

COACHING
COMMERCIAL TRAINING
CEMENT APPLICATION TRAINING
CONSTRUCTION PROJECT MANAGEMENT ASSISTANCE



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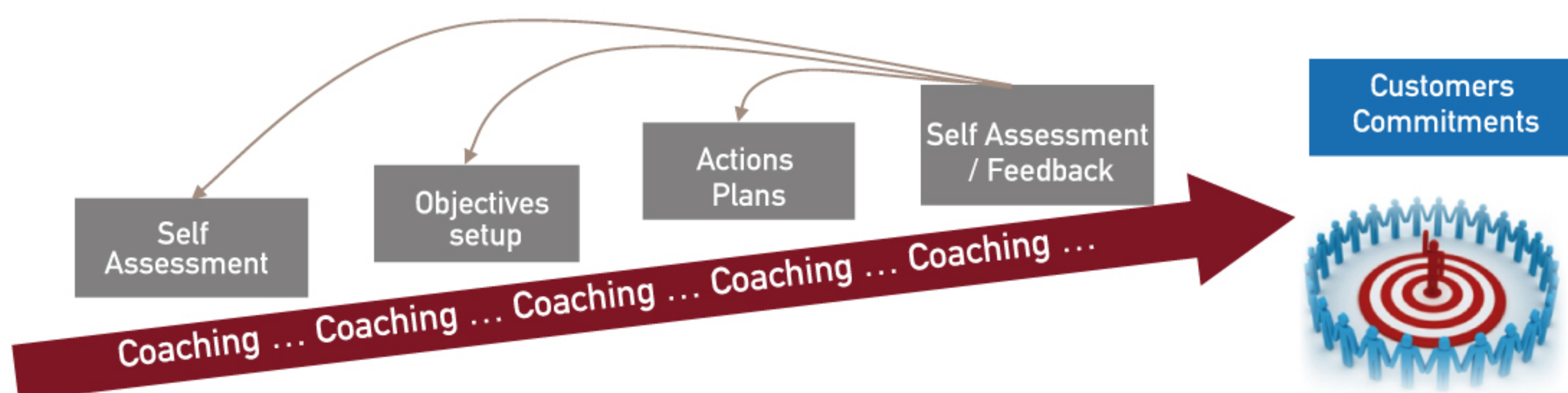
COACHING FOR SALES PEOPLE

- Improve good performance
- Correct low performance
- Support learning and development
- Facilitate problem solving



THE PRINCIPLE OF COACHING

Continues improvement



SUPPORT SALES TEAMS BY INTEGRATING NEW TOOLS AND PROCESSES TO LEAD THEM TO COMMERCIAL EXCELLENCE :

the implementation of new working methods,
the implementation of new methods to do business,
customer orientation.



COACHING FOR DEVELOPMENT

Target the individual development of people:

the potential of people,

their development,

the mindset and behaviour,

the solutions oriented skills.

The change of people management,

The developing of leaders skills to coach, ...

TECHNICAL AND COMMERCIAL TRAINING

This covers the cement and its applications

ASSISTANCE

- Assistance in setting up or improving business organizations and marketing

- Assistance in the field of construction:

- choice of design offices,

- selection of companies,

- monitoring and control of the works.

HAFEDH BEN ARAB CAREER SUMMARY

Education:	1983 : Civil Works Engineer – ESTP (Paris) 1980 : Master of Mathematics & Mechanics of Continuous Environment (Paris VI and VII) 1978 : Bachelor Mathematics (Paris VII)
Others:	Member of ICF (International Coaching Federation) Brain Based Coaching Certificate (NeuroLeadership Institute)

PROFESSIONAL CAREER

21 September 2018 to date	Creation of HBAAdvisor: Consultant & Coach
February 16 to September 20, 2018	Advisor to the President of HANISA GROUP
October 1999 to February 2018	Several assignments at LafargeHolcim and Holcim in Africa and Middle East, Belgium and France : Ivory Coast: Marketing and Business Development Director, Human Resources Director (Acting), Communication Director (Acting) Africa and Middle East: Coach in Commercial Excellence (Qatar, Lebanon, Cyprus, Morocco, Ivory Coast, Guinea Conakry, Madagascar, Reunion Island, Kenya, Uganda) United Arab Emirates: Sales and Marketing Director France & Benelux: Missions Manager at the European Aggregates Production Organization (Recycling, Marine Aggregates, ...), Director Holcim Aggregates for Northern France and Belgium; Director of several companies of the Holcim France & Benelux Group
1983 - October 1999:	Viafrance (Eurovia) in France

TECHNICAL & MANAGERIAL TRAINING

2017: LafargeHolcim Commercial Academy by HEC/Paris

2017: Leadership advantage : customer focus 3.0 / online training

2013: QlikView-customer excellence academy for better business decisions / Paris

2012: Tailor made course on concrete technology / Doha

2009: Holcim leadership seminar / Geneva

2009: Promoting trenchless technology in the Middle East / Abu Dhabi

2008: Management seminar / University de St Gallen

2007: Course of cement application / Holderbank

2004: Management Seminar (University of St – Gallen – Zurich)

EXPERTISE

2000 : Certificate of Expertise & Arbitration (Institute of the Expertise in Paris)

COACHING

2015 : Certificate of completion brain-based coaching / London

2017: Hypnoses Therapy, Technician Level (French institute For Erickson and Humanist Hypnos, Paris). As complement to coaching skills.

PUBLICATIONS & CONFERENCES

Study for the use of recycling products and marine aggregates / Brussels

Co-author of 2 recycling works with the SIM (Society of Mineral Industry) / Paris

REFERENCES



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