



**OUTWARD BOUND OMAN™**

unlocking human potential

**OUTWARD BOUND OMAN**  
**ANNUAL REPORT**

**2015 - 2016**

# A FOREWORD FROM THE CHAIRMAN

As we continue with our growth plan, I am pleased to see that the construction of our first National Training Centre has started in the Sharqiya sands. This centre is going to be educational in every respect, and will be self-sustainable, using solar panels to generate energy, and a bio-digester to treat our water on-site. In addition to being a hub for our Outward Bound training courses, the centre will act as a base for field and environmental research; an automatic weather station located on the roof will enable students and researchers inside and outside of Oman to monitor the local conditions at any time, day or night.

I am also pleased to announce that preparations have started for the second centre in Muscat, which will not only act as an administrative headquarters for Outward Bound Oman, but also as a training facility for corporate groups, and for schools and colleges. Both of these centres are unique and iconic buildings, and once ready, will enable us to work with greater numbers of people, both young, and not so young.

Part of being a member of an international community means that every two years, we are externally inspected. Last year saw us reviewed by Outward Bound International, and I am delighted to say that we received a very healthy and positive report, evidence of the professionalism of the people that work in our organization, and the transparent processes and governance that we follow.

Outward Bound Oman courses are unique, and of an international standard, delivered by Omani staff who understand our culture. The courses are constantly being developed and reviewed to provide even more enduring and relevant outcomes for participants, something that we will work hard on to measure and share with our stakeholders in the coming year.

Reaching to this level, and growing still further would not have happened without the support of His Majesty Sultan Qaboos bin Said and his government, and all of our commercial sponsors and partners. I am thankful to everyone who has contributed to this wonderful success story, either directly or indirectly.



I hope that you feel as proud as I do to see the growth of Outward Bound here in Oman, and the part that you have played in that journey. Your investment in the next generation benefits our nation directly, and I hope you will continue your support in the coming years.

**Hilal Al Mawali**  
Chairman

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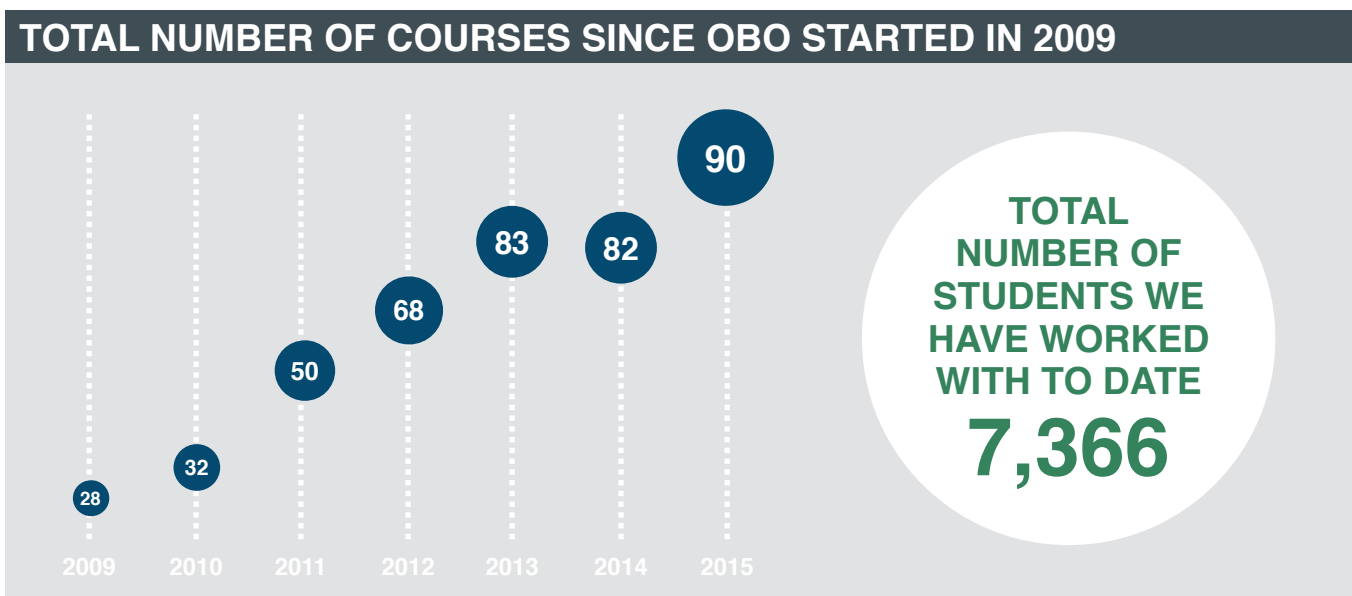
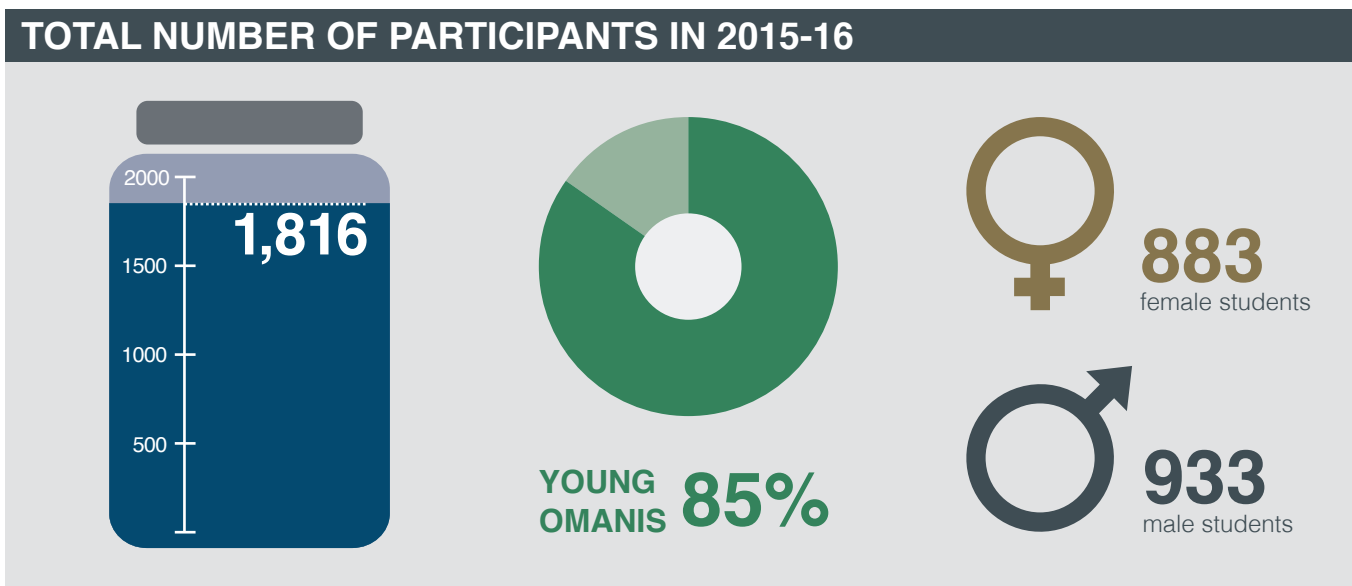
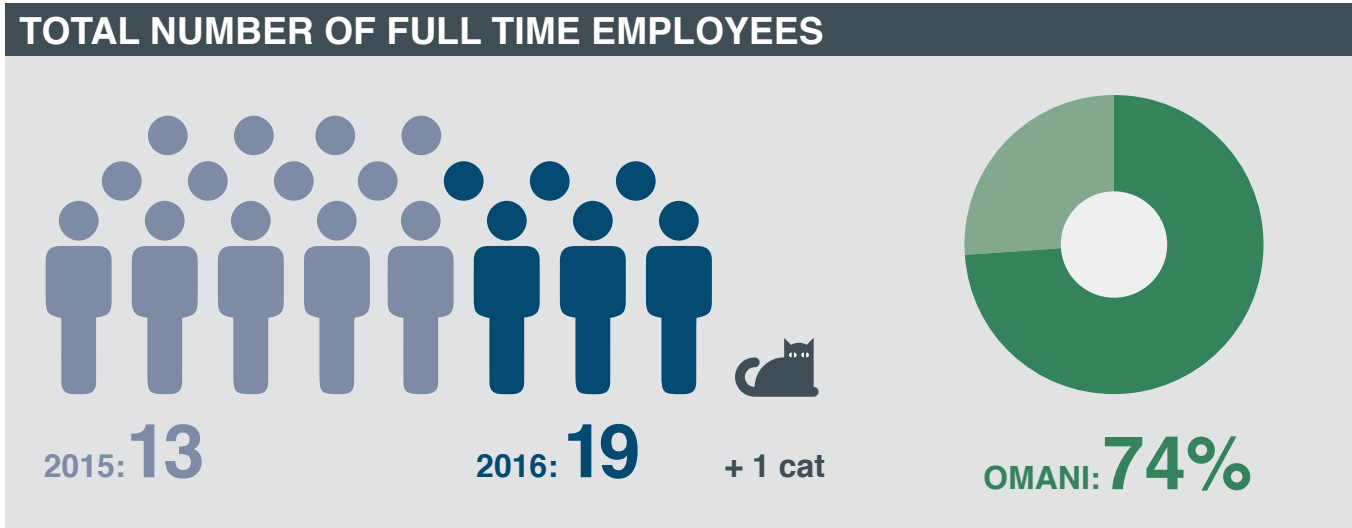
Founding Partners:



In Partnership With:



# OUR YEAR AT A GLANCE



# A MESSAGE FROM OUR PATRON

The economic pressures facing our nation, and the region, are well known, and make the work of Outward Bound here in Oman more important than ever. In a year that saw Outward Bound celebrate its 75th anniversary since being established in the UK in 1941, it is encouraging to see Outward Bound here in Oman continue its steady growth, and work with nearly 2,000 young people from all regions of the nation.

Outward Bound Oman is not only challenging and helping develop the human resource of Oman, but as it grows it is creating jobs for talented young Omanis of whom this nation can be proud. Any visit to see the team leaves me inspired; they are all outstanding role models, and I am proud to be their Patron.

A skilled and motivated workforce is crucial to the continued growth of our country, and Outward Bound's Skills for Life courses equip and expose young people to the core skills, values and attitudes needed to be productive citizens, not only in the workplace, but also in the community at large.



Our aim is to substantially increase the numbers of young people who take part in and benefit from these courses, and your continued support and investment in the future of our nation remains as valuable and appreciated as ever.

**His Highness Sayyid Faisal bin Turki Al Said, Patron, Outward Bound Oman**



## OUTWARD BOUND IN OMAN

Established in 2009 by founding partners Dentons, Shell and The Suhail Bahwan Group, and supported by many of the leading companies in Oman, Outward Bound Oman is a not for profit foundation that uses the desert, mountains and seas as a vehicle to develop key life skills through challenging outdoor journeys. Oman is home to the only Outward Bound centre in the Arabic speaking world.

An Outward Bound Oman course has a focus on developmental, long term outcomes, not short term experiences. Courses don't take people out for a few hours, or take place in the comfort of a hotel, but last for several days, outdoors in some of the most beautiful places in Oman. We take people out of their comfort zones and into places where mobile phones do not work, and where real learning takes place, so expanding horizons, and giving people the confidence to achieve things they never thought possible.

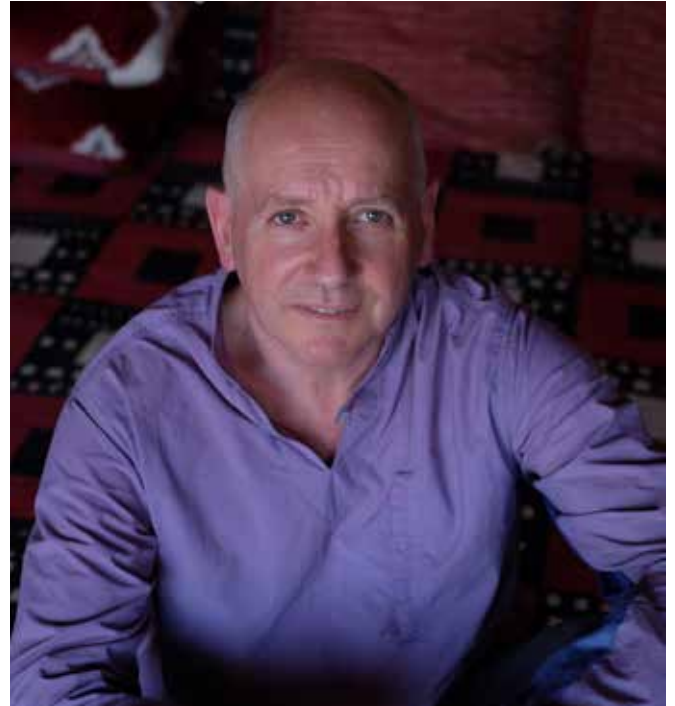


## PLANNING FOR THE FUTURE

Since we started operations in 2009, several thousand people, young and old have taken part in an Outward Bound course here in Oman. As we continue to develop our operations, one of our key targets in the coming 5 years is to substantially increase the number of Omani young people who benefit from the Outward Bound experience.

With the generous support of His Majesty Sultan Qaboos Al Said, the construction of three national centres for outdoor learning will enable us to achieve that goal, with the added benefit of creating jobs for young Omani's to join our growing team of staff.

In the next three years, centres will be constructed in the Sharqiya Sands, at altitude on Jebel Akhdar, and an urban training centre and head office in Muscat. The first of these centres is now well underway in the desert, and is on target to open later in 2017. It will be Oman's first building to be run totally on renewable, solar energy, and waste water will be treated on site. Detailed design plans have been agreed for our Muscat urban base, and with construction of that due to commence next July, 2017 is going to be a very exciting year for Outward Bound in Oman.



# DUQM REFINERY'S CSR/ SOCIAL INVESTMENT PROGRAMME



One of Duqm Refinery's Corporate Social Responsibility pillars is the development of youth living in and around Duqm, and to help upskill them in preparation for entry into the job market. This pillar is in line with His Majesty's vision of empowering the youth, so they can play a more active role in serving and helping their local communities. When looking for programmes to help deliver this training we found Outward Bound Oman's activities and philosophy to be very much in line with our own.

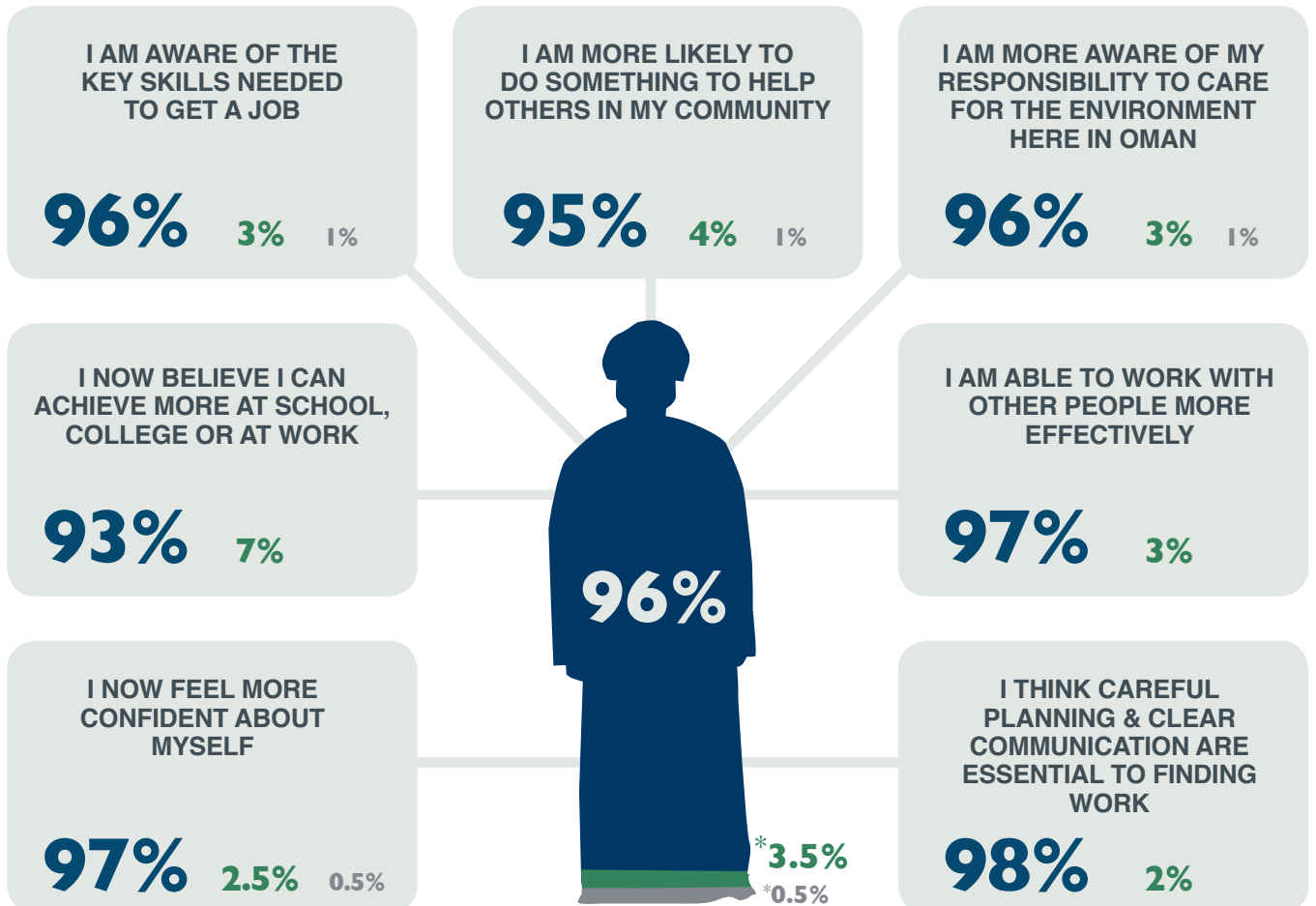
Outward Bound Oman helps upskill students by challenging them in an unfamiliar environment from which they emerge more confident young people. OBO's young Omani instructors, who are all highly capable, professional and energetic individuals, also provide students with the perfect role model to follow.

Duqm Refinery is delighted by the positive impact Outward Bound Oman's courses have had on local students. The results are outstanding. Through our frequent dialogue, exchange of ideas and the involvement of corporate mentors we hope we can contribute to making this programme even more meaningful and powerful in the future.



## MEASURING THE IMPACT OF OBO COURSES

STRONGLY AGREE / AGREE    NOT SURE    DISAGREE / STRONGLY DISAGREE





## OMAN SHIPPING COMPANY – PROFESSIONAL DEVELOPMENT COURSES FOR EMERGING TALENT



As part of their corporate social investment programme, Oman Shipping Company has been a partner of Outward Bound Oman since 2015, enabling almost 100 young people from government schools from all over Oman to benefit from OBO's Skills for Life courses, and sending corporate mentors to assist with the learning on those courses.

Recognising the value of the programme for employee development, Outward Bound Oman has also delivered a series of corporate training courses for the emerging talent within Oman Shipping. Working in close partnership with Oman Shipping's Human Resource team, courses were designed to deliver specific outcomes to challenge and enable talented employees to develop their personal skill sets, and to provide a platform for reflection and strategic planning.

More than 100 employees took part in the courses, with each course lasting for three days and two nights on either Jebel Akhdar, or in the desert. As is always the case, feedback from participants was extremely positive;

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*The unique style of this course helped us face challenges and work as a team. I now feel that I can trust others and listen more. It was much better than a workshop because everything was real and you don't forget real life experiences. It will really help me develop my career and life. I wish this course didn't have to end!*

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# START UP OMAN AND OUTWARD BOUND OMAN – TAJAWUZ



Creating change, whether as an individual or an organization, is made easier by surrounding oneself with individuals or groups that can help you achieve your goals. As stakeholders in Oman’s entrepreneurial ecosystem, Startup Oman knew that in order to create true impact, we would need to develop strategic partnerships with Oman’s key stakeholders. Our partnership with Outward Bound Oman has been instrumental in enabling us to deliver that impact.

In January of 2016, Startup Oman and Outward Bound Oman came together to create the Tajawuz Entrepreneurship Expedition. The program aims to provide a unique experiential learning experience to Omani entrepreneurs. Under the theme “Challenging the Nature of Entrepreneurship”, we set out to change the way Omani entrepreneurs approach their businesses by subjecting them to Oman’s beautiful but challenging

natural environment. After all, explorers and entrepreneurs have so much in common! Risk taking and adventure are core elements of their DNA.

**Over the course of 4 days, selected SME business leaders learn skills that are crucial to thriving as an entrepreneur.**

With the support and leadership of Outward Bound’s experienced team, participants in these expeditions are called upon to demonstrate problem solving, time management, resourcefulness, strong vision, and leadership. Tajawuz challenges their entrepreneurial spirit all the while Mother Nature challenges them!

Feedback from participants, to date, indicates the program is a success and we will, once again, be working with Outward Bound Oman as we move forward into 2017.

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*The Tajawuz 2016 expedition was the right thing for me to break into 2016 as I was expecting many business challenges this year. Completing the expedition prepared me for the demands of rebranding my company and guiding it on a path of scaled expansion. After successfully completing the Tajawuz expedition, given the challenges we faced on our 150 km route, I felt very well prepared to face these unknowns. Thanks to Startup Oman and Outward Bound for the opportunity.*

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Rashid Al Barwani, Founder, RX Fitness  
[www.rx-oman.com](http://www.rx-oman.com)





# MEET THE TEAM

## A CONVERSATION WITH ANISA AL RAISI

Anisa joined Outward Bound Oman as an instructor in 2013. As a fitness fanatic, someone who likes high adrenaline sports and the great outdoors, she was keen to see if she could turn her passions into her work. Since joining Outward Bound, Anisa's energy and enthusiasm has been an inspiration to both students, colleagues and most recently, British polar explorer Felicity Aston MBE.

Earlier this year Felicity began her search for 10 members of a unique all female, Euro-Arabian team that aims to ski to the geographic North Pole in April 2018. Motivated by the personal challenge, Anisa applied and beat off competition from close to 1000 other applicants. With this expedition on the near horizon, 2018 promises to be a memorable year for Anisa and her team of supporters at OBO.

### WHO OR WHAT INSPIRES YOU?

My inspiration comes from people telling me that something is either impossible to achieve or I, personally, will not be able to do it. People who go beyond known limits inspire me.

### WHAT HAS BEEN YOUR MOST MEMORABLE/SATISFYING MOMENT AS AN INSTRUCTOR AT OBO?

It would have to be the course I led a couple of weeks ago for a Special Educational Needs group visiting from the UK. I was lucky enough to be on this course with 5 very special young men who were very appreciative of every little thing, and it made me see Oman anew through their eyes. It made me appreciate what I do, and the positive effect Outward Bound has on the lives of young people.

### WHAT DO COLLEAGUES SAY IS YOUR BEST QUALITY?

I have been told I am very cheerful, smiley and positive at work. My family might disagree with that assessment!



### TENT OR BED?

Mmm.....a difficult question. Does bed IN tent work? That option would be the best of both - sleeping in the outdoors.....but in in the comfort of your own bed!

### WHAT IS YOUR SUPERPOWER?

My superpower (and I know my husband would disagree) is my memory – or lack of it! My poor memory has the advantage of meaning I can watch the same movies or read my favourite books over and over again, as there are always parts I have forgotten. Additionally, it means I forget arguments and bad experiences so I never hold grudges.

To me success is not what you accomplish in your lifetime, it is what you inspire others to do in theirs.

## OUR SUPPORTING PARTNERS

In addition to the help that we receive from our Founding Partners and members of The Patrons Company, we are fortunate to be generously supported in a variety of different ways by other leading organisations, both here in Oman and overseas; our thanks to you for all that you do to support young people.



Oman Methanol Company

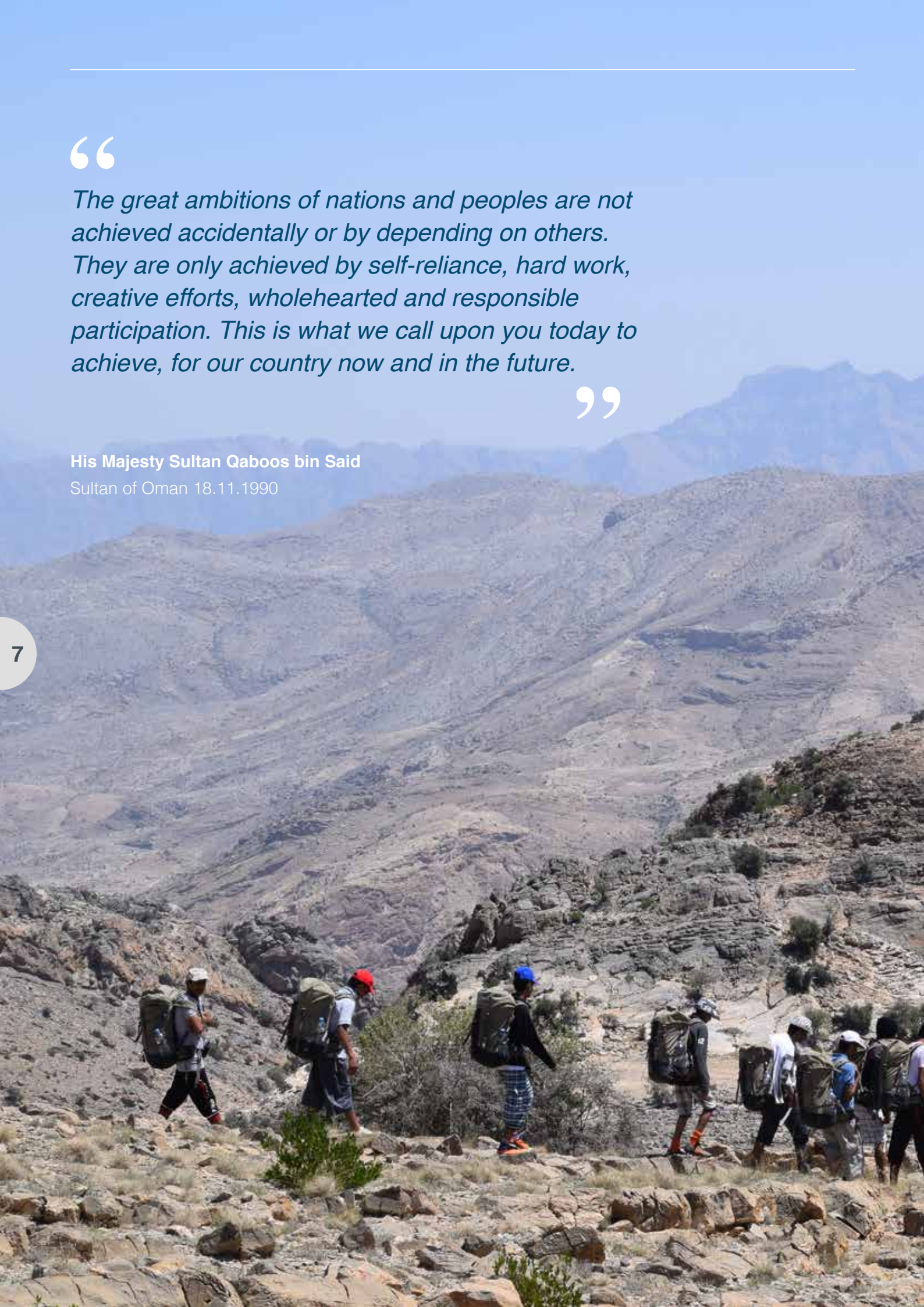
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*The great ambitions of nations and peoples are not achieved accidentally or by depending on others. They are only achieved by self-reliance, hard work, creative efforts, wholehearted and responsible participation. This is what we call upon you today to achieve, for our country now and in the future.*

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**His Majesty Sultan Qaboos bin Said**

Sultan of Oman 18.11.1990











# تادي

unlocking human potential

