

# “Jahiz” Platform reviews the means of Zero Bureaucracy through Behavioral Changes

The 17<sup>th</sup> Masterclass session, launched via “Jahiz” initiative, was opened by Her Excellency Huda Al Hashimi, Deputy Minister of Cabinet Affairs for Strategic Affairs. The session also hosted the global author and speaker Martin Lindstrom, founder and Chairman of Lindstrom, the world’s leading brand & culture transformation company.

The session was held within the framework of “Zero Government Bureaucracy Program”, launched by UAE to simplify and reduce government measures and eliminate redundant procedures and requirements, with a view to enhance efficiency, quality and flexibility in the UAE Government.

Martin Lindstrom reviewed aspects of behavioral change that would be adopted to achieve the goals of the “Zero Bureaucracy Program”. He further elaborated on practical strategies that would help government employees make faster decisions and enhance communication by changing views and behaviors concerning the new ideas while creating change.

TIME Magazine has named Lindstrom as one of the “World’s 100 Most Influential People” for eight years running. He was chosen among the 50 best business thinkers in the world. In 2021, Lindstrom was chosen to be the top influencer on LinkedIn in United State. He was also named by New York Times as the author of 8 best-selling books, which have been translated into 60 languages.

“FAHR” encouraged the Federal Government employees to watch the session translated via “Jahiz” platform for the future of government talent, as part of the **“Personal Productivity and Competence in the Digital Era”** skills package.

## “Jahiz”

“Jahiz” initiative was launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai by the end of 2022. It has become a transformational project that contribute to developing employees, investing in their capabilities, and enhancing the readiness of government talent with the skills of the future, and improving their participation in implementing the leadership’s directives and ‘We the UAE 2031’ vision.

The initiative contributed to refining the skills of 50,000 employees in more than 50 government entities, who received more than 800,000 training badges after completing one million hours of training to enhance their readiness with the future skills, including Data and Artificial Intelligence Skills, New Economy Skills, Cyber Security Skills, Digital Skills and Productivity Enhancement and Achievement Acceleration Skills), while focusing on enhancing employees’ productivity, equipping them with the skills needed for the future to be able to keep pace with the rapid changes in government work.

“Jahiz” is a new model of government work that focuses on upgrading readiness for the future, by empowering government cadres with the best global future skills, to keep pace with the requirements of a rapidly changing world and perceive new topics and emerging fields that will have a significant impact on shaping the future.

“Jahiz” Digital Platform provides the Federal Government employees with four main sets of future skills that include 20 sub-skills for the future. The Platform includes a digital wallet of future skills for each government employee, which represents an inclusive portfolio, linking employees’ achievement in acquiring skills with job performance. In the Platform, participants receive achievement badges upon completing the requirements of the future skills.

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