

PROPOSAL FOR  
IMPLEMENTATION OF  
THE AssessONE© PLAN

A PLAN FOR THE PERSONAL AND PROFESSIONAL  
DEVELOPMENT OF THE EMARATI WOMAN

# PROPOSAL FOR IMPLEMENTATION OF AssessONE©

## THE PERSONAL AND PROFESSIONAL DEVELOPMENT OF THE EMARATI WOMAN

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### BEING A CHANGE AGENT

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Mubeena Mohd, M.A. is dedicated to promoting the self-development of individuals by assisting them with their life's mission. Her business mission is to understand various individual needs ranging from the professional as well as the personal aspects required to maintain a healthy and balanced life.

Mubeena Mohd, M.A. is dedicated to enhancing the effectiveness and functionality of businesses, groups, councils, and/or non-profit organizations. I focus on developing teams, departments, and organizations through a process that unravels results at an individual level. I will work with you exclusively and confidentially to strengthen the alliance between each individual's personal mission and national outcomes that will result from the collective efforts of individual community members.

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### THE AssessONE© PLAN

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The following proposal outlines the AssessONE© Plan specifically designed for the goal of elevating Emarati women to gain employment in the fields and positions of interest that align with their self-concept. AssessONE© involves procedures that will identify individual women's ideas of who they want to be and where they fit in as individuals and successful contributors in the national workforce. The desired objective of the Plan is for Emarati women to develop intrinsic motivation to contribute to the national economy, which would undoubtedly increase their sense of value.

The AssessONE© Plan comprises of three Program Steps, with each involving a series of professionally designed and executed procedures. The importance of AssessONE© can be attributed to the need for training coaching, and mentoring Emarati women into their personal mission. Training Programs can then be designed based on the results of AssessONE© for personal and career needs. Gaps between competencies required for a particular employment position, and the current competencies of individual Emarati women will be identified. The results will be given to each woman in the form of a development chart. They will be able to track their progress while they engage in programs, custom-made by Mubeena Mohd, M.A., to develop the competencies required for women success. The Program Steps are: I. AssessONE© Competence II. AssessONE© Gap III. AssessONE© Coach.

AssessONE© Competence: A research study to create a competency model of the successful businesswoman of the UAE. The purpose of this Program Step is to serve as a base for assessing the needs of individual Emarati women. The process of this Step:

A Competence Panel will be formed. The aim of this Panel is for Mubeena Mohd, M.A. to generate critical information about what it takes to be a successful woman in UAE business settings. Prominent businesswomen from organizations in the UAE will be contacted and asked to serve on our Competence Panel. Each woman's input will be given confidentially.

- 1) Information will be generated. The Competence Panel of these established women will participate in focus groups, interviews, questionnaires, and competency assessments. These procedures will be facilitated and moderated by Mubeena Mohd, M.A. as the tools used would be designed. What is most important for success in terms of knowledge, skills, personality dynamics, and abilities will be the foundational question.
- 2) The results of the exercises and instruments administered to the Competence Panel will be analyzed using statistical techniques. A report will be generated with information segmented and interpreted by Industry and Job Type. Industry reports will be made available to women for their own research.

AssessONE© Gap: An analysis of individual Emarati women to highlight their current strengths and opportunities for learning. It is a program for Emarati women to identify what they need in order to accomplish their mission. The process of this Step:

- 1) Life mission statements will be established. Individual women will be guided through a set of exercises involving interviews and questionnaires to help them establish their life's mission. Life missions take into account personal beliefs and goals, view of the self as an individual, and view of the self as a member of the family and community.
- 2) Competency Assessments will be conducted. After helping the woman to establish her personal goals in life, Mubeena Mohd, M.A. and the Competence Panel will assess her core competencies and skills. The results of this exercise will then be compared to the benchmarks established by our Competence Panel during AssessONE© Competence. At this stage, the woman will be counseled on the competencies she possesses, and on skills she needs to develop for the industry she is looking to enter.
- 3) The optimal Learning Environment will be determined and a Plan of Action will be initiated. When a woman knows what skills she needs to develop, Mubeena Mohd, M.A. and the Competence Panel will guide her to make her Plan of Action. Her optimal learning environment i.e. the conditions under which she is most able to learn will be determined, which will be accommodated for in her individualized Plan of Action. This Plan will include tasks, time frames, and scheduling for feedback sessions after the successful completion of tasks.

AssessONE© Coach: A development program tailored to each individual woman based on her competency assessment. This ensures that she take the appropriate steps necessary to prepare herself for achieving her personal mission. The elements of this Step:

- 1) Pair Up with a Competence Panel member. Emarati women will have the option of pairing up with one of the many successful businesswomen who have set industry benchmarks. This section of AssessONE© Coach will be part of a Mentoring Program that aims to fill in competency gaps that were identified for each woman during AssessONE© Gap. On-the-Job Training Programs by partnering with established organizations can be arranged.
- 2) Competency Development Initiatives. A competency is simply defined as a criterion related to personal and business success. Mubeena Mohd, M.A. can work with Emarati women through individual attention in a development program that will target gaining the competencies required for a position, job, and even a critical task at hand. All initiatives will be designed by Mubeena Mohd, M.A. in a custom-made fashion depending on the woman's needs.
- 3) Feedback sessions to be held. Women will get a chance to build their own personal and professional network by attending group workshops. These workshops could be pure informational sessions or interactive seminars geared toward the attainment of specific interpersonal skills. There will be feedback group sessions where women will have the opportunity to voice their concerns about any aspect of the AssessONE© Plan.

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## SCOPE AND BENEFITS OF THE AssessONE© PLAN

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The implications of AssessONE© are tremendous for Emarati women and their nation's economy. Mubeena Mohd, M.A. believes that positive changes result from individual decisions. The AssessONE© Plan is a program that inspires individuals to make the choices that will affect not only themselves, but those who depend on them. This Plan is a basis for increasing the role of women in society, particularly in the workforce. With new knowledge, skills, and abilities women who partake in AssessONE© will come out more confident and qualified for societal responsibilities that include the world of work.

The benefits of AssessONE© are clear. Practically speaking, this Plan is much of an outreach program as it is a personal developmental tool. Women get to increase their knowledge and share it with the network they will surely build, to inspire others who have similar goals. The most important benefit of AssessONE© is the interaction of personal goals with professional capacities. Each woman's personal goals are aligned to her professional mission to complete her persona. The AssessONE© Plan is also not a finished product. It involves continuous learning as market trends change with individualized assessments and guidance throughout a woman's personal and professional situations. Mubeena Mohd, M.A. guarantees to offer resources and continuous growth opportunities for Emarati women through customized tools.