



INTERNATIONAL  
ASSOCIATION FOR  
PEOPLE & PERFORMANCE  
DEVELOPMENT

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**PERFORMANCE ENRICHMENT**

Since 2010



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# ABOUT IAPPD

A JOURNEY OF ENRICHMENT

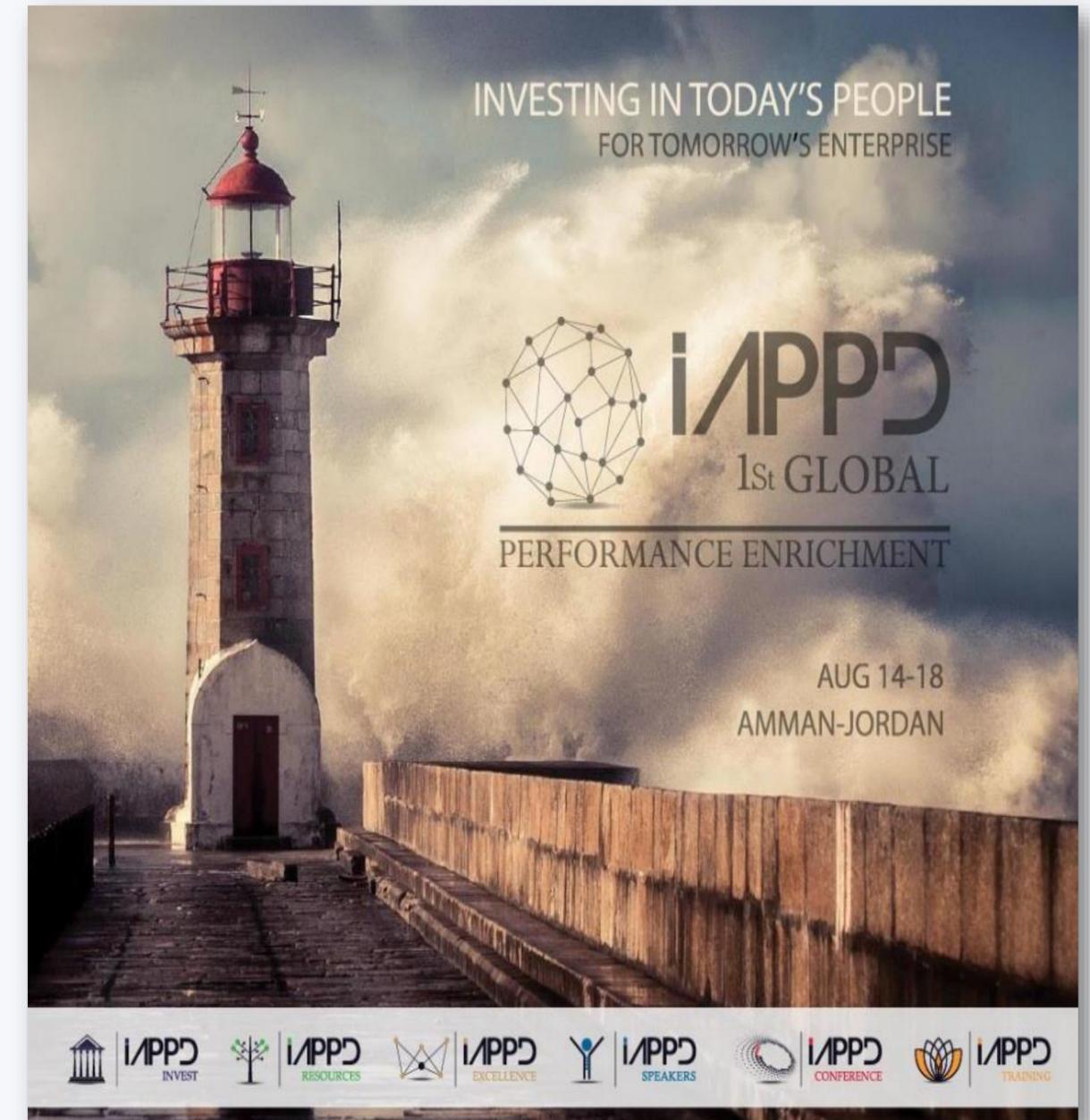
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## Welcome to IAPPD About IAPPD

The International Association for People & Performance Development (IAPPD) was founded in 2010 to represent the single largest body of knowledge in the field of Performance Management.

This representation is based on two pillars: Academic Desk Research and a vast Database of information on performance management behaviors, all derived from an international study of the impact of the practice of performance management.

IAPPD is active in 40 countries, through its 140 IPO's, (Int'l Partner Organization) in 5 continents, with more than 6000 certified professionals globally.



IAPPD  
IAPPD Founder

Becoming a member of The International Association for People and Performance Development will help you stand out from the crowd no matter where you are in your career. With many years of experience, we can help you get the most out of people and performance development. Whether it's through sharing knowledge, bringing you together with the right people or providing practical advice, we can help you take the next step.

*Geoff Cook*

Late IAPPD President & Cofounder



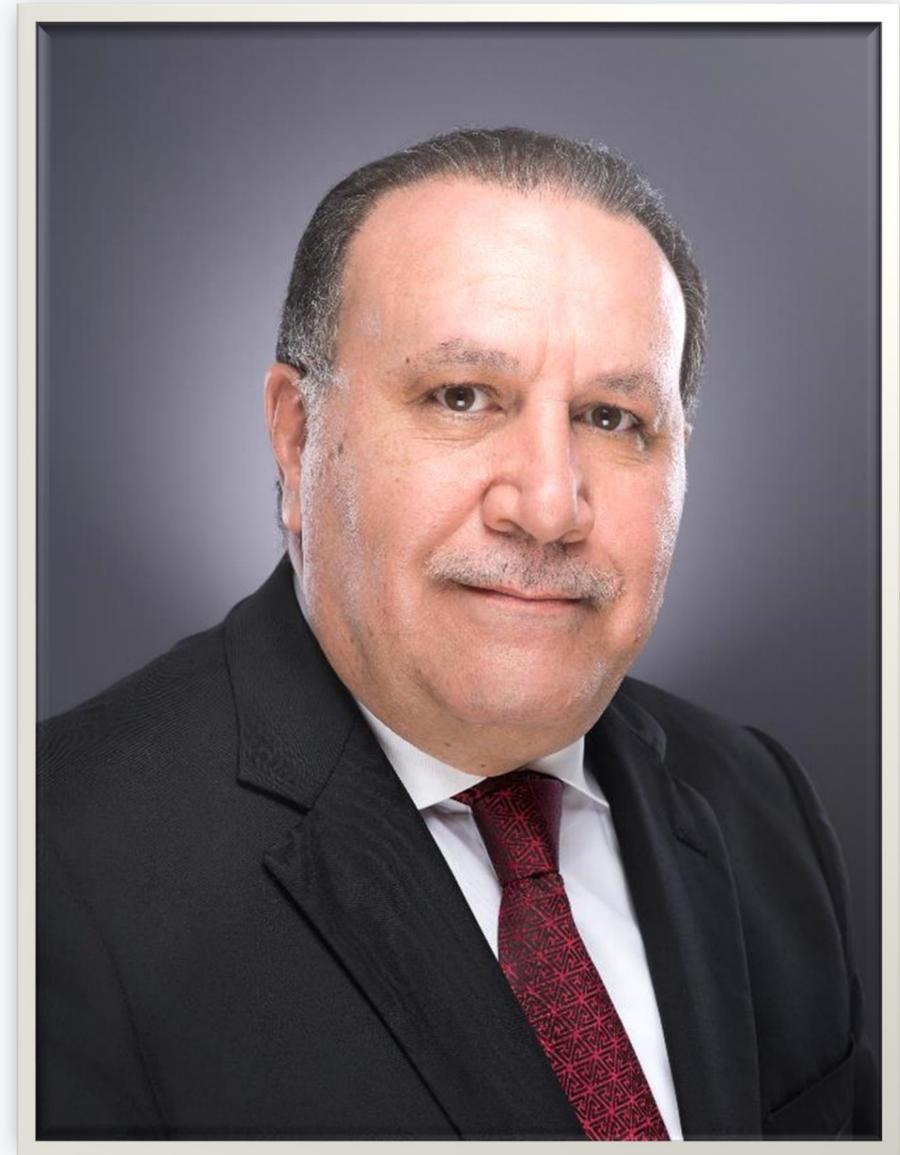
IAPPD  
IAPPD CEO

I'm very excited to join this great organization and I look forward to working with IAPPD's impressive team, partners and members to build on IAPPD's outstanding record of success, as we adapt to the post COVID-19 work norms, we shall focus our efforts on expanding our accreditation, training and development services to create positive workplaces for workers and managers.

*Yazid Bitar*

IAPPD CEO

ceo@iappd.co.uk





## IAPPD Restructures to Regionalize

IAPPD, the single largest body of knowledge in the field of Performance Management, has been dedicated to provide the best services to its clients. We have achieved a solid record of growth by doing what it takes: Working closely with our clients to develop real benefit solutions. With the acquired global-wide experience in Accreditation, Training & Development, it became more and more apparent that there was a growing need for a new structure to achieve an even stronger customer-centric focus.

By 2016 IAPPD was restructured into five main operating business lines, namely, IAPPD Training, IAPPD Conference, IAPPD Excellence, IAPPD Speakers, IAPPD Materials, & IAPPD Invest, IAPPD aim of this restructure is to have more **Focus on regionalization**, through developing operational hubs in Africa, Asia, Europe, America as well as the Middle East.

We feel confident about our future as an integrated organization and believe that our positioning and structure will make us stronger in the marketplace, driving more accountability in our business.



# Welcome to IAPPD Our Company Through Time



IAPPD's vision is to create positive, stimulating and developmental workplaces for workers and their managers.

Welcome to IAPPD  
IAPPD Mission



To continually study and monitor performance management implementation practices on an international scale.



- To promote awareness and understanding of all aspects of performance management.
- To actively promote the implementation of superior performance management behaviors.

ABOUT US

# Our Company Values



## Integrity

We shall make the right decisions for our members and for the profession, without regard to politics or short-term gain.



## Transparency

We value honesty and endeavor to conduct our business practices with openness.



## Diversity

We will reflect the diversity of our members in all our activities and dialogues.



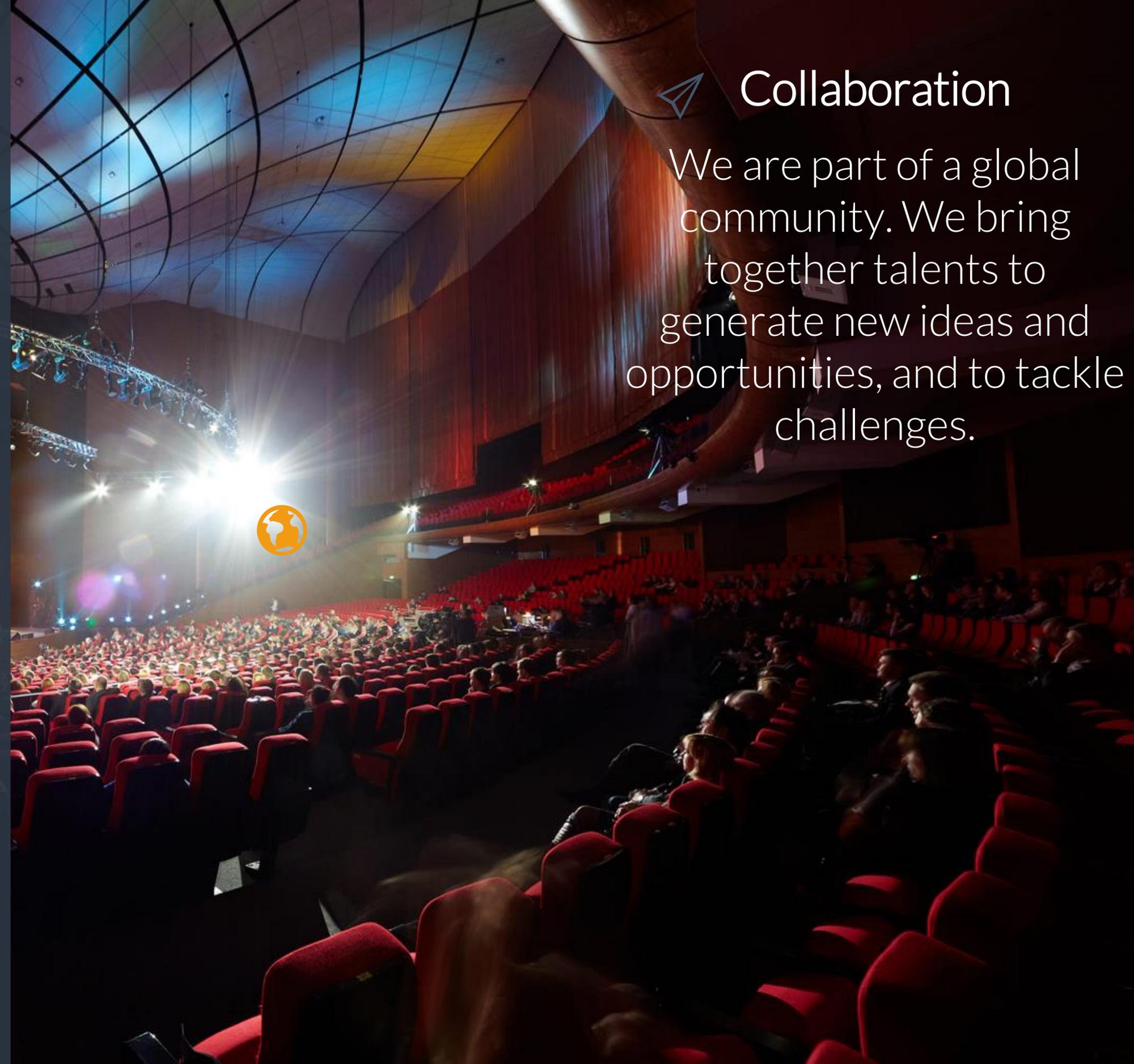
## Respect

We respect all opinions, expressions, experiences and contributions. All colleagues, members, partners and practitioners are valued and treated equally.



## Professionalism

We will operate with integrity to deliver the highest professional and ethical standards.



## Collaboration

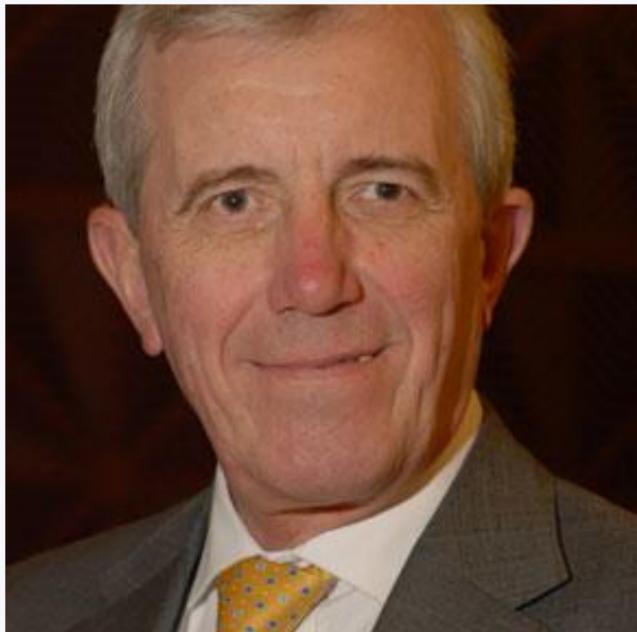
We are part of a global community. We bring together talents to generate new ideas and opportunities, and to tackle challenges.

# Welcome to IAPPD How IAPPD is Organized



IAPPD  
Co-Founders & Presidents

Co-Founder  
President  
2010-2013  
—  
Geoff Cock



President  
2014-2019  
—  
Paul Bridle

IAPPD  
Regional Presidents

Dr. SCOTT  
SIMMERMAN

America  
President



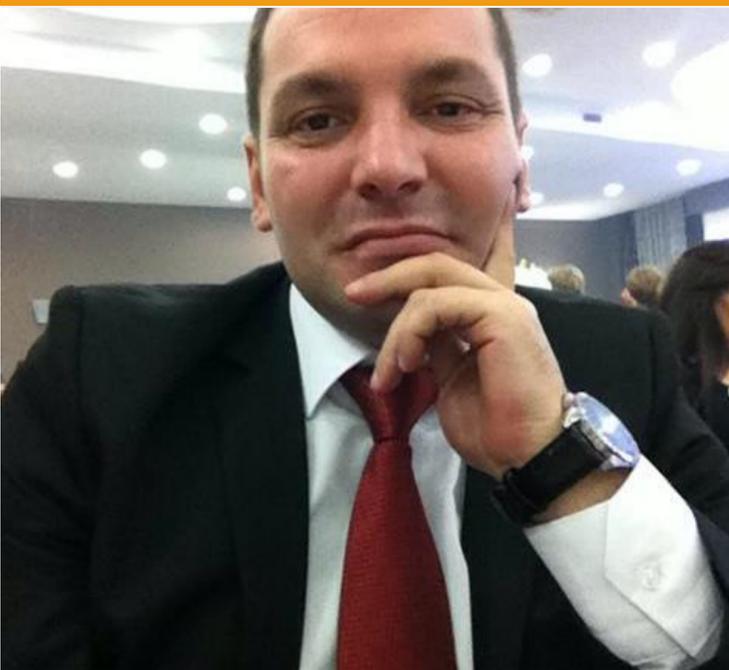
RAED  
DAOUD

Asia & MENA  
President



Dr. DONALD  
AGUMENU

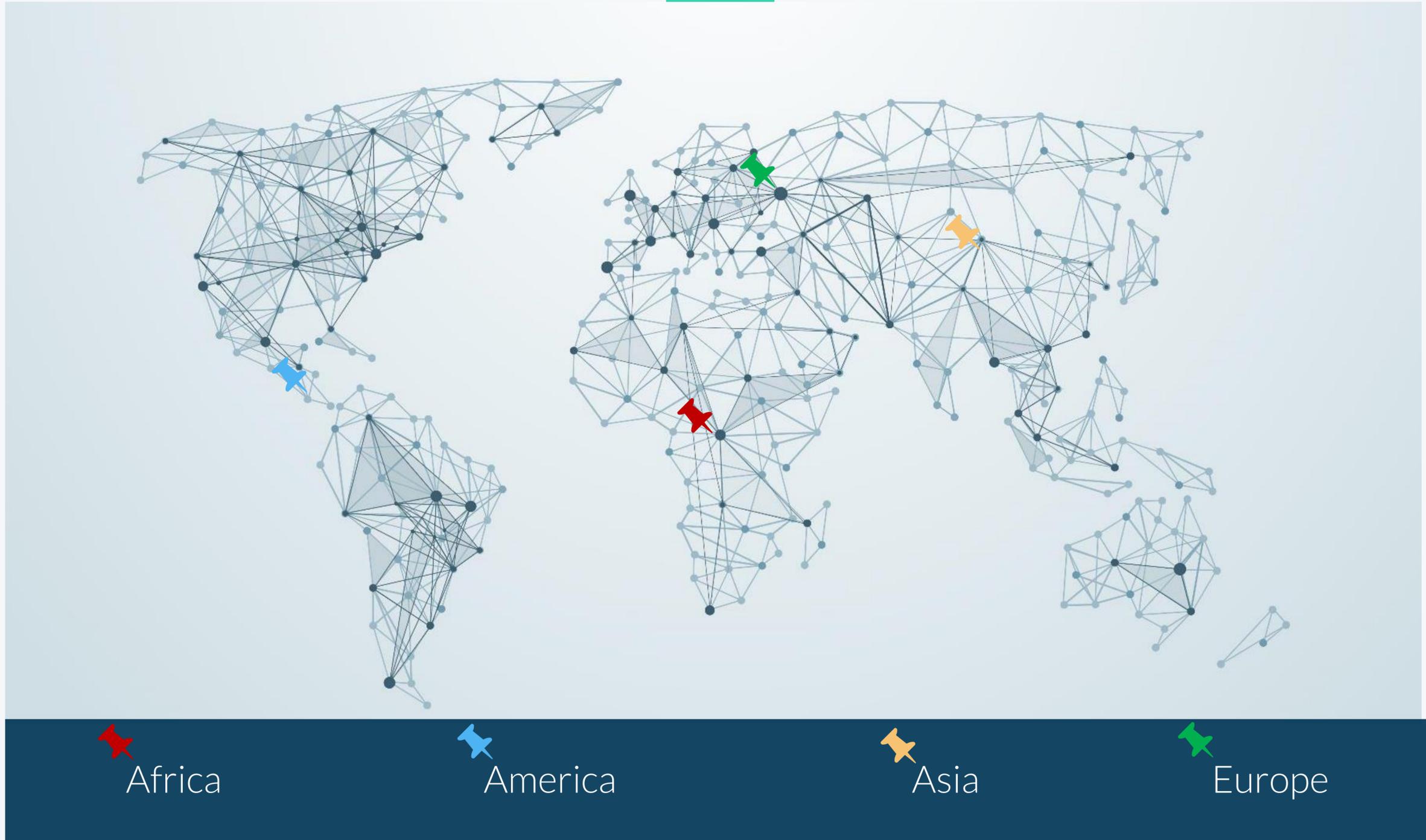
Africa  
President



DR. SHPEND  
IMERI

Europe  
President

# Welcome to IAPPD Where is IAPPD?



IAPPD  
Regional CEO's & BOG



Mohamad Abdelqader  
MENA CEO



Bernard Osei-Duah  
Africa CEO



Mark Robin Reeson  
Europe CEO



Rupak M Zaidi  
South Asia CEO



Ioannis Papaconstantinou  
BOG



Britta Eremit  
BOG



Kai F. Weber  
BOG



Gamal Eldin-El Khazindar  
BOG

# Welcome to IAPPD Some of our IPO's around the World



# Welcome to IAPPD Some of our IPO's around the World





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# OUR WORKS

PERFORMANCE ENRICHMENT

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**iAPPS**  
GLOBAL

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PERFORMANCE ENRICHMENT

# IAPPD Certifications

**Certifications**  
—  
Join thousands of professionals who have improved their management skills by receiving training from the IAPPD International Partner Organizations.



**CERTIFIED HR SPECIALIST**  
PEOPLE RESOURCING SPECIALIST



**Course Outline:**  
People resourcing defined, People resourcing and HRM  
Human resource planning, Talent management, Recruitment and selection, Selection interviewing, Selection tests, Introduction to the organization, Release from the organization



It all starts with having the right people in place!!



**CERTIFIED HR Specialist**



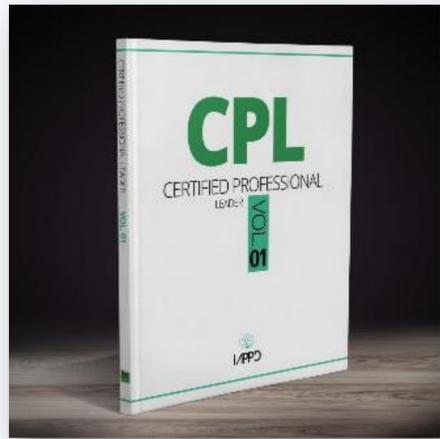
# IAPPD Certificates



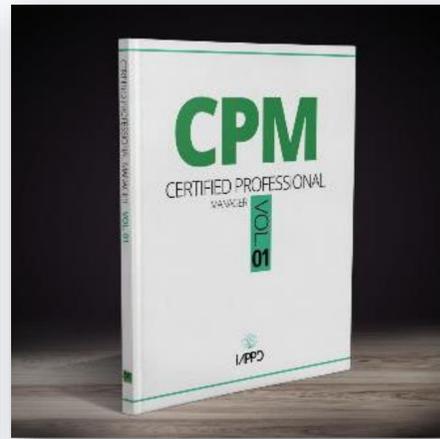
Join those who have improved their careers by earning the IAPPD certification recognition.

Become a Certified Professional today.

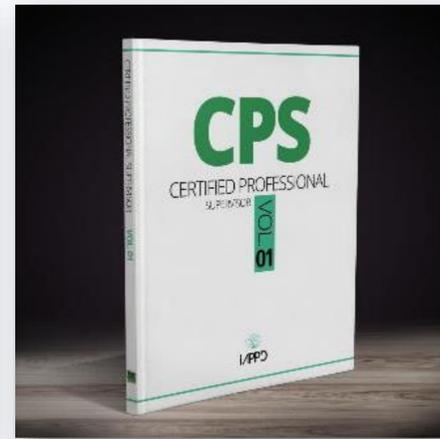
# IAPPD Certificate Materials



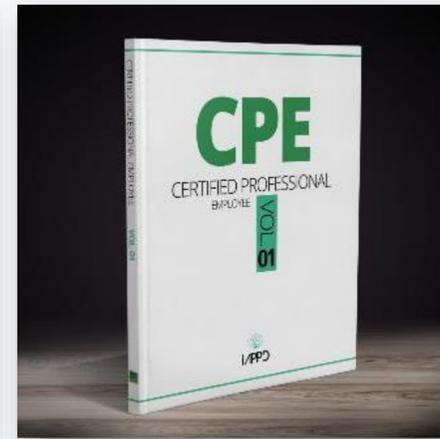
Certified Professional  
Leader



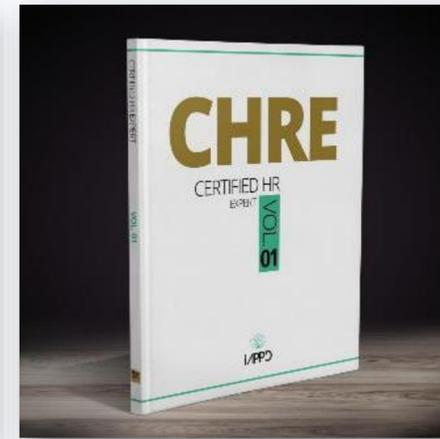
Certified Professional  
Manager



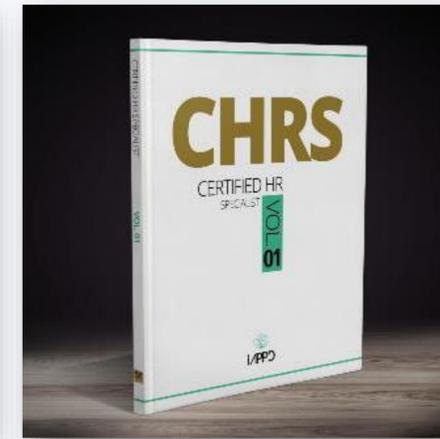
Certified Professional  
Supervisor



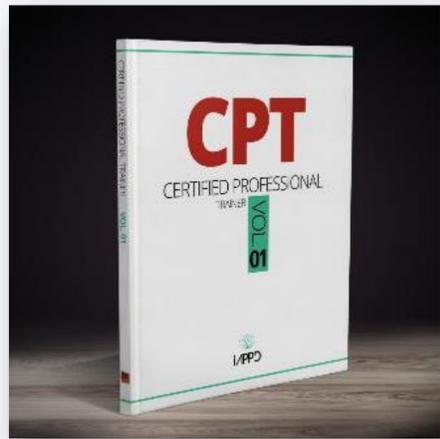
Certified Professional  
Employee



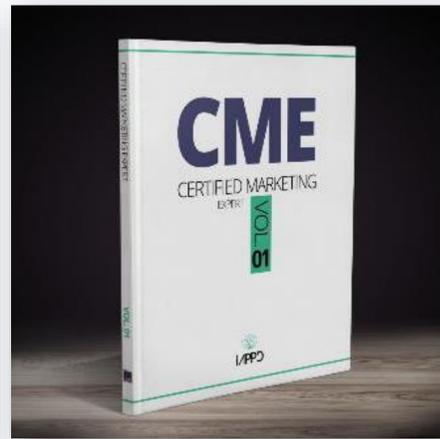
Certified HR Expert



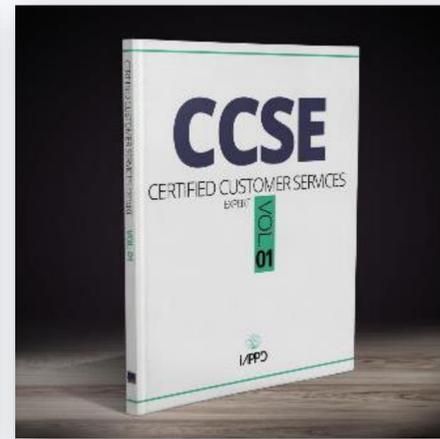
Certified HR Specialist



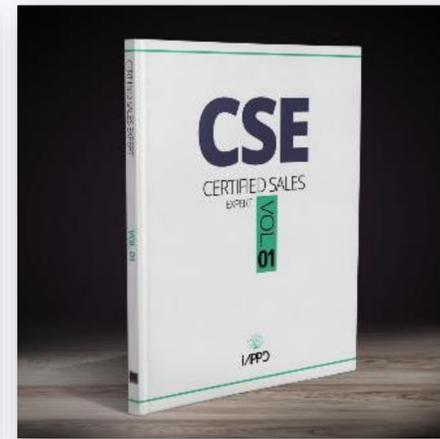
Certified Professional  
Trainer



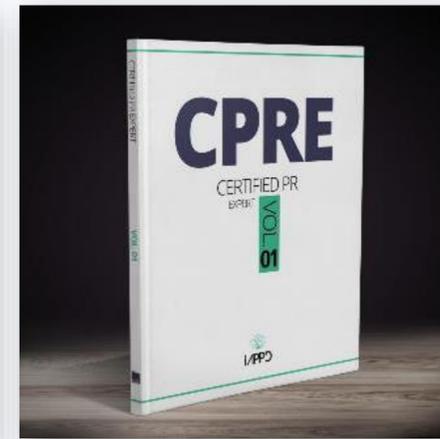
Certified Marketing  
Expert



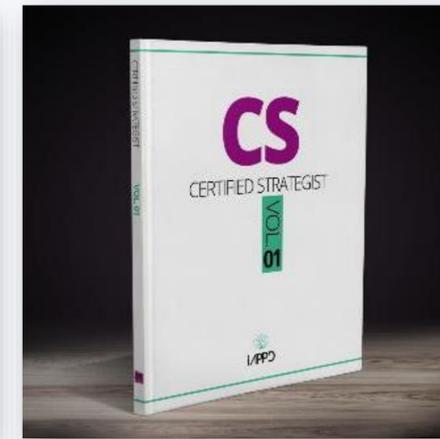
Certified Customer  
Services Expert



Certified Sales Expert

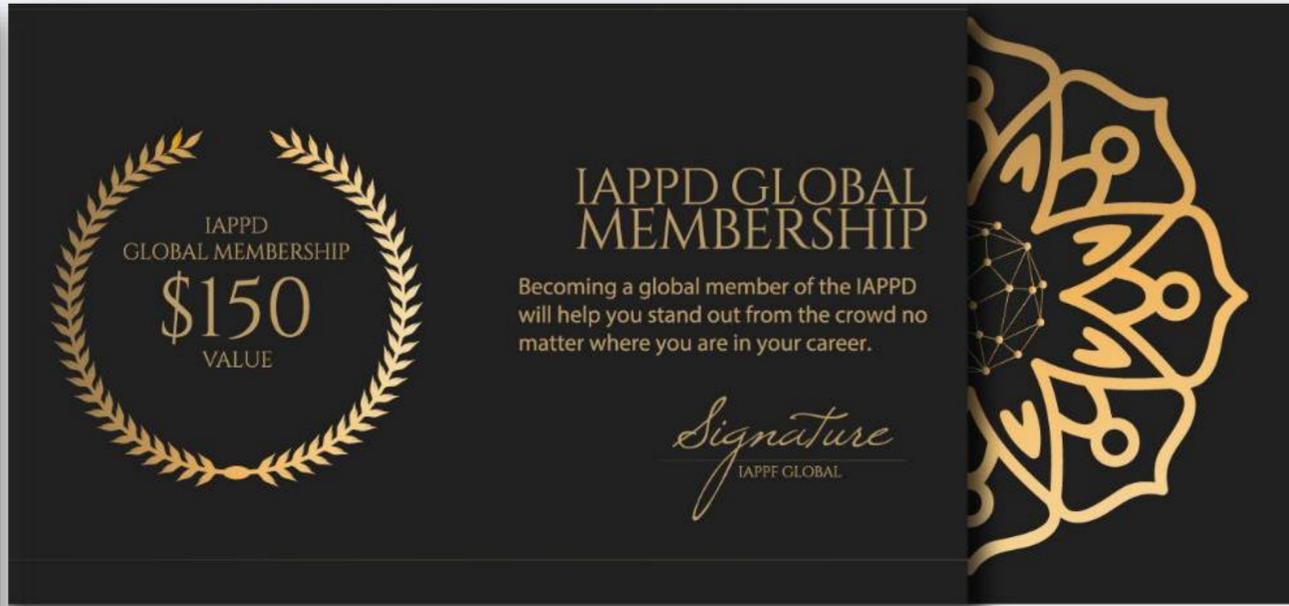
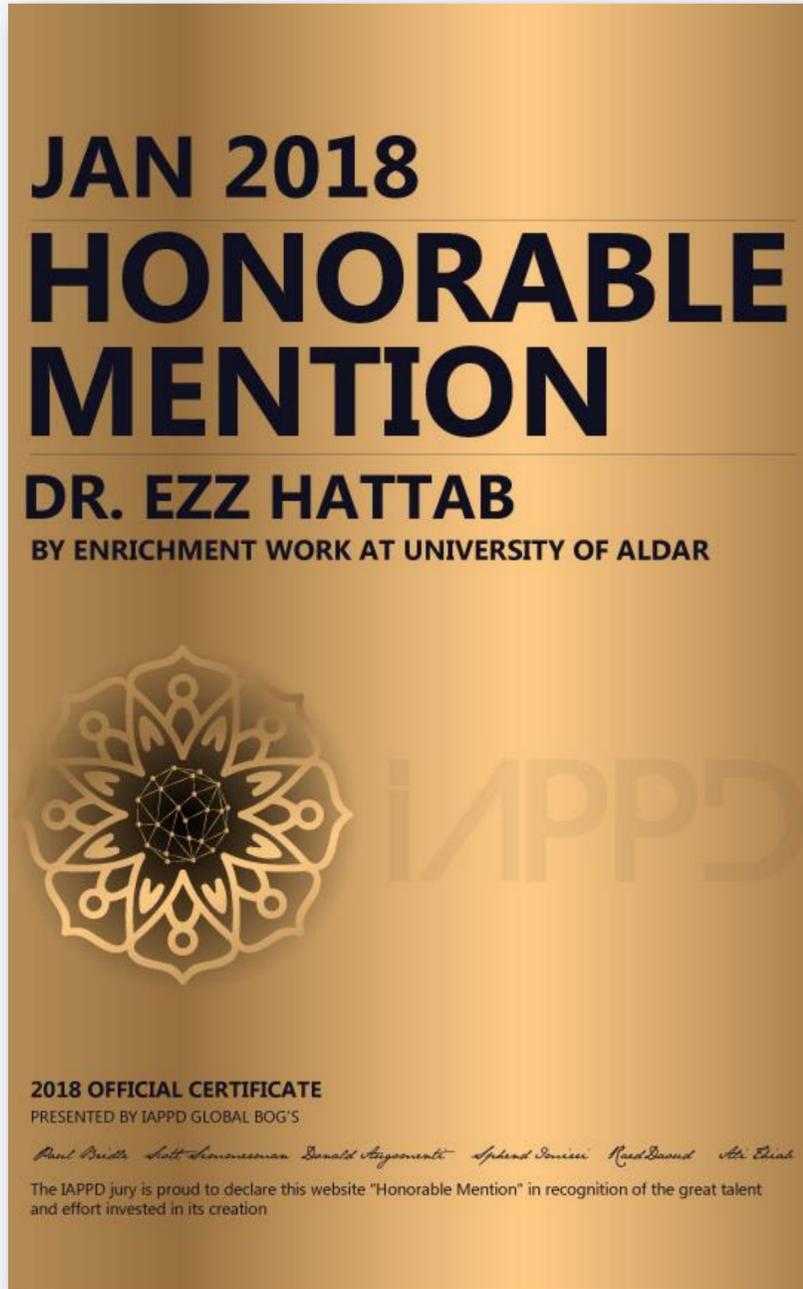


Certified PR Expert



Certified Strategist

# IAPPD Membership



**Memberships**  
Membership is on an individual basis. We offer membership to practitioners at all levels in their careers and in all sectors, from those working in-house to consultancies, both nationally and internationally.



# IAPPD Endorsement

## Own Materials

If you have developed your own training materials and delivered your high-quality training workshops, IAPPD can help you preserve and continue your great efforts by evaluating your training against the IAPPD endorsement criteria.



## IAPPD Standards

IAPPD endorsement is the industry recognized benchmark for high quality training programs. Endorsement accredit that your training program is professionally designed and delivered to IAPPD standards.

# IAPPD Endorsement

**Public Speaking Expert**

**Description**

This course addresses the worst fears about being on the spot or being put on the hot seat. The workshop presents techniques to organize and structure a presentation, deliver it without speaker's notes, and provide sound and convincing answers to the most difficult questions. The workshop is in thinking strategies which guide our ability to analyze, organize, and present. It will give you the confidence and the skills to interact with others and to speak in front of small groups.

**DAY 1: THE SPEAKER (PERSONAL BRAND)**  
**DAY 2: PRESENTATION (PRESENTATION SKILLS)**  
**DAY 3: THE AUDIENCE (PUBLIC SPEAKING)**

Led by **Abdullah**  
CPT, PSE

**Public Speaking Expert  
BY IAPPD**

**CORPORATE SOCIAL RESPONSIBILITY Specialist**

overcoming business challenges and enhancing business performance and delivery. Knowledge management enables organizations to collect and build its own information and knowledge base through which organizations can identify their competitive advantage and weaknesses in a very competitive market place and customer base.

**Certified Knowledge Management Specialist**

**SOON AT MENA**

**HRRE HUMAN RESOURCES RISK EXPERT**

**E.A.i European Arab Institute for Management & Technology**

**Presents**

**CERTIFIED RISK MANAGEMENT PROFESSIONAL**

This course provides the skills to identify and measure risks in project development and implementation. You learn to quantify risks and create risk response strategies to deliver projects that meet stakeholder expectations. Risk analytical skills in understanding and implementing Risk Practices.

**Certified Risk Management Professional**

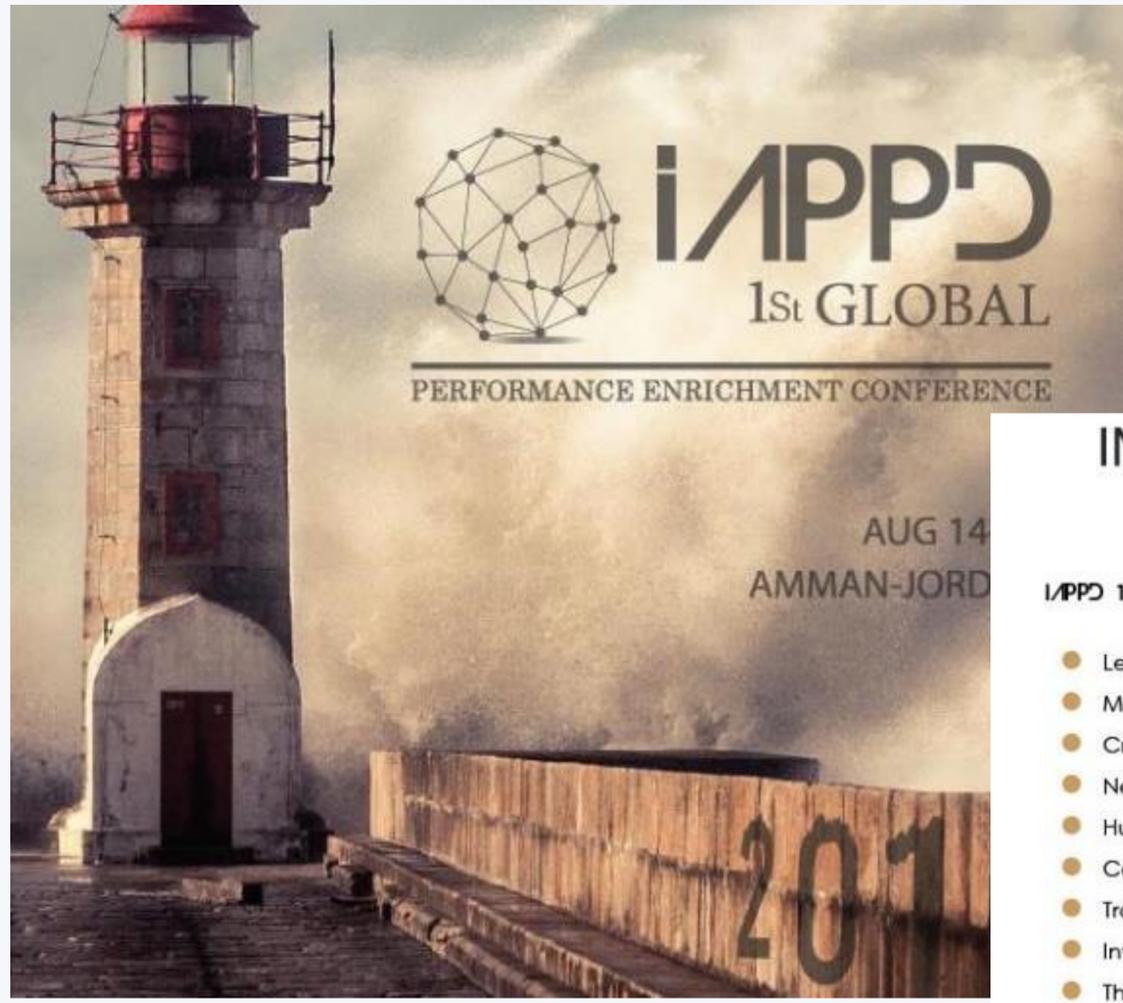
Those who cannot understand how to put their thoughts on ice should not enter into the heat of debate.

**مناظرة DEBATE**

For the first time in MENA region  
Debate Foundation organizing **CDF** Program

**Certified Debate Facilitator**

# Global Performance Enrichment Conference



management implementation practices on an international scale & promote awareness and understanding of all aspects of performance management



## INVESTING IN TODAY'S PEOPLE FOR TOMORROW'S ENTERPRISE

IAPPD 1st Global Performance Enrichment Conference will cover the following

- Leadership development
- Maximizing Business Performance
- Creativity & Innovation
- New Trends in Africa
- Human Capital Development Efficiency
- Contemporary Issues in PMD & Themes
- Transforming HR-HR Competencies
- Involving & Engaging People for Performance
- The Myth of HR Best Practices
- Performance Quality
- Big Data & Performance Management
- Positivity in Organizations
- Team Motivation & Team Building
- Facilitation Skills, Creativity & Innovation
- Change Management



# Global Performance Enrichment Conference



## PERFORMANCE ENRICHMENT CONFERENCE

## PERFORMANCE ENRICHMENT CONFERENCE

### CONFIRMED SPEAKERS

- |  |  |  |  |   |
|--|--|--|--|---|
|  |  |  |  |  |
| <small>Ioannis Constantinou<br/>IAPPD - Greece CM</small>                          | <small>Jassim Al-Mutairi<br/>IAPPD - KSA CM</small>                                | <small>Ezz Hattab<br/>IAPPD - BOG Member</small>                                   | <small>Emad M. Hudaib<br/>IAPPD - Jordan CM</small>                                | <small>Cleo Karayianni<br/>IAPPD - Cyprus CM</small>                                |
| <small>Building<br/>Positivity in<br/>Organizations</small>                        | <small>Performance<br/>Quality</small>   | <small>How Big data<br/>Will Enhance<br/>Performance<br/>Management</small>        | <small>The Myth of<br/>HR Best<br/>Practices</small>                               | <small>Still subject<br/>not confirmed</small>                                      |

IAPPD America President

### Square Wheels

Square Wheels® will be delivered in the morning as a facilitated program to demonstrate an engagement and innovation process, designed to generate lists of issues and ideas and to generate group involvement on ideas for change and implementation. I can tailor it to a variety of specific outcomes, linking it to motivation and change and other themes.



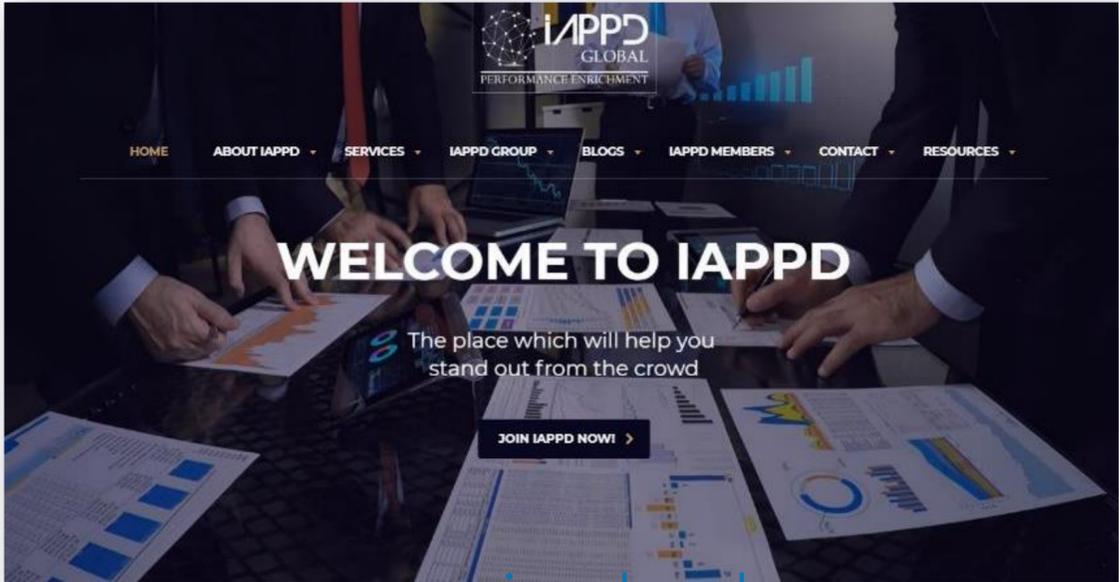
17 AUG 2016

AMMAN - JORDAN

### CONFIRMED SPEAKERS

- |  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
| <small>Dr. Costas Konis<br/>IAPPD - CEO</small>                                      | <small>Dr. Donald Agumenu<br/>IAPPD - Africa President</small>                       | <small>Dr. Shpend Imeri<br/>IAPPD - Europe President</small>                         | <small>Raed Z. Daoud<br/>IAPPD - MENA President</small>                              | <small>Prof. Mark Reeson<br/>IAPPD - UK CM</small>                                   |
| <small>Maximizing<br/>Business<br/>Performance<br/>with</small>                      | <small>New Trends in<br/>Africa -<br/>A Quest for<br/>Efficiency and</small>         | <small>Contemporary<br/>Issues in<br/>Performance<br/>Management</small>             | <small>HR<br/>Transformation<br/>-<br/>Six HR Future</small>                         | <small>Project Management -<br/>The Changing Performance<br/>of a Smart City</small> |

# IAPPD IAPPD Portals



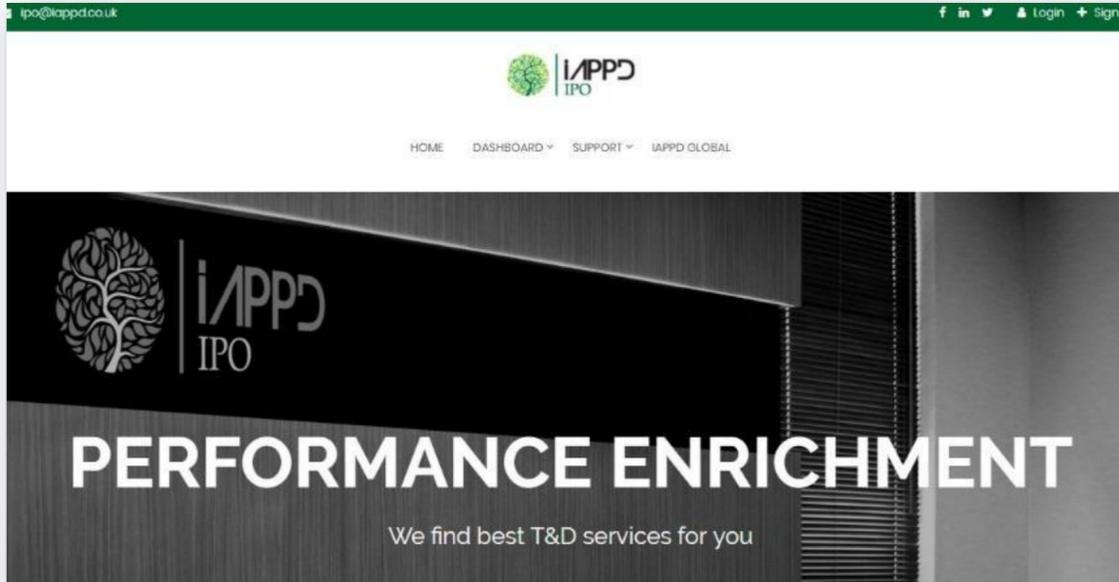
[www.iappd.co.uk](http://www.iappd.co.uk)



[www.iappd.net](http://www.iappd.net)



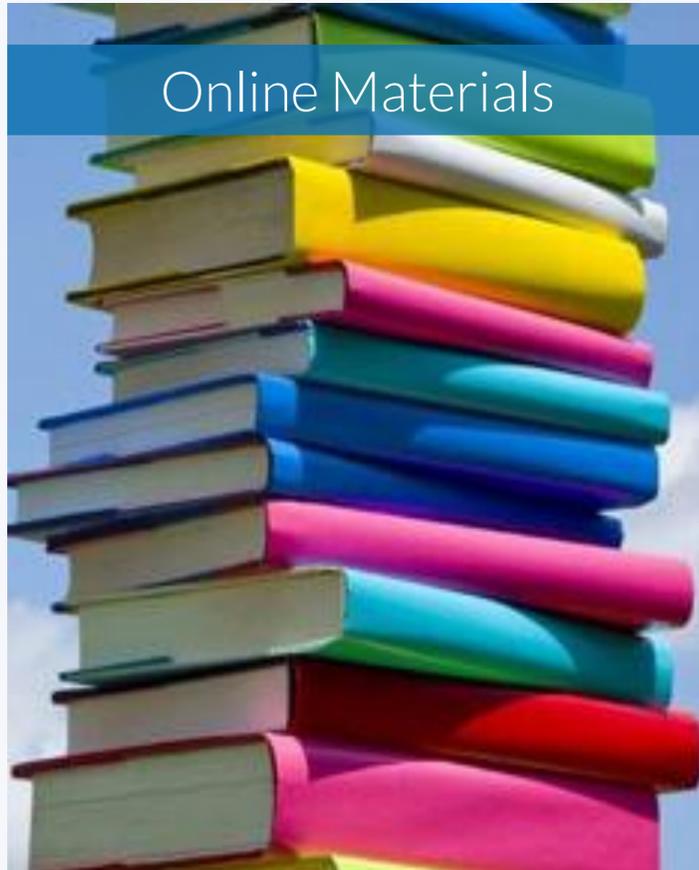
<http://www.iappd.co.uk/speakers/>



<http://www.iappd.co.uk/ipo/>

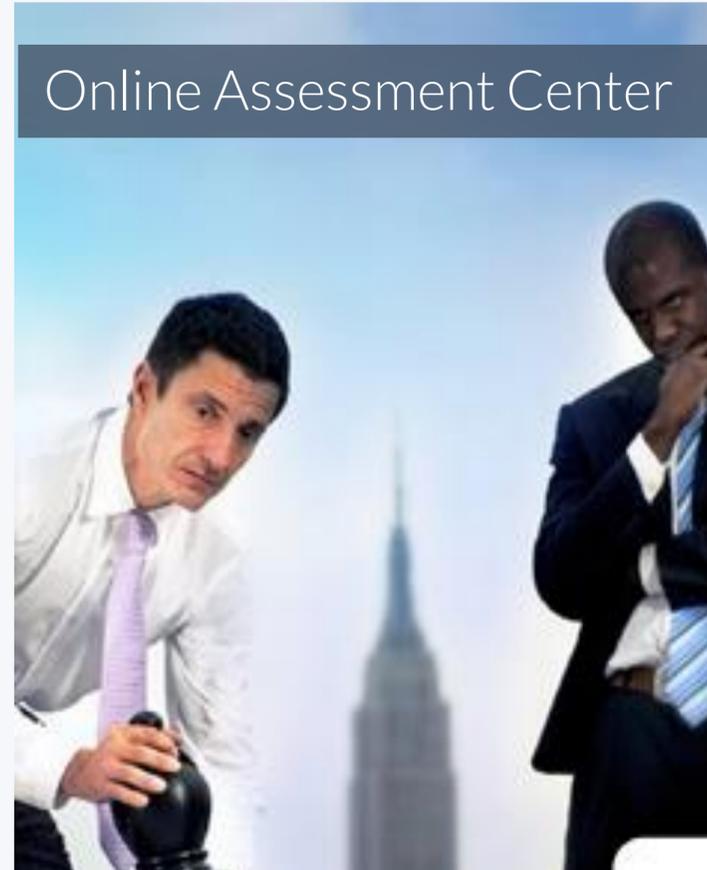
# IAPPD Online Portal

## Online Materials



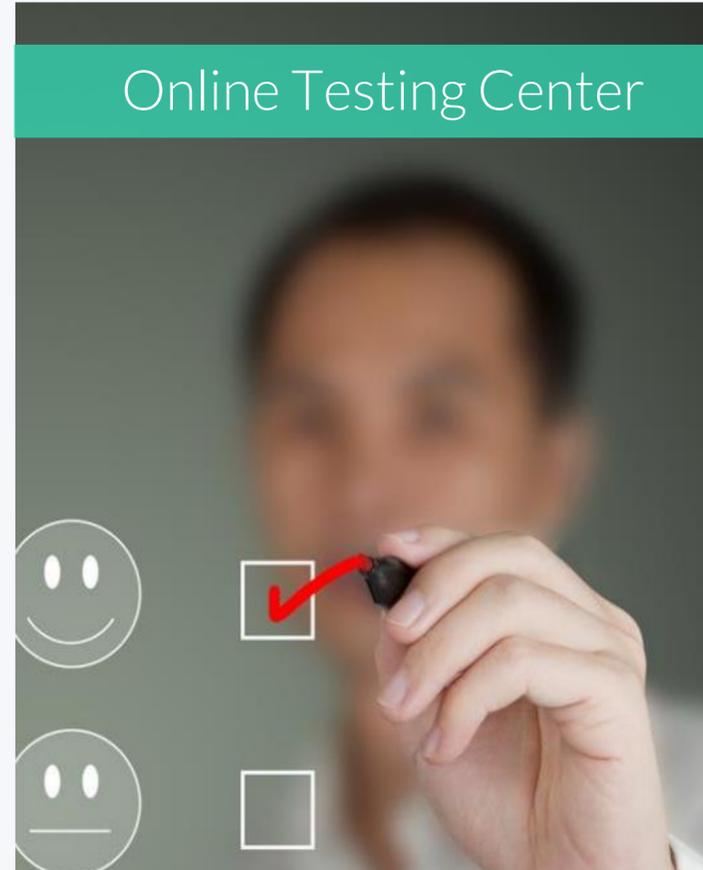
More than 85 training materials developed by IAPPD, available for download online for all members in a very low price

## Online Assessment Center



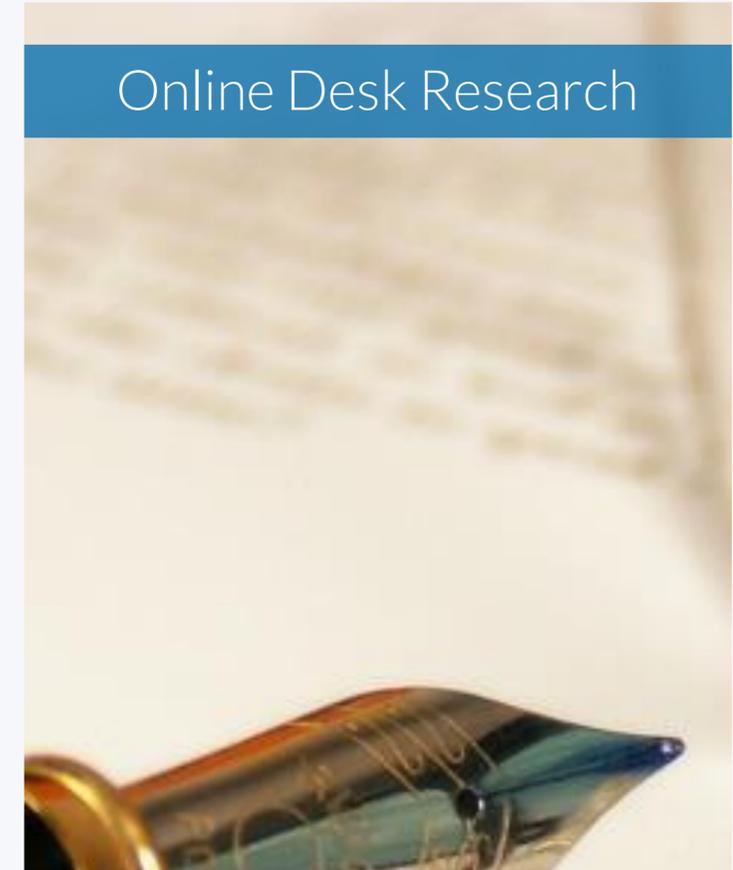
In Partnership with [mycompetencybuilder](#) explore IAPPD provides online competency-based assessment center

## Online Testing Center



All IAPPD Certificates have online exams which can be fully conducted through IAPPD online portal

## Online Desk Research



IAPPD's 'Impact Study' is available online, it can be filled in your own answers, this will activate membership.

# IAPPD Mobile Ready

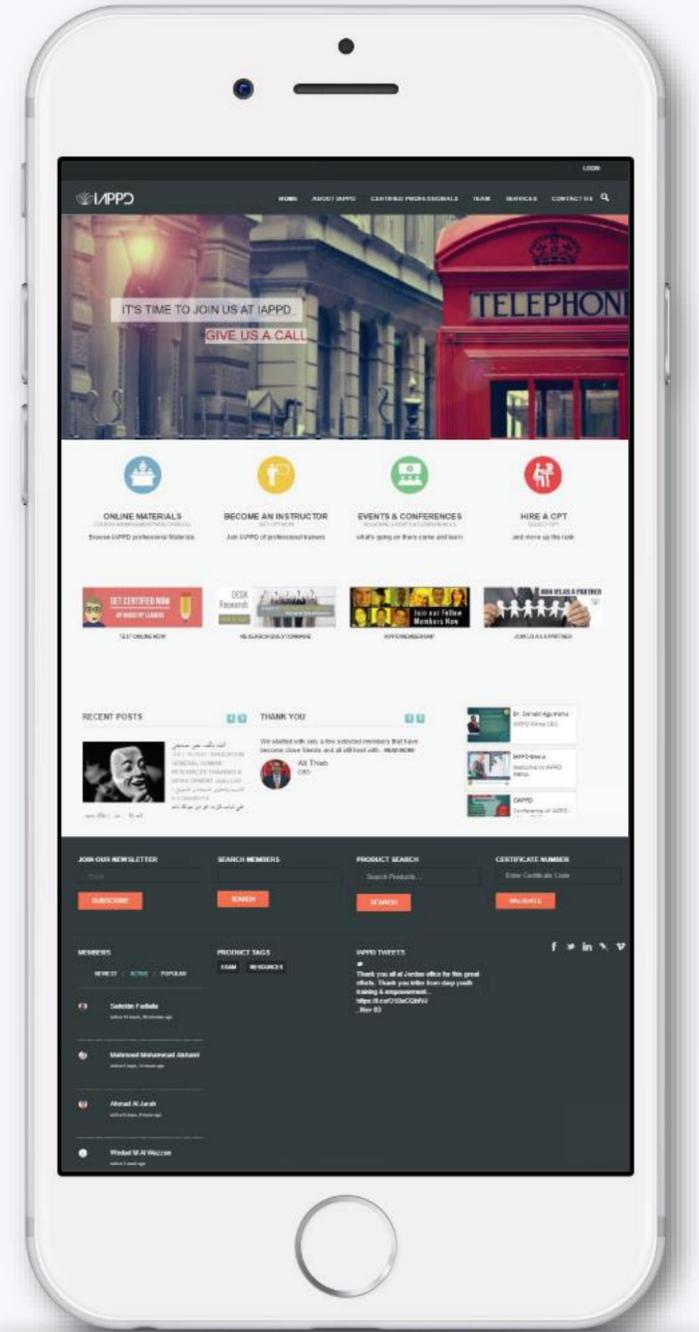
E Learning Management System



Notes and discussion



Advanced quizzing platform



Course directory with filters & sorting



Members Database

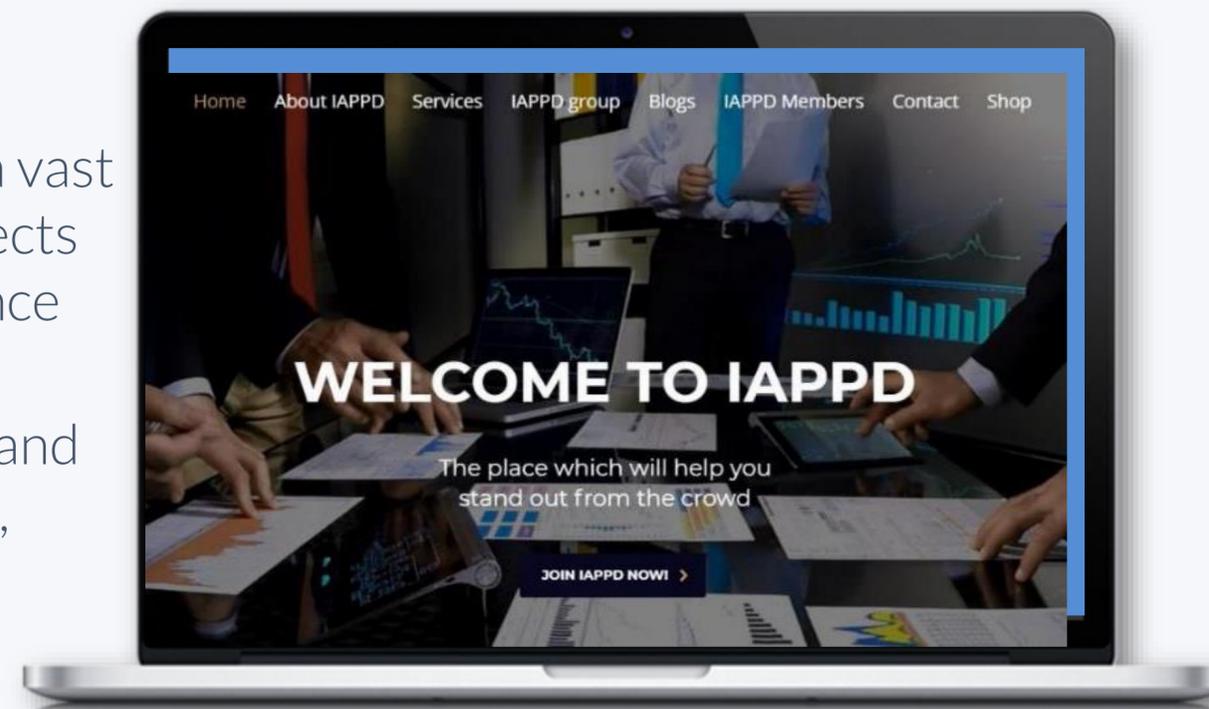


Certification & Membership Directory



Numerous academic and business authors, have collectively published a vast body of information on different aspects of the process of people & performance development:

Performance Management, General and Workplace Motivation, Work Design, Human Psychology, Information Processing and other related topics.



In spite of all this knowledge, performance management activities, and consequently people and performance development behaviors in the workplace, frequently fall far short of best practices.

Isn't there clearly a need to understand the link between:  
'*Knowing*' what is necessary for successful people and performance development, and actually '*Doing*' what is necessary for it?

This is the critical question.

# IAPPD IAPPD Sky E-News letter



Up-to-Date PM Articles



IAPPD New Members



IPO News



News



# Keep in touch with us

IAPPD Global



## Address

England, CT19 4RH, Folkestone, Kent,  
Base Point St. Bld 22



## Contact Info

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Global: [global@iappd.co.uk](mailto:global@iappd.co.uk)

Support: [support@iappd.com.uk](mailto:support@iappd.com.uk)

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## MENA:

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