



آفدي

unlocking human potential

OUTWARD BOUND OMAN  
ANNUAL REPORT  
2018 - 2019

INSTRUCTOR

10<sup>th</sup> ANNIVERSARY



## A MESSAGE FROM OUR PATRON

**This has been our tenth year of operations** since we were launched by His Excellency The Minister of Education in 2009, and despite the challenging economic situation it has been another year of growth, seeing an impressive 22% increase in the number of courses, and a 25% increase in the number of participants year on year.

Since 2009, Outward Bound Oman has delivered 760 training courses to more than 14,000 people, courses that are directly helping address the national objectives of increasing the employability of Omani youth, and of developing the capacity of the emerging talent of the nation, both in the government and private sectors.

In addition to the increased number of private sector corporate training courses, and courses for Omani young people that we have delivered this year, it has been very pleasing to see a substantial growth in the number of government entities seeking to engage with Outward Bound Oman. The Tanfidh initiative, further developed by Vision 2040 has given the nation a clear direction, and we are delighted to be working closely with the Vision 2040 team to help embed the plans into society through our courses, and so help turn the vision into a reality.

All of this growth helps us address another national objective in increasing job opportunities for talented young Omanis; from humble beginnings with 3 people we now employ 33 full time staff, and are 84% Omani, statistics of which we are very proud.

Be it supporting us through your social investment programme, or if you are in need of training to help embed a new set of values, create high performing teams or invest in your emerging talent, we would be delighted to work with you in the coming year to design, develop and deliver a powerful Outward Bound Oman experience.

As always, I would like to end by expressing my gratitude to you all for your continued support for the work that we do as a not for profit organization here in Oman.



HIS HIGHNESS  
**SAYYID FAISAL BIN TURKI AL SAID**  
PATRON

### Founding Partners:



### In Partnership with:

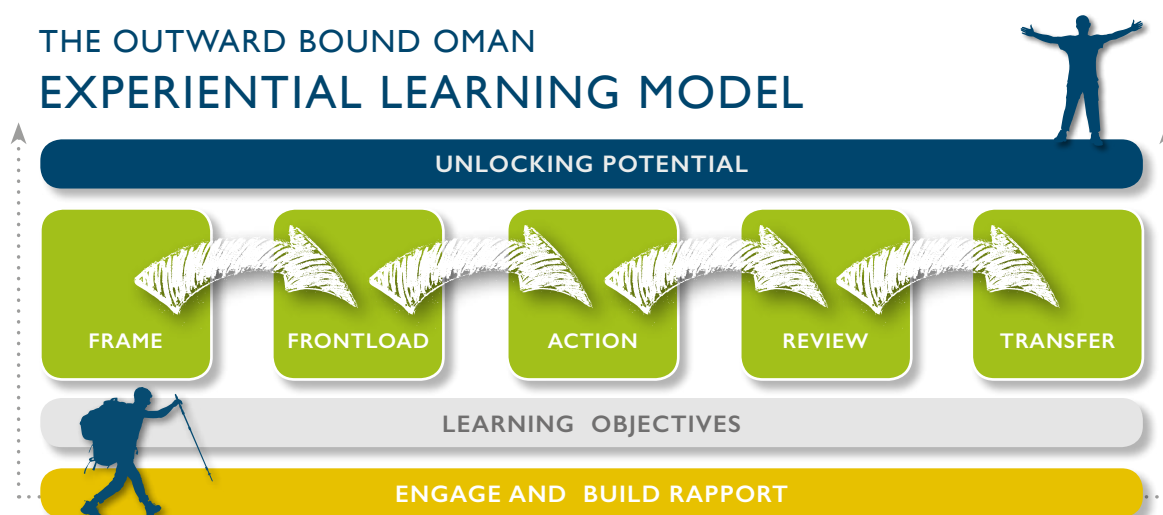




# YOUR ORGANISATION IS DIFFERENT, YOUR STAFF ARE DIFFERENT, AND SO IS OUTWARD BOUND OMAN

There are no 'off the shelf' courses at Outward Bound Oman; all of our immersive, outcome driven programmes are tailored to the specific needs of the participants, using our proven, experiential approach to learning that has been refined over 79 years at Outward Bound schools around the world.

## THE OUTWARD BOUND OMAN EXPERIENTIAL LEARNING MODEL



## OUR YEAR AT A GLANCE IN 2018-19



129

NUMBER OF COURSES

NUMBER OF PARTICIPANTS 2,588



NUMBER OF STAFF

33

% OMANI  
84%





## OUTWARD BOUND OMAN'S DISTINCTIVE FEATURES

**An Outward Bound program is all about learning and the impact this has on the individual.** This is achieved through skillful people working in an inspiring and challenging environment and applying an effective process.



## THE FIRST TEN YEARS: we would not be here without you!



**Outward Bound was founded in the UK in 1941**, and today has training centres in 32 countries, with around 250,000 people globally taking part in training courses each year. In May 2009 Oman became the first Arabic speaking nation to establish an Outward Bound operation, and with the support of both private and government sectors, and generous individuals, the idea has flourished and rapidly grown into what it is today.

From those early days of delivering 28 courses in our first year, with just three staff, this year has seen us deliver 129 training courses, with 33 full time employees. This rapid growth has been achieved primarily through the government and private sectors joining hands and working together to invest in the next generation.

Preparing the talent of Oman for the demands of the future is a national priority, and in recognition of the unique role that Outward Bound can play in addressing that priority, we are now firmly established by Ministerial Decision, and operate under The Ministry of Social Development.

The signs are that the next ten years will be every bit as exciting as the last, and **we hope that you will work with us to help unlock the talent of the nation**, and give as many people as possible the opportunity to develop themselves and experience what Outward Bound has to offer.



## OBO GROWTH SINCE 2009







## ADDRESSING NATIONAL OBJECTIVES: In-Country Value, Vision 2040 and Empowering Local Capabilities



As part of your ICV strategy, or 1.2% apprentice levy commitment, rather than looking externally for your training needs, why not **join the increasing number of government and private sector organisations** already working with Outward Bound Oman? Each year sees us working with more and more of the emerging talent of both private sector companies and government institutions here in Oman; our courses have involved people from every governorate, empowering local capabilities, but on a national scale.

We are honoured to work with Diwan of Royal Court and The Institute of Capability Development to help embed national initiatives, and we are currently working closely with the Vision 2040 team at The Supreme Council for Planning to ensure our courses help raise awareness of the key elements of the Vision. Our courses challenge participants to identify their roles, both as employees and citizens in helping make the national vision a reality.

Whether through your CSR or your training programme, a partnership with us is a win-win investment with **100% In-Country Value**.

نتقدم بثقة  
Moving Forward  
with Confidence

رؤية عمان  
2040  
Oman Vision







Innovation  
& Creativity



Sustainable  
Development

Lifelong  
Learning

Active  
Lifestyles



DYNAMIC  
skills

OMANI  
IDENTITY

Future  
Skillsets &  
Productivity

Positive  
Work  
Culture

National TALENT



Citizenship  
& Civic Duty

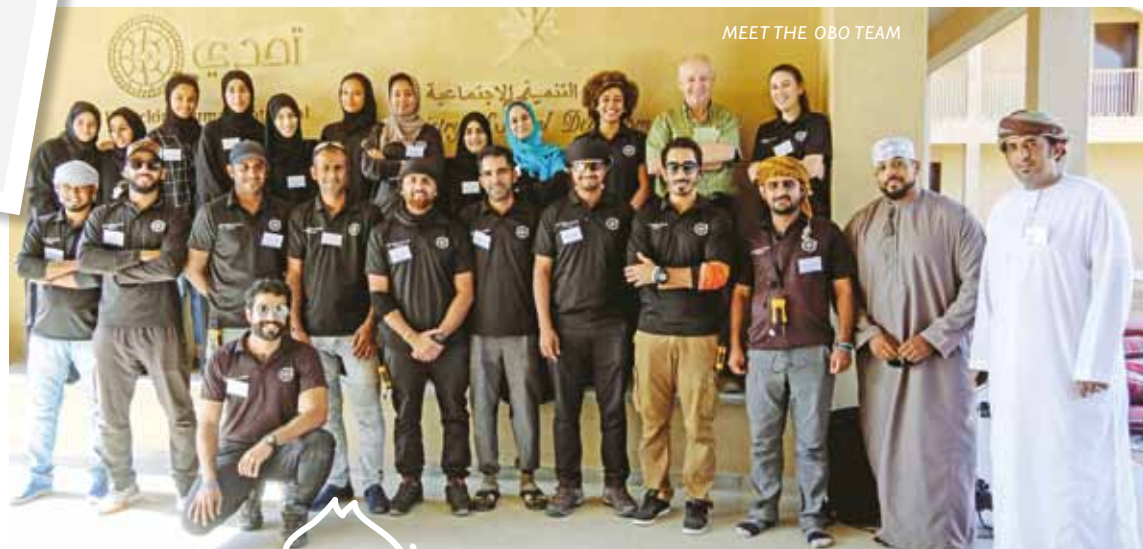


## JOB CREATION: Creating employment opportunities for talented young Omanis

As Oman plans for the future, creating jobs and **enhancing the employability** of young people about to enter the job market are key government objectives.

As we grow and recruit at Outward Bound, our own philosophy is simple; to invest in emerging national talent, and challenge young Omanis to demonstrate and develop their potential with us.

We are proud that our growing team of 33 staff is 84% Omani; they are highly trained both here in Oman, and through visiting Outward Bound operations in Singapore, UK, South Africa and Germany. In addition, many are voluntarily mentored by high-performing individuals in the community here in Oman to ensure Outward Bound is continually exposed to best practice, and a culture of lifelong learning.



## OUR NATIONAL TRAINING CENTRES: an investment in the future

**With the support of His Majesty's government**, the first of three purpose-built, international standard training centres is already open in the **Sharqiya Sands**. Located near to Al Qabil, it is a spectacular facility that acts as the perfect base for Outward Bound corporate and youth training programmes. In its first year of operations it has also acted as the base for Emergency Wilderness First Aid courses, for groups of Omani and British artists, as a centre for geographical research and has hosted an international conference for 120 people from 32 nations. The second centre, which will serve as both the administrative office of Outward Bound Oman, and as a unique urban training centre is due to open shortly in **Al Khoud**.

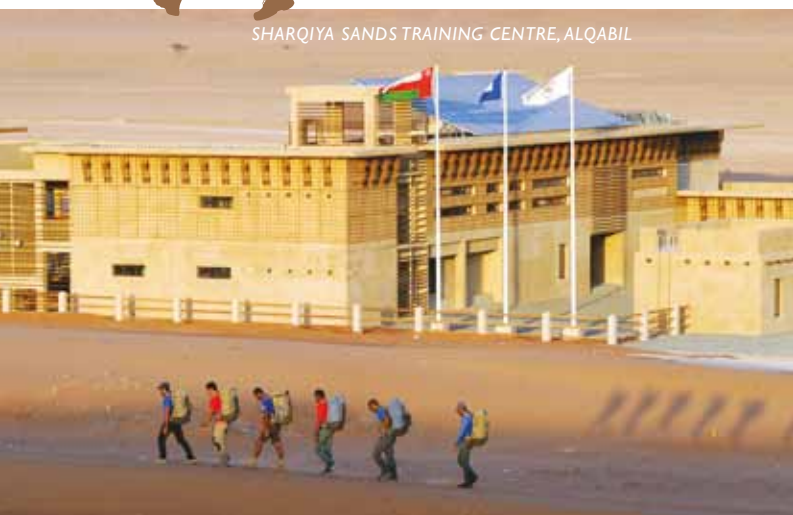
In parallel with the finishing touches being applied to our Muscat centre, construction of the third training centre, located on 6,000sqm of land at 2,000 metres altitude on **Jebel Akdhar** is due to begin before the end of 2019.

This facility will serve as our flagship centre, operating year-round, and with both solar and wind energy contributing to its energy needs.

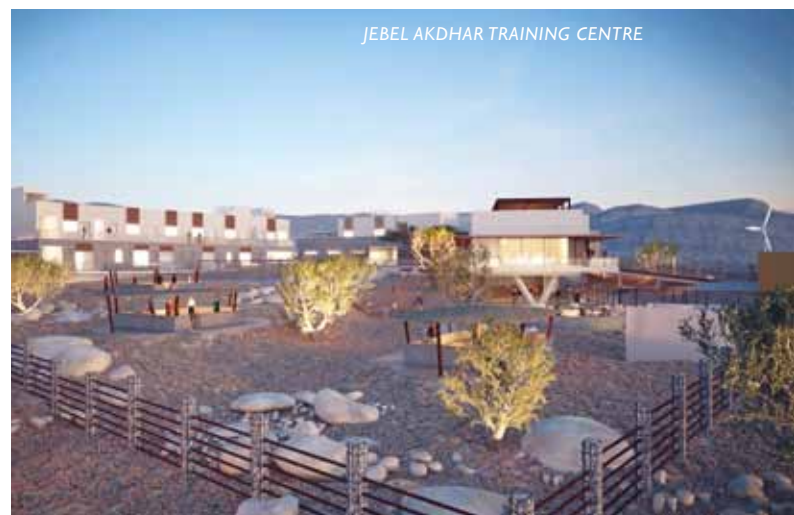
Once all centres are fully operational, we will, with your continued support, be able to work with considerably greater numbers of people year on year.



AL KHOUD OFFICE & URBAN TRAINING CENTRE, MUSCAT



SHARQIYA SANDS TRAINING CENTRE, ALQABIL



JEBEL AKDHAR TRAINING CENTRE



## WORKING WITH OMANI YOUTH: Our Partnership with the Ministry of Education National Careers Guidance Team

We work in **close partnership** with the Ministry of Education to challenge young people to never give up, to change their perspective and to learn the most important lesson: to believe in themselves. At the end of an Outward Bound course in the desert or mountain of Oman, we believe young people return to school, college or the workplace more resilient, with a stronger sense of self-belief, able to cope better with challenging situations, interact more positively with others, and with a clear idea of what comes next in their lives.

In 2018/19  
we worked with  
**84** schools and  
colleges throughout  
Oman



The organizational logistics of all this can be a daunting challenge, and we would struggle to achieve what we do without the support of the dedicated team at The National Careers Guidance Centre, both in Muscat, and throughout the regions.







**OUTWARD BOUND**  
OMAN

## Increasing the RESILIENCE of Omani youth

**97%**

### POSITIVE MINDSETS

Understand that approaching situations with a positive mindset will result in better outcomes

**95%**

### COOPERATION & NETWORKING

Feel more able to work and cooperate with other people effectively

**96%**

### PERSONAL RESPONSIBILITY

Now have a greater sense of responsibility, time management and improving personal performance

**94%**

### CREATIVE THINKING

Feel more able to analyse situations, and come up with creative solutions

**95%**

### DEALING WITH CHALLENGE -

#### 'STICKABILITY'

Feel more able to deal with failure, overcome problems and stick at a task that is difficult

**95%**

### COMMUNICATION & EFFECTIVE LISTENING

Better understand the importance of communication, when both speaking and listening



*Data from survey of 868 Omani course participants aged 17-25 years - % who strongly agree / agree in end of course feedback.*

# THANK YOU

We thank the following organisations  
for their most generous support in 2018/19

## OUR PARTNERS

## الشركات الراعية



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## كلمة شكر

نشكر المؤسسات التالية على دعمهم السخي طيلة عام ١٩/٢٠١٨:

### OUR SUPPORTERS

### الداعمون

