



**OUTWARD BOUND**

**OMAN**

unlocking human potential



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

**2017-2018**





# A MESSAGE FROM OUR PATRON

As Patron, it gives me great pride to celebrate another successful, busy year of growth and development at Outward Bound Oman. It has been a year that has seen more jobs created for talented young Omanis, record numbers of people from education and employment taking part in Outward Bound training courses, and our first National Training centre, in the Sharqiya Sands, be formally opened by His Highness Sayyid Haitham bin Tariq Al Said.

The current economic climate makes the issues of employment, and employability, of national importance. When recruiting new staff, many leading employers in Oman report weaknesses in core life skills such as attitude, communication, personal responsibility and resilience. Our courses at Outward Bound help address these and other key skills, increasing employability, and raising awareness of the behaviours and attitudes needed to perform; our long-term aim, with your support, is to make these courses available to as many people as possible.

2017-18 has been a year that has seen Outward Bound Oman broaden its impact in society. In addition to working with school students, job seekers and the emerging talent and leadership teams within our leading companies, courses have been delivered to help entrepreneurs deal with the challenges of starting up small businesses, to help boost the self-esteem of young people recovering from drug related issues, to orphans, and both the visually and hearing impaired.

With our second National Training centre in Muscat currently under construction, and our third centre on



Jebel Akdhar at the design stage, these are exciting times not just for Outward Bound Oman, but also for the nation. With the generous support of His Majesty Sultan Qaboos bin Said, we will soon have three unique, international standard training centres. With your continued support, Outward Bound Oman can play an increasingly prominent role in helping nurture and shape the character of our nation.

**His Highness Sayyid Faisal bin Turki Al Said**  
Patron

Founding Partners:



In Partnership With:





# A POWERFUL, LASTING IMPACT

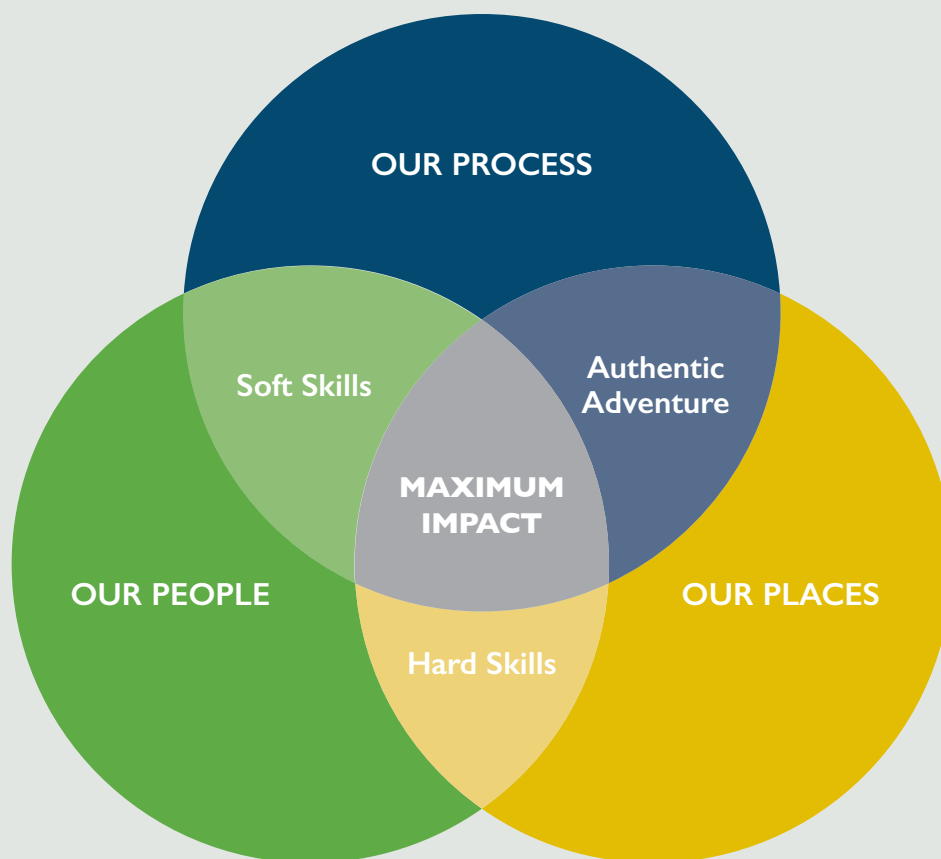


**Established in 2009, Outward Bound Oman is the leading provider of experiential education and learning in Oman, using challenging outdoor journeys in the desert and mountains to help develop people from all parts of society.**

Research and statistics collated over 77 years of experience, and from around the global network of Outward Bound schools in 35 countries demonstrate that for course participants, our courses help develop social and emotional skills at every stage of their education, and in the early years of their employment. The skills they develop will increase employability, help them flourish and thrive throughout their lives, and help improve performance in the workplace.

# WHAT MAKES OUTWARD BOUND UNIQUE?

An Outward Bound programme is all about outcome driven learning. This is achieved through a combination of three distinctive elements- skilful people working in an inspiring and challenging environment, and applying a proven, effective process. We refer to this as the 3 Ps – People, Process and Place.



## OUR PEOPLE

- Expert outdoor practitioners
- A pool of creative talent which enables development of solutions-focused and innovative programs
- Experienced educators who facilitate learning
- Educators who challenge and impel participants to perform
- Highly qualified and experienced outdoor instructors

## OUR PROCESS

- Experiential learning and development using the outdoors
- Practical application of theoretical models with continuous reviewing and reflection
- Instillation of new behaviours and skills that transfer to the participant's home, school, and work environments and that improve performance
- Focus on personal journey
- Focus on continuous reviewing and reflection

## OUR PLACES

- Real adventures in the natural environment
- Inspiring locations provide limitless opportunities
- Scale of experience and journeys is unique and challenging





# OUR YEAR AT A GLANCE

IN 2017 - 2018



TOTAL NUMBER OF FULL TIME EMPLOYEES

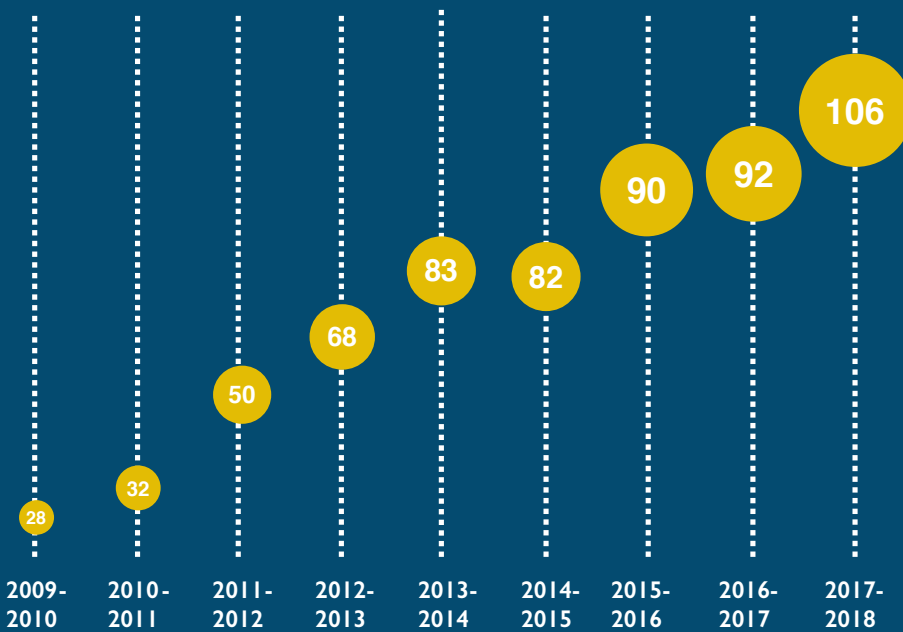






## OBO GROWTH SINCE 2009

### NUMBER OF COURSES DELIVERED



TOTAL NUMBER OF COURSES DELIVERED  
**631**

TOTAL NUMBER OF PARTICIPANTS WE HAVE WORKED WITH TO DATE  
**11,227**





**IMPROVE  
YOUR  
EMPLOY  
ABILITY**



# SHAPING WORKPLACE BEHAVIOURS

A growing sector of our work in 2017/18 has seen us help shape the development of the emerging talent within many of the leading companies in Oman. Be it helping to embed new or existing corporate cultures or values into leadership teams, or developing young Omani talent to take up supervisory or leadership positions, our courses have a powerful impact that are difficult to achieve in standard, indoor training sessions.

Our four-day Next Generation courses are specifically designed to create the future leaders in business and society. Be it helping job seekers maximise their chance of securing employment, or helping young Omanis in their early years of employment understand the behaviours and attitudes that will result in success, the impact is tangible.

## DEVELOPING WORK ETHICS AND PERSONAL TOOLKITS FOR SUCCESS IN OMANI YOUTH

IMPROVEMENT IN PERSONAL RESPONSIBILITY AND TIME MANAGEMENT

**96%**  
I have a greater sense of personal responsibility, time management and improving my own performance



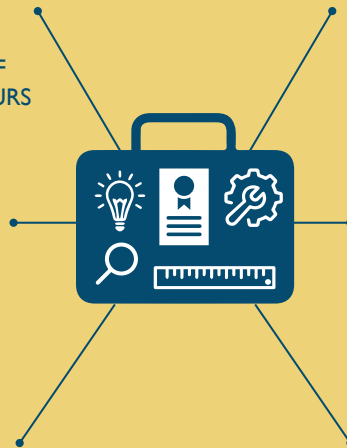
DEVELOPING CREATIVE THINKING AND PROBLEM SOLVING

**88%**  
I feel more able to analyse situations, and come up with creative solutions



INSTILLING AN UNDERSTANDING OF BASIC WORK ETHICS AND BEHAVIOURS

**96%**  
I now understand the core behaviours and attitudes needed to perform well in a job



DEVELOPING YOUNG PEOPLE'S RESILIENCE AND TENACITY

**94%**  
I feel more able to deal with failure, and overcome problems. I am more likely to stick at tasks that I find difficult.



DEVELOPING SELF-CONFIDENCE AND POSITIVE MIND-SETS

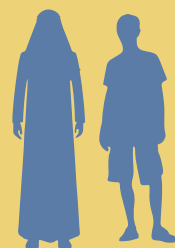
**95%**  
I have learned that approaching situations with a positive mind-set will result in better outcomes



**84%**  
I now believe I can achieve more through my increased self confidence

RECOGNISING THE IMPORTANCE OF COMMUNICATION AND WORKING WITH OTHERS

**96%**  
I am more able to work and cooperate with other people effectively



**96%**  
I better understand the importance of communication, both when speaking and listening



# BUT WHAT GRADE DID YOU GET FOR CHARACTER?

“

*During the past period, various systems of education and curricula were implemented and different training programmes were executed, but the matter calls for greater attention to be accorded to linking the educational output to the requirements of the labour market.*

”

QUOTE FROM HIS MAJESTY SULTAN  
QABOOS – November 13th 2012

Here in Oman, employment is a national priority, but hand in hand with job creation needs to be training to ensure young people have the right attitudes to succeed and perform. The economic situation means that competition for jobs is greater than ever; and our courses are not only tailored to enable job holders to perform, but, delivered by our highly trained Omani facilitators, they are also designed to help young people secure employment. It is no longer enough to have a technical or educational certificate-employers are looking for more than grades.

## VOLUNTEERING IN THE COMMUNITY, OR GETTING UNPAID WORK EXPERIENCE

Makes you stand out from other people that don't bother....



What voluntary work could you do in your community

## YOUR CV NEEDS TO BE GOOD ... BUT ALSO

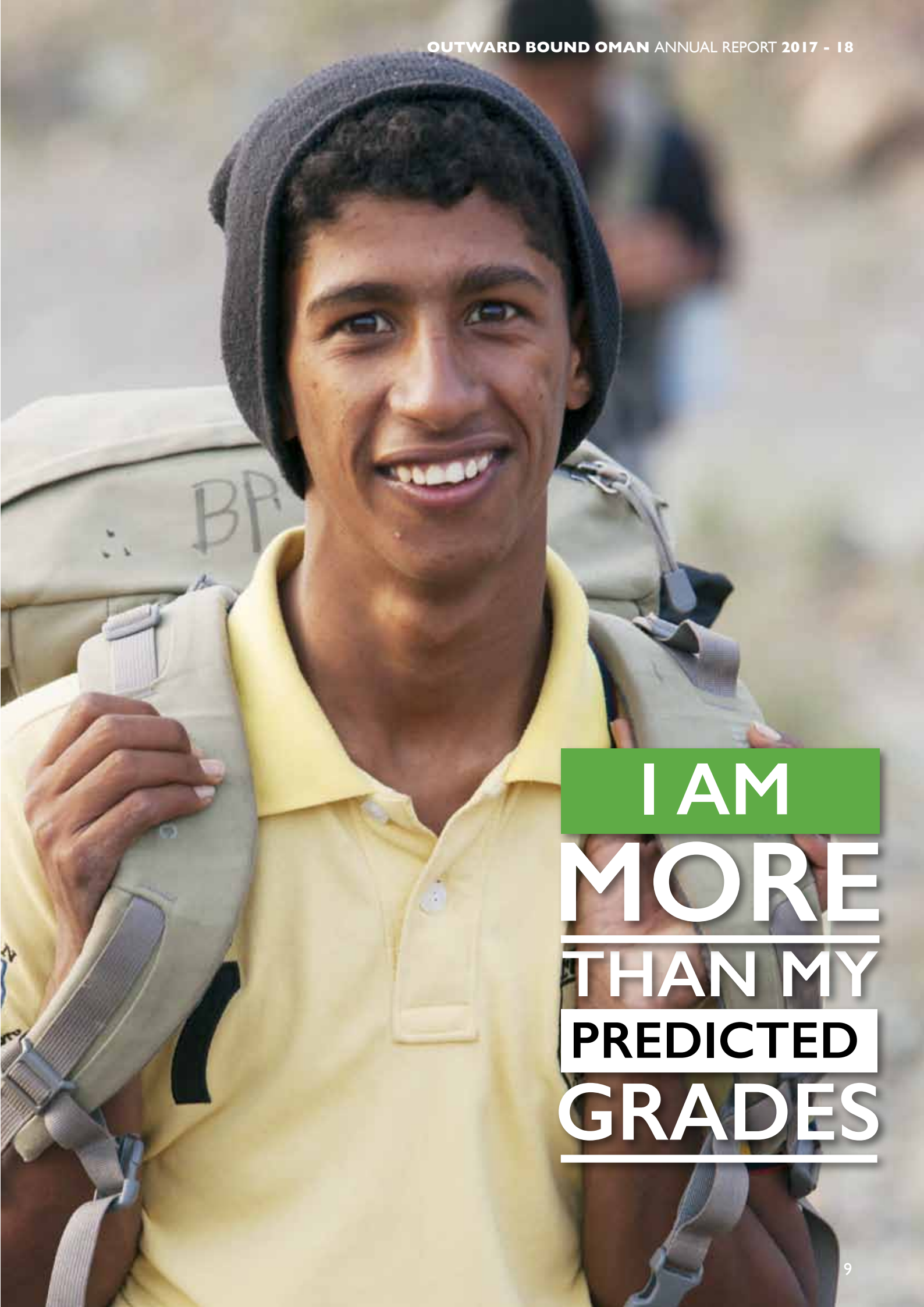
You need to persuade and convince the employer that you are the person they should hire. In addition to sending your CV, write a short letter to say why you want to work for their company.



DON'T SEND AN EMAIL COPIED TO A LOT OF COMPANIES AT THE SAME TIME.  
What message do you think that conveys to an employer?

Resources used by instructors on Outward Bound Oman courses.





I AM  
MORE  
THAN MY  
PREDICTED  
GRADES



# WE CHANGE LIVES

**A three or four-day Outward Bound course is an immersive, life changing experience that is carefully tailored and designed to take people out of their familiar comfort zones, and into an area of growth.**

People return home, or back to school, college or work empowered with the attitudes, skills and behaviours they need to make positive changes to their lives and their performance, able to engage more productively with others, and able to cope better with unexpected and stressful situations.

**Wiam Al Rawahi**

24 years old

2017

**Student  
Participated in OBO course**

2018

**Client Servicing Executive  
TRACCS PR Agency**

I couldn't believe how exhausted I was after getting home! I was very hesitant about going on the trip when my friend approached me. I'm a person who likes to know what the full plan is, and we didn't know very much. But in hindsight, last night I realized that the reason why we weren't told every single thing was to enable us to live in the moment, rather than focus on what has not yet happened.

The moment we arrived on the mountain, I was beyond excited! I forgot a lot of my worries/stresses that I was facing prior to the trip. I fully put my focus on the trip and myself.

**I can't remember what activity we did, but we spoke about dealing with failure; failure is not a bad thing, it is just closing one door, and opening another. That was a reality check for me, and it stuck with me throughout the whole trip. I did a lot of reflecting after each review we had.**

Another highlight of the trip (there were so many!) was, whilst doing a particular activity, and all were getting extremely frustrated, I suggested we needed to step away from the situation; when we went back to trying again, we managed to do it. It allowed me to realize that I can apply this to my own life. I tend to over stress when I become frustrated-I now know how to handle that. I did have trouble with the altitude on day 3 (I have sickle cell trait) I sat out one activity, but I refused to give up - because I do



that a lot. This time, I wanted to push myself, and prove that I am capable of whatever I put my mind to. One particular activity took us around 2 hours, I am a person who is far from patient, but during this activity, I focused on myself, and kept encouraging the group. In the end, we managed to do it. During the review stage, I mentioned to the instructor that it was ironic that I was extremely calm as things like this frustrate the life out of me. I was very proud of myself. I could continue and write so much, but I did so much reflecting during this trip. Almost everything we discussed, I was able to relate it to my personal life. How I could make myself a better and stronger person. I've had a couple rough months trying to discover who I am. This trip definitely came at the right time in my life. I would happily do this all over again.

**Almost everything we discussed, I was able to relate it to my personal life. How I could make myself a better and stronger person.**

# IN-COUNTRY VALUE;

## Meaningful Corporate Social Investment

The fact that record numbers of young people in Oman benefitted from an Outward Bound experience in 2017/18 is due to a growing number of organisations choosing to support Outward Bound Oman through their Corporate Social Investment (CSI) programme.

With tighter budgets, such investment increasingly needs to demonstrate genuine in-country value, and satisfy the main elements of effective CSI; economic growth, environmental responsibility, and community enrichment. Partnering with Outward Bound Oman to enable young people in schools and colleges, or active job seekers to take part in an Outward Bound course ticks all of those boxes, and more.

Participants leave their courses better equipped to be productive, environmentally responsible citizens who go on to play leading and active roles in both the local and national community. In short, through such support, companies are creating the future workforce with the skillset they wish to employ.





# THANK YOU

We thank the following organisations for their most generous support in 2017/18;

## OUR PARTNERS

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DALEEL PETROLEUM L.L.C.

