

Entrepreneur SUCCESS STORY Cynthia Haddad Abou Khater



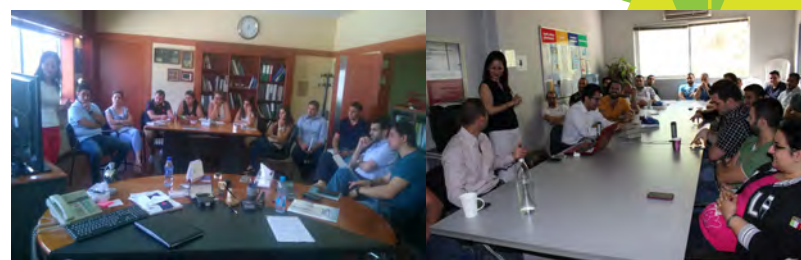
Technica is an innovative automation solutions provider for the Middle East, GCC, Europe, Asia & Africa, founded in 1982. Technica works in various different industries, including: dairy, beverages, water, food, paper & carton, chemicals, plastic & glass.

MOTIVATION

- ▼ To gain an understanding of how to move the business onto the next growth stage
- ▼ To set the business on the right track for second generation management
- ▼ To develop strong leadership & management skills
- ▼ To embrace life and make the right choices

ACTION

- ▼ Participated in the Mowgli Mentoring Experience (MME) program from 2011 to 2012
- ▼ Committed to the program and has continued the mentoring relationship with her Mowgli Mentor, Mohammed through regular contact



ACHIEVEMENT

- ▼ Addressed personal doubts about the direction the business was taking
- ▼ Gained practical and emotional support to realise her goals
- ▼ Expanded the business' product line/product offering
- ▼ Entered into new markets
- ▼ Employed 11 new members of staff
- ▼ Awards:
 - All World Arabia 500 Finalist in 2012 and 2013
 - Lebanese Excellence Award (LEA) in 2010 and 2013
 - Global Healthy Workplace Award (GHWA) in 2012 and 2013

Cynthia Haddad Abou Khater

Technica, Lebanon



Despite this, Cynthia says she gained a huge amount from the 3-day initial Kickstart workshop: "I loved it! The workshop helped me to gain a better understanding of my aspirations. Saying out loud the ideas that were in my head clarified what I was looking for in life, and facilitated me setting my personal and professional goals.

a new product line over the year. Speaking today, Cynthia is enthusiastic about the company's progress: "Technica has tremendously improved its technical skills and solutions innovations over the years. This enabled us to win projects against major European companies for regional and multinational clients."

Technica, an innovative automation solutions provider, was founded in 1982 by Cynthia Haddad's Father,

Tony Haddad. "He had the dream to create and build equipment and machineries in Lebanon to sell to the world" says Cynthia. In 2007 Cynthia joined the family business for a temporary mission to assist the team in a quality management project, and has been working at Technica ever since. Cynthia acknowledges her initial reluctance to join the family business, "I wanted to fly with my own wings. I worked in an advertising agency after graduating and then took a marketing position in a movie distribution company." Ultimately though, Cynthia wanted to pursue a career that enabled her to make a positive change in her community. "I always felt that I was working on my Father's dream and I was constantly looking for ways to pursue my passion."

In 2011 Cynthia was selected, along with 3 other entrepreneurs from the Lebanese League for Women in Business (LLWB), to join a Mowgli Mentoring Experience (MME) program. Prior to joining the program, Cynthia admits she was unfamiliar with the concept of mentoring and this was to be her first experience.

"Over the course of the mentoring relationship, Cynthia's mentor, Mohammed S. Zawaideh, helped her to overcome some of the fears and reservations she had in her professional and personal life. "My mentor helped me to reflect on my motivations; to understand what my passion is and what I really wanted to do on a personal and professional level. He helped me discover how my family business is in line with my own passion, and how I can fulfil my personal satisfaction by working with our family business". Cynthia is still in touch with Mohammed who, incidentally, had met Cynthia's brother through another business network, which gave them an additional connection.

Cynthia has credited Mohammed with helping her to overcome a number of personal and professional obstacles. At the end of the year she had developed a better understanding of how to move Technica onto the next growth stage, and felt more confident in her business decision-making skills. She was also able to take steps to better balance her work and family life. Under strong leadership, Technica safeguarded the existing team members' jobs, employed a further 11 new members of staff, acquired new partnerships, entered new markets and developed

In addition to this, Cynthia now has the opportunity to give something back, "We are now working on a Technica Academy that will increase the competencies and skills of our workforce, because we believe our most valuable asset are our employees and our strength is the solutions they provide."

Furthermore, Technica are hoping to make an impact in the community by creating work opportunities for Lebanon's youth, incentivising them to keep their talents in Lebanon. "We are currently working on the succession plan between Generation 1 and Generation 2 and training our future leaders for their new positions. This is as part of the transformation phase that we have set our vision for 2020, where we are looking to double the size of the company and become the preferred partner in the region."

It looks like there are plenty of reasons to celebrate. Over the past 5 years, Technica have received a number of awards, including Arabia 500 in 2012 and 2013, the Lebanese Excellence Award (LEA) in 2010 and 2013 and the Global Healthy workplace award (GHWA) in 2012 and 2013."