

**GLOBAL COMPACT END OF YEAR
COMMUNICATION ON PROGRESS REPORT
(2009-2011)**



TactiX Strategic Consulting

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Part I:
Statement of Continued Support

To sustain a growing business, companies should maintain an equal balance nurturing the pillars of this foundation; whether it is the clientele base or actual assets, the human capital is definitely on top of this list, otherwise expansion will be limited. At TactiX we strongly believe in creating the right working atmosphere and we are proud of our environment which embraces a group of talented members contributing to our performance, clients' satisfaction and brand equity in the market we operate in. The entrepreneurial spirit of our team has been the main driver, each one of us has a distinctive trait and we complement each other.

Our team members are TactiX ambassadors and we are keen to offer suitable working conditions with full adherence to human rights and policies. This year we reaffirm our commitment to the renowned Global Compact initiative and we are glad to share our achievements regarding the "Human Rights" category and specifically to principals 1 and 2. .

In 2003, TactiX was established with 2 members committed to starting this journey in the field of communication, today we embody 14 core team members and we have been recently recognized by the "All World Network" Initiative to be among Jordan's Top 30 Fast growth companies. This achievement was based on performance and growth rate for the past 3 years and will secure the nomination for TactiX to enter the competition for the Arabia 500 to be held in November, 2011.

TactiX most recent organizational restructuring contributed to the development of our work, it allowed each one of us to focus on our specialty and it opened the door for expansion, this change in management has been part of our evolution and the decentralization served us well. We aim to grow by offering PR, marketing, events management, advertising, crisis management and corporate social responsibility services. These are our current pillars and we hope to grow even more reaching out new clients and markets as well, eventually bringing each department into a self-sustaining stage and accordingly become a company on its own.

Success is not only about making profit, it is about creating an imprint with sustainable growth and this can only be achieved through the dedicated efforts of team members to secure a solid track record with excellent reputation. We will always cherish our name and will continue to serve our employees with full dedication and support.

Nasif Khoury
Managing Partner



Part II: **TactiX Strategic Consulting**

The highlight of our most recent accomplishment "**Jordan's Top 30 Fast Growth**" Companies:

We are a Jordanian born consulting firm devoted to providing innovative guidance on *Public Relations & Marketing communication* to clients that value strategic direction for their organization. Our mission is to enhance our client's image among specified target audiences, adding equity and premium to that brand in the market. TactiX is driven by our vision to become a consulting firm in the field of communications offering a blend of media relations and planning, marketing tools and strategies along with proactive public relation initiatives and exposure with a special emphasis on corporate citizenship, social responsibility and sustainability.

Building on a story of strong ambitions and a history of firm bridges during difficult times, TactiX is guided by the sincere commitment to continuously raise the bar. The company's success is a reflection of our partners (clients)' triumphs and TactiX takes pride in being associated with a high profile list of clients. TactiX portfolio is diverse, from automotive to industrial conglomerates; communication has been offered to both private and public sectors and included clients in the fields of: aviation services and airlines, music and entertainment, sustainability, NGOs, cement industry, road safety, education, tourism and resorts, banks, sports, retail among others.

Our most recent achievement has been crowned by **The Jordan Fast Growth 30**, a project of All World Network, highlights the fastest growing businesses in Jordan and recognizes private companies with proven track records of growth and dominance of knowledge based attributes. The Jordan30 are part of the Arabia Fast Growth 500 that will be announced November 15-17 at the Arabia 500 Awards & Global Summit held under the Patronage of Her Majesty Queen Rania. This will be the largest event of growth entrepreneurs to be held in the region.

About All World Network

All World was co-founded by Deirdre Coyle, Anne Habiby and Porter. Professor Porter was described by the Times of London as the world's "most influential management guru" and is widely regarded at the foremost authority on company and country competitiveness. "TheJordan30 companies, led by dynamic men and women, represent the leading edge of a new approach to Jordan's competitiveness" says Porter. As All World Entrepreneurs, theJordan30 will have the opportunity to network with other All World winners from the Middle East, Asia and Africa.



Part III: **Actions**

❖ Human Rights guiding principles:

TactiX is committed to nurture the working environment for all employees ensuring a healthy atmosphere for everyone built on fair recruitment policies and recognizing their performance with an emphasis on respecting their values and rights. Discrimination is not tolerated across all levels and we fully endorse the equal employment opportunities approach, abiding by all local labor related laws and regulations such as child labor and minimum age of employment; offering the right for our employees to participate in Unions and to negotiate their requirements with the management where applicable and legally approved.

TactiX strongly believes that:

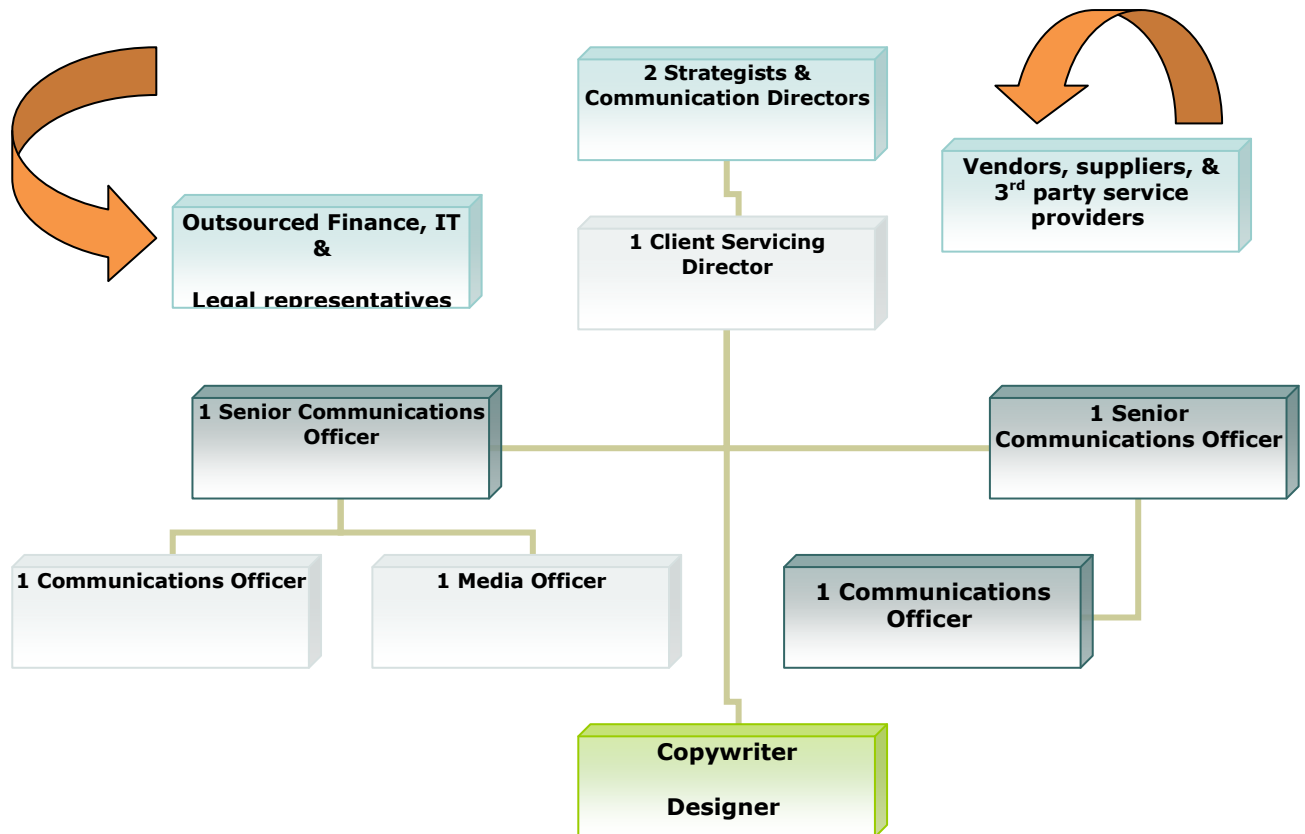
- ✓ Our employees are able to perform up to their best standards and will do so supported by our systems and management.
- ✓ Differences are highly appreciated enabling people to achieve high expectations, standards and challenging goals.
- ✓ We are discrete and fair when it comes to performance evaluation and we monitor progress in a scientific and fair manner.
- ✓ Respect is how we treat our employees: taking into consideration all external factors and certain emergency conditions that might affect their performance.

To continuously abide by our human rights policy, TactiX does the following:

- ❖ **Recruitment:** to cater to the needs of our ever growing and diverse field of communication, we always look for ambitious and talented individuals with strong personalities and clear goals, we are therefore open for a diverse pool of candidates with relevant educational backgrounds and experience. Each new member is trained for the first 3 months and officially becomes a TactiX employee after completing the orientation program which includes mentorship and full guidance from superiors. The training extends to include more advanced courses for each employee, chosen based on our job descriptions and career development.
- ❖ **TactiX Internship Program:** each year we host students studying at university and engage with them to be part of their internship program offering them a practical experience with an interactive involvement with our clients and events.

Our New Organizational Structure:

In January 2011, TactiX has undergone organizational restructuring to accommodate to the growth of the company. This new structure has been carefully formulated with the main objective of serving our clients with utmost professionalism while enhancing the existing working atmosphere with clear job descriptions and key performance indicators.



Performance Measurements and KPIs:

Rewarding performers acknowledges hard work and commends devoted team players, performance evaluations are conducted on an annual basis with a reward and bonus scheme granted to well deserved employees during the first quarter of every year. New recruitments undergo an evaluation at the end of their 3 months probation period and accordingly move up their career ladder. The evaluation is 360 degrees, employees get to evaluate the relationship with their managers and the feedback is definitely both ways with an emphasis on promotion from within. Belonging to TactiX brings with it a good sense of loyalty and the commitment to realize individual goals by pursuing the organization's business objectives. The nature of our work allows employees to interact with a wide range of services and industries, we blend our expertise with our clients to understand their scope of business and offer them the best within our specialty.



❖ The right working environment (healthy and safe):

We devise communication plans for our clients and we emphasize the importance of having open channels from within the organization that will enhance internal communication, our dynamic organizational structure opens room for frank discussions between supervisors and juniors. A regular monthly meeting with the whole team is held to share the achievements of the past period and to brainstorm on creative ideas for upcoming campaigns and plans. Each account handler has a direct and day to day relation with his/her subordinates followed by weekly reports sent to clients. Our offices are spacious with comfortable open areas for each employee to work in privacy and comfortably well; satisfied employees create positive vibes and this automatically affects TactiX overall performance.

❖ Our employees working hours and pay

We compensate our employees competitively relevant to the industry and local labor market. We operate in full compliance with applicable minimum wage pay, work hours, overtime and benefits laws and regulation.

TactiX medical insurance is comprehensive and we offer maternity and sick leaves that are beyond what the Jordan law demands, social security is part of the package as well.

❖ Reporting any violations

Any violation can be reported to upper management and will be addressed and treated in a timely manner with clear action plan making sure that it is resolved properly. We believe in the open door policy and our grievance system helps all employees in case they needed to openly discuss certain matters.



Part IV:
Measurement of Outcomes

- Since TactiX carried out organizational restructuring, performance has been elevated and this positively affected business development in terms of signing with new clients, TactiX is currently working for 10 clients on a retainer basis along with several other project basis tasks.
- TactiX services in the past 2 years expanded to include an in house design offering along with events management and corporate social responsibility planning and implementation programs.
- We won the Jordan Top 30 Fast Growth recognition and we are now challenged to maintain this position while aspiring to achieve more awards in the field of communication.
- We managed to maintain a low turnover rate with the majority of our employees working with the company for not less than 4 years.