2019
Resolutions to Succeed
To Alleem Business Congress
leaders and managers
Also by Dr. Rashid Alleeem

The SEWA Way
Is Success a Sin?
Inspirational Stories
New Year Resolutions
My Leadership Secrets
Successful Marketing Plan
My Green Journey in Hamriyah
SEWA Customer - Centric Model
The 13 Critical Traits of Team Dynamics
Alleem Sustainable Development Model
SEWA Brand Turnaround & Rejuvenation
Sustainability the Fourth Wave of Economy
From the Desk of
Rashid Alleem
2019 Resolutions to Succeed

“Successful people are not people without problems. They are people who respond quickly and positively to their problems. In essence, their problems are not stumbling blocks, but stepping stones for personal growth and success.”

- Dr. Rashid Alleem

Dear Friends,

The year 2018 is coming to an end in few weeks and a new year is just around the corner! It is time for all of us to make new year resolutions. New Year Resolutions are promises that you make to yourself to achieve your personal and professional goals.

I hope these resolutions help you as much as they have helped me and thousands of others around the world.
This a must-read tips for 2019. 2019 Resolutions to Succeed is your road map to help you find your destiny, true voice, and inner peace by replacing the old internal self-talk such as “I feel like a victim; I feel used; nothing ever seems to work out for me” with “I feel great; I am in control; I can make things happen.”

In fact, you will learn a practical, proven, and powerful resolutions that you can apply in every area of your life to achieve better, faster, easier results than you ever imagined possible.

I hope that this paper changes your life forever.

Wishing you happiness always.

Yours faithfully,

Rashid
Resolution 1

Love Your Life
Love Your Life

Love your life.  
Life is for living.  
Henry David Thoreau wrote,  
"Love your life. Accept the 
beauty offered you, for what it is.  
Don't question it.  
Don't analyze it."

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Let Me Remember . . .  

Life is a mirror; if you frown at it,  
it frowns back; if you smile,  
it returns the greeting.  
- William Thackeray
Resolution 2

Stop Now.
Explore Your Inner Self
Stop Now. Explore Your Inner Self

Stop Now. Explore your inner self. Be the person you have always wanted to be. Colette said,

“What a wonderful life I’ve had . . . . I only wish I’d realized it sooner.”

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Let Me Remember . . .

The only thing in the world you can change is yourself and that makes all the difference in the world.

- Cher
Resolution 3

Pray and Meditate
Pray and meditate. Would you like to have an inner resource that gives you unfailing direction towards your hopes and dreams? Instructions to create greater peace when the outlook of life is gloomy and when nothing else works? If yes, then faith in God helps. Mahatma Gandhi once said, “God speaks to us every day only we don’t know how to listen.”

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Let Me Remember . . .

Peace comes from within.
Do not seek it without.
- Buddha
Find the Balance. Take a fresh look at what matters most to you and bring more of a balance into your life and work.

Goethe said,

“Things which matter most must never be at the mercy of things which matter least.”

Keep balancing the Five F’s:

**Faith**  (The substance of things hoped for, the evidence of things not seen)

**Family**  (Ironically, family is everything)

**Fitness**  (When you’ve got your health, you’ve got just about everything)

**Friends**  (Tell me who you hang out with, and I’ll tell you who you are.)

**Finances**  (I don’t want to be a millionaire. I just want to live like one.)

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**Let Me Remember . . .**

We must never be too busy sawing to take time to sharpen the saw.

- Stephen R. Covey

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Resolution 5

Think Like A Winner
Think Like A Winner

Think like a winner!
Gautama Buddah wrote,
“We are what we think.
All that we are arises with our thoughts. With our thoughts, we make our world.”

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Let Me Remember . . .

Don’t give up. Keep going. There is always a chance that you stumble onto something terrific. I have never heard of anyone stumbling over anything while he was sitting down.

- Ann Landers

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Resolution 6

Never Quit
Never Quit

Never quit.
“Tough times are like speed bumps... They only slow you down a little... They don’t throw you off course.”

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Let Me Remember...

Life has two rules:
number 1, Never quit!
number 2, Always remember rule number 1.

- Duke Ellington

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Excel . Don’t Compete.
To excel means to reach beyond the best you have ever given while honestly admitting and managing your weaknesses. To compete means to run in the same race, in the same way as everyone else. “Put a good face on things but gossip about others.” David Sarnoff wrote, “Competition brings out the best in products and the worst in people.”

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Let Me Remember . . .
My grandfather once told me that there are two kinds of people: those who do the work and those who take the credit. He told me to try to be in the first group; There was much less competition there.
- Indira Gandhi

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Resolution 8

Identify Your Key Constraints
Identify your key constraints. What is holding you back? What determines how fast you move from where you are to where you want to go?

Bernice Johnson said, “Life’s challenges are not supposed to paralyze you. They’re supposed to help you discover who you are.”

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Let Me Remember . . .

I have always grown from my problems and challenges, from the things that don’t work out—that’s when I’ve really learned.

- Carol Burnett

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Resolution | 9

Write Down Your Goals
Write down your goals. Until you write a goal, it is only a wish; written, it becomes a focused objective.

Robert J. McKain wrote, “A major part of successful living lies in the ability to put first things first. Indeed the reason most major goals are not achieved is that we spend our time doing second things first.”

Let Me Remember . . .

A goal is just a dream with a deadline.

- Harvey Mackay
Resolution 10

Take A Break
Take A Break

Take a break. Time out.
Have fun! Human energy is a renewable resource.
Nicolas Chamfort wrote,
“The most wasted day of all is that in which we have not laughed.”

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Let Me Remember . . .

Look for a long time at what pleases you and for a longer time at what pains you.
- Colette
Think Positive. Think Big
Think Positive. Think Big.

We are what we think, and while a positive attitude of mind can literally change your life, a negative frame of mind will ultimately destroy you.

Louis L. Mann wrote,

“What happens to a man is less significant than what happens within him.”

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Let Me Remember . . .

If there’s hope in the future there is power in the present.

- John Maxwell

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Resolution 12

Make a Difference in Your Community
Make a Difference in Your Community.
Make the world a better, safer place for all of us – regardless of our race, religion or ethnic background. As long as your actions answer the question, "Hey, what’s in it from me?"
instead of the question, "Hey, what’s in it for me?"
you are in the service groove.

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Let Me Remember . . .

We make a living by what we get,
We make a life by what we give.

- Winston Churchill

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Be Optimistic
Be Optimistic. Optimism is the ability to see hope and stay positive in all situations and times, regardless of how bleak the present may be.

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Let Me Remember . . .

Hope is definitely not the same thing as optimism. It is not the conviction that something will turn out well, but the certainty that something makes sense, regardless of how it turns out.

- Vaclav Havel
Where do you go from here?

Most of us wonder why we don’t get different results? Why our lives turn out not to be the wonderlands we want them to be? The truth is really quite simple: Instead of taking 100% responsibility for our own life, we become “Negativists” or “Blame Masters” pretending that everything is someone else’s fault.”

- Dr. Rashid Alleem

I have a piece of good news for you. The good news is that no matter what life has handed you thus far, you have the opportunity to find peace! Pleasure, joy, love, and a sense of purpose.

Life may sometimes seem to burden us with more than we can or want to bear. It’s not that we cannot handle it. It is usually that we do not know how to handle it. Those who are wise enough to pick up this paper will be equipped to meet the challenges that lie ahead.

Understanding the twelve tips will help and guide you to a fuller, richer life you love. The philosopher Soren KierKegard wrote, “Our life always expresses the result of our dominant thought.” If your thoughts are filled with the setbacks of the past, or any of the negative emotion, this is what you are giving your attention to and than holding you back.
So, it is your choice to be either the ‘winner’ or the ‘victim.’ Henry Ford said, “If you believe you can do a thing or you believe you cannot, in either case, you are probably right.”

Let me share with you this story. “A paralyzed man was telling an interviewer that he had trained to be a world-class athlete before his accident. The interviewer asked him if his handicap hadn’t colored his life. ‘Yes,’ came the quick answer, ‘but I’ve chosen the colors’.”

You can choose your color too! As Shakespeare said, “Nothing is, but thinking makes it so.”

Last words:

You cannot take charge of the present if
You are busy reliving the setbacks of the past.
- Newman & Berkowitz

Be blessed! Be successful! Keep moving toward the top.

Dr. Rashid Alleem
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Sharjah, UAE
Alleem Knowledge Center
My brainchild for Knowledge Sharing

“Knowledge is power – If applied & shared.”
- Dr. Rashid Alleem

United Arab Emirates (UAE) is a melting pot with citizens over 150 nationalities living in harmony. The country is vibrant with a lot of new ideas and concepts. I felt an increasing urge to learn and share with other people. I saw a need to capitalize on the intellectual community and bridge the communication gap among the business community living in UAE and my own people.

To give a fillip to the rich diversity of this nation, the Alleem Knowledge Center was set up during early September 2001 and has been promoting the concept and value of lifelong learning. The Center believes that learning is a continuous, collaborative, positive and fulfilling process that can enrich and promote one’s professional as well as personal life.

Hence, in keeping with its overall objective of promoting the development of general management and strategy skills amongst its members, the Alleem Knowledge Center has set up six Strategy Clubs to enhance skills acquisition, improve overall industry knowledge, create awareness of key management issues, deliver operational excellence,
and leverage technologies amongst other key benefits.

Initially, it began with a few of my friends who actively contribute to the society by utilizing the knowledge and skills and we called it as ‘Professional’s Club’. We would meet every Tuesday afternoon to discuss different topics related to communication and leadership. Over a period of time, we thought of bringing together members of varied industries and ranks onto a common platform. And that’s how the ‘Alleem Strategy Clubs’ were formed whose main aim was to help create an environment of lifelong learning by the sharing and exchange of ideas and best practices that empower professionals in the current competitive business economy.

I feel that “The challenge is not to have the ‘best strategy’ but an effective strategy that can be implemented successfully.”
The various strategy clubs that have sprung up as a result of the Alleem Knowledge Center are:

1. **Alleem Professionals Club**: Organizations today are under intense pressure to be better, faster, and more competitive. At the Professionals Club, innovative learning solutions and opportunities are imparted, empowering members to improve personal and organizational performance. The Professionals Club helps guide members to be more proactive, flexible and progressive with the changing times.

2. **Alleem Sustainable Development Club**: The Sustainable Development Club calls for an inclusive approach to action, which recognizes the need for all people to be involved in the decisions that affect their lives. Sustainable development is not just the responsibility of environmental specialists alone, but it requires contributions from people across all functions of an organization.

3. **Alleem Leadership Club**: Here, one can unlock their potential that will help them to understand the principles of leadership and provide development opportunities to promote personal growth and leadership excellence. Ultimately, a leader doesn’t just build a business; a leader builds an organization that builds a business. According to me, “Leadership is about change; it is about making things happen. Everything changes so fast today that the key is often not what you’ve learned, but how fast you can learn and apply that learning.”
4. Alleem Book Club: Reading enhances a person’s character, intelligence, and critical thinking skills. Alleem Book Club is a forum for members to discuss a book they have read and express their opinion, likes, or dislikes thereby offering an exchange of ideas and a healthy discussion on a wide range of issues outside the purview of selected titles. I always like to remind my club members about an old saying: “Today a reader, tomorrow a leader.”

5. Alleem Human Resources (HR) Club: Human capital is an important component for the success of any organization. Apart from helping develop vital people management skills, the Alleem Human Resources Club will also enable members to gain insight into current HR trends and keep abreast of emerging HR developments. The HR Club is for knowledge sharing and helping each other.

6. Alleem Information & Communication Technology (ICT) Club: Participation in this Club gets the attendees updated with the emerging technologies that can unleash a new wave of online experience, creating challenges and opportunities alike. Prepare yourself for the impact of these technologies on your business model and the opportunities they present for your organization to grow.

While these strategic clubs enables participants to strategize one’s own potentials, I felt that the strategies needs to be supported by sound education programs. So I came out with the concept ‘Alleem Executive Program’.
Alleem Executive and Education Programs
Honing hard skills and soft skills development

The mission of Alleem Executive and Education program is to build leadership skills and enhancing the capacity of individuals and organizations to address local and global challenges.

I believe in the adage – ‘Leaders are made; not only born’. And it is critical to invest in the next generation of leaders to sustain competitive advantage and achieve higher corporate growth. The next generation leaders need to be developed with advanced decision making and execution skills in the globally competitive scenario.

Alleem Executive Education Programs include several hard skill development programs that will help employees emerge with a fresh approach to sustainable development and inclusive growth; strategic planning for managing successful projects; marketing management and branding; and sustainable idea management. Executives without financial education background can also gain expertise in finance and accounting.

While technical skills and know-how may help you in
getting an entry into an organization, it is people-oriented skills that help you climb corporate ladder. Business organizations are increasingly focusing on people with good soft skills. Companies are looking for people with good work ethics, great attitude, excellent communication skills and high emotional intelligence to foster great team performance and thereby contribute strongly to the organization’s vision and strategy.

The Soft Skills Development Programs initiated by the Alleem Executive Education Programs helps not only work on developing these essential skills within but also encourage their development throughout the organization. Some of the key areas that are focused on include personal accountability, interpersonal negotiation skills, conflict resolution, creative thinking and clarity of communication amongst others.
When the financial crisis hit the world, I wanted to take the role of the Professionals Club a notch higher to focus on financial planning and financial systems. I felt a more comprehensive two-day program was needed. And since this was a large-scale project, I consulted close friends, professors, and associates on how to execute this idea and make it a real success.

I was overwhelmed with the feedback I got and advice came from my professor Dr. Mohammad Arif, from the University of Salford, Manchester, UK. He suggested that I focus on sustainable development. At that point of time, honestly, I did not have much of an idea on this concept. So I researched sustainable development and was surprised to see how many publications, white papers, had been published on the subject. Moreover, the UNDP had taken it upon itself to spread the idea of sustainability globally. So I decided to conduct a two-day sustainable development program.

I shot off emails to my friends announcing that the ‘1st Sustainable Development Congress’ would be held on 22nd – 23rd February, 2009. I was overwhelmed with the
keen response; some friends were even willing to travel from overseas to attend and speak. Since the participation seemed high, I decided to name it a ‘Congress’ instead of the ‘Program’, because to me a congress is a place where strategic thinkers, thought leaders and decision makers sit together to take important and strategic decisions.

The feedback we received after this first Congress far exceeded every one’s expectations, including my own! Participants agreed that the Congress must be made an annual feature. Other subjects were proposed – strategic planning, leadership and management, inclusive growth, marketing and branding, project management, innovation and creativity. I zeroed in on four areas of interest to all and termed it the Alleem Business Congress whose mission is to improve social, economic, and environmental living conditions worldwide thus helping to improve the quality of life for hundreds of millions who have not yet seen the benefits of sustainable development.

Despite the fact that I had taken on the project voluntarily, and with limited financial and human resources, I accepted the challenge and decided to conduct five such events in a year:
- Water & Energy Congress Week (WE Week)
- Project Management Congress Week
- Leadership & Management Congress Week
- Marketing & Branding Congress Week
- Sustainable Development Congress Week

Today, Alleem Business Congress is a platform wherein more than 1500 delegates participate every year which includes diplomats, top leaders of businesses, CEO’s and young 2000 professionals. I made a conscious decision to keep participation free of cost. Tuesday happened to be my favorite day to conduct these events, as it reminded me fondly of my initial idea of conducting such forums midweek, during the professional’s club time.

Alleem Business Congress has witnessed phenomenal growth in last 10 years with participation from various cross sections of the society. Today, the participation level in this congress has grown tremendously and has exceeded over 2500 delegates from every wake of business annually.

After successfully conducting 35 editions of the congress so far, Alleem Business Congress decided to expand its horizon by conducting a ‘5- day Executive Certificate Program’ on various titles such as Water & Energy, Project Management, Leadership and
Management, Marketing and Branding and Sustainable Development. Each course title comprises of a 2 day intensive classroom sessions, live workshops consisting of case studies, role plays, management games etc, congress and award ceremony/gala night.

I hope that the Congress will continue to receive good support in the future as well. While cherishing this stupendous growth of the ABC, I need to make a special mention of Dr. Mohammad Tariq, Executive Chairman & Managing Director, Paradigm Pioneers Group, UAE who has been instrumental in supporting me in this endeavor. He is reliable and ensures that he makes things happen. As an effective networker, he had the sincere desire to help others. I should say that as a good friend of mine, he understood my aspirations, dreams and helped me in fructifying my ideas. Many people do not possess these traits of patience and persistence. But with these special attributes aplenty in him, coupled with a positive attitude, enthusiasm, motivation, and sincerity, Dr. Mohammad Tariq is undoubtedly a foundation stone and strong pillar of the Alleem Business Congress success story.
To recognize such change makers who have adeptly made a difference in their respective areas, Alleem Business Congress has instituted Alleem Excellence Awards to be distributed during the Alleem Professional Development Weeks – Water and Energy Week (WE Week), Project Management Week, Leadership and Management Week, Marketing and Branding Week and Sustainable Development Week.

Business organizations which are agile and are able to change gears at a short notice are the true survivors in today’s world. And as Goldratt said, “It is not just luck!” These successful businesses have managed to get their act right and achieved enviable status. How did they accomplish it? What were the best situational factors and best practices adopted to create an impactful outcome? What was the unique learning from the entire program? What is the ingenuity of the management and the company which has boosted them to the pinnacle of success? The recognition is aimed to create awareness and exchange of expertise within the industry.

The awards will recognize our strategic partners, our
mission supporters, Alleem Business Congress speakers, volunteers, knowledge partners and financial supporters and will be given on the 5th night of each week.

The selection process will be through my executive office in the capacity as the Founder and Executive Chairman of the Alleem Knowledge Center. We give emphasis on originality, innovativeness, economic creativity, environment concerns, health and safety compliance, sustainable processes and outcomes to name a few. We look for mission, clarity of ideas and ability to execute them with utmost precision.

Our core focus is on learning and knowledge sharing. We believe that every day there are a handful of people who are doing exceptionally well and progressing rapidly. We are constantly acting to create a healthy and fertile network of experts, professionals and practitioners to come together in a joint forum and share their insight. Our belief is to spread the knowledge far and wide thus touching a million lives.
Alleem Brilliant Networking
Cultivating Connections

Business networking is a powerful tool for creating mutually beneficial business environments. Networking is a highly recommended marketing tactic enabling oneself to make connections and build enduring relationships that can accelerate and sustain success for your organization. I strongly believe what is said about success: “To succeed - whether at a personal or professional level - one must continually connect with new people, cultivate emerging relationships and leverage your network.”

Networking is an invaluable business skill and is a critical component in any individual’s toolkit for career success. Alleem Brilliant Networking was conceived with the aim of providing business leaders, entrepreneurs and management personnel with dynamic opportunities, expertise and strategies to develop valuable relationships that are needed to succeed in the modern competitive business environment.

Alleem Brilliant Networking has created a two-way flow of value by serving as a resource and helping
others succeed. It is an opportunity for both to give and receive targeted leads and referrals. Successful networking is created on the grounds of mutual trust, shared knowledge and valuable relationships. People do business with those they like and trust. This will allow one to grow their business by dealing directly with other firms or by referring one another.

Networking is clearly an individual’s or firm’s best marketing strategy. Alleem Brilliant Networking’s face-to-face networking events enable participants to create lasting impressions in the minds of people you meet. The advantage of cultivating personal relationships helps you set apart from the crowd. In addition, it inspires one by boosting self-confidence to take the plunge and start your own business or just expand your industry knowledge.

I always say that, “Ultimately, it is not about who you know; but who knows you”. Our dynamic and structured networking events consist of insightful keynote addresses focusing on how to do effective networking and training on how to use social media education as well. The strategy behind Alleem Brilliant Networking is to empower professionals and organizations forge meaningful and relevant relationships which will help propel their success.
Alleem Foundation
A Mission to Make a Difference

One out of every five people currently lives on US$ 1.25 a day or less, according to a United Nations report. One in every 2 children lives in poverty around the world and they live each day as though it is still the 1929 Great Depression! Over 1 billion people will go to sleep without food every night and over 600 million people don’t have access to clean water.

On the other hand, around 1.6 billion are suffering from overeating and obesity. What an absurdity in this world that such an abnormality exists? I have always felt that I should do something good in my effort to change this anomaly.

I am a firm supporter of individual social responsibility. My commitment to see a more socially responsible world and a desire to share my knowledge of the noble principles of sustainable development, inclusive growth, global peace and national pride that led to the formation of the Alleem Foundation.

The hallmark of Alleem Foundation is its focus to strive for and support these principles, rising beyond
the barriers of cast, creed, color, religions or nationalities and to support and enlighten all with a mission to put a smile on each of their faces! The logo of the Alleem Foundation best exemplifies this philosophy with its image of four happy faces represented in varied hues of the four primary colors. These colorful happy faces drive home the message of how the simple act of being socially responsible brings about happiness in others’ lives and creates an environment for efficiency and growth.

The Alleem Foundation also serves as the platform that financially and morally supports the endeavors of the various knowledge and networking units of the Alleem Knowledge Center such as Alleem Library, Alleem Brilliant Networking, Alleem Business Congress, Alleem Strategy Clubs and Alleem Executive Education Programs.
About
Dr. Rashid Alleem
Dr. Rashid Alleem is widely known as a visionary and thought leader in business, socio-economic, academic and cultural fields. Known for his strategic thinking, he is respected by peers as a man with qualities of mind and heart.

Dr. Alleem dons many hats and hones various skills and passions. He is currently Chairman of Sharjah Electricity & Water Authority – UAE. He served for over a decade as Director General, Department of Seaports and Customs and Sharjah Free Zones Authority.

He was the driving force in transforming the zones into a strategic commerce hub empowering thousands of businesses in the region, thereby contributing to the development of the UAE economy. He has been instrumental in bringing on board over 12,000 companies from across 157 nations attracting a whopping $40 billion in FDI.

Dr. Alleem’s leadership has helped create business excellence on other fronts as well. His association as
Vice Chairman of World Association of Small and Medium Enterprises, as well as other organizations such as Sharjah Charity International, Sharjah Medical Zone, German Emarati Joint Council for Industry and Commerce and World Trade Development Council in Hong Kong, has seen his contribution enriching the business ecosystem in a noteworthy manner.

An honorary that visits faculty in numerous local and international universities, addressing almost 15,000 people a year, Dr. Alleem truly believes that excellence can be achieved only through sustainability by aligning commercial, social and environmental objectives.

A prolific writer both in English and Arabic, Dr. Rashid Alleem is the author of several books on management and leadership. His book My Green Journey in Hamriyah, a candid account of his endeavours in improving the environment and distributing his green message not only to entrepreneurs, but also organizations worldwide, has been well received. The book has been applauded for its professional and practical approach on many knowledge platforms.
Another book he authored, which is sought after in some circles, is My Leadership Secrets, written in English and translated into Arabic and German language. He frequently addresses a diverse audience on the development of human capital and socially responsible business empowerment initiatives.

In 2001, he founded Alleem Knowledge Center, a non-profit organization, which is a testament to his numerous initiatives and relentless efforts to promote leadership potential and to enrich the tenets of knowledge sharing.

When the financial meltdown happened in September 2008, resulting in the crash of the global economy, Dr. Alleem took up the cudgels and went about creating fresh benchmarks for the industry in an effort to mentor and prepare the industry captains to withstand crisis. Alleem Knowledge Center chalked out an elaborate agenda for organizing various events under the banner Alleem Business Congress and addressed various key issues through this unique forum.
Alleem Business Congress has set lofty benchmarks against the best international practices. Alleem Business Congress provides a wide platform where business leaders meet and work together to address survival strategies as well as the economic, social and environmental challenges of sustainable development by deliberating on Energy and Water, Project Management, Leadership & Management, Marketing & Branding and Sustainable Development.

A commentator par excellence, his contributions on benchmarking overall excellence are much sought after in local and international publications. His thought – provoking articles have been the topic of discussions in various socioeconomic events at national and international platforms. A popular persona with the local and overseas media, Dr. Alleem’s interview with BBC World English Channel for its Middle East Business Report segment broadcast to an international audience created a huge response from home and abroad and more recently he was interviewed by Deutsche Welle – DW a German international broadcaster, for ‘Made in German
Report’. Thanks to his leadership experience gained over two decades in the international business arena, Dr. Alleem is today acknowledged as a ‘Change Leader’ who is striving relentlessly to usher in a new business ecosystem.

Dr. Alleem earned a Ph.D. from the University of Salford, Manchester, UK, and received an honorary Ph.D from Atlantic International University (USA) in recognition of his achievements in the socio-economic fields. With honorary doctorates from Somalia University for Humanitarian Services and American Global International University in the US for his global business contributions and numerous academic achievements, Dr. Alleem is the embodiment of lifelong learning and harnessing intellectual capital.

Testament to his efforts are the various accolades he has received, including an Achievement Award by the League of Arab States in 2007, Gold Medal from the Mayor of Cannes for environmental efforts 2007, Excellence in Leadership award from ASSOCHAM
in India 2008 and Celebrity of the Year by Khaleej Times newspaper.

As a tribute to Dr. Alleem’s administrative acumen, The Leading European Architects Forum (LEAF) award 2008 honoured Hamriyah Free Zone for its support and for recognizing best practices and promoting excellence. He’s been endorsed as a Maritime Personality for 2009 by Marine Biz TV and bagged Global Champion of Climate Change 2011 award.

Dr. Alleem has been awarded and named the Global Champion of Climate Change at the opening of the ‘Youth & Climate Change’ conference organized by the Youth Exnora International at the prestigious IIT Madras campus, in India.

Acclaimed for his unique leadership qualities, Dr. Alleem has been conferred with the Middle East Business Leaders Awards 2012 as a tribute to his acumen in Training & Human Capital Development. He has also been decorated with the Jewels of Muslim World Award 2012 in Jakarta in recognition of his
achievements as one of the top nine movers of the Islamic economics.

He was bestowed with the honour of Environmentalist of the Year 2012 by the Prime Minister of Malaysia Dr. Mahathir Mohamad in recognition of his contributions towards a sustainable environment. Dr. Alleem is recognized as one among the 100 UAE nationals who have contributed immensely to the ‘happiness’ of the UAE, on the eve of the United Nations’ ‘International Day of Happiness’ 2013.

In 2013, he was conferred with ‘Certificate of Knight Award’ for his outstanding contribution in the field of ‘Leadership & Development’ by the International Organization for Standardization (ISO) and also bestowed with the Arab Organization Award for Social Responsibility from the Arab Organization for Social Responsibility in recognition of his CSR initiatives in Hamriyah Free Zone. Dr. Alleem has also been decorated with the coveted ‘2013 Extraordinary Human’ Award by the United Nations World Peace Organization in Washington, United
States, on the occasion of the international day of people with disability.

Early 2014, Dr. Alleem was conferred with an ‘Award of Excellence’ by Daimler-Mercedes Benz Germany for his efforts in protecting the Intellectual Property Rights (IPR) of Mercedes Benz in the Emirate of Sharjah, UAE. Later in May, Dr. Alleem received the prestigious ‘Global Economic Development Leadership Award’ in Cochin, India.

In a rare tribute to the wisdom reflected in ‘Management in the whole of the Arab World’, Dr. Alleem was honoured with the ‘Golden Arrow Award’ on 18th February 2014 in Dubai. On 3rd April, 2014, he was recognized as ‘Goodwill Ambassador for Peace, Care and Relief in GCC Countries, Middle East and North Africa’ by the International Organization for Peace, Care and Relief and Member of the Economic and Social Council of The United Nations. Many people also recognized him as ‘Green Ambassador of the UAE’.
Dr. Rashid was recognized as “THE KNOWLEDGE AMBASSADOR OF UAE 2015” by His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President and Prime Minister of the UAE and Ruler of Dubai.

Under the leadership of Dr. Rashid Alleem, SEWA has been awarded the “GCC BEST EMPLOYER AWARD” in 2016 by the Employer Branding Institute.

Dr. Rashid Alleem

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THE SEWA WAY

MY GREEN JOURNEY HAMRIYAH

I AM COMMITTED

SUSTAINABILITY

THE FOURTH WAVE OF ECONOMY

SUCCESSFUL MARKETING & BRANDING PLAN

Inspirational STORIES

Is Success A Sin?

The 13 Critical Traits of Team Dynamics

MY LEADERSHIP SECRETS

Author of The SEWA Way

Author of My Leadership Secrets

GCC Happiness & Peace Ambassador

GCC Happiness & Peace Ambassador