

# SEC PEAK 2023/24

CORPORATE TALENT ASSESSMENT AND ACCELERATION PROGRAM

## ACCELERATE TO PEAK PERFORMANCE

A GLOBAL BEST PRACTICE PROGRAM: SAUDI ELECTRICITY COMPANY (SEC)

[www.fitt.ai](http://www.fitt.ai)



ROCKET LAUNCH YOUR EMPLOYEE EXPERIENCE

FIND YOUR **FORWARD**  
THROUGH **fitt**<sup>®</sup>  
THE MULTI AWARD-WINNING  
**TALENT SOLUTION**

Forbes  
| Councils

CIPD | Middle East  
People Awards

WINNER  
SUSTAINABILITY  
Innovation Awards 2022  
Entrepreneur

Winner  
Tech  
INNOVATION  
AWARDS  
2021  
Presented by  
Entrepreneur

Winner  
THE FUTURE OF  
HR

# SUSTAINABILITY Innovation Awards | 2022

fluidmeet

lifeinscreen

EMC

Entrepreneur

CONSTRUCTION

Business

Healthcare

Design



**The Award-Winning SEC Program**

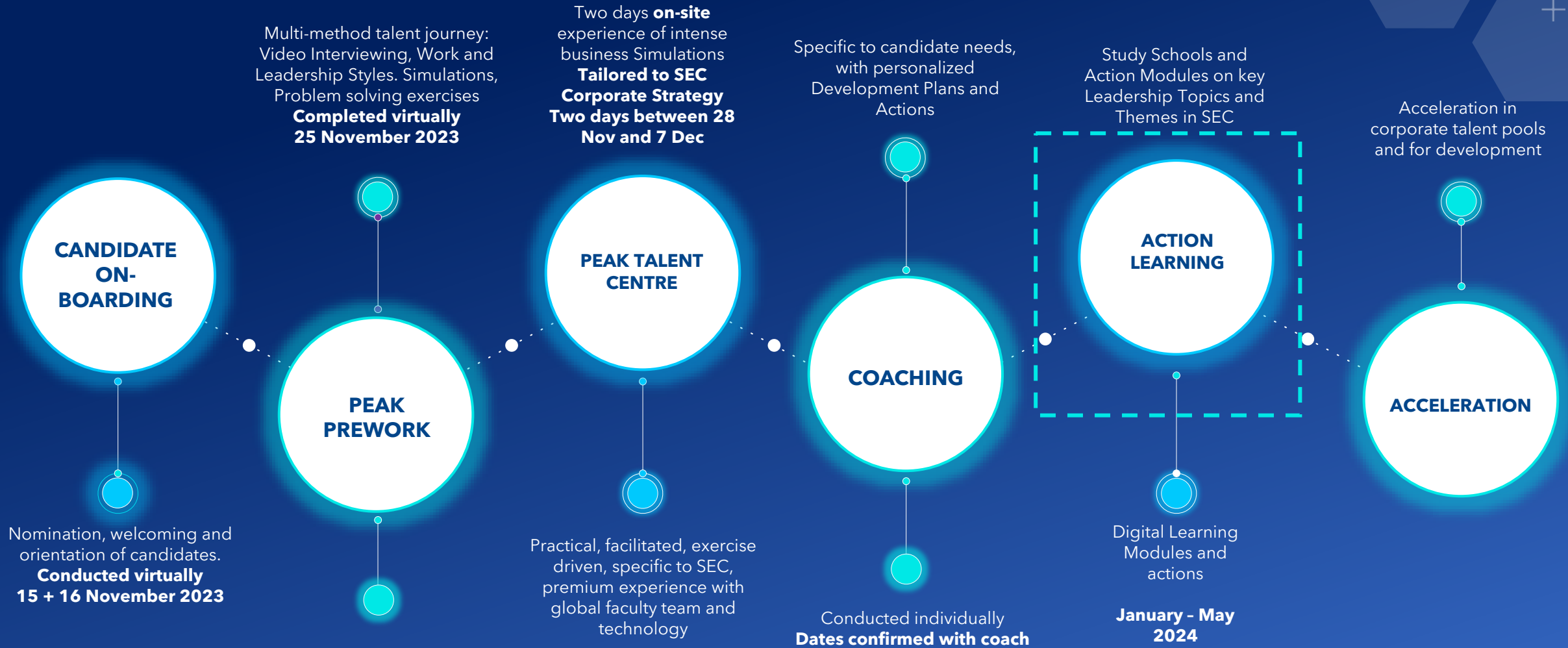
# SEC Competence Model

Domain	Business and Operations	People and Customers	Sustainability and Processes	Stakeholders and Interaction	Commercial and Global	Future of Work
Competencies	Vision and Strategy	Customer Focus	Driving Processes and Compliance	Stakeholder Management	Commercial Acumen	Innovating for Growth
	Performance and Execution	Building High Performance Teams	Managing Risk and Continuity	Emotional Intelligence and Inclusiveness	Negotiating Outcomes	Digital Readiness
	Change Management	Influence and Executive Presence	Data Analytics and Forecasting	Resilience and Energy	Global Awareness	Agility for Complexity

**Main Competencies**

**Corporate Competencies**

# SEC PEAK JOURNEY



# PREPARE FOR PEAK



**COMMIT**



**EXCEL**



**PEAK**

# SEC PEAK PROGRAM

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## ACTION MODULE 1

A LEADERSHIP BRAND FOR THE FUTURE

**Exponentiate your impact**

Dr Danie du Toit

# COURSE OUTCOMES

At the end of this course you should be able to:

- Clearly define what a leadership brand is
- Identify, articulate and verbalize your unique leadership strengths
- Position and market your leadership brand
- Future Proof your Leadership Brand



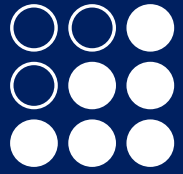


# GETTING STARTED

For this action module you need:

- A notebook and pen
- An open mind
- An engaging approach
- Your PEAK Development Report
- Visit the SEC PEAK Website





**PEAK**  
by fitt



# Section 1

WHAT IS IN A BRAND

This is Me. I am This



# ACTIVITY 1:

## WHAT IS IN A BRAND

Below are 10 of the world's leading brands with a list of adjectives and attributes describing that brand.



Innovation, technology and humans as one, product superiority



Energy sustainability, global market leader, economic enabler



Athletic Performance, winning, achievement, movement



New world of transport, planet sustainability, disruptor



Entertainment, access to content,



Access to information, knowledge on demand



Happiness, family, refreshment, memories



Global connectedness, reliability, product mover



Community of fans, legacy, championship excellence



Simplicity, construction, building something new

# ACTIVITY 1:

## WHAT IS IN A BRAND

We need three volunteers for this exercise. Looking at the global leading brands above, share with us:

- How would **YOU** describe this brand?
- What makes this brand **special**?
- How does this brand create **competitive advantage**?



# CHARACTERISTICS OF A BRAND

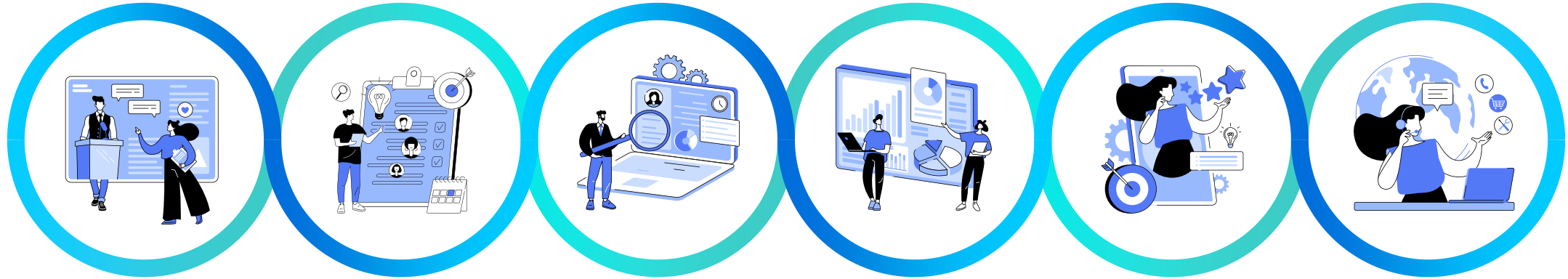
IDENTIFY. AMPLIFY. ACCELERATE



A brand is a collective description of the **functional and emotional** attributes of a person, product, service or offering

# LEADERSHIP BRAND ROAD MAP

Build a brand STEP BY STEP



## Who

Understanding who you are and what you represent

## What

What is it that differentiates you, what makes you special

## When

In which contexts do you find yourself expressing your brand most strongly?

## Where

Where do you find your leadership brand most amplified?

## Why

Why is your leadership brand unique? Why is it important to be you?

## How

How do you articulate your brand, how do you bring it to the fore?

## THE 5W 1H MODEL FOR LEADERSHIP BRAND



DE BEERS

DIAMONDS ARE  
FOREVER

L'ORÉAL®

BECAUSE YOUR  
WORTH IT



JUST DO IT



SHARE JOY



# ACTIVITY 2:

## DESCRIBE A LEADER

Think about a great **SEC** leader. This can be someone from the past or present. It can be a superior, a peer, or even a subordinate.

- Jot down a list of characteristics that you associate with that leader
- Create a slogan for this leader
- Now that you have done this, create a slogan for yourself as a leader. Jot it down in the comments section.





# Section 1

## WHAT IS IN A BRAND

This is Me. I am This



Wrapping Up. Let's explore the below video together  
<https://www.youtube.com/watch?v=CTFQy03A7c8>

# Section 2

## LEADERSHIP STRENGTHS

I have arrived. Here I am





# YOUR LEADERSHIP STRENGTHS

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ARE YOUR **UNIQUE, INTEGRATED, MOBILIZING** ATTRIBUTES - YOUR  
**SECRET SAUCE**

# VALUE OF KNOWING YOUR STRENGTHS

## BETTER PERFORMANCE



Research shows that leaders who understand their strengths are more than 2X as likely to perform in their job roles than those who do not.

## HIGHER ENGAGEMENT



Leaders who understand their unique strengths are more engaged, and enjoy their jobs more.

## FASTER MOBILITY



Understanding your particular strengths supports you in accelerating your career mobility - in your current organization, or outside of it.

## AUTHENTIC APPLICATION



Knowing your strengths allows you to be sincere, authentic and genuine. This reduces risk for work burnout, provides you with energy and enables you to express yourself.

# UNIVERSAL STRENGTHS FRAMEWORK



## CORE STRENGTHS

### **Collaboration and teamwork**

Communicating with Impact

### **Building Relationships**

Planning and Organizing

### **Analyzing Information**

Managing Resources  
**Continuous Learning**



## ENABLING STRENGTHS

### **Delivering results**

Decision Making

### **Working Under Pressure**

Focus on Quality and Standards

### **Managing Performance**

Delivering Processes  
**Managing Conflict**



## LEADERSHIP STRENGTHS

### **Driving Innovation**

Customer Focus

### **Business and Commercial Acumen**

Empowering Others

### **Networking**

Influencing

### **Developing People**



## FORWARD LOOKING STRENGTHS

### **Data Analytics**

Leading Change

### **Strategic Forecasting**

Managing Ambiguity

### **Learning Agility**

Solutioning Complexity

### **Digital Mindset**

# ACTIVITY 2:

## RATE YOUR STRENGTH AWARENESS

Explore the questions below. Rate yourself on the attached scale on each of the elements

Element	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
I know what my unique strengths are	1	2	3	4	5
When my colleagues describe me, they will accurately describe my strengths	1	2	3	4	5
I regularly apply my strengths in work contexts	1	2	3	4	5
I have an active development plan for my strengths	1	2	3	4	5
I lead my team through my strengths	1	2	3	4	5

Reference your PEAK Development Report:

Role	Description	Managing Preference
<b>Chair</b>	Brings purpose, structure and order to the team	Bring the team with you, empower and collaborate
<b>Driver</b>	Results-orientated, determined for outcomes	Spend the required time for strategic planning
<b>Innovator</b>	Imaginative, original, creative explorer	Ensure ideas are actionable and practical
<b>Critic</b>	Analytical and challenging towards standards	Critique in an inclusive manner
<b>Networker</b>	Engaging, outward focused, building contacts	Maintain and nurture relationships
<b>Perfectionist</b>	Detail and rule conscious, intolerant of low quality	Do not lose sight of the bigger picture
<b>Team Player</b>	Empathetic, collaborator, building harmony	Take the lead when needed
<b>Implementer</b>	Disciplined, diligent, organized towards goals	Spend time on value adding activities



# KNOW YOUR ROLE

# ACTIVITY 4:

## PLAY TO STRENGTHS

This activity has two parts. It is a group activity.

### Part 1

List your three most prominent strengths. You can use your PEAK Talent Map, or simply reflect on how you know well you know yourself. Let's get some feedback.

### Part 2

Now that you know your individual strengths, let's see how this plays out in a team. As a team, you have the following objective: You are the executive committee for E-SAUDI ENGINES. You need to develop a new Electric Vehicle (ELV) specifically for the Saudi Arabian Market. Focus on:

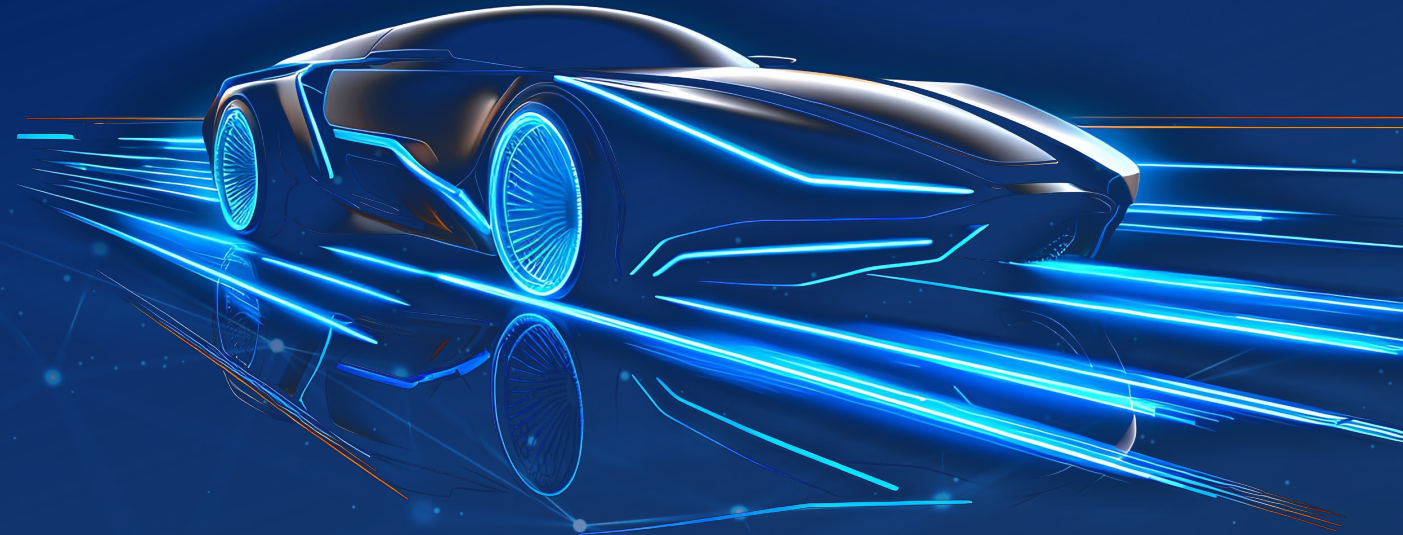
- **Need of the market**
- **Unique attributes of your product**
- **Organizing your internal resources**
- **Your go-to-market campaign**





# START YOUR ENGINES

Now, let's revisit one of the PEAK Exercises; in which you had to bring an ELV to the KSA Market. Only this time, we want to focus on **BRAND**

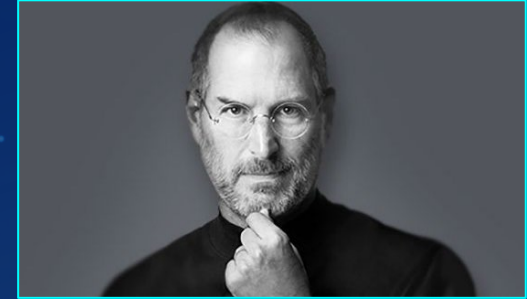


## Focus On:

- What are the elements of a powerful **motor brand**?
- What is the best way for such a brand to communicate those elements?

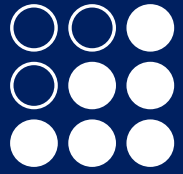
# SECTION 2: LEADERSHIP STRENGTHS

I have arrived. Here I am



Wrapping up.

What are the strengths of these leaders?



**PEAK**  
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# Section 3

MARKET YOUR BRAND  
Marhaban. World.



# ACTIVITY 5:

## COMMUNICATING A STORY

Rate SEC's performance on communicating its brand. Reach consensus as a team. Debate robustly. Now, converse on where you can bridge gaps.

Element	1 Poor	2 Worse than most	3 Average	4 Better than most	5 Excellent
SEC is known globally for its brand and products	1	2	3	4	5
International talent will seek to join SEC	1	2	3	4	5
In the Kingdom, we are a clear employer of choice	1	2	3	4	5

# PERSONAL BRANDING FRAMEWORK



Professional Title



Qualifications



Certifications



Experience



Demographics



Top skills



Knowledge



Strength Areas



Work Approach



Interests



Personal Mission  
(Desired Impact)

# ACTIVITY 6:

## TALKING ABOUT YOU

Take a moment to scrutinize your LinkedIn Profile. If you can, open it up on your mobile next to you. Now, use the following principles and tips for an excellent LinkedIn profile

- **Tip 1: Choose the right picture and background image**
- **Tip 2: Tell your story, not your summary**
- **Tip 3: Be clear, be specific**
- **Tip 4: Grow your network**
- **Tip 5: Engage your key audiences**

# THINKING OUT LOUD: YOUR BRAND IN THE DIGITAL AGE

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*“Social media can be a powerful tool to build a personal brand and make a candidate attractive”*

Andy Sumner, MD Monster Ireland and UK

# THE AAA-MODEL

OF COMMUNICATING YOUR BRAND



## Authentic

Be sincere, be who you are.  
Do not try and model  
someone else.



## Applicable

Understand your target  
audience. Be specific, and  
be focused.



## Aspirational

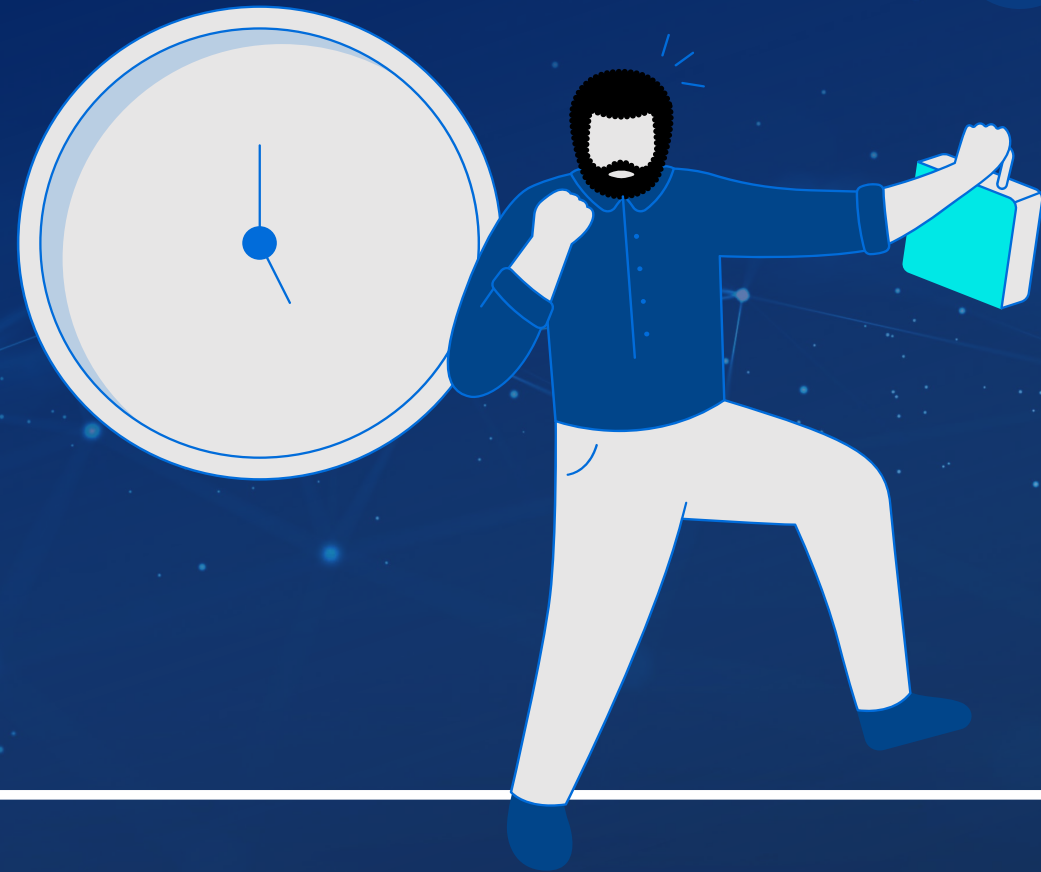
Generate excitement. Share  
your story. Create moments  
of impact.



# ACTIVITY 7:

## THE ELEVATOR PITCH- AGAIN!

Each of you will have **two minutes** to deliver an elevator pitch. The idea of an elevator pitch is to present a **powerful, inspiring and succinct** overview of your brand. The facilitator will give feedback on every presentation. Apply what you have learned in this course so far.



# On which of the SEC Competencies do you have to focus on to further develop your leadership brand?

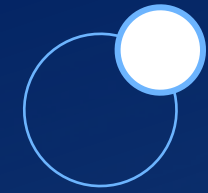
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## Main Competencies

## Corporate Competencies

# RESOURCES FOR ACTION

## MODULE 1



### Further courses to explore

<https://www.udemy.com/course/personal-branding-intro/>  
<https://www.udemy.com/course/personal-branding-mastery/>  
<https://www.udemy.com/course/linkedin2017/>  
<https://www.coursera.org/learn/professional-brand>  
<https://www.coursera.org/learn/self-marketing>

### Internet links to access

[https://www.youtube.com/watch?v=eyl\\_Rkrm8GU](https://www.youtube.com/watch?v=eyl_Rkrm8GU)  
<https://kobra.social/self-marketing-and-self-promoting/>  
<https://maribrandsforyou.com/theres-a-difference-between-self-promotion-and-selfishness/>  
<https://fabrikbrands.com/how-to-sell-yourself-the-art-of-self-promotion/>  
<https://www.youtube.com/watch?v=xg2ygCywnd4>

### Articles to read:

<https://hbr.org/2008/03/11-ways-to-build-your-personal>  
<https://hbr.org/2011/03/reinventing-your-personal-brand>  
<https://www.forbes.com/sites/carolinecastrillon/2019/02/12/why-personal-branding-is-more-important-than-ever/?sh=43d967a62408>  
<https://news.gallup.com/businessjournal/121796/value-personal-branding.aspx>  
<https://www.forbes.com/sites/williamarruda/2013/10/08/three-steps-for-transforming-employees-into-brand-ambassadors/?sh=40cb977b1040>  
<https://www.ccl.org/articles/leading-effectively-articles/whats-your-leadership-brand/>  
<https://www.ccl.org/categories/leadership-brand/>  
<https://www.rbl.net/insights/articles/the-value-of-a-leadership-brand>

### Books to read:

<https://www.amazon.com/Brand-Called-You-Business-Marketplace/dp/0071597506>  
<https://www.amazon.com/LinkedIn-Personal-Branding-Ultimate-Guide-ebook/dp/B08V75NDS4>

# HOUSEKEEPING.

## CHECKING IN

### Important Priorities

- Complete your coaching sessions
- Make sure you can access your digital learning



CLOSE

PEAK

EDGE ELV BUSINESS SIMULATOR

UNIVERSITY OF CAMBRIDGE

WHAT MARKET TRENDS  
ARE YOU OBSERVING  
AROUND YOU?

