



Annual meeting of REELEC ECE executives

Third edition

**Title of the Seminar "Performance Management and
Evaluation "**

Hotel la corne d'or 07 & 08 November 2018



SOE REELEC

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مؤسسة الإنجازات الكهربائية



**Address by the CEO of SOE REELEC during the opening ceremony of the study days dedicated to performance management and evaluation.
Held at the Hôtel "la Corne d'Or",
from 07 to 08 November 2018**

Mr. President of the ELEC EL DJAZAÏR Holding and his staff

Gentlemen and CEOs of companies,

Honorable Guests, Ladies and Gentlemen, Dear Colleagues,

It is a real pleasure for me to address this honorable audience, on the occasion of the opening of the third edition of the seminar dedicated to the SOE REELEC management meeting, which we have already been organizing for three years, and which has established itself as the perpetuation of a tradition aimed at strengthening the corporate culture. Let me begin by extending a very warm welcome to all of you and wishing you a pleasant day.

I naturally extend these words of thanks to all the CEOs of the ELEC EL DJAZAIR portfolio who have honored us by their presence at these study days.

I would also like to thank the experts from UNITY ALGERIA who came to share with us their knowledge and experience in order to implement solutions that will eventually allow REELEC to be efficient through the acquisition of tools and concepts related to performance management and evaluation.

This opportunity allows us, as usual, to consolidate and bring together the different departments of the company, the regional teams, and to strengthen communication with more proximity and transparency.

These annual meetings initiated and organized by the SOE REELEC JSC for the benefit of the management of the company, like the meetings that are held by the other groups in the various sectors of the Industry, are, as far as we are concerned, within the framework of the ELEC Group EL DJAZAIR's policy in terms of compliance with strategic guidelines.

May I remind you, with the permission of the chairman, that HOLDING ELEC EL DJAZAIR, has set itself the objective of becoming a leader in all its fields of activity, as it aims to become a real engine of industrial development in its areas of activity.

To achieve this objective, he has opted for an expansion strategy which combines:

1. Dynamic internal growth;
2. Selective external growth.

In the same context, and for your information, I would like to remind you of the themes developed during previous sessions, namely:

- **Project management in 2016**
- **Time and priority management in 2017**

A brief summary seems necessary to remind the audience that the main phases of project management, be it design, planning, implementation and control with the imperatives dedicated to them, in terms of quality, deadlines, cost and safety were effectively put into practice at the end of the training which ended by the establishment of a scoping note for each project, followed by a mission statement and functional specifications.

The catchphrase for this seminar was a saying by Henry Ford about team work:

"Getting together is a start, staying together is progress, working together is success."

And I must admit that since this training, REELEC never had a project delay penalty.

The second session was dedicated to time management and priorities, in examining in detail the tools discussed, such as the principles of Eisenhower matrix, in terms of time management, that we had adopted since then.

Eisenhower's strategy is simply about how to become more productive in order to act and organize our emergencies and priorities in a fairly simple way. Thus, using this matrix, we structured our tasks according to 4 conditions, which are summed up as follows:

1. Urgent and important (the tasks you need to do immediately yourself).
2. Important, but not urgent (the tasks that you will schedule for later on your own).
3. Urgent, but not important (the tasks that you should delegate to a coworker).
4. Not urgent and not important (the tasks you should postpone or even eliminate).

Last year we chose a quote from Scott Adams on the main mission of the first manager:

“The first job of a manager is not to provide motivation but remove obstacles.”

This year we have chosen a theme in relation to the current economic situation, in particular the performance contracts signed with the holding company ELEC EL DJAZAIR.

Performance Management and Evaluation

This is the reason why I am counting on the expert speakers to enlighten us on this management tool.

This training consolidates and completes the program initiated in previous years on project management and group cohesion, considered as an intangible investment which must articulate and progressively support the acquisition of various skills related to the core business and more specifically to services in the field of Electrical Engineering and Realization.

Indeed, these study days dedicated to performance management and evaluation are the appropriate framework to respond favorably to the issues and challenges facing the company today, in terms of responsiveness and achievement of the objectives set.

Indeed, this meeting constitutes the opportunity for functional and operational executives to evolve in their professional careers by developing new skills, in an objective evaluation of their performance.

In view of the expected results, we hope that these study days would contribute to more team cohesion and will enable us to acquire the necessary tools we need to master our objectives for better performance.

Ladies and Gentlemen, Honorable Guests,

Modern management has fully grasped the importance of managing human resources in business development. Skills assessment has therefore taken off quite naturally, particularly to enable everyone to evolve in their careers.

Increasing the knowledge and skills of its employees is beneficial for everyone. This is a mandatory phase in order to be able to effectively manage its human capital.

Indeed, an optimal assessment of skills allows a good management of the latter and represents a real guarantee of success for the company. This reinforces the organization's ability to cope with new challenges thanks to an unparalleled ability to adapt.

One of the applications consists in building a repository from which to engage in training actions, a real challenge to finally master this element that creates a competitive advantage.

To carry out this process, it is essential to regularly measure where each employee is positioned vis-à-vis the established repository. This makes it possible not to move forward blindly and risk investing at a loss in a training that is not adapted or poorly calibrated to the needs of the company.

The Challenges of Measuring Knowledge and Know-How

The changes in terms of business lines, the ultra-rapid development of the technologies, among other things, create a constant need for new skills, new knowledge and new types of organisation in companies.

It is therefore essential for an organization to know precisely what are the resources it has at its disposal in terms of knowledge and know-how in order to remain productive and competitive in its markets. This requires a judicious management of skills, and therefore of the evaluation of the latter, which are generally measured during the annual evaluation interviews.

It is in the interests of both the company and its employees to be fully committed to this virtuous circle: diagnosis - training - evaluation.

To assess and know how to manage performance, the objectives are as follows:

- ✓ To know precisely the skills of its employees and to detect any previously undiscovered talent,
- ✓ remunerate its employees at fair value,

- ✓ optimize its skills management,
- ✓ to count among its staff competent collaborators in their jobs and in the tasks they have to perform, etc...

In the light of the points included in the programme of this meeting, I take this opportunity to express my deep gratitude to all my colleagues for all the efforts made to ensure the sustainability and growth of REELEC.

I therefore urge them to work by making a significant and efficient contribution to the success of these two study days.

It is on these words of commitment that I would like to wish every success in the course of our work.

*This year we opted for the quote from Henry FORD who says:
"The two most important things in any company do not appear in its balance sheet: its reputation and its people."*

Thank you for your kind attention.