

COGNIZANCE

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MD'S WORD

Professional Competitiveness: Success in a Dynamic Workplace

Professional competitiveness is a set of abilities, characteristics, and strategies that employees use to succeed in their jobs, take advantage of opportunities, and accomplish their objectives. Developing professional competitiveness is crucial whether the goal is to advance in current position, look into new career options, or both. Such competitiveness doesn't come with sugar and honey, rather, it is a combination of several factors which include being results-oriented, fostering a positive attitude, working hard towards upgrading own skills, and several others

1. Continuous Learning and Skill Development

In a rapidly evolving job market, staying on top of industry trends and acquiring new skills is essential for professional competitiveness. Embrace continuous learning through workshops, courses, certifications, and try to gain and maintain a highly effective know-how which would give you the competitive edge you ought to have.

3. Personal Reputation Management

Define and promote your personal brand by showcasing your unique skills, strengths, and accomplishments. Build a strong presence and maintain a positive reputation by delivering high-quality work, demonstrating integrity, and fostering positive relationships with colleagues and clients.

2. Building Fruitful Relationships

Cultivate a strong professional network by connecting with colleagues, mentors, clients, industry peers, and thought leaders. Actively participate in networking events, conferences, and online communities to expand your circle of contacts and opportunities for collaboration and growth.

4. Results-Oriented Performance

Focus on delivering tangible results and exceeding expectations in your role. Prioritize your work, set specific goals, and monitor your advancement towards your main goals. People will see that you are a valuable person if you can solve problems, produce consistently high-quality work, and support the growth of your team and company.



5. Adaptability and Resilience

The ability to adapt to change and recover from setbacks is essential in an ever-changing business environment of today. Develop a growth mindset that views challenges as chances for learning and growth. Always be adaptable, receptive, and proactive in response to changes in your industry.

7. Become an Effective Communicator

Learn to express yourself clearly and confidently, while also being receptive to others' perspectives. By developing empathy, active listening, and assertive diplomatic communication, you'll build strong, collaborative relationships. Recognize your strengths and areas for improvement. Seek feedback and continuously develop your emotional intelligence and self-awareness for both personal and professional success.

6. Leadership and Influence

No matter what your job title or position is, always work on developing your leadership skills. Set an excellent example for all; motivate and inspire people, and collaborate effectively with colleagues to accomplish common goals. Cultivate influence by building trust, communicating persuasively, and advocating for your ideas and initiatives.

8. Strategic Career Planning

Have clear, ambitious goals and create a personalized roadmap for career advancement. Identify your long-term aspirations, assess your skills and interests, and explore opportunities for growth and development. Continuously evaluate and adjust your career plan to align with your evolving goals and ambitions.

Professional competitiveness is essential for advancement and success in today's aggressive and fast-paced business environment. It is the key trigger to succeed in your profession and stipulates the desire for advancement and achievement. Such journey requires multiple efforts including embracing lifelong learning to stay adaptable and relevant, connecting with others and crafting a strong personal brand to open doors, focussing on achieving concrete goals and tracking your impact, developing own leadership skills and emotional intelligence to inspire others, as well as taking initiatives, seizing opportunities and striving for excellence.

Saqib Altaf.

PRODUCT HIGHLIGHT

ELEVATE YOUR HVAC OFFERINGS WITH BOSTIK'S INNOVATIVE INSULATION SOLUTIONS

Introducing Bostik – an excellent addition to Unitech's Product basket, designed to maximize efficiency and profitability in all building projects.

WHY CHOOSE BOSTIK?

A leading name in smart solutions, offers a comprehensive range specifically for HVAC applications. They recognize the pivotal role of effective thermal insulation in enhancing system performance and minimizing energy waste.

BOSTIK'S IDENTEN SOLUTIONS PROVIDE:

- ▶ **Effortless Installation:** Advanced adhesives guarantee a secure and precise fit for various insulation materials on diverse surfaces.
- ▶ **Airtight Seals:** High-quality sealants eliminate the need for additional tape, maintaining optimal internal pressure within air ducts.
- ▶ **Enhanced Protection:** Self-adhesive aluminum tapes offer superior protection against fire, moisture, and dust, safeguarding system efficiency.

INCREASE YOUR EXPERTISE:

- ▶ **Unmatched System Performance:** Bostik products meet demanding HVAC system requirements.
- ▶ **Simplified Installation:** User-friendly designs allow for quick and easy application.
- ▶ **Long-Term Value:** Premium materials ensure lasting durability, minimizing maintenance and extending equipment lifespan.
- ▶ **Energy Savings:** Optimized systems translate to significant energy consumption and cost reductions.
- ▶ **Improved Comfort:** Optimized air conditioning and ventilation contribute to a healthier, more comfortable environment.

COMPLEMENTARY PRODUCTS & APPLICATIONS:

KIMMCO-ISOVER – Building Insulation Solutions

Combine Bostik's HVAC solutions with Unitech's current offerings, ideal for:

- ▶ New HVAC System Installations
- ▶ Retrofit Projects
- ▶ Commercial & Residential Buildings
- ▶ Hospitals & Educational Facilities

Bostik extends beyond HVAC, formulating specialized chemicals for various customers, from major construction firms to DIY enthusiasts. Their waterproofing solutions cover interior and exterior applications, from basements and roofs to foundations and tunnels.

Bostik equips clients with innovative solutions that enhance efficiency, comfort, and savings.



Explore Further:

Access Bostik's HVAC Thermal Insulation Technical Datasheet by scanning the QR code.



NEWS UPDATE UNITECH RECOGNIZED FOR BEST END-USER DEALER AWARD

We are delighted to share that we have been honored with **THE BEST END-USER DEALER AWARD** from Stanley Black & Decker. This recognition acknowledges our commitment to excellence. It's a true testament to the dedication and hard work of our team, along with the unwavering loyalty of our valued customers.

As we celebrate this achievement, we look forward to a future with further innovation, growth and shared success.



5 Steps to Develop Leadership Skills as a Sales Engineer

1

Define your Vision

Craft a clear direction for your team, aligning your passion for solutions with company goals and market impact.

2

Communicate your Value

Effectively translate the value of your solutions, focusing on benefits, not features. Use stories and data to connect with all levels, from salespeople to executives.

3

Empower Your Team

Share your knowledge by coaching and mentoring other Sales Engineers. This two-way street benefits your skills, network, and reputation.

4

Collaborate and Innovate

Foster teamwork and innovation by leveraging the diverse strengths of your team (engineers, marketers) Embrace new ideas to create stronger solutions.

5

Lead by Example

Set high standards for yourself and embody unwavering commitment, professionalism, and excellence. Lead by example, inspiring a positive and productive team culture.

Building a Brighter Future

Top Building Trends in 2024

The construction sector in Saudi Arabia is experiencing significant transformation, influenced by the country's ambitious Vision 2030 and its focus on sustainability and economic advancement. Here are the key trends shaping project management in this industry:

Digital Transformation and Technology Integration

The industry is swiftly adopting digital tools like building information modeling (BIM), cloud-based project management platforms, and artificial intelligence (AI) to enhance efficiency, collaboration, and decision-making across projects.

Lean Principles Implementation

The embrace of Lean principles is growing, aiming to reduce waste, streamline processes, and deliver added value to clients. This approach helps cut costs, boost productivity, and ensure projects are completed on time and within budget.

Digital Collaboration Platforms

The use of digital collaboration tools is on the rise to improve communication and coordination among project stakeholders, promoting transparency, accountability, and streamlined workflows.

Remote Project Management

Advanced technologies such as drones and IoT sensors enable remote monitoring of construction sites, ensuring real-time progress tracking, safety, and efficiency, reducing the need for physical presence on-site.

Focus on Sustainable Practices

There is a notable emphasis on sustainable construction practices, with certifications like LEED becoming more prominent. This involves incorporating renewable energy sources, minimizing environmental impact, and enhancing energy and water efficiency.

Skill Development

Training programs are being introduced to equip project managers with the necessary digital skills in areas like BIM, AI, cloud-based platforms, and augmented reality applications.

Our commitment to excellence, together with our professional, honest and collaborative approach, ensures the best outcomes for a sustainable future



Corporate Identity Manual

VERSION 01/2024

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A Guide for Every Team Member

Building a Strong Brand Together

Creating a recognizable and professional brand identity requires collaboration – and your contribution is vital. This guide outlines the key elements for consistent brand presentation across all our endeavors.

This document details the core aspects of our brand, including logo, colors, fonts, and messaging. Consistent application of these guidelines ensures a cohesive and professional experience for our clients and partners.

Download and Apply the Brand Guide

To maintain a unified brand image, kindly download and acquaint yourself with this guide.

Adhering to these instructions guarantees that all our internal and external communications reflect Unitech's principles and vision.

A. The Logo

1. Unitech



Application

The logo is the core of a brand's identity. Find out about the logo elements, variations and how to apply it in consistent ways.

Architecture

The logo is a graphic comprised of the wordmark (logotype) and 'negative' mark (symbol). Internationally, the Unitech logo was created to enter the letter 'U' and expanding its reach by symbolizing the future expansion of the company.

Usage

You should use the complete logo at all times. The logo can also be accompanied by a slogan and other variation which will be discussed in the following topics.

A. The Logo

3. Color Palette

Color Standards

The following colours are the only ones which may be used for the Unitech logotype. No other colours may be used or substituted for the colours logo.



CMYK: 70 / 17 / 0 / 0
 RGB: 45 / 167 / 223
 Hex #2DA7DF

Pantone P 112 - 6 C

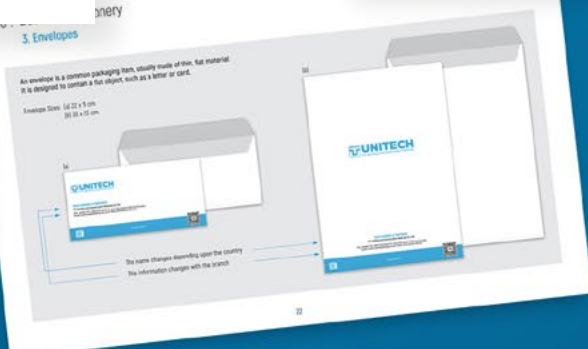
Secondary Colors

These are the alternative colors, creating balance and making the palette more distinctive and sophisticated.



Akrobat Font Family (Main)

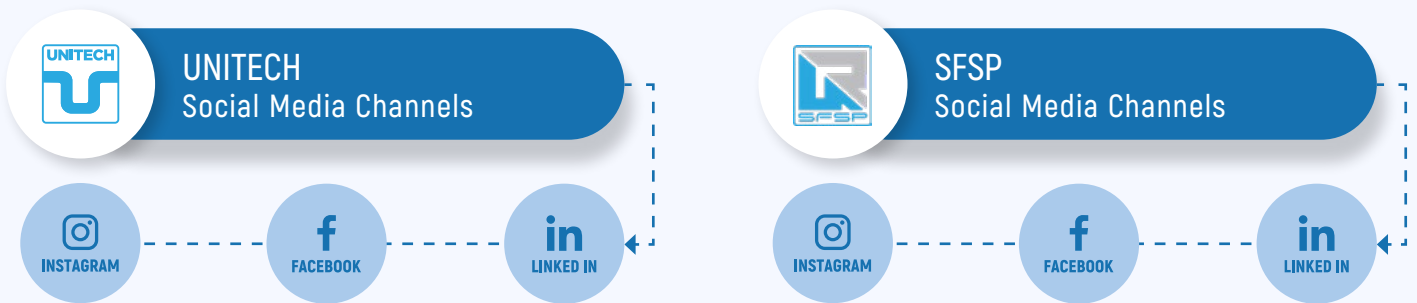
- [Unitech for Building & Construction Materials](#)
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SOCIAL MEDIA CHANNELS



The mission of our social media channels is to provide you with posts and short publications that will highlight the products, services, brands and teams that make up the Unitech family.

Follow Us, So you can be updated with our new developments, news and more...





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