

Better Business completes a series of “Sense of Urgency” courses for Nuqul Group in the MENA Region

(Amman – February)

Capitalizing on their long-term partnership, Better Business has successfully completed the “Sense of Urgency” Development Program; a series of VIP Consulting & Training Program that was conducted for Nuqul Group’s managerial staff in Jordan and the MENA Region.

The program revolved around the importance of acting immediately in any situation to get the job done within a tight timeline. In Jordan, this program was conducted for six managerial groups, and was followed by the same for Nuqul Group in KSA, Egypt, and the UAE.

On this occasion, Dr. Suhail Jouaneh, the Co-Founder & Chief Learning Officer of Better Business, stated: “We are proud of our partnership with Leading Industrial Group which has become our partner since 2006. We are proud of their trust, which is reflected in commissioning Better Business as the consulting firm for the Group’s SOU training in the region..”

Mr. Nicola Billeh, Nuqul Group’s HR Director, expressed: “Over the past years our collaboration with Better Business has witnessed continuous growth. We decided to benefit from this unique value added service and enhanced the program to include regional staff which emphasizes our commitment towards our most treasured capital. Better Business offers practical, innovative and creative development programs tailored to meet our capacity building direction; the latest program enhanced the ability of

our staff to discover their potential by working under pressure and facing various challenges restricted within a tight deadline.”

Better Business was established since 2003 by a Momtrepreneur; a successful entrepreneur who founded the company. BB specializes in building Corporate Cultures, offering services in Development of Organizational Behavior and Human Resources, providing expertise in Organizational Development, Capacity Building and Talent Management.

Established in 1952, Nuqul Group brings together 31 regional and global companies, 5800 employees and exports its products to over 45 exports markets worldwide.

** END**