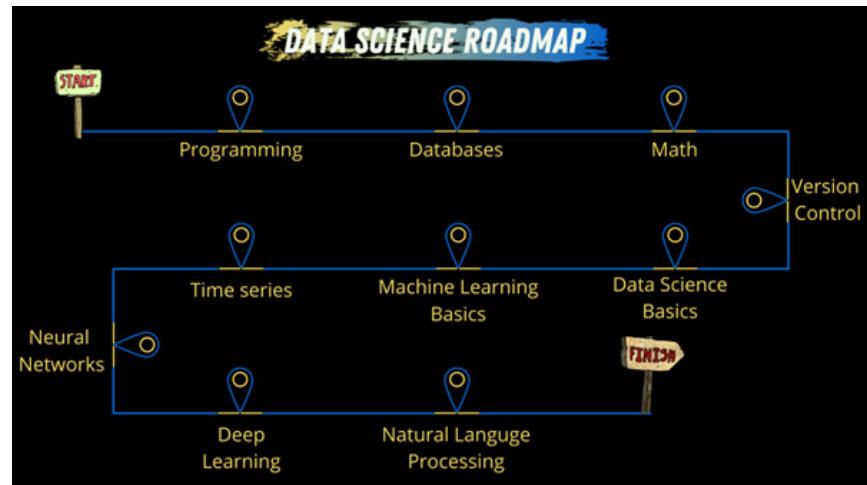
Time series are sequences of data taken at successive equally spaced points in time. Time series shows you how time changes your data to gain insights about trends, periodicity in the data, and predict the data's future behavior.

When dealing with time series, you will need to work on two main parts:

Analyzing time-series data.

Forecasting time series data.

You will build and test models



efficiently and validate their correctness by estimating the threshold of error and keeping them in the acceptable range.

Step No.8: Neural Networks

Neural networks (Artificial Neural Networks or ANN) are a biologically inspired programming paradigm that enables a computer to learn from observational data. They are designed to resemble the human brain as they contain a collection of neurons connected via links.

Learning ANN enables you to tackle a wider range of tasks, including recognizing handwriting, pattern recognition, and face identification.

Step No.9: Deep Learning

Deep learning represents a powerful set of techniques that harness the learning power of neural networks.

You can use neural networks and deep learning to tackle the best solutions to many problems in various fields, including image recognition, speech recognition, and natural language processing.

In addition to Python packages that deal with different aspects of data science, you will get the chance to try popular packages such as Keras and TensorFlow.

At this point, you will be able to read recent research advances in data science and maybe develop your own.

Step No.10: Natural language Processing

You're almost at the end. You can already see the finish sign.

So, what's next?

Natural language processing (NLP) is an exciting branch that enables you to use the power of machine learning to "teach" the computer to understand and process human languages.

This will include speech recognition, text to speech application — and vice versa — virtual assistance (like Siri and BERT), and all kinds of different conversational bots

Conclusion

You think you are at the end of the road but like any other technology-related field, there's no end. The field is developing rapidly; new algorithms and techniques are under research as I write this article.

You will be in a continuous learning stage. You will be developing your knowledge and your style as you go. You will probably feel more attracted to a specific sub-field than another and dig even deeper and maybe specialize in that sub-field. You need to be open-minded and dedicate enough time and effort to achieve your end goals.







Your post-COVID19 business plan — How to evolve? What to build?

Jofin Joseph

Jofin is the GM for FullContact in India responsible for the scale up and growth of the company's India office. Jofin heads the Data Research function of FullContact. In the current role, he lead the scale-up of the team to a 170 member organization.

Introduction

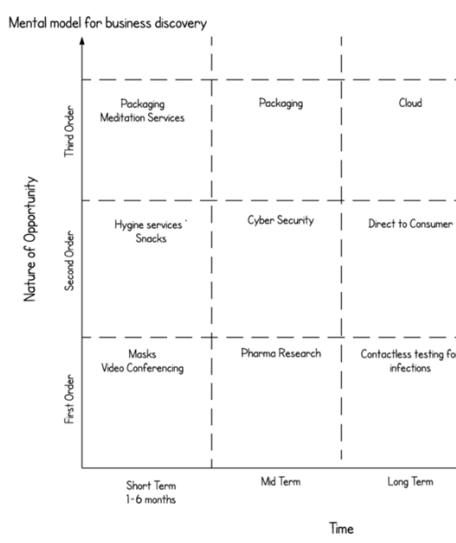
Businesses will not be the same post-COVID-19. The economy and consumer behavior have changed. 90% of the businesses are impacted negatively at least for the short term. No one knows how long this will go on and how the world would be after this. Businesses are trying to evolve and adapt to this situation.

Here is a guide to plan your next business move. Be ready to change. Be smart to think through the change.

Step 1: Let's think about the world now and in the future

Order of impact — First, second and third-order impact: There are many industries that are booming such as Masks, sanitizers and video conferencing. As more and more people work online, Online security breaches and frauds will increase and so will cybersecurity businesses. When people stop traveling, who would take care of their entertainment needs?

Here is a quick graph, start putting all our ideas in there. Just a long list of items. X leads to Y and Y leads to Z. Let's list them all!



Timeline — Short, Mid, and Long-term impact: This is all about the timing. Masks are short term, but pharma research is midterm. The focus on direct to consumer selling is going to be a long-term opportunity.

Step 2: Pick the idea that suits you the best:

What is it that you want to do?
Make some quick money to save your business?

Build a stable and successful business out of the new opportunity?
Build the next billion-dollar business?

If your answer is (1), the short-term models are the way to go!

A lot of people would jump on first-order ideas, especially in the short to mid-term. But as we go up the order, the impact will become less obvious and so does the competition. You may choose your idea depending on your capability of managing the competition.

Any period of economic downturn opens opportunities for businesses on the other side of the downturn.
The sooner we act on it, the more successful our businesses would be.



10 Ways to Slay your Covid-19 Video Call Interviews.

Introduction

Because of covid-19 most companies now prefer video conference interviews. So, this article will help you to get through this experience by offering the most common mistakes you should avoid which may cause a poor first impression leading to be disqualified.

impression. You may give the hiring manager a reason to disqualify you but remember it's not only about identical skills and resumes someone may appear to be more professional and win the job.

4. Wear something nice:

It's certain if you look good, you feel good and this good feeling leads to uncovering the confident energy that you have.

5. Set up the device at eye level and always look into the camera lens not at yourself:

It's awkward to look in a different way (side) from the camera to make it look like you're in the same room.

6. Smile but not too much:

If you smile for long time during the interview it may concern the interviewers and discomfort them. (they may think you are faking it) but this doesn't mean to be cheerless or unhappy.

7. Don't read off of a screen or prepared notes:

If you did this or you think of doing this my advice is don't ever do it, as the interviewer won't be okay with that. The best interviews feel conversational to extract and

1. Mindset:

Instead of complaining about the vc and that it's better in person. Try to convince yourself that you will be good and amazing at video interviewing which may surprise you and you shall love it. You should have faith in yourself that you will nail it.

2. Lighting matters:

Natural light offers the best blurring of wrinkles and make us look alive. So, make sure you get natural light in you room (place of the vc)

3. Background matters:

Try to make it professional not desperately disturbing if it's a first

Niki Woodall

Data Engineering Recruiting at Facebook | Mindset + Career Coach

examine your skills and reactions.

8. Test your devices and use headphones for less sound interference:

Don't wait till the moment that the interview start to examine your devices to avoid the problems and it will leave a good impression on the interviewer about your commitment towards the interview.

9. Practice:

If it's your first time it's preferable to rehearse with your friend or family to let them observe your attitude and determine your weakness points beside that it will make you feel more comfortable with the vc and the mood of the interview which decrease the stress.

10. Prepare more than you think you need to:

Make sure you prepare yourself for the interview more than once as the top performers prepare on the average 12 hours for every 1 hour interview!



Chris Lafraa

- Staff Software Engineer at Uber Amsterdam
- Former Staff Software Engineer at Google

Introduction

Either you have been working from home or you are now apart of WFH experiment caused by covid-19, working from home will be a new weird experience for most of us, so here are some tips to help you with this situation/experience.

Over-Communicate

If you are used to communicate with your colleagues at work then you will miss all this while working from home.

Effective remote work requires more formality and to have a serial style. Gitlab covers this well in its Remote Manifesto:

In an all-remote environment, informal communication should be formally addressed. Leaders should organize informal communication, and to whatever degree possible, design an atmosphere where team members all over the globe feel comfortable reaching out to anyone to converse about topics unrelated to work.

Keep an eye on your productivity

Usually working from home can make us get distracted easily by the environment around us (lose concentration) which make you feel lost and a little confused of what you are doing and if it's the right thing to do right now which leads to check your team from time to time to be sure. That you are working on the right thing? Or you teammates agree with that? What agile tracking system do you use? Are your tickets up to date? Are you blocking your teammates by not reviewing their diffs? Do you understand your team's mission? What are the major things you signed up?

Productivity = Focus + Results + Efficiency + Empathy

Communication = Listening + Speaking + Reading + Writing

Charisma = Attract + Charm + Influence



Figure (1). The multiple dimensions of personal productivity that are impacted by WFH.

Focus is the essential ingredient to personal productivity. The other three components are hardworking, efficiency and empathy. During working from home you will realize that you can achieve lots and do wonders for efficiency and hardworking. But be careful as focus and empathy can be affected easily by working from home.

Get dressed

Doing your usual routine for work while WFH help you get in the work mood for a productive mindset, moreover set your alarm, take a shower and dress in work clothes. It's preferable not to stay in your pyjamas all day.

Create a dedicated workplace



I created my own work area at home, it can be a little room where you only go there to work and only work, this place should be away from any distraction and contain everything you need for your work. This may be a separate room, but can also be a corner of a larger room. Also, make sure this place is good for video conferences and your team online meetings. This spot should have access to the internet which is a necessity for WFH.

Stick to a routine

Keep an eye on your work-life balance. It's easy to fall into a cadence when you're never fully "off". Make sure you start work around your normal time, fit in breaks, and end your day at your usual time.

MARCH 2020						
SUN	MON	TUES	WED	THURS	FRI	SAT
		1 WORKOUT A	2	3	4 WORKOUT B	5
6	7 WORKOUT A	8	9	10 WORKOUT B	11	12
13 WORKOUT A	14	15	16 WORKOUT B	17	18	19 WORKOUT A
20	21	22 WORKOUT B	23	24	25 WORKOUT A	26
27	28 WORKOUT B	29	30			

Figure (2). Plan your day when you WFH and include time for exercise

Use communication tools

I mention this tip so that you pay attention to it as it's very important to communicate even over

communicate with your team even more than you did at work to not lose the teams bond and relation by using video conferencing tools for quick chats. Use them to sync up on work, but also use them for informally catching up, by having a "coffee chat".

All major vendors offer free communication tools during the COVID19 crisis, such as Google, Microsoft, and Cisco, just to name a few. Check them out, if your company does not have its own plans.



Figure (3). Google Hangouts Meets. Temporarily free.

Move Around

When working from home, it is more common to sit around for hours on end. Make sure you're taking breaks and move around. Set up calendar events for these breaks if you need reminding yourself.

Hydrate yourself plentifully. As you will lose concentration if you aren't hydrated, and won't take bathroom break so you won't move and feel stressed and uncomfortable as you won't walk or cycle as you use to do during work.



Figure (4). Drink 8 glasses of water each day. Also when you are at home.

Run Interviews Effectively

To wrap up this list of tips for working from home, there is the topic of interviewing. By now, all major technology firms have ditched in-person whiteboard interviews and are switching to using video call interviews.

Before taking your first remote interview, both as an interviewer or as a candidate, brush up your skills on hosted whiteboard solutions and online pair programming tools. Get yourself a good camera and microphone.



3 Steps to Find Your Dream Job During the COVID-19 Crisis

Andy Agouridis

I am the Founder and Director of CareerHigher, a top-rated Career Consulting start-up. I am a visionary, experienced, and accomplished Entrepreneur/Career Strategist with a track record of enabling senior candidates based in North America, Europe, and Asia Pacific to find, apply for, and land their dream job with employers of choice such as Google, Goldman Sachs, Amazon, Deloitte, and L'Oréal.

Introduction

COVID-19 has changed the world of work. Jobs, businesses, and industries that were office-based switch to remote working. Many employers froze hiring and turn to freelancers to get work done. Businesses such as retail stores, restaurants that do not deliver food, hotels, and airlines, are highly unlikely to recruit. However, supermarkets, and fast-food delivery chains are likely to grow. Here are 3 steps to help confused job seekers adapt to the current circumstances and land their dream job.

A. Stay relevant! Waiting for things to get back to “normal” is not a solution so we need to adapt to the new normal. First, identify and list your skills, knowledge, experience, and education. Then, consider how you can add value to employers considering the current business needs. This exercise can have three outcomes:

1. There is a gap between what employers need and what you can offer. If this is the case, look for ways to bridge this gap by adapting to the requirements.
2. You have transferable skills that can benefit employers. If this is the case, focus on understanding the value you can add to businesses based on the current needs and prepare to work in a new context.
3. Your background and key skills are a strong fit with the COVID-19 world of work. If this is the case, you are highly unlikely to face issues with finding work now.

B. Find relevant opportunities! If you are waiting for your target roles, companies, or industry to grow so that

there are more available vacancies, please change your strategy. My advice to job seekers is to get informed about current employment market trends and future predictions, understand what jobs are available at the moment, and create their plan based on this information. Select your target jobs based on what you like doing, what you are good at, and what is available in the market.

C. Prepare better than the competition! The most important advice I can give to candidates based on these experiences is prepare, prepare, and then prepare more. Candidates need to network effectively, pass the ATS screening, and impress recruiters and hiring managers to win a job offer. Your experience, expertise, and skills are not enough if you don't have an effective job research plan, a stellar CV/resume and LinkedIn profile, and solid interviewing skills. Put the effort to perfect these or work with a professional career consultant, market yourself better than the competition, and increase your chances of winning job offers.



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How language learners can overcome their fear of speaking?

Keri Anne Johnson

Experienced ESL teacher, Communication Coach, and freelance writer. She has helped clients who are non-native English speakers hone their language skills and gain confidence in communicating in the workplace.

Introduction

Being an introverted language learner and language teacher, this makes me obviously familiar with the panic of speaking and I may have some tips to help which I am going to mention it in this article.

In the past I used to be afraid of speaking, when I was learning Spanish.

I always sit in the back with my head down praying not to be called on by the teacher.

After few years while living in Mexico I still wasn't able to solve this speaking issue, so all I did in parties was to sit and smile without saying a word; and if someone tries to speak with me all I do is to mumble an answer.

Which made people think that I was shy not that I was afraid of speaking.

Now after nearly twenty years, I was able to overcome my fear of speaking a foreign language in front of people, of course you all wonder how I did it?

Of course, it wasn't easy and I still make mistakes but here these proven tips which helped me with this issue.

Why are we afraid to speak?

When we learn a new language it's a way to expand your mind, learn a new way to communicate and a new culture to know.

Some students despite having the needed skills may still struggle to speak in a foreign language and this

phase is called the silent period.

This period is a phase in the learning process when the student is able to take and store the information but not to produce it.

A language learner can use the young children strategy of learning by watching, listening and copying to acquire the language.

Moreover, this period differs from a learner to another but your personality is the significant factor which will determine how long this phase may last.

But you should know that the extroverts desire to communicate and speak with a new language is stronger than introverts fear of making mistakes, so they rarely get stuck in this phase.

Some students can stay in this period forever comfortably but only reading and writing a new language rather than speaking it, isn't fun at all; sooner or later you will have to leave the books go out into the

world and speak.

So, how can language learners get through this phase?

1. Talking in the mirror:

It may seem silly but it's a great way to overcome the anxiety of speaking and it comfort you while using the language and enable you to discover your mistakes and weakness points to strengthen them.

2. Be a copycat:

Being a copycat is like to model what you see and hear by observing life around you for example you can listen to the new language through podcast, TV, music and friends.

Then you got to try what you hear from new phrases and idioms.

3. Get a private tutor:

Some people can be anxious about meeting new people, so it may be a disaster for them to think about meeting new people to practice a new language.

In these cases, the solution is to have a tutor.

As they only have to get through the

first session to become friends with each other then he will help and guide you on this journey.

You also can try the online language schools' courses if you want to.

4. Learn set phrases:

Learning to set phrases help you to overcome the obstacle of getting tongue tied and tripping over words, as you will have the opportunity to prepare responses of a number of questions to use them easily during daily conversations and it will save you from being put on the spot to respond.

This tip will keep you on the safe side of a conversation till you become able to contribute more to the discussion.

(it's also a sneaky way to avoid talking while still interacting)

5. Know your learning style:

You should know your learning style and how you process the information as the style differs from a learner to another for example some students learn through listening, others are more visual and some need to learn

through doing.

So, not all the learners have the same learning style.

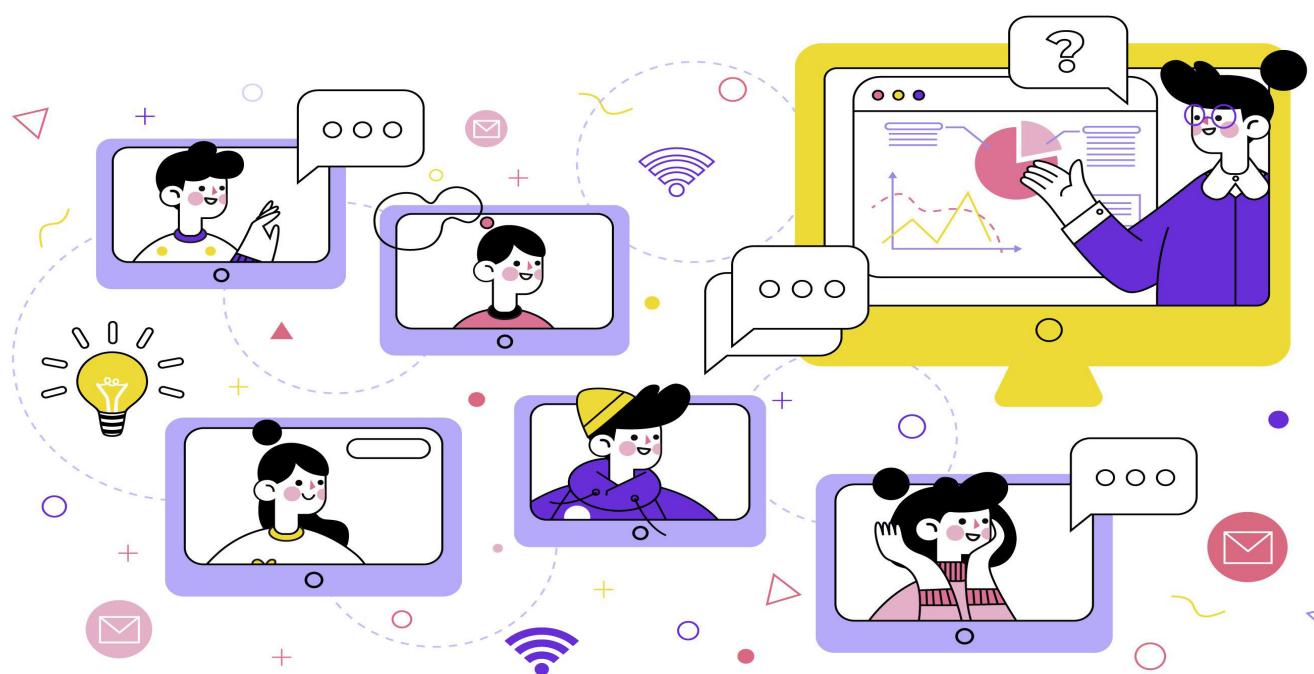
For me, I prefer handwritten color-coded flashcards.

But if you don't know your style, you have to try different things till you figure what works for you.

At the end, I would like to tell you don't let your introverted nature and anxiety of speaking take the opportunities the second language learning offers you personally and professionally.

Conclusion

Learning English does require communication especially to improve active listening and speaking skills. It is always hard to start conversations at first but believe me it is going to be much easier once you start one or two conversations. My advice is to keep your goal clear ahead of you, focus and practice as much as you can.





Nancy Huang

I help organizations to seize opportunities, deliver solutions and harness talents.

In all my roles, I bring my extensive analysis skills, coaching-mentoring inclination, people leadership orientation, strategic thinking perspective and a pragmatic “where can I best add value” approach to my work.

Introduction

I heard this story about how Steven Spielberg and George Lucas came up with Indiana Jones and the Temple of Doom in a bar. In 1–2 hours, the two of them came up with a fully-formed plot of a movie! What they came up with by relying on each other’s strengths and exchanging ideas was far more brilliant than either one would have pictured alone.

This story perfectly illustrates the power of collaboration which is one of the many skills we can apply to innovate our minds. As an agile coach, I believe that an agile mind can help us develop on both personal and professional levels. The current pandemic helped me realize that:

Life is uncertain. Control what you can control. Make the most of the opportunities you are given. Open your eyes and pay attention always. Try open doors to see what’s behind them. Be adaptable and mentally prepared to change course. See change as new possibilities. Learn and absorb like a sponge. Reflect often to work out what’s working and what’s not.

1. Innovate How You Think About Life.

Be okay with uncertainty to control what you can.

Remember what you wanted to be when you were growing up? A ballerina? A fireman? Or did you really set out to be an <insert what you currently do for a living>? I never had the clarity to have a fixed career in my head. Instead, I followed my heart and mostly chose subjects I enjoyed at university. My college to work-life transition was confusing — I did not have a clear plan or clear professional skills. Even now, I feel like a cat with 9 lives with my career, I’ve worked in nine or more different roles over the past 25+ years. I

was extremely lucky to be hired as a ‘discipline diversity’ hire into a computing company back in the day. They felt my generalist Arts degree would be an interesting addition to a pool of Tech graduates. Had I pursued profession clarity over the joy of learning, I would never have landed that first job. I would never have experienced these adventures and opportunities.

Takeaway:

Be innovative about how you think about life. Life doesn’t come with a roadmap. As long as we are heading in the direction of where we want to go, even if the road ahead looks a little blurry,

have faith that things will work out in the end.

2. Innovate How You View Opportunities.

Make the most out of opportunities. “Some people have all the luck!” You’ve probably heard some people say that when they’ve not been the successful one. Maybe you’ve even thought it yourself. There is no doubt there is an element of luck

involved in success, opportunity and life in general.

Although we can't control that kind of luck, I'm firmly in the camp that believes "You make your own luck." The more we are prepared with our skills, mindset and attitude, the more opportunities we will be able to spot and take. Nowadays, it's no longer enough to just rely on coincidence, we have to keep our eyes open and pay attention to what's happening around us and emerging trends coming our way. We have to be innovative and think about how else we can use our talents. If we see closed doors, we have to try them open to see what's behind them.

Takeaway:

Be innovative about how you view opportunities. Don't wait for someone to walk up to you and hand you the opportunity on a silver platter. Be an opportunity seeker, taker and maker.

3. Innovate How You Manage Change.

In other words, think big and wide. If we have learnt anything from this global depression during this pandemic, it's that the world can radically change in the blink of an eye. It felt like that everything changed overnight, most people have lost their jobs and the companies were temporarily closed.

Flexibility has never been more essential. I don't simply mean adjusting to new circumstances. A structural move like this requires the psychological versatility to contemplate change, to recognize the new reality so we can design our following stages.

At the point when the floor covering has been pulled free from us, we have to turn to endure. We need the psychological quality, the boldness



and the enthusiastic versatility to acknowledge we may need to change course. Really at that time would we be able to make us fully aware of new chances. At the functional level, we may require range of abilities versatility to apply our aptitudes in totally new callings. We may need to grow how we advertise and apply our adaptable aptitudes in totally new regions. Or then again in any event, seeing ourselves in a totally unique light. Most importantly, we have to get our head out of the sand and face the change head on. Face the dread and do it in any case.

Takeaway:

Be innovative about how you manage change. We need to think bigger and wider. We need to be more daring and creative in managing changes to our lives. We need to change our attitude to change, from fear to drive — what is the worst that can happen when there is nothing to lose?

4. Innovate How You Learn and Reflect.

In other words, be curious about your learning and reflection.

I truly believe learning and knowledge is a great equalizer. Not only does it broaden your world and pave the way to new opportunities, but it also gives us the added

confidence and self-esteem of 'I can do it'. Start learning from the position of self-interest — learn more about something you are interested in and curious about. Use that curiosity to open your mind, to fuel your interest in other things and expand your learning.

It's also important to regularly reflect on our work, life, relationships and behaviors, so we can work out what's working for us and what's not. Tackle them with curiosity rather than self-recrimination. For example, if something you tried hasn't worked, don't just assume it's your fault or that you weren't good enough. Instead, think along the lines of "Oh, isn't it interesting that didn't work, I wonder what would happen if I tried that?" Particularly in times of volatile change, we need a constructive way to make a series of small changes as we work towards getting on top of the dramatic changes in our lives.

Takeaway

Be innovative about learning and reflection. Learning expands our skills and our knowledge; it cultivates our perspective on life. Learning and reflection are opportunity feeders. Learning and reflection can make the change journey smoother.



Be a Better Pandemic Remote Leader

Marvin Marcano

Marvin Marcano is a former Telecoms Manager turned freelance writer and entrepreneur. He runs his own personal blog on Medium where he writes about Personal Development, Leadership, and Business, topics near and dear to him.

Introduction

A year ago I was a support manager for a telecoms company. Despite being familiar with the environment, I have been through the same obstacles that anyone faces during starting a new high position in work.

I failed at first trying to accomplish a lot of things without knowing learning the rules or getting to know the job more.

The same for remote leadership you sometimes feel it's the same way when you first work are this new position and the struggling to figure out what's going on around you in this whole new situation.

You start to be more aggressive and assertive but you have to control the situation and know how to lead your team because you have specific targets set hours and to motivate your team to continue working under the work pressure so that when you work remote you have created a high degree of trust, organization and avoid any lacks. As Remote leadership something many leaders lack.

About 15% of remote managers received no remote management training.

And 56% of employees believe that managers need remote training.

That means some have figured it out, but there's still a significant gap in training.

Moreover, we added the idea of leading remotely during any breakouts, which of course bring and shows the obstacles and its own challenges, one of the challenges that your team won't be engaged and work as it usually does in workplace.

The team will have left communication interaction and

it may really add no value their experience.

Remote leadership seems to be the future of some companies, so now here's some tips that can help you become the best pandemic remote leader you can be in a short order:

1. Lean on the more challenging parts of leadership

Most leaders which you have met till now received no formal training on how to be a leader.

They usually get in the job and follow the ones before them in position.

For me I took the best of my past leaders and smash it to get something that works.

Being a leader doesn't only mean to manage the work, set goals and discipline other team members.

we can say that this is the easy part of the job.

In this world to be a leader you have to be creative, think critically and be able to figure out and accomplish the right decisions.

So to be a good remote leadership you have to learn these features. So

remember in every interaction, ask yourself:

- How can I show more empathy?
- I feel strongly about a decision, but is it based on fact or emotion?
- How can we be more creative?

These qualities take time and experience to truly master.

But in a remote setting, where high levels of trust are required for success, they will prove to be critical.

These qualities take time and experience to truly master.

But in a remote setting, where high levels of trust are required for success, they will prove to be critical.

2. Consider having your team members set their own goals.

"Don't tell people how to do things, tell them what to do, and let them surprise you with their results." — George Patto

Some managers believe that the only thing they have to do is to make sure that the team is hitting the target, which is partly true as you are responsible and in charge if they fail.

But leadership also, includes helping your team to improve their performance and increase the spirit beside creating a safe bonded

team to increase the productivity.

Doing this remotely seems like a big task.

Moreover, of course there is a way to make this happen.

Allow your team members to set their own goals.

Setting their own goals brings a level of ownership and self-accountability that you would otherwise be unable to generate.

Notice that the people who you work with are grown ups and they make decisions for their families every day.

They are capable of setting goals that work for them and their current situation. Your team won't make irrational goals.

They want to win just like you.

That newfound ownership can improve performance and lead to a more fulfilling team dynamic.

3. Results matter more than time.

You shouldn't let them set personal goals otherwise you will suffer from the shift of their attitude, and for them logging for 8 hours a day to check-in with you won't be valuable (worthy).

What will be more valuable is the results.

Your team won't need to work hard.

Moreover, they need to do what is required to get results, which can be a couple of hours one day and ten hours another.

So, focus on results and if your team is struggling, then have some one-on-one sessions to coach them along.

4. Find ways to build team chemistry.

To assure your team's productivity, you will need to create a bond and you need them all on one accord and feeding off each other.

Which is more difficult and challenging to create this collaboration when we are not in person.

Your one-on-one sessions are an excellent opportunity for individual chemistry.

However, make sure to have virtual team building activities to keep engagement high.

It's a good idea to cooperate on a non-work related thing, as charity drive. You will get to know the people you are working with, their potentials and needs.

Team chemistry improves the overall productivity of your team.

When we all feel like we contribute, things like money becomes secondary.

Conclusion

These may seem like simple, straightforward steps to become not only a great remote leader but a great leader in general. The truth is, most leaders fail to work on these simple tenets. If you take a more empathetic approach to your remote leadership while focusing on results and crafting a safe environment, you and your team will flourish.





Strategies to Pivot Your Business in 2021

How this crisis is shaping the future of business

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Storytelling in a way that makes sense to your customer
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Introduction

What was once an unthinkable reality — restaurants closed overnight, new words like “social distancing” and “essential workers” entering our vocabulary — has become more normal than shocking.

Through this transition, it has become clear that some of the consumer behaviors we saw as an immediate response to the pandemic will gladly be left behind but others are likely to persist long after it ends.

Survival has become the priority for most business owners — getting through this crisis by any means necessary.

As the situation has prolonged, however, some patterns have emerged. Is there a way to thrive in this crisis instead of simply looking to survive? Through this article, I’m going to explore four of those shifts and give ideas for how businesses can pivot to keep up (or get ahead) to compete in a new reality.

Shift 1: Community-First

One of the most impactful shifts we’ve seen for businesses that will likely persist is the shift in community awareness.

On one hand, we’ve been more likely to build local relationships and offer a hand to strangers in our community who need it — a return in some ways to an ancient human instinct to protect our local community (stronger together mentality).

On the other hand, we have also realized how fragile our global supply chains are. We have seen the potential drawbacks of globalization — many of us now realizing the vulnerabilities outsourcing creates. Supply chains have been stretched to the brink and when push comes to shove, countries look to protect their own first. Dependency on those outside our community begins to feel risky.

These two forces when pushed together as they have been, create an opportunity for local businesses and manufacturing.

Questions for Thought: Can you tap into the “locality” of your business and build relationships? Even if your business is online, can you make it feel relationship and community-

based? What would your most loyal customers say about you — how can you tap into that perception to create a community narrative?

Shift 2: Focus on Health

If there’s one thing this pandemic has taught us, it’s that many of us will go to great lengths (and costs) to protect our health.

This trend was growing for many years before this, but I like to think the pandemic created a catalyst that pushed this trend more mainstream. There’s also a sense of resentment for the virus and its effects on daily life. When people feel that they are not in control of their lives, they begin to look to things they can control for comfort. This is where a healthy home, lifestyle, or work-life balance can come to the rescue.

Questions for Thought: Can your business contribute to a literal or sensation of a healthy lifestyle? How can you pivot to contribute to an individual’s or community’s well-being? Is there something about your business that can cultivate a feeling of autonomy?

Shift 3: Conscious Consumerism

The third shift we’ve seen is a dramatic shift to conscious consumerism. A heightened awareness of the things we buy and



limiting purchases to more essential items (both through personal choice and through force as our “non-essential” stores closed).

There have been pushes of this nature in recent memory (pre-pandemic) through minimalism and the eco-first movements, but none have had as dramatic of an impact as the pending collapse of the infrastructure that makes our economy run.

When people fear they will be laid off or that the food supply will dry up, non-essentials for immediate survival take a back seat. Or do they?

For a portion of consumers — yes, there has been a dramatic decrease in their desire to make frivolous purchases. But for many others, there has simply been a shift in what they purchase, not how much.

Experts have questioned the survival of capitalism, but I don’t see it that way. To me, it looks like people are largely still happy to make non-essential purchases as long as they can be justified.

The concluding thought here is that people will increasingly now look for meaning beyond the simple act of consumption to justify a purchase. It doesn’t always need to be an airtight justification or the answer to a

direct need, but it does have to have some level of meaning that feels like enough to the consumer.

Questions for Thought: How can you create a deeper meaning for your product or service? What problem does your business solve? How can you make the value you add even clearer or more directly relatable to consumers? Can you pivot your business model to add a new value proposition?

Shift 4: Work-from-Home

The fourth shift we’ll discuss in this article is the shift to work-from-home. While the literal option to work from home is only available to a portion of consumers, the concept of staying home where we can has become universal.

Many consumers report growing comfort with online purchases and growing discomfort around being out in public. While this is not likely a permanent change, it’s one that will need to be considered to get through the crisis.

This shift will have an impact on all brick-and-mortar establishments. There will be less, “I’ll stop on my way home” or “I’ll grab it on my way to work” type purchases, which will undoubtedly have an impact on the businesses that rely on

these moments of prior commuter convenience.

These businesses will need to create a bit more of an attraction to survive (establishments like coffee shops, for example). The fewer opportunities you have to be convenient, the greater your need to be worthwhile to compensate for it.

Questions for Thought: Can you ease discomfort with the experience in the interim? If people have to go out of their way to purchase from you, how can you make it worth it? Is there an easy way to add value through an in-person experience? Can you pivot your business model to add back some convenience where it has been lost? Better yet, can you add that convenience without added cost to your consumer?

Question for Thought

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