

**THE CONCORDIA INSTITUTE FOR INFORMATION SYSTEMS ENGINEERING  
IS PLEASED TO PRESENT THE FOLLOWING GUEST LECTURE IN  
OUR CIISE DISTINGUISHED SEMINAR SERIES**

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**Mr. Khaled Khattab**

Founder & President, Benchmarking For Excellence

**Striving for Excellence and World Class Performance**

Improvement of business relationships/performance and customer service is a critical factor of success in our competitive world. Many companies are extremely interested in achieving the best possible results in that field. But many of them still struggle finding the optimal ways in achieving their goals in terms of time, cost, quality and overall organizational performance. How to evaluate or measure the levels of performance? How to define the highest level of performance and how can we recognize it?

**Rationale**

- Leaders are expected to more and more 'guarantee' financial returns in a sustainable, predictable and growing manner. This therefore puts a heavy burden on organizations, people, resources and existing capabilities to continue stretching and improving performance;
- On a global basis, more and more leaders are now relying on well tried, proven methodologies that can support performance sustainability and deliver superior standards of competitiveness;
- Excellence models such as The European Excellence model, The Malcolm Baldrige National Quality award Model, The Deming Prize amongst others have proven that they can support the drive for excellence and continuous improvement. There is abundant research which proves unequivocally the impact these various principles of excellence can have on sustainable financial performance.

**Objectives**

The primary objectives are to:

- Give participants an awareness on the real meaning of excellence and world class performance from the point of view of achieving sustainable, competitive performance standards;
- Cover the key 'pillars' that drive excellence in any organisation;
- Demonstrate the linkages between drivers of excellence, capabilities for delivering excellence and the impacting factors of excellence.

**Biography:** Khaled is a private, SMEs and public sector development expert with over fifteen years of experience implementing technical assistance and training programs focused on capacity building and organizational excellence primarily on USAID-funded initiatives. During his career with the International Executive Service Corps (IESC), he spent over eight years in Egypt managing the delivery of multiple technical assistance projects to various firms, associations, NGOs and other public institutions. He is currently working at HEC Montreal as a Research Assistant with a focus on Innovation, TQM and Business Excellence. He worked before in different senior capacities over five years with the Government of Dubai and the private Executive Office of His Highness the ruler of Dubai on multiple high level projects like the assessment of the Dubai Government Public Services provision as well as a Leadership and Organizational Excellence development program in cooperation with the European Foundation for Quality Management (EFQM), Ashridge Business School and London Business School. He was also responsible for developing all Organizational Excellence Strategies for Dubai Holding, one of the world's most diversified conglomerates and for the overall design and management of the organization's Excellence Award and International Benchmarking Programs, which were a true success story within EFQM and the UAE. Khaled is a senior member of the American Society for Quality (ASQ), Board member and Awards Chair of ASQ Montreal section 0401 and a member of the Canadian Public Sector Quality Association. He holds a Master's degree in Quality Management and a Bachelor's degree in Business Administration and International Commerce. He is also a Certified Assessor for the European Foundation for Quality Management (EFQM) Excellence Model, a Certified Auditor for QMS ISO 9001 and EMS ISO 14001 and a registered Speaker with Dubai School of Government, the leading School in the Middle East in Cooperation with Harvard Kennedy School of Government.



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**Thursday, October 27, 2011**

**16:00 – 17:00**

**EV003.309**