

## **Media Coverage Report**

**QFBA Launches Learning Day Series  
June 7<sup>th</sup>, 2010**

Client : QFCA  
Publication : Gulf Times, p.12  
Description : English Daily Newspaper, Qatar  
Date : June 7<sup>th</sup>, 2010  
Circulation : 36,000

---

## **QFBA seminar explores HR possibilities**

**Q**atar Finance and Business Academy (QFBA) started its learning day series yesterday to engage participants on a range of subjects impacting human resources, learning and development, coaching, leadership and talent development.

Several delegates, mostly human resources personnel from different organisations in Qatar, attended the free-of-charge, by-invitation-only event.

The key speaker was Deborah Jones, who has an extensive background in change management and leadership. She holds a Master's degree in Consulting and Coaching for Change from HEC, Paris and Oxford University.

Jones helps professionals set powerful and inspiring goals, providing them support as they work toward their objectives, improving performance and gaining deeper insights into how they can improve and develop further.

She is trained in a results-based coaching system which is heavily influenced by neuroscientific research, action learning theory, as well as psychology and systems theory.

QFBA director Jon Morton stated that the event explored possibly the most critical factor for effective organisational and personal development.

QFBA offers financial services learning and research around the critical issues facing professionals and organisations in the current and future global business environment.

Through its partnership with the Qatar Foundation and the Qatar Financial Centre Authority, QFBA provides learning solutions for entry-level to senior executive professionals in essential financial disciplines within the sectors of banking, asset management, capital markets, insurance and financial services leadership.

Client : QFCA  
Publication : Qatar Tribune, Nation, p.23  
Description : English Daily Newspaper, Qatar  
Date : June 7<sup>th</sup>, 2010  
Circulation : 13,000

---

## QFBA 'Learning Day' series begins

TRIBUNE NEWS NETWORK  
Doha

QATAR Financial and Business Academy (QFBA) commenced its 'Learning Day Series' at its Tower 2 in West Bay on Sunday.

The programme is a series of informal learning sessions that aims at engaging participants on a range of relevant subjects on human resources, learning and development, coaching, leadership and talent development.

Commenting on the programme, Director of QFBA, Jon Morton said: "If the global financial crisis has taught us anything, we should know that organisational and personal learning is more important than ever. The businesses and professionals that maintained their learning throughout times of economic growth are the same that are not only surviving but also developing in this challenging business environment.

"This 'Learning Day' explores possibly the most critical factor for effective organisational and personal development – learning only works if we engage the professional at intellectual, behavioural and belief levels. But if we get the learning right, then it becomes a key organisational benefit."

Several delegates, especially human resources personnel from different organisations in Qatar participated in this free-of-charge event.

Client : QFCA  
 Publication : Al Raya, Business, p.5  
 Description : Arabic Daily Newspaper, Qatar  
 Date : June 7<sup>th</sup>, 2010  
 Circulation : 45,000

## أكاديمية قطر للمال والأعمال تطلق سلسلة "اليوم التعليمي"

والشركات المالية الكبرى، وتلجيمها على المشاركة في السوق التنافسية للخدمات المالية في قطر وفي دولة المنطق. وتجري إدارة مركز قطر للمال وفق أعلى معايير عالمية، مع توفير بيئة تحتية للخدمات القانونية والتجارية بأعلى المستويات لابتعادتها عن المركز. علما بأن مركز قطر للمال قد أُنشئ بموجب القانون القطري رقم 7، وبدأ تناول الأعمال فيه منذ 1 مايو 2005.

تعدن للأعمال. تمثل حيلة مركز قطر للمال الجهاز التجاري والإداري والنظيمي المسؤول عن تويبه الاستراتيجية التجارية لمركز قطر للمال وبناء العلاقات مع الشركات العالمية وغيرها من المؤسسات الكبرى داخل وخارج قطر. ويعتبر مركز قطر للمال هو مركز للأعمال العالمية والتجارية، وسفره هي الدوسا، أسسته حكومة قطر بهدف ابتداء مؤسسات الخدمات المالية الدولية

هي قطاعات المعارف وإدارة الأصول وأسواق رأس المال والتأمين وقيادة الخدمات المالية. كما توفر الأكاديمية التدريب المحفتمس والتطوير لجميع المشاركين التي تساعد على تنظيم تجاربهم التعليمية الفردية. يتم اختيار الإدارة العليا وقيادة الأكاديمية من أبرز كليات إدارة الأعمال العالمي مثل كولومبيا و"INSEAD" وكلية إدارة الأعمال بجامعة ناغارا هي إسبانيا (IESE) وكلية

التعلم. وهي هذا الإطار يقول جون سورتون مدير أكاديمية قطر للمال والأعمال: "الأزمة العالمية المالية أظهرت بشكل واضح أن التعلم التنظيمي والخصي بات أكثر أهمية من أي وقت مضى. وتلك الشركات والقيادات الذين حافظوا على برامجهم التعليمية طوال فترات النمو الاقتصادي هي ذات المؤسسات التي تمكنت من البقاء وتطوير ذاتها هي ظل تحديات بيئة الأعمال التي تعيشها. وربما سيستكلف "اليوم التعليمي" أكثر الوسائل الأساسية بالنسبة للتنمية الشخصية و التنظيم الفعال - هاتين نتيج فقط إذا أُلحقتا بالخيار في كل مستويات الفكر والسلوك والمعتقد. لكن الحصول على التعلم الصحيح يعتبر معلماً تنظيمياً مختلفاً بشكل رئيسي".

والتي العديد من المتدربين ومعلمهم من موظفي الموارد البشرية من مختلف المنظمات في قطر هي المقر الجديد للأكاديمية الواقع في برج مركز قطر للمال 2 في الطابق الغربي للمشاركة في هذا الحدث المجاني والذي لا يمكن حضوره إلا بموجب دعوة مميقة. ومن المتوقع أن يعطى يوم التعلم المقبل، والذي سيعقد خلال الربع الثالث من عام 2010، بنفس مستوى الإثارة.

تعتبر أكاديمية قطر للمال والأعمال، والتي تأسست في قطر، مؤسسة للتعليم والتطوير وتقديم خدمات تعليمية مالية وأبحاث حول القضايا المهمة التي تواجه المهنيين والمنظمات في بيئة الأعمال العالمية الحالية والمستقبلية. من خلال شراكتها مع مؤسسة قطر ومينة مركز قطر للمال، توفر الأكاديمية حلول التعليم لكتاب المسؤولين التنفيذيين العاملين في المجالات المالية الأساسية

الدوسا - الإجابة : تتميز "سلسلة اليوم التعليمي" التي أطلقتها أسس أكاديمية قطر للمال والأعمال (QFCA) بكونها محفزة للتفكير وتركز في ذات الوقت على المواضيع التي تموز "رسالة التعلم". تهدف "سلسلة التعلم" التي تطرحها أكاديمية قطر للمال والأعمال، وهي جلسات غير رسمية للتعلم، إلى انخراط المشاركين في مجموعة من المواضيع ذات الصلة التي تؤثر على الموارد البشرية والتعلم والتطوير والتدريب والقيادة وتنمية المواهب.

وتتنام هي مستهل السلسلة جلسة نقاش مفتوحة حول "أهمية الانخراط في الموضوع"، وغالها بتعرف المشاركين على أهم التواهي التي توصل إليها علم الأعصاب الحديث مثل: كيف تنظم عقولنا المعلومات والمحفزات مانا يملأنا هذا الأمر حول التطوير والتحفيز والقيادة وإدارة العناصر الأخرى وكيف نتج الأفاق المحتملة وكيفية تحسين الأداء التنفيذي الخاص بنا وبالأخرين.

وستقوم ديبورا جوتز، وهي المتحدث الرئيسي في أول جلسة تعليمية والحاضرة على شهادة ماجستير في الاستشارات والتدريب من أجل التغيير من معهد إنش إي سي HEC في باريس وبجامعة أكسفورد، بمساعدة القادة على وضع أهداف قوية وملهمة بالاعتماد على تجربتها الواسعة في إدارة التغيير والقيادة. كما ستهمم بتوفير الدعم اللازم لهم أثناء عملهم على تحقيق تلك الأهداف إضافة إلى تحسين الأداء واكتساب نظرة ثافية أعمق حول كيفية تحقيق المزيد من التطوير والتحسين. وقد تدرت ديبورا على نظام تدريب يعتمد على النتائج ويستند إلى أبحاث العلمية العسية ونظرية تعلم العمل فضلاً عن علم النفس ونظرية

**Client** : QFCA  
**Publication** : Zawya  
**Description** : English Newswire  
**Date** : June 6<sup>th</sup>, 2010  
**Circulation** : N/A  
**Circulation** : <http://www.zawya.com/story.cfm/sidZAWYA20100606122051>

---

## QFBA launches 'Learning Day' series

Press Release

QFBA, 06 June 2010, Designed to be thought-provoking while focusing on topics that envision the 'learning journey,' QFBA commenced its 'Learning Day Series' today.

A series of informal learning sessions, the QFBA Learning Series aims to engage participants on a range of relevant subjects impacting human resources, learning and development, coaching, leadership and talent development.

Kicking off the series is an open discussion on 'Why Engagement Matters' - where participants learn key findings from modern neuroscience such as: how our brains organise information and stimuli; what this teaches us about developing, motivating, leading and managing others; and how to unlock potential and improve 'executive functioning' in ourselves and others.

Key speaker Deborah Jones will take the participants through the first learning session. A Master's degree holder in Consulting and Coaching for Change from HEC, Paris and Oxford University, Deborah draws from an extensive background in change management and leadership to help professionals set powerful and inspiring goals, providing them support as they work toward their objectives, improving performance and gaining deeper insights into how they can improve and develop further. Deborah is trained in a results-based coaching system which is heavily influenced by neuro-scientific research, action learning theory, as well as psychology and systems theory.

Jon Morton, director of QFBA, comments, 'If the global financial crisis has taught us anything, it is that organisational and personal learning is more important than ever. Those businesses and professionals that maintained their learning throughout times of economic growth are the same organisations that are not only surviving but developing in this challenging business environment. This 'Learning Day' explores possibly the most critical factor for effective organizational and personal development - learning only works if we engage the professional at intellectual, behavioural and belief levels. But if we get the learning right, then it becomes a key organisational differentiator.'

Several delegates mostly HR personnel from different organisations in Qatar came together at QFBA's new learning facilities in QFC Tower 2 in West Bay to participate in this free-of-charge, by-invitation-only event.

The next Learning Day promises to be equally as exciting and is scheduled next quarter this year.

- Ends -

### **About QFBA**

*QFBA is a learning and development organisation based in Qatar offering financial services learning and research around the critical issues facing professionals and organisations in the current and future global business environment. Through its partnership with the Qatar Foundation and the QFC Authority, QFBA provides learning solutions for entry-level to senior executive professionals in essential financial disciplines within the sectors of banking, asset management, capital markets, insurance and financial services leadership. QFBA also provides expert coaching and development for all participants that help to map their individual learning journeys. QFBA's senior management and leadership team are drawn from world-class business schools such as Columbia, INSEAD, IESE and London Business School.*

[www.qfba.edu.qa](http://www.qfba.edu.qa)

### **QFC Authority**

*The QFC Authority is the commercial, administrative and legislative body of the QFC which is responsible for*

*driving its commercial strategy, developing its commercial laws and forging relationships with the global corporate community and other key institutions both within and outside of Qatar. The QFC is a financial and business centre established by the Government of Qatar and located in Doha. It has been designed to attract international financial services institutions and major multi-national corporations and to encourage participation in the growing market for financial services in Qatar and elsewhere in the region. The QFC operates to international standards and provides a first class legal and business infrastructure for those operating within the QFC. The QFC was created by Qatar Law No. (7) and has been open for business since 1 May 2005.*

[www.qfc.com.qa](http://www.qfc.com.qa)

**Qatar Foundation for Education, Science and Community Development**

*Qatar Foundation is a non-profit organisation focusing on education, scientific research and community development. Under Qatar Foundation's umbrella are Education City which comprises elite universities, several academic and training programmes and Qatar Science and Technology Park which boasts more than 21 world class companies involved in scientific research and development.*

*Chaired by Her Highness Sheikha Mozah bint Nasser Al Missned, Qatar Foundation also aims to enhance lives through community development initiatives including Doha Debates, Reach out To Asia and Al Jazeera Childrens Channel. Joint venture partnerships in the areas of design, ICT, telecommunications, policy studies and event management contribute to fulfilling the objectives of the Qatar Foundation.*

[www.qf.com.qa](http://www.qf.com.qa)

For more information, please contact:

Susan Lansing

Director, Corporate Development

QFBA

T +974 496 8341 F +974 496 8334 E [s.lansing@qfba.edu.qa](mailto:s.lansing@qfba.edu.qa)

© Press Release 2010

Client : QFCA  
Publication : AMEinfo.com  
Description : English Newswire  
Date : June 6<sup>th</sup>, 2010  
Circulation : N/A  
Circulation : <http://www.ameinfo.com/234534.html>

---

## Qatar Financial and Business Academy launches 'Learning Day' series

- Qatar: **18 hours, 47 minutes ago**
- [PRESS RELEASE](#)

Designed to be thought-provoking while focusing on topics that envision the 'learning journey,' QFBA commenced its 'Learning Day Series' today. A series of informal learning sessions, the QFBA Learning Series aims to engage participants on a range of relevant subjects impacting human resources, learning and development, coaching, leadership and talent development.

Kicking off the series is an open discussion on 'Why Engagement Matters' - where participants learn key findings from modern neuroscience such as: how our brains organise information and stimuli; what this teaches us about developing, motivating, leading and managing others; and how to unlock potential and improve 'executive functioning' in ourselves and others.

Key speaker Deborah Jones will take the participants through the first learning session. A Master's degree holder in Consulting and Coaching for Change from HEC, Paris and Oxford University, Deborah draws from an extensive background in change management and leadership to help professionals set powerful and inspiring goals, providing them support as they work toward their objectives, improving performance and gaining deeper insights into how they can improve and develop further. Deborah is trained in a results-based coaching system which is heavily influenced by neuro-scientific research, action learning theory, as well as psychology and systems theory.

Jon Morton, director of QFBA, comments, "If the global financial crisis has taught us anything, it is that organisational and personal learning is more important than ever. Those businesses and professionals that maintained their learning throughout times of economic growth are the same organisations that are not only surviving but developing in this challenging business environment. This 'Learning Day' explores possibly the most critical factor for effective organizational and personal development - learning only works if we engage the professional at intellectual, behavioural and belief levels. But if we get the learning right, then it becomes a key organisational differentiator."

Several delegates mostly HR personnel from different organisations in Qatar came together at QFBA's new learning facilities in QFC Tower 2 in West Bay to participate in this free-of-charge, by-invitation-only event.

The next Learning Day promises to be equally as exciting and is scheduled next quarter this year.