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unlocking human potential

OUTWARD BOUND OMAN

Annual Report

2021



## Contents

- 4 A Message from our Patron
- 5 Our year at a glance in 2021
- 7 OBO's distinctive features: the 'three Ps'
- 8 Our growing partnership with Government
- 10 The impact of your social investment
- 15 A unique centre for Corporate Training in Muscat
- 17 Construction of our flagship training centre on Jabal Akdhar
- 20 Our Partners and Supporters



# A Message from our Patron

2021 was a year of great significance for the Outward Bound community, being exactly 80 years since the first ever Outward Bound course was delivered in Wales to develop the resilience of young sailors. Since then, operations have been established in 35 countries around the world. Here in Oman we are proud to be part of an international network, and to be the first operation established in the region.

The Covid pandemic ensured that 2021 was a challenging year for all of us. Despite those challenges, I am delighted to report that Outward Bound Oman continued to evolve and deliver, reaching out to more sectors of society and delivering a total of 144 training courses to a total of 1,752 participants, a number lower than previous years due to the need for physical distancing on our courses.

To maximise our impact and outreach, partnerships have been developed with organisations such as Dar Al Atta'a, the National Organisation of Scouts and Guides and The World Economic Forum Global Shapers-Muscat Hub. October 2021 saw the first group of several hundred people representing the emerging talent from the private sector come to Outward Bound as part of The Ministry of Labour Etimad course. End of course feedback has been extremely positive, and we look forward to continuing to support this programme in 2022 as we strive to develop the national talent of Oman in line with His Majesty's Vision 2040. As we continue to grow year on year we are able to recruit more staff to join the organisation, and 2021 saw 5 talented young Omanis join OBO, and enter the world of employment.

November 2021 saw us deliver our 1,000th training course, and in the coming year we will reach the milestone of 20,000 people trained. These milestones could not have been reached without the support of countless organisations and individuals in Oman, and to each and every one of you we extend a heartfelt thank-you. Together, by working in partnership we have created something very special, and we look forward to thanking you all properly later in 2022 when Covid allows.

Finally, I cannot end a review of 2021 without making reference to the construction of our third national training centre. Located high on Jebel Akdhar, and built with the very generous support of The Ministry of Energy and Minerals Social Investment Committee, the eye-catching design, use of renewable energy and spectacular location make the centre something of which Oman should be justifiably proud. We look forward to welcoming you there at some point this year.

**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

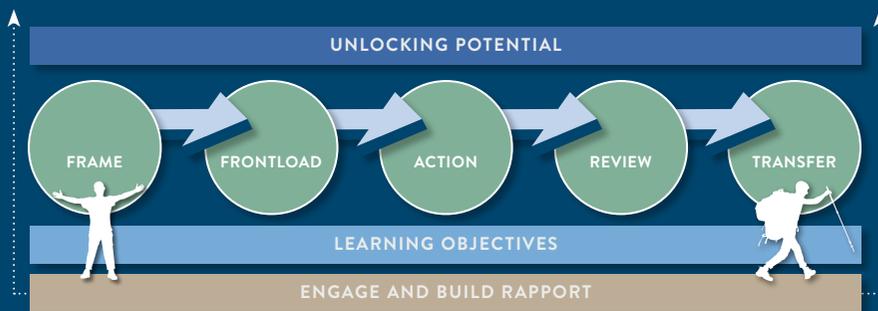
There are no 'off the shelf' courses at Outward Bound Oman; all of our immersive, outcome driven programmes are tailored to the specific needs of the participants, using our proven, experiential approach to learning that has been refined over 80 years at Outward Bound schools around the world.

Find us on

- Facebook
- Instagram
- LinkedIn
- Twitter
- Youtube

THE OUTWARD BOUND OMAN

## Experiential Learning Model



Total number of courses:

144

Total number of participants:

1752

957 Male

759 Female

Our year at a glance in 2021



47% Universities students and job seekers

17% Mental wellbeing and resilience courses

19% Young people in government and international schools

15% Corporate development

2% Special needs groups



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# LEADERSHIP IS EASY IN THEORY

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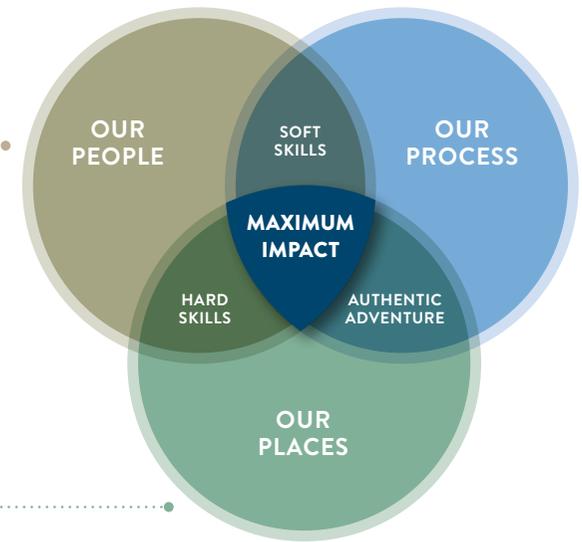




# We challenge and develop the human capital of Oman

Whether for young people in school or university, for unemployed young people striving to get their first job, or for the emerging talent within organisations, our courses are designed help people realise their potential. An Outward Bound course is all about **outcome focused learning**, achieved through talented people working in an inspiring and challenging environment, applying an effective process.

## OBO's Distinctive Features



### OUR PEOPLE

**Are highly trained,** passionate outdoor facilitators who skillfully challenge and impel people to realise they are capable of more than they think.



### OUR PLACES

Our immersive courses take place in **inspiring,** powerful locations, providing **the perfect platform** for strategic thinking and life mapping!



### OUR PROCESS

Developed over 80 years, our **practical courses** ease people out of their comfort zones and apply theory through a process of review and reflection.





## Our **growing** partnership with Government

Over the past 13 years we have enjoyed a **very close relationship** with The Ministry of Education, and since 2014 with The Ministry of Social Development, with whom we are registered as a not-for-profit foundation. 2021 saw very positive discussions take place with both The Ministry of Culture, Sports and Youth, and with The Ministry of Labour, and productive partnerships are evolving with both Ministries.





*“Our partnership with Outward Bound Oman contributed to the success of Etimad programme by using the outdoors to enhance leadership skills of the participants and turn the knowledge they gained throughout the programme to practice, qualifying Omanis to lead the private sector.”*

**Dr. Yasmin Al Bulushi,**  
Etimad project Manager

## Our **growing** partnership with Government

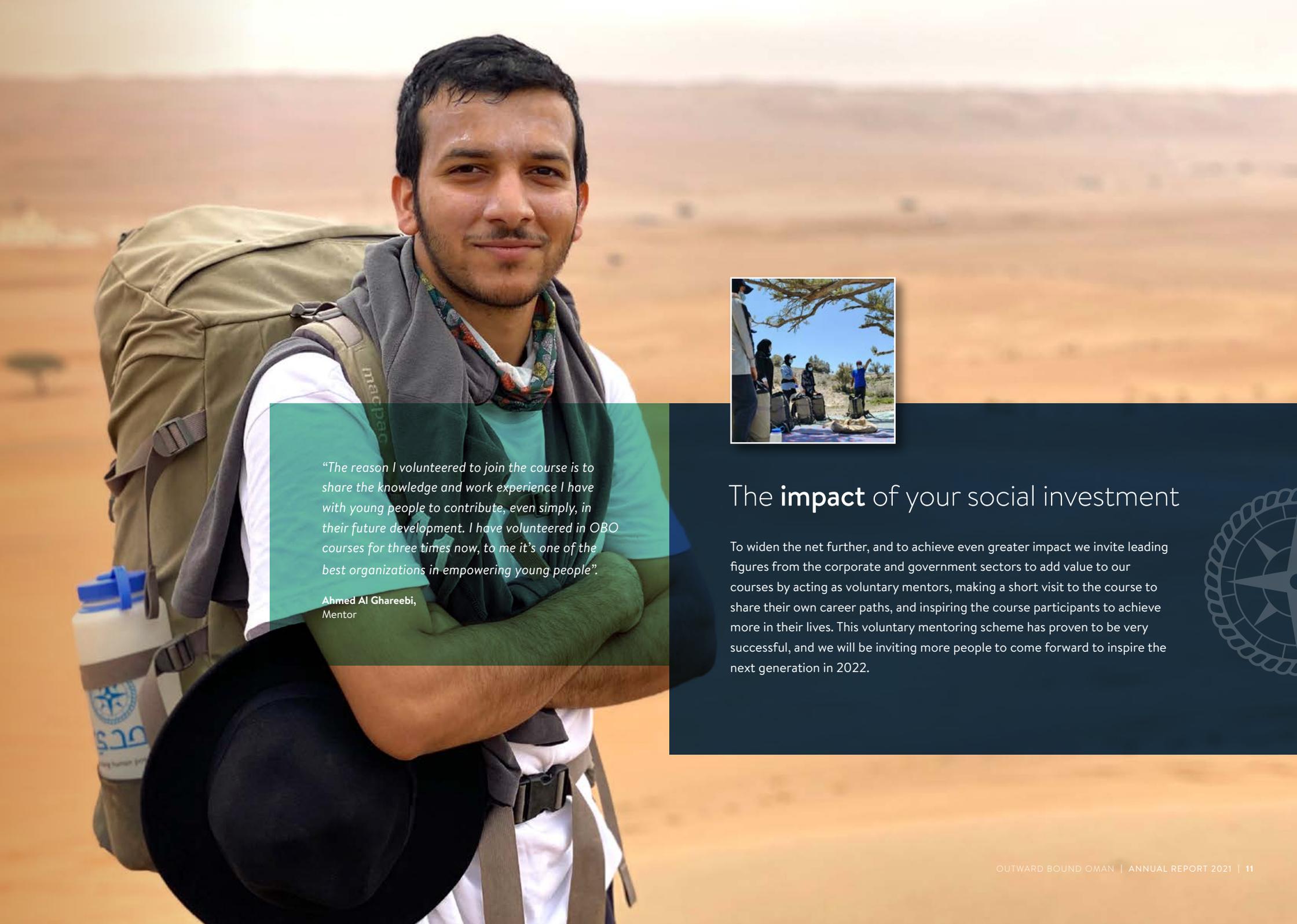
Whilst much of our core work remains focused on developing the key life skills of the youth of Oman, and upskilling the unemployed, an increasing sector for us is working with the emerging talent of those already employed in both the government and private sectors -helping instil positive mindsets, attitudes and ethics people who are in the early stages of their careers. Nearly **250** such people have been trained in 2021 as part of The Ministry of Labour Etimad programme. Above, Dr Yasmin Al Balushi, Project Manager of the programme writes about how OBO added value to Etimad in 2021.





## The **impact** of your social investment

The challenges of the past year have seen budgets become tighter for all, putting more pressure on social investment managers to demonstrate a clear benefit and return on their social investment. One piece of SROI research undertaken by Sustainable Square identified that an investment of **1 OMR** into Outward Bound Oman had a social return of nearly **10 OMR**, an impressive outcome of which we are very proud.

A man with a large backpack is standing in a desert landscape. He is wearing a white t-shirt, a grey hoodie, and a patterned scarf. The backpack is olive green and has a water bottle attached to it. The background is a vast, arid desert with some sparse vegetation.

*"The reason I volunteered to join the course is to share the knowledge and work experience I have with young people to contribute, even simply, in their future development. I have volunteered in OBO courses for three times now, to me it's one of the best organizations in empowering young people".*

Ahmed Al Ghareebi,  
Mentor



## The **impact** of your social investment

To widen the net further, and to achieve even greater impact we invite leading figures from the corporate and government sectors to add value to our courses by acting as voluntary mentors, making a short visit to the course to share their own career paths, and inspiring the course participants to achieve more in their lives. This voluntary mentoring scheme has proven to be very successful, and we will be inviting more people to come forward to inspire the next generation in 2022.



# Impact



From the **108** participants who attended our outdoor 'Build your resilience' courses in 2021

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# 97%

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feel more confident about themselves



# Impact

From the **108** participants who attended our outdoor 'Build your resilience' courses in 2021

**93%**

have a clearer vision of what they want to do next in their life



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**THE WORLD  
IS CHANGING**

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**ARE YOU?**





## A **unique** centre for Corporate Training in Muscat

Whilst Covid inevitably slowed things down, 2021 saw us fully settle into our wonderful new headquarters in Al Khoud 6 that was formally opened by His Highness Sayyid Theyazin Al Said in Oct 2020. Built on land generously donated by The Ministry of Social Development, the centre has won several awards for its architectural design.





A group of Bank Muscat staff on a discussion during a course inside OBO's Muscat Training centre



## Corporate Training in Muscat

With facilities that include a large training room, a lecture theatre, a smaller breakout room and a large outdoor courtyard, the centre makes for a highly flexible and affordable location for an out of office away day. It has already proven to be very popular with a wide range of organisations looking for a flexible and affordable training location in Muscat for out of office workshops and training. Already BP, Shell, Bank Muscat, The Oman Investment Authority, The British Embassy and Sultan Qaboos University have made use of the centre, and we look forward to welcoming many more in 2022.

If you would like to visit the centre, or talk to us about an event, please contact **Wasan Al Hinai** at [wasan@outwardboundoman.com](mailto:wasan@outwardboundoman.com)



Attendees enjoying their dinner in our courtyard after a British Embassy's event inside the centre

One of the main headlines of 2021 for Outward Bound Oman was the construction of our third national training centre, located high on Jabal Akdhar. Designed by 23 Degrees North Architects, the centre is a world class facility that combines an innovative design with a truly spectacular location. Heavy use of renewable energy in the form of both micro-wind turbines and solar panels, LED lighting, solar lighting and timer taps and switches minimises both operating costs and our environmental footprint.

## Construction of our flagship training centre on Jabal Akdhar



Photography: Mustafa Zafar



Constructed with the support of The Ministry of Energy and Minerals Social Investment Committee on land generously provided by The Ministry of Education, the centre will act as Outward Bound's year-round flagship facility. Despite only being open for several weeks the centre has already been busy with corporate training, higher education and government school courses; in 2022, the first full year of operation, we estimate that nearly 2,000 people will make use of the centre a number that we expect to grow year on year.



Photography: Humaid Al Fakhr/Mustafa Zafer



*The centre design considered the existing trees on site and featured them as design elements*



The Jabal Akdhar training centre is sponsored by:

Photography: Humaid Al Fakhri

وزارة الطاقة والمعادن  
Ministry of Energy and Minerals



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Petroleum Development Oman



Our Partners

Our Supporters

Thank you

We thank the following organisations for their most generous support in 2021





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OUTWARD BOUND OMAN

# Annual Report 2021

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