



We Care



Our People



Team Work



Commitments



Self Improvements

# COMPETITION MAKES US STRONGER



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## No Competition, No Progress!

Competition has been around forever. Without competition there would be no evolution, no inventions, no growth. There would be no advancement for the human race!

One of my favorite stories about how competition makes us winners and frontrunners; is the story about "Putting a Man on the Moon". It started in 1955, as both the US and the USSR (back then there was a coalition called the Union of Soviet Socialist Republics), announced their intentions to launch satellites into orbit. As a fact, it was the Soviet Union who conquered space first, who launched Sputnik satellite in 1957. The following year, the Soviets launched a bigger satellite, Sputnik 2, carrying this time a dog into orbit. The Americans watched in dismay and wanted equally to be in space. That's when the great space race started, and competition between the 2 superpowers to "Put a Man on the Moon" began. Nonetheless, and for the next 5 years the Soviets continued to grab the headlines, putting the first human in space (Yuri Gagarin) in April 1961. "I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon", stated the US President J.F Kennedy to the US Congress in 1961. On 21 July 1969, American astronaut Neil Armstrong took his first steps on the moon, declaring: "This is one small step for man, and one giant leap for mankind". This quote was heard around the world, a timeless quote, an inspiration to all of us!

## Competition Makes Us Stronger!

Competition doesn't just create winners and success stories; it leads to transformation and

improvements. It builds high-performing entrepreneurs and successful business leaders. It makes us all wanting a better life than what we currently have, presents us with many new opportunities to stand out and grow. Competition builds stronger personalities, resilience, and equips us with determination.

## But what is winning for us at Al-Bahar? And how does competition make us winners?

Winning could be defined for each one of us at Al-Bahar in a different way, it could be attaining higher market share for the products we represent at BPC. It could be achieving our monthly sales targets at EGTC and BCPC. It could be reaching more customers at OTC, achieving higher invoice value at Cloud 9, or delivering our products on-time and per procedure to our dear customers at BEEA and BCPC. It could be realizing better profitability to the company by our finance and R&C colleagues. It could be achieving a reduction in attrition and establishing a healthier working environment by our HR team. It could be implementing new systems and attaining an improved process by our IT staff. All these goals and objectives, and once attained, will enable us to better compete, and better face the challenges of the market. When the individuals achieve, the team achieves; and our shared vision of "Being the Most Trusted and Best-in-Class Partner" will be realized. If we can all be aligned on our targets, aware of what is winning, then we can have momentum, move forward, and compete best in the marketplace.

## Techniques to Compete Best:

For me, and if you have visited my office, you shall see on my desk our Al-Bahar "Daily Planner"; as I usually recite my weekly objectives and fix my Do-List with the tasks that will require my attention at any given day. This planning process is usually linked with my monthly priorities, with our annual corporate objectives, and all connected to our longer-term goals and aspirations. Below always worked for me and in my career.

- **Clearly set your short-term and your long-term Goals:** What career goals do you want? What are your financial goals? Where do you want to be in your health and fitness journey? What do you want to have with your family? What do you want to learn? And what do you plan on giving back to your community?

- **Set clear Strategies:** How will you go on improving your career? Your health? What will you learn new? How will you deliver on your monthly targets? What do you want to change in your daily routine, and how will you go doing so? This is called strategizing. You would be surprised at how many people overlook the "How to?" part! But those who do know what they want and how they will go on realizing their goals, they will come every day to work and compete, they will bring their best game every day, and be winners!
- **Make a weekly Action Plan:** The set goals must be broken down into parts that can be accomplished week after week, and month after month; otherwise, it won't happen. It's about "I'm going to do THAT!" So, give yourself 60 minutes every week to do your planning session, to write down your objectives and what will you accomplish next week. During this recurring appointment with yourself (which is best done on Saturday night or early Sunday morning), you will reflect on your long-term goals and your notes, and you may brainstorm realistic milestones that can be achieved in one week, or in the upcoming 30 days.
- **Last, write down your top tasks in your Daily Planner.** Having done your strategy and weekly action plan, you need now to focus on the daily tasks and activities. You need to connect the dots. If you do that, you are already in the top 5% of the "planners" in the world, and soon you will start using your weekly action plan as a reference for your daily plans, you will be unstoppable. You will be able to compete best and achieve your goals and the company goals.

*Bill Gates once said - "I am not in competition with anyone but myself. My goal is to improve myself continuously", and I want you all to remember this charismatic quote, and to remember our values at Al-Bahar. Hence, if you are hungry for success, more accomplishments, happiness, achieve more wealth and more advancement in your career and life, you got to know how to compete honorably, you got to learn how to improve daily, how to plan ahead, how to live with a purpose, how to win, how to give back, and how to stay focused on your long-term goals and objectives.*