***1-customer obsession***

* When I first started my job I used to be mainly managing the Facebook page, answer comments post attractive posts answer all questions etc and I would take great measures and care in answering and following up with 1000’s of request which was very tiring at first and people sometimes can be defensive and angry , but I learnt over the years that the way to a successful business is only through taking great care of customers and their needs and and doubling up on what they need as this only leads to a win win situation for both of us , and even now when it’s no longer my duty to follow up as I have bigger roles I still audit and check up every now and then with our clients and personally hear their problems and complains and do the best I can every day to meet their needs .
* So In our business we sell a product known as a hollywood smile which is a thing smilliar to the eye lenses but for teeth u wear it on your teeth and it makes them shiny bright and perfectly aligned ; so I remember one day a customer came yelling and shouting and was very aggressive and angry because her product broke when she ate on it and claimed we didn’t inform her although we always infrom before selling the product that it’s for soft food only spaghetti rice etc and drinks and no crunchy food anyway she kept having a negative attitude and was very angry I took her to the side and told her that I understand how frustrated she is but it wasn’t our fault and we clearly stated it shouldn’t be used to chew hard food anyway she wouldn’t reason and kept on arguing so anyways I managed to reach an agreement with her in the end and issued her a new kit even though I didn’t have to but it’s just a way to show how much we care about our customers and their perception of us and she was very happy with the deal and didn’t have any more complains and I even checked in with her a month later and everything was good .

***2- ownership***

* I guess I learned that trait of taking responsibility for my action over the years for and not blaming anyone but myself for not completing any tasks I have as it’s the easy way out for most of us and what helped me nourish it is mainly over the year is my competitive nature in any thing I do I like to be always the best version of myself whether In my early years during as a competitive league volleyball player for the 1st team or after that in my highschool and college to pursue the career I love and get good grades and finally in my years in the clinic and especially in the year of my mandatory military service year .
* And when you mention this one specifically comes to my mind and that was during my military service because it’s a very strict environment and they take no for an answer and there is no excuse for why you didn’t complete the task because an order is an order and you must get it done at all costs so I remebr one time I was tasked with purchasing 400 k.g of fertilizers and ship them to a city that’s 8 hours from the capital so I mad some calls located the supplier negotiated the best price and finished the deal next was I had to locate a truck driver and ship it to the destined location and with me was a co-worker that was gonna acopany the shipment to the location to unload it there so anyway after I found the driver and finilized the price he was on his way and then he made a huge accident on the highway so at that moment I didn’t know what to do I only knew I had to take ownership because when I called my superior he said no excuses make it happen and it was late to locate another driver that will accept the budget as we were dealing on very limited resources and I found that driver miraculously so anyway I kept thinkning until it hit me why not check superjets or trip buses across the coutry tip time fouuntaley for me I found one in a convinent time so I booked the ticket and accompained my co-worker with the load and paid a little extra money for the overload in luggage but it was the same as the truck anyways and that particular split second descion is one that im very proud of because despite the odds and the immense military pressure I managed to get things done and the package arrived safely overnight and everything was great .

***3-invent and simplify***

* Actullay what comes to mind is one big advice that came to mind that happened with the business im ivolved in during the pandemic I rember talking to my boss who is based (currently in the unitaed states and expanded the brand of shiny smile veneers there ) and I remebr telling him that business has taken a huge hit and we had very little traffic of patnints and the adds I make on facebook isn’t paying off at all and we made loses , anyway he said it’s the same thing for him also in the states people are afraid to come in and the traffic is very low , so I suggested to him of maybe taking the Hollywood smile which is ….. and is responsible for most of our revnue as a clinc as we do cosmetic treaments only and not surgical so any way skipping the details we manged to take this platform online where we would make orders for the product online and the customer would recive an impression kit and take an impression of his teeth and then send it to us again and after that we send him his product and follow up with him and im happy to report he took my advice and implanted it in the states and during this time his revnues doubled as he reported and I was so happy to be a part of this !
* I remember also one time after my various experience on running facebook adds over the years I managed to gataher info and interepet the idea on who to taget as our audience for the product and after many trials and errors and experinace I found out that targeting females only as our audience and increase the reach to them yielded huglely better results than both genders and I’d target specific age ranges and found out that we sell best to the 25-40 range and in specific cities like cairo and some parts of giza only and since then I reported my finindgs to my boss and he was so happy of my advice and it yielded great experinces for us over the years .

***4-are right a lot***

* One specific situation comes to my mind during my 5 years as an engineering student at Cairo university I used to be my class representative so I would call my professors and get in contact with them about the quizzes assignments dates any concerns from us etc.. and during each representative of all the classes sit with the program dean and coordinator and we would agree on exam dates in order to be comfortable for every body and also to avoid any clash of 2 exams on the same day for older classes repeating a class with they failed and so on anyways one time I remember I got in a heated argument with a team mate he basically argued that I didn’t take the time to make the schedule right and I did them wrong I told him that was the best option for us and I decided to go with because it was the best of the worse any way I told him make a poll on our Facebook group and take others opinions if u want and I won the pole by 66% the class was about a 100 student and I remember this year after the finals he apologized to me about the way he attacked me and so on and that it was exams pressure and whatnot and I that I sure had our best interest at heart .
* Also in my old business I remember I was sitting with my said he would like to expand beyond Cairo ,Giza and Alexandria to other cities and he was certain it would work however I advised against it as what we are selling more of a luxury not a necessity and we should not target that specific audience however he continued on with the expansion in 3 other cities and during the 1st 7 month it was perfect and generating revenues but on the long run it surely failed miserably as people demands in these cities is not consistent like in big citites and they operate on a limited budget however his vision was even if we made loses the 1st year and were just reaching out more and expanding our reach and customer pool then that was success and in the long run it would yield revenue eventually . however we didn’t achieve those 2 goals and didn’t have to the resources to keep pursuing that goals so we abandoned that idea 2 years later and the result was that my manager became more comfortable with taking my advice and included in many projects that came later .

***5-learn and be curios***

* I always liked to learn new things and I never have enough as I find it very interesting to be always update on the new trends and be able to catch up and be up to date and I began that discipline when in my last year in college I decided to study the German language as I was planning at one time to complete my masters there plus the company that we deal with that supplies thermoplastic polymer sheets that is used in the manufacturing of the invisible braces is based in Germany and I studied multiple polymers engineering in my discipline so I thought maybe one day in the future I may commit to going there if I decided to go there and know the know how tech and expand it here in Egypt as this tech isn’t available in the middle east u have to get it from abroad so I thought it would be a great business idea so I committed to that idea and finally finished German till I get a certified b1 level from Goethe institute .
* And as I like to run adds for the clinics on facebook I became a data driven person and loved that field and loved how I can tell stories using data analysis on a small scale based on my trial errors it came to my surprise that there is actually a science called data science which uses tools to analyze and grab data and tell useful insights using certain tools so I was swept off my feet with excitement and thought of the many possibilities of insights I can gain if I learned that field and mastered it I thought to myself it would heugely affect my decision making system as it would be based on usfeul data and analysis rather than my old trial and error and experonce which is still valid and essential at times but that proved to be the new trend and the way to taking any business forward not just in my current business but in any managerial postion I have in my future it would give me a huge edge to be able to speak data and make data driven decsions as a mangaer . and so I took advangtage of the previous pandemic period and laid out a course of important courses I must complete to move me from a junior to basically experinced in about 1.5 years and so dived right in and began 2 month ago and hopefully by the end of next year I would be able to say proudely that I can fluently speak data !

***6-hire and develop the best***

* Had the chance to hire 3 customer support girls to work with and follow up with our clients that’s mainly based in the united states and it was an interesting process and I learned a lot of it and since customer support in Egypt is very looked down upon and not considered a career but mainly a summer job so i had to come up with a solution I wanted a near perfect /fluent English because they will be dealing on daily bases with clients abroad in the states and not Egypt and I wanted the customers to get the idea that we are very professional and for the girls to convey that message that’s why I demanded c1,c2 level speakers and solved the issue of turn over and having to go over the process of learning a new hire again by offering a very very competitive salary and a relaxing and friendly working space where they would deliver the best results .
* During my last 3 month at the military service I was promoted to the head of suppliers with cars I had a team of 12 people and I made sure I helped them as much as I could and teach them everything I learned over my service to make their life easier and gave them contacts to all the suppliers they would need and prices etc… . I made sure that I provide them with every bit they needed because a good leader must always guide his team to be like him and not be afraid of that idea !

***7- insists on the highest of standards***

* Like I said I’m a very competitive person and I expect the team I’m leading to be also the same that’s why I always try to go above and beyond expectations and that trait grew with me over years due to the nature of my competitive sports upbringing for nearly 10 years and my academic background where I always try to push that extra mile and I guess that became obvious when I dealt with technicians back at the lab regarding living up to the expectations of our customers and make sure they are satisfied with their products and also always following up and checking with our delivery guy who ships some of the orders to doctors we’re working with and make sure they are delivered on time and with the highest quality and of course from time to time they get annoyed and think I’m interfering with their business or doubting they can’t do the job well but I make sure I sit down with them and explain to them my motives in terms they can understand and reward each one of them accordingly .

***8- think big***

* I remember back in the day the vezeeta app was not that pouplur and not a thing I remember I was In charge of the facebook ads and page at the time and I told my boss that there’s a new promising path we can explore to widen our adds endevure and we should try out vezeeta along the facebook ads and at the time it was risky but I had this feeling that one day it will be big and that what ended up happening and it got so big and our sales and custumer traffic increased and I was very happy with my decision and so was my boss .
* And me as a person I always like to live further in the future like 2 years ahead I like to think whether what I’m involved in right now will pay off in 2 years time or not because living day in day out without really a well charted plan is boring and non adventurous way of living so for me at the moment I’m thinking of what if I get this job and gave it my all and alongside it made my MBA in one of the most reputle universiteis and which will help greatly with my line of work will that pay off ? because I’m sure in the short run I will keep questioning if it worth it or not to be burn out studying and working in the same time but u see thinking short term is wrong you have to look and the future because the path not taken beacsue we are afraid to explore the possibilities is often one that we regret the most.

***9-bias for action***

* So one particular one came to mind I thought I might expand the adds by reaching out to some influncers on Instagram pages and facebook and so on and I contacted one in specific with like 300 k followers I think and oh my good was I shocked by his quote he wanted a lot of money more than our budget for one month of running facebook adds and after negotinaing and asking around I found out that this is normal fees , so anyways I manged to stike a deal with him with the agrremnt of my manager and said to myself if like just 10 % or 5 % of his followers interacted that will be great after all and will be benfetial but it didn’t end up happening and we didn’t even cover the the costs so I had to take a quick action and leave this road of advertising as it was clearly more suited for other products not dental ones and got to my manger with this conclusion and although it was hard for me but I told him that my idea is mistake and we should pull out from Instagram and focus mainly on Facebook like we’re doing and he appreciated my honesty and quickness in action .
* And another non personal one was during my 1st years in college I was very involved in the extracuclium and joined as many as I could even if it was affecting my studying and thought to myself that’s what matters after all as it gives you a feel of what career life is like however I found that clubs in general isn’t that useful for me afterall and I wasn’t getting what I expected to get from it and was affecting my studies with nothing valuable in return so I kept pushing and then decided to make the decioion to quit and focus on my studies cuz clubs in general or atleast the ones I joined are not productive at all and all we did was trivial things with no real values and that was sure the correct call to make as I focused more on my studies my gpa started to rise again and I got later my job of dental clincs .

***10-frugality***

* Okay so this was my motto in the army the best thing with the lowest price it was an impossible equation to apply but it was expected from you to always deliver so in my first days I didn’t know which suppliers to go to for certain stuff and whether this stuff is cheapest and best quality or not so I would deal with a a lot of people with different backgrounds I’d negotiate a fair price and try to scout the area and see a lot of people selling the same thing to try to find the best and during that period I learned how to operate on a limited budget and how to use your resources well and mainly how to negotiate and strike a deal
* And also during my time running adds I remember we paid too much in reaching both male and female audience and in real life a lot more females came to our clinics compared to males and so I decided to experiment with that a little with the ads and targeted females only and by that I cut the adds cost and what I expected happened and the sales were pretty much the same and the adds costs hugely cut down so it was an insightful tactic that I implemented from then and there till now .

***11-earn trust***

* I remember when I first came to my job I needed to earn the trust of my 6 technicians the I led and to remove some of the barriers they had in mind like I’m here to annoy them or tell them how to do their job or anything so I would follow the friendly manager scenario of approaching them and talk about their families and make myself open 24/7 for them and that turned out to be great they would do things because they respect me and rather than being afraid of me and we would treat each other as friends and I would invite them all to a meal on once or twice a month , even though we are from different backgrounds and roles but that’s how humans operate they need to feel that they matter and cared for so I always did that but also with limits in order not to be so friendly for them to not do their jobs I’m their supervisor after all so once in a while when I felt someone was falling behind in the schedule I would take him to the side and have a conversation with him and tell him my concerns and he’d be right on track !

***12-dive deep***

* I did that a lot in my job out of my curiosity not just to show them im auditing or paying attention no but that’s the type of person I’m I’m always very curios about think and want to know how everything is done and made so from time to time I’d sit with the technicans during their shift in the lab and see how they make the molds of the teeth model and then pour the polymer substance into the mold to take it’s shape to all other parts of the process and I’d be very excited to watch and learn how things is done at the base level , and I would also sometimes accompany the delivery guy with my car to the destination to the doctor we deal with and ask them myself whether or not it was a good job and although all of this wasn’t my job or I wasn’t paid to do any of that but that’s just who I’m as a person I don’t like being the stupid one in a room .
* Even in my days of the army I wasn’t leading any team then but I myself was supposed to deliver a lot of different and new things to me on time and on budget and I didn’t have any expertise regarding these type of things but I knew that’s what it takes to get the job done that I must rise to the occasion and dive deep and know everything I must learn to get the job done even if the learning curve is huge .

***13-have backbone; disagree and comit***

* My manger once told me that we want to take the adds to snapchat and see what happens there i wasn’t sure about the decsion but then again our relationship is so strong that I didn’t want to challenge his descion or tell him it’s not the right call however i knew this was not right and I should tell him about it my concerns about that matter and that snapchat isn’t very good for adds espically in egyypt maybe in the gulf area it’s more common but not here however he took my objection nicely and thanked me for it but decided to move on with it anyway and told me what is there to lose we will be just expermenitng for a couple of month ad if we don’t like it we quit I agreed but kept my posioton firm that it wasn’t the right call , and it turned out to be that way as the interaction wasn’t all that good from people we got a lot more from other platforms .
* So I was tasked with buying buket paints for my divison and I immediately went to a supplier I know and trust to ask him for it and he gave me his prices and then another co-worker gave another lower price than mine but it was a degrade in quality and last half the time of mine as my trusted vendor told me and I trusted him in many things before because he never cheated me and I know he was telling the truth and even though the price difrence was very low mine would last twice the period of the one mentioned , and so I disagreed with my manager and told him my concerns he took it into consedtiation and decided to move on with the cheaper anyways and neddles to say in the future stains begaing to show on the wall colour begain to fade and crack and they would have to go and buy again the same one which they could’ve avoided all that if they paid a lil more extra on a the quality from the 1st time with little price difference .

***14-deliver results***

* I remember one time during the peak season in the summer our boss has already expanded in the usa and we began reciveing cases here which we worked on them then shipped them again to them and during that time a worker out no where or warning walked out on us he was crucial at this point and that would hugely impact our results and delivery period and target and of course he can do that beaccuse like I said wer’e a small business so there is no official contract and papers so I decided to act fast and quik I reached out to a tchnican in another competitive company and told him that we would like to hire him temporiaoly part time to work on his weekends and for that temporary hire until I can find another one which can last 2 month I would hugely pay him and compensate him for his inconvinenace and so it worked out just fine and we were able to deliver in time until we found a new tehcnican after 2.5 month .