

MARKETING *Club* 183rd

183rd Marketing Club
139th Business Club
44th Jeddah Club

TEAM PRODUCTIVITY *for Higher ROI*



JOIN FREE

LIVE WEBINAR

CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Date
16.6.25
Tues.

Time
10:00PM
 Egypt

Time
10:00PM
 KSA

Time
11:00PM
 UAE

Place
Online
Zoom

INSTRUCTOR
DR. KAMAL FAYAD
BUSINESS CONSULTANT



Team Productivity

presented by
Dr. Kamal Fayad

SCAN
ME



linktr.ee/kamalfayadh



17 June 2025

Team Productivity for Higher ROI

[Linkedin.com/in/kamal-fayad](https://www.linkedin.com/in/kamal-fayad)



Agenda

- ▶ Biography
- ▶ Introduction
- ▶ Why Team Productivity Matters
- ▶ Core Productivity Strategies
- ▶ Employee Engagement
- ▶ Implementation Roadmap
- ▶ Pharmaceutical Marketing Case Studies
- ▶ Key Takeaways & Q&A

WHAT SHOULD WE DO NEXT?

We love creating new experiences with YOU.
Tell us what you'd like to see us do next.



Bio

HCP, **C-level** Marketing Head in **Blue-Chip** Companies, **+27-year** Experience, Entrepreneur, Public Speaker, Lecturer and Trainer.

- ▶ Hospitals, Dental, Medical Laboratories
- ▶ Pharmaceuticals, herbal, nutraceuticals and Medical devices
- ▶ Cosmetics, Perfumes, and Luxury Industries
- ▶ Healthy F&B



Areas of Competence

- ▶ Strategic Marketing
- ▶ AI Marketing
- ▶ Digital Marketing
- ▶ Social Media Marketing
- ▶ Digital PR
- ▶ Gen Ai Applications
- ▶ Influencer Marketing
- ▶ Digital Transformation
- ▶ IOT in Retail Marketing

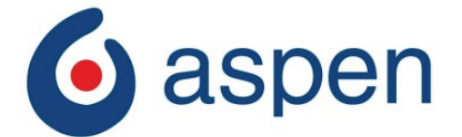
Anti-Allergic, Anti-Fungal, Gyn, Cardio:
anti-hypertensive, Anti- Arrhythmic, Anti-
Cough: mucosolvents, Anti-Psychotics:
Anti- Depressants, Anti- Schizophrenia,
Gastro: digestives, anti- Flatulence,
Antibiotics, Herbal Medicine, Food
Supplements, (Nutraceuticals: Iron
supplements, Ca+Vit D, Omega 3,
Ginseng, Anti-Dizziness, Multi- Vitamins,
Sexual Enhancers SDD), Medical Devices,
FMCG: toothpastes, Mouthwash



Postgraduate Certifications



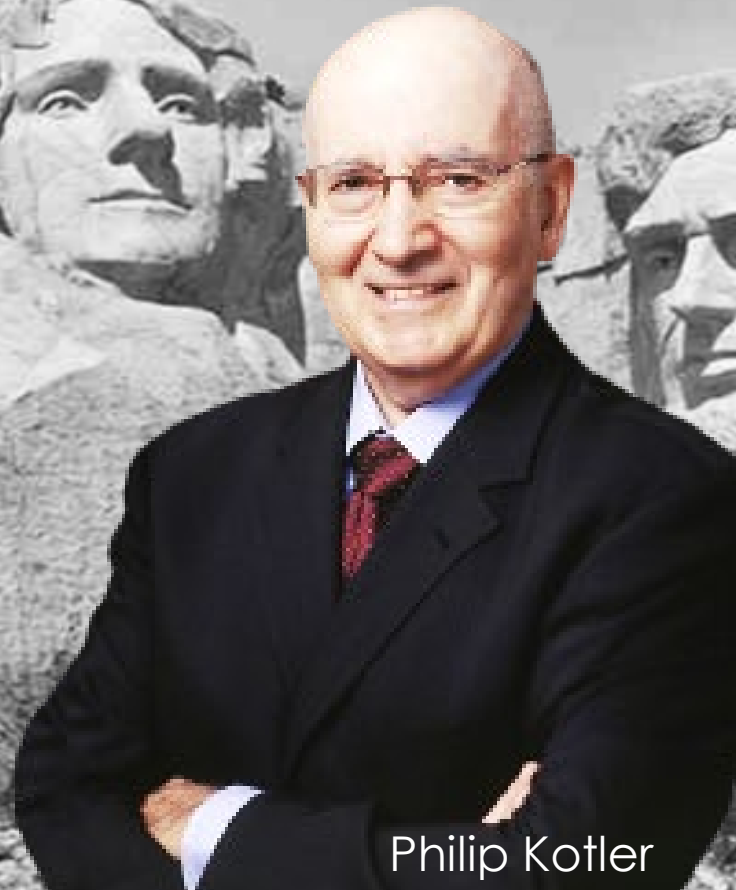
Partners in Success



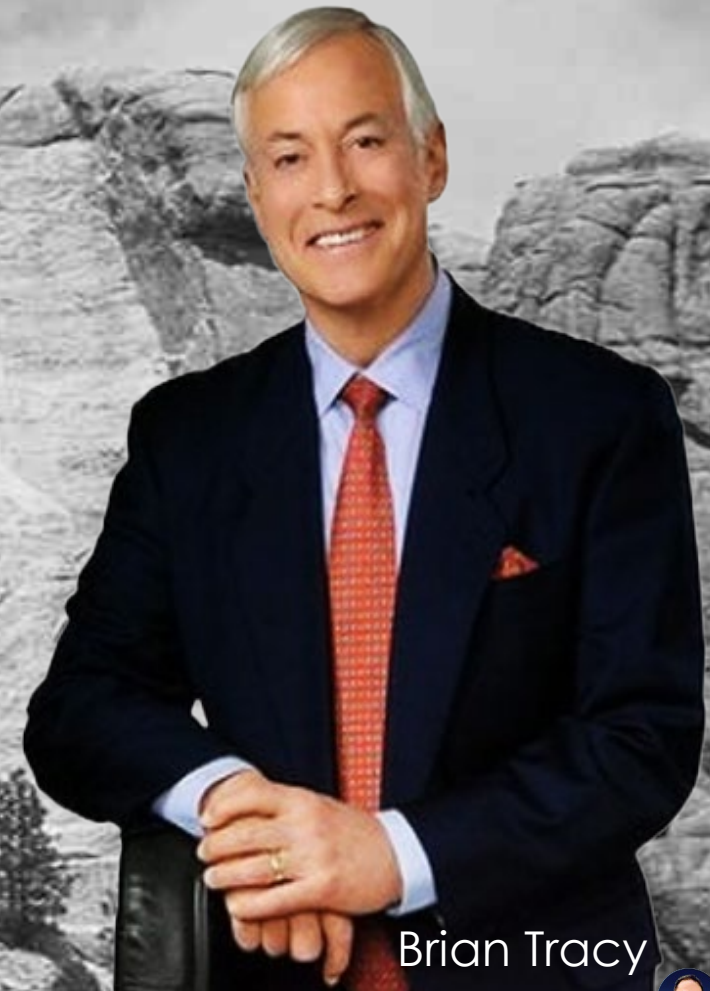
Postgraduate Lecturers Legend Icons



Sith Goden



Philip Kotler



Brian Tracy

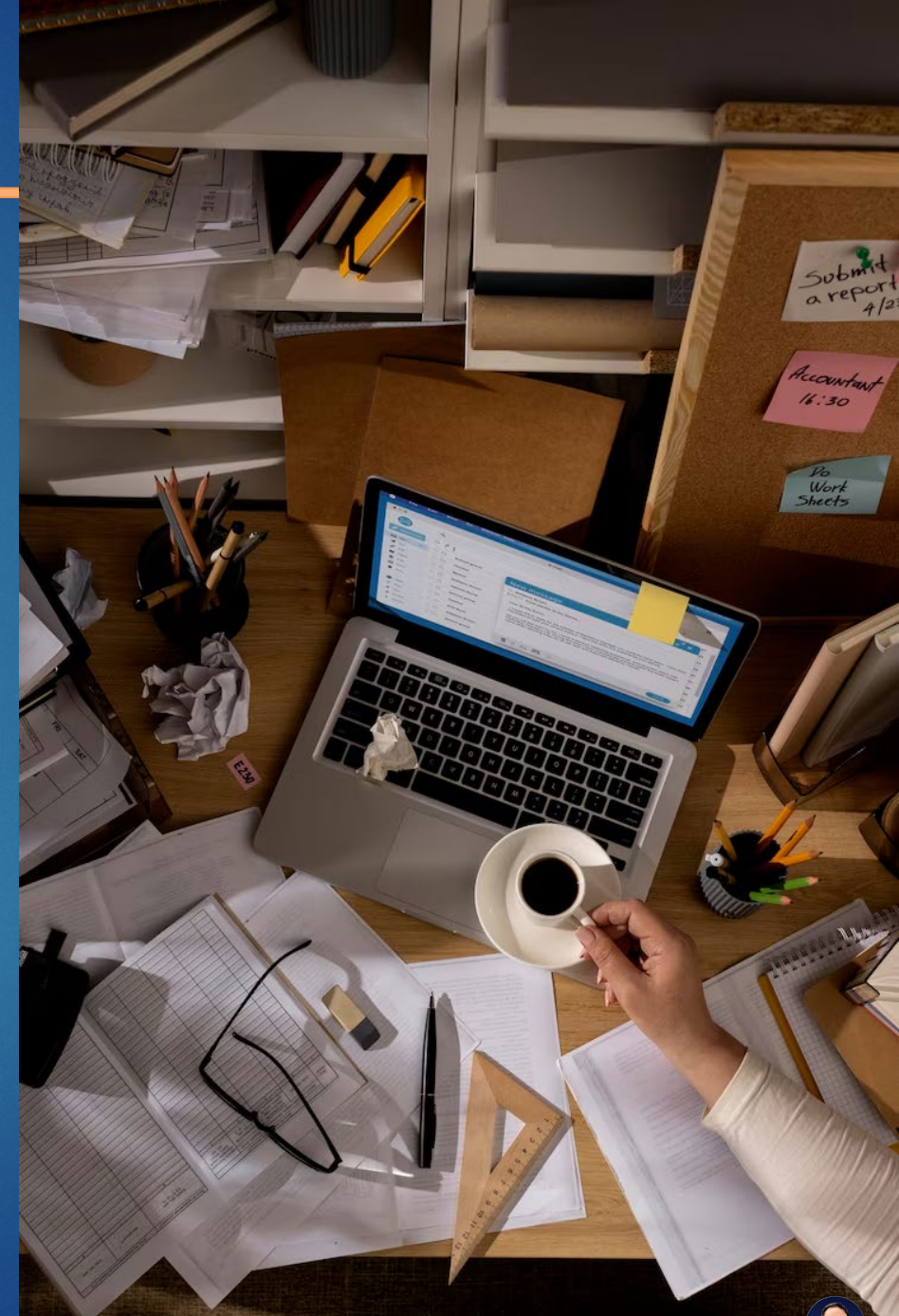


Why Team Productivity Matters

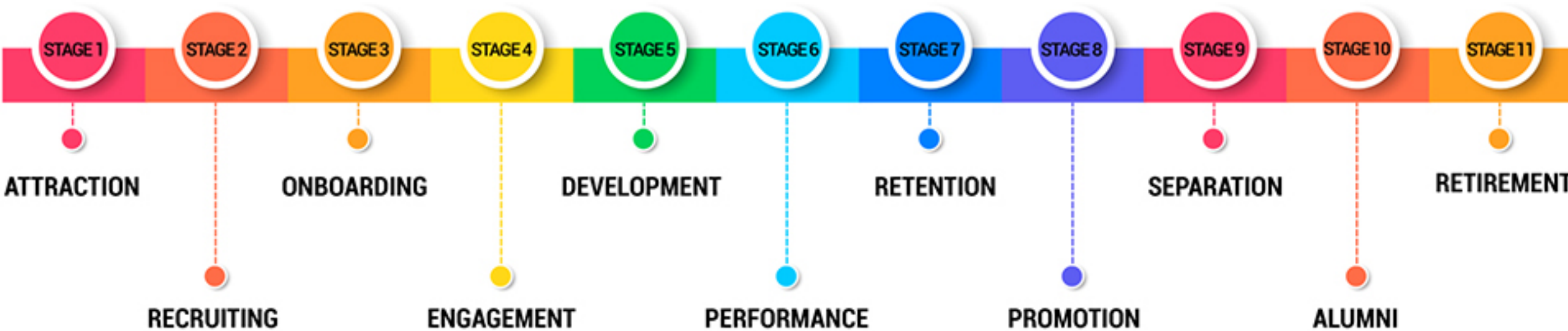


Why Team Productivity Matters

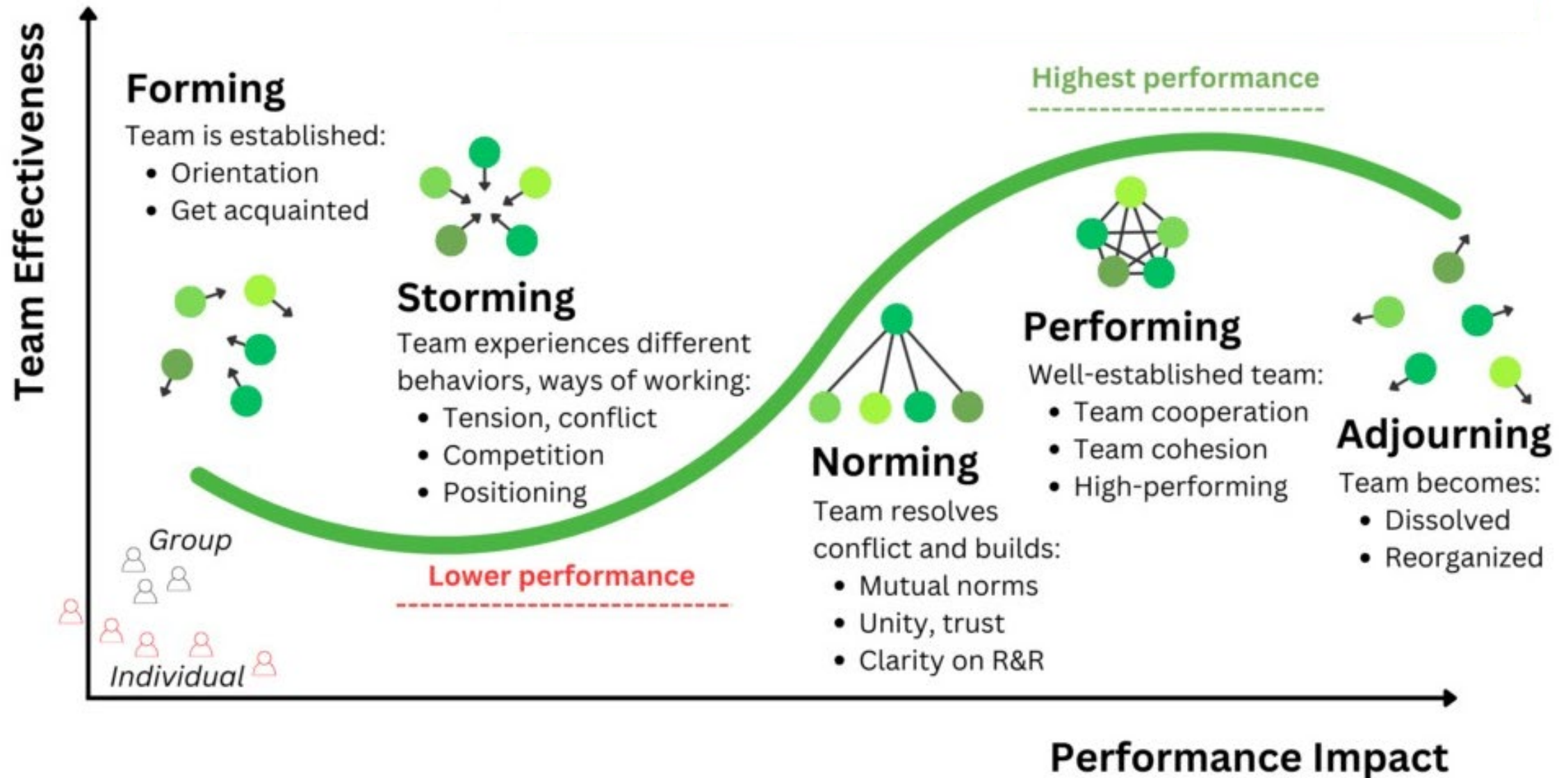
- ▶ Only **23%** of employees are actively engaged at work
- ▶ High engagement teams show **21%** greater profitability



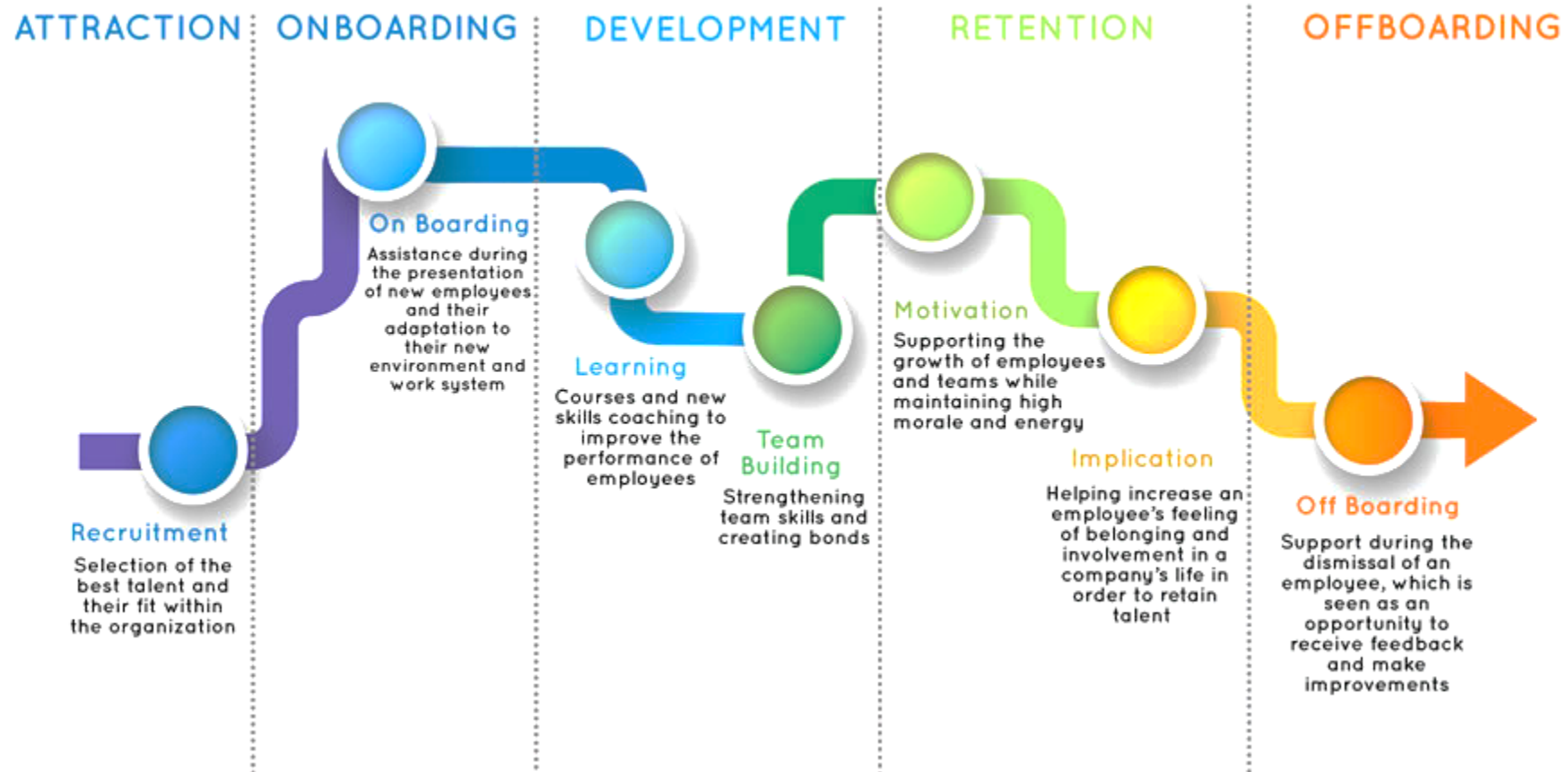
Employee Life Cycle (11 stages)



Tuckman's Team Development Stages



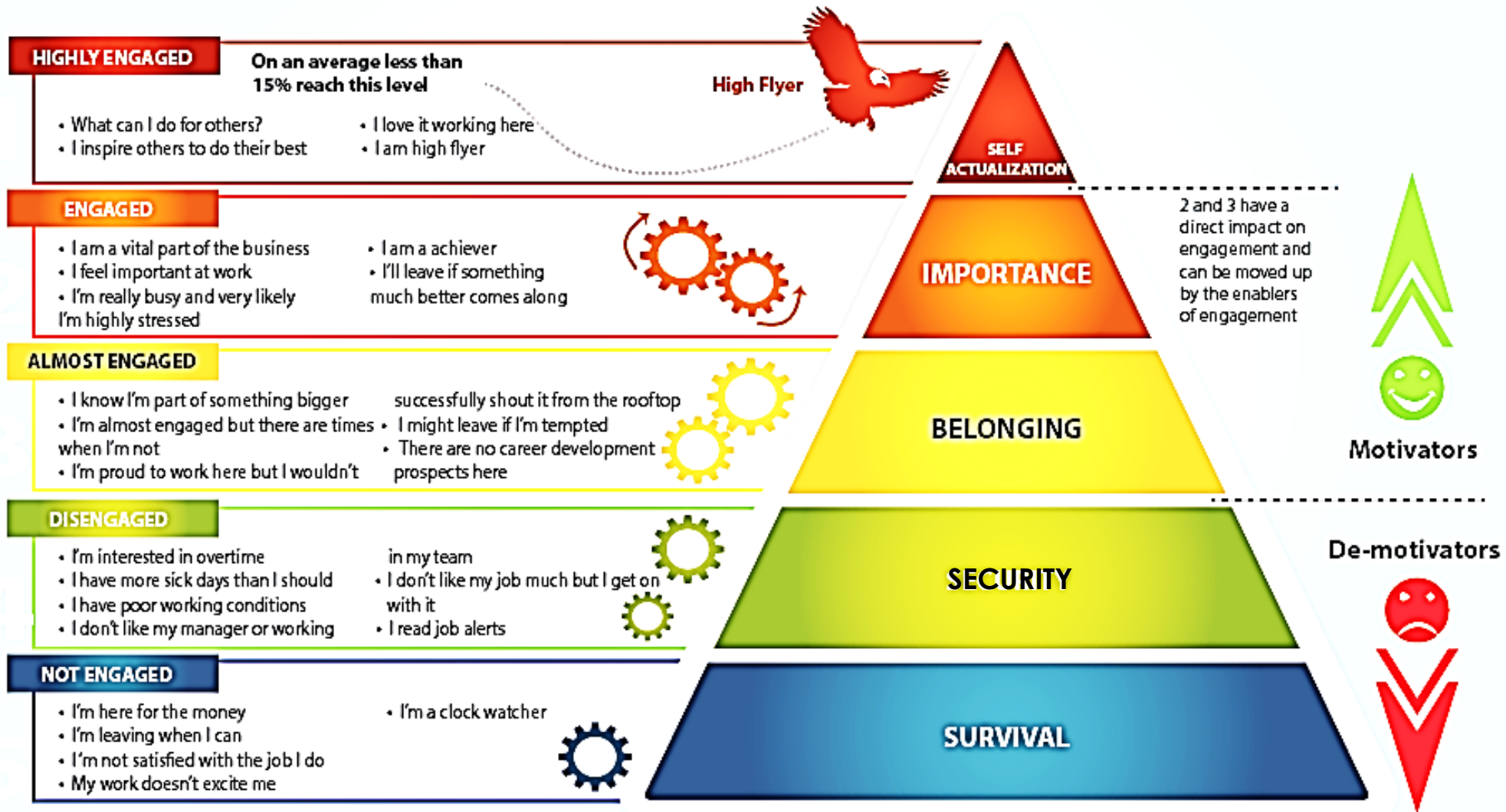
Employee Stages



Total Employee Experience



Maslow's hierarchy of employee needs



Productivity & ROI Metrics



Productivity & ROI Metrics

- ▶ Output per employee
- ▶ Engagement scores
- ▶ Revenue per rep
- ▶ Campaign effectiveness



Output per employee



Output per employee

- ▶ **Productivity:**
Efficient conversion of inputs into valuable outcomes
- ▶ **ROI %:**
$$(\text{Gains} - \text{Investment}) / \text{Investment} \times 100$$
- ▶ **Key Metrics:**
ex. Output per employee, engagement, revenue per rep, campaign effectiveness



Employee Engagement



Employee Engagement

- ▶ Engaged employees are **18%** more productive
- ▶ Recognition programs reduce turnover by **31%**
- ▶ Empowerment, development, and feedback drive engagement



Core Productivity Strategies



Core Productivity Strategies

- ▶ Clear KPIs Setting (SMART Target)
- ▶ Effective Communication
- ▶ Process Optimization
- ▶ Technology & Tools Integration



Implementation Roadmap



Motivators

- ▶ Clear Goals & Expectations
- ▶ Effective Leadership & Management
- ▶ Recognition & Rewards
- ▶ Training & Development
- ▶ Workplace Environment
- ▶ Conflict Resolution and Team Dynamics
- ▶ Work-Life Balance
- ▶ Technology & Tools
- ▶ Positive Organizational Culture
- ▶ Job Fit & Autonomy
- ▶ Health & Wellbeing Programs
- ▶ Innovation and Creativity



De-Motivators

- ▶ Lack of Recognition or Appreciation
- ▶ Poor Leadership or Micromanagement
- ▶ Limited Growth or Career Path
- ▶ Unfairness or Favoritism
- ▶ Poor Communication
- ▶ Work Overload / Unrealistic Expectations
- ▶ Toxic Work Culture
- ▶ Low Compensation or Benefits
- ▶ No Autonomy or Trust
- ▶ Poor Work-Life Balance



Obeya (War Room)

- ▶ A team spirit improvement tool
- ▶ At an administrative level
- ▶ Obeya objectives are rapid decision-making, reduction in rework and reconsiderations, and reduction in unnecessary discussions.



Obeya Principles



Mindset



#1 People come together in the Obeya to respectfully see, learn & act on vital information



#2 People are committed to engage in continuous improvement, resolving obstacles along the way

Alignment



#3 In the Obeya, we communicate a strong sense of purpose



#4 Purpose is recognizably tied to our organizational strategy through meaningful objectives



#5 The Obeya connects strategy to execution with visible orientation on customer experience



#6 The Obeya meetings have a rhythm in sync with the operational heartbeat of the organization

Workspace



#7 The Obeya visuals provide a logical and practical information and conversation flow



#8 The Obeya reflects a good understanding of the flow of work from start to delivery



#9 The Obeya is an attractive and available area, in proximity to the workflow

Content



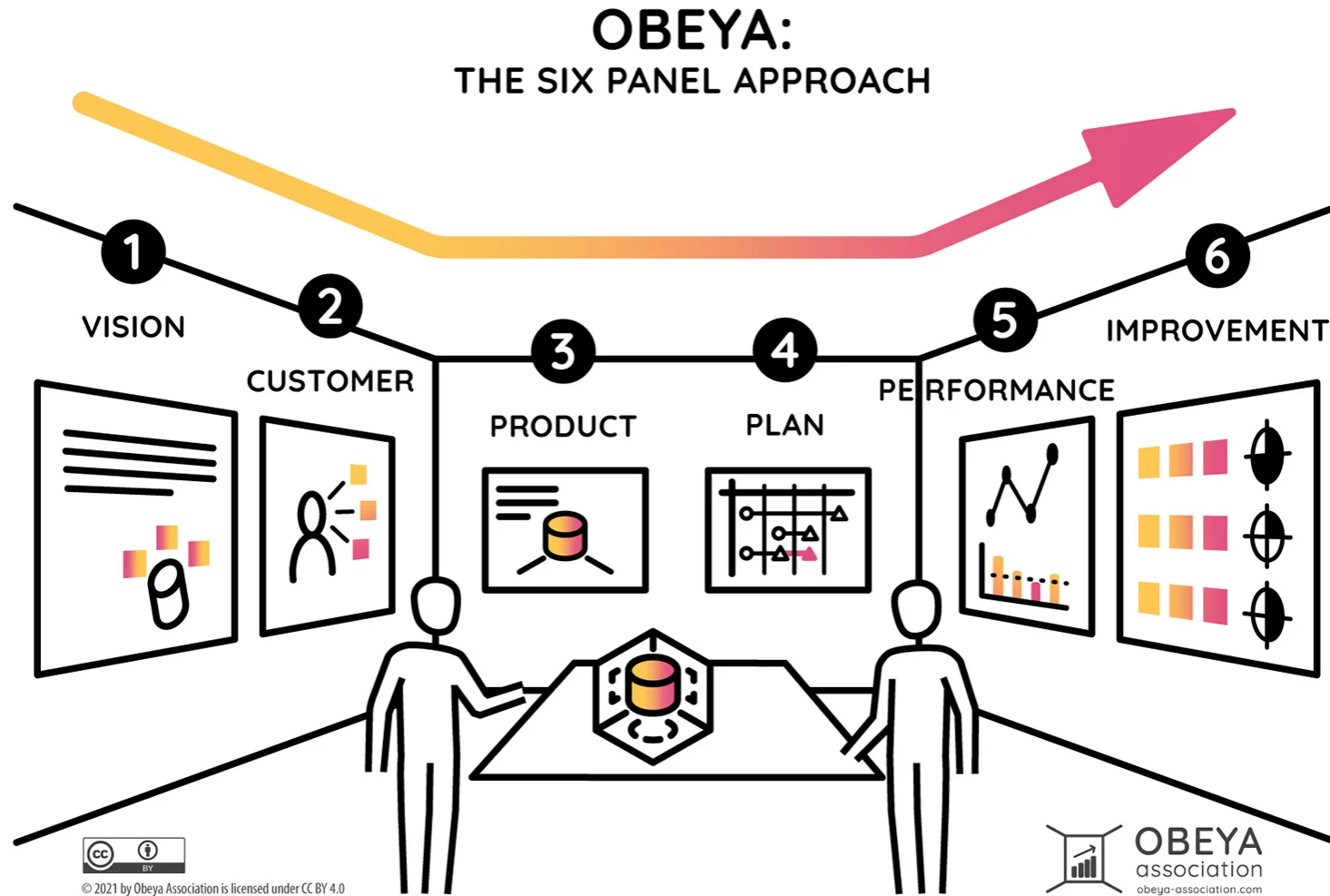
#10 In the Obeya, we use analytics-driven-evidence to make business decisions



#11 Data owners ensure information is easy to consume, readily available, up to date, and visually attractive



The Six Panel Approach



Obeya



Why Obeya?

Purpose

- Transparency and insight into the health of the organization from management to team level
- Accelerate decision making
- To see, learn and act together
- Manage agile/devops organizations to high performance
- To build leadership



Definition

Obeya is Japanese for 'big room' or 'war room'



大部屋

Benefits

- Enhance customer focus
- Performance improvement
- Shorten communication lines
- Save time
- Sets examples in leadership
- Focus on real organizational improvement

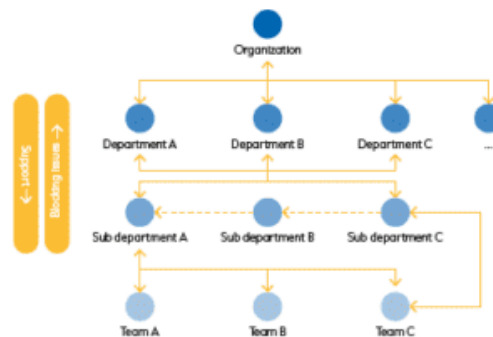


Way of Working

Walk the wall



Cascade



of problems are swamped in the hierarchy of organization

Performance Dialogue

1. Specify objectives

Set, review, prioritize and/or validate objectives.

2. Offer support

Provide support and coaching to achieve agreed objectives.

3. Give feedback

Provide feedback on both the result and the observed behavior. Share suggestions for improvement.



Leadership

There is no 'best or final obeya'



Behaviour

- Keep information up-to-date
- Work together as a team to achieve the purpose
- Communicate respectfully
- Focus on results and facts
- Act to remove (systemic) obstacles



Success

Trust
There is mutual trust in the team where feedback is given, help is requested and everything can be discussed.

Facts
Facts are available about the performance that are acknowledged and recognized and reliable.

Focus
The relationship between goals and results is clear and the amount is manageable.

Flow
Communication/ information is quickly exchanged between team members and teams.

Visual
At 1 glance it is clear whether results / goals are achieved and where there are deviations.



Project Management Tools



Travel Booking App

Software project

<

PLANNING

Timeline

Backlog

Board

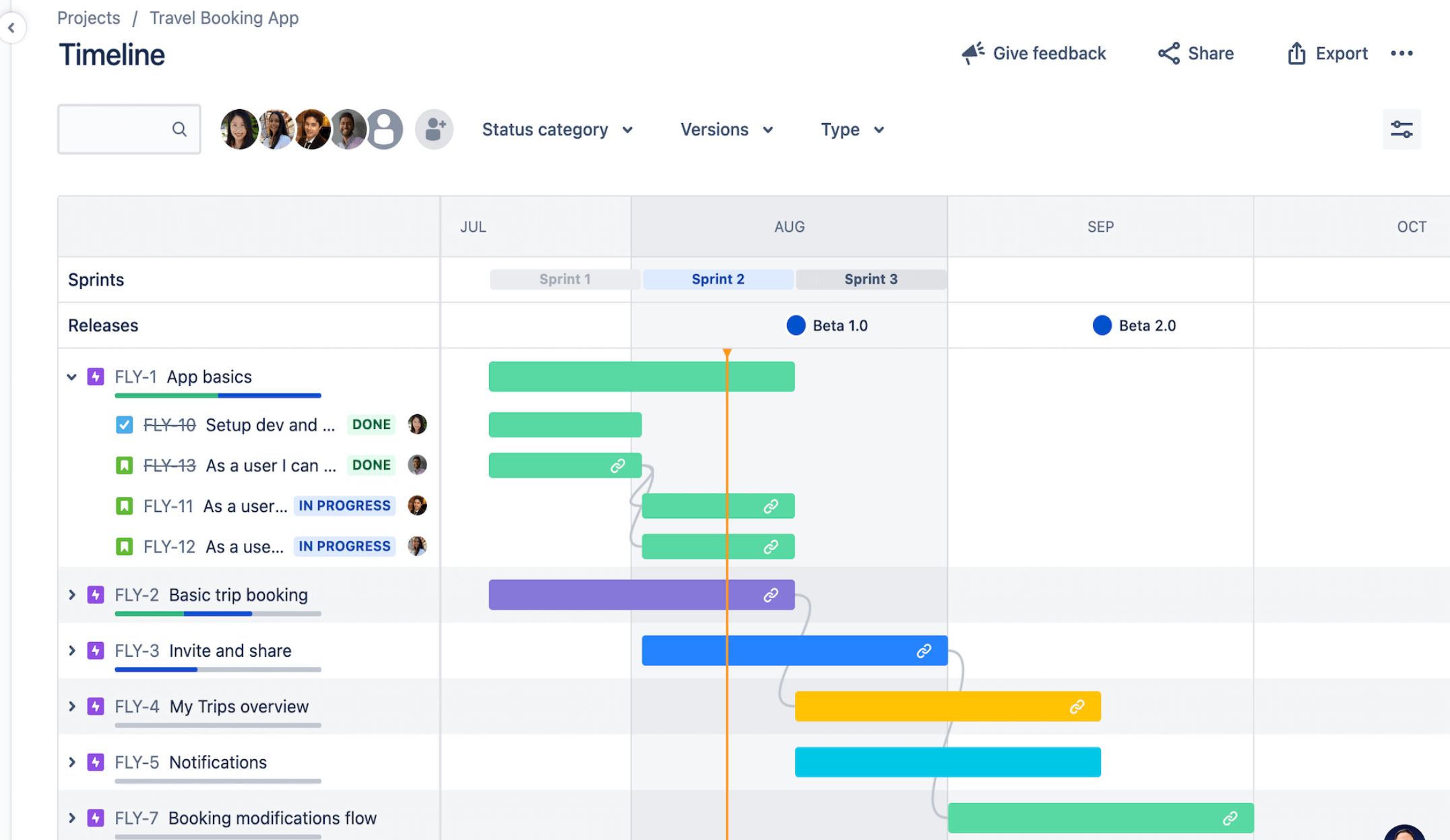
DEVELOPMENT

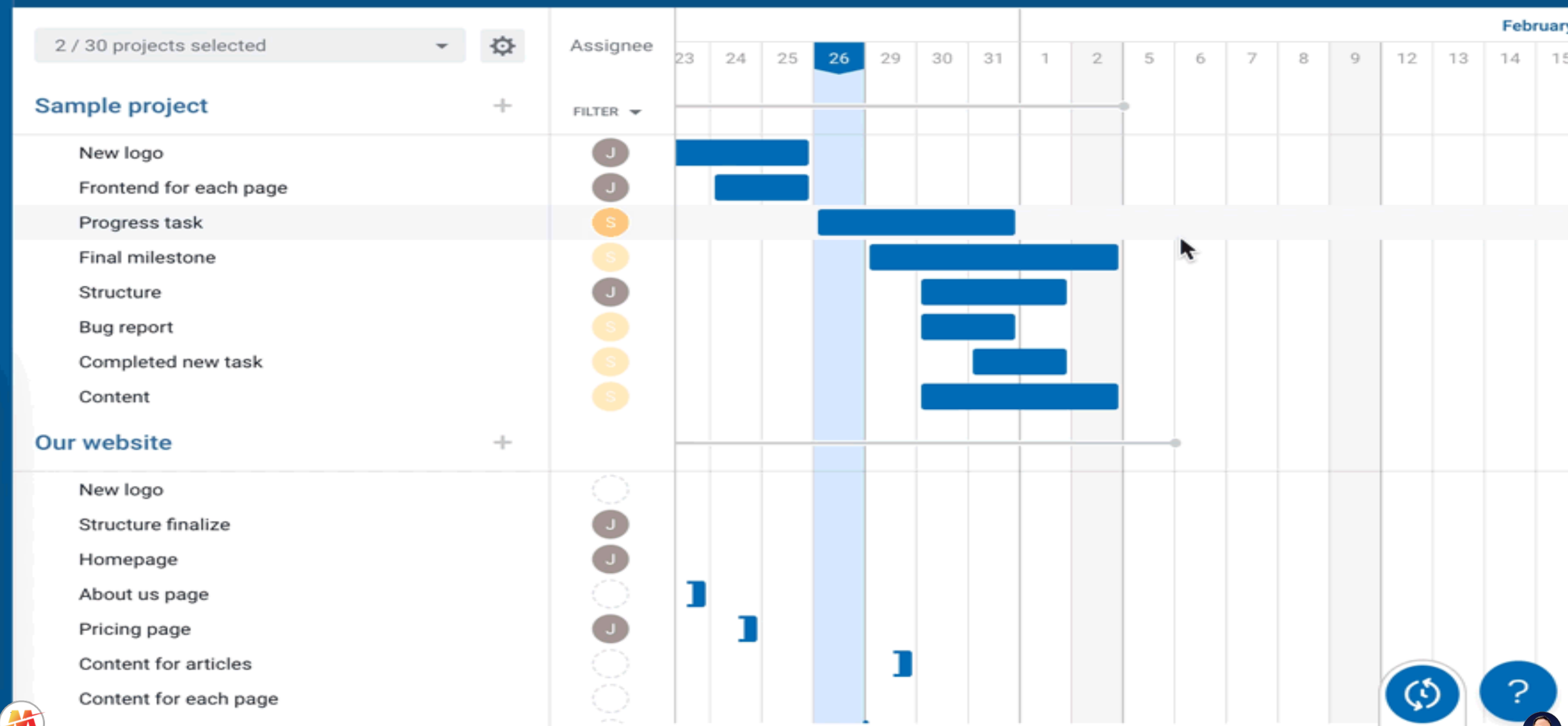
Code

Releases

Add shortcut

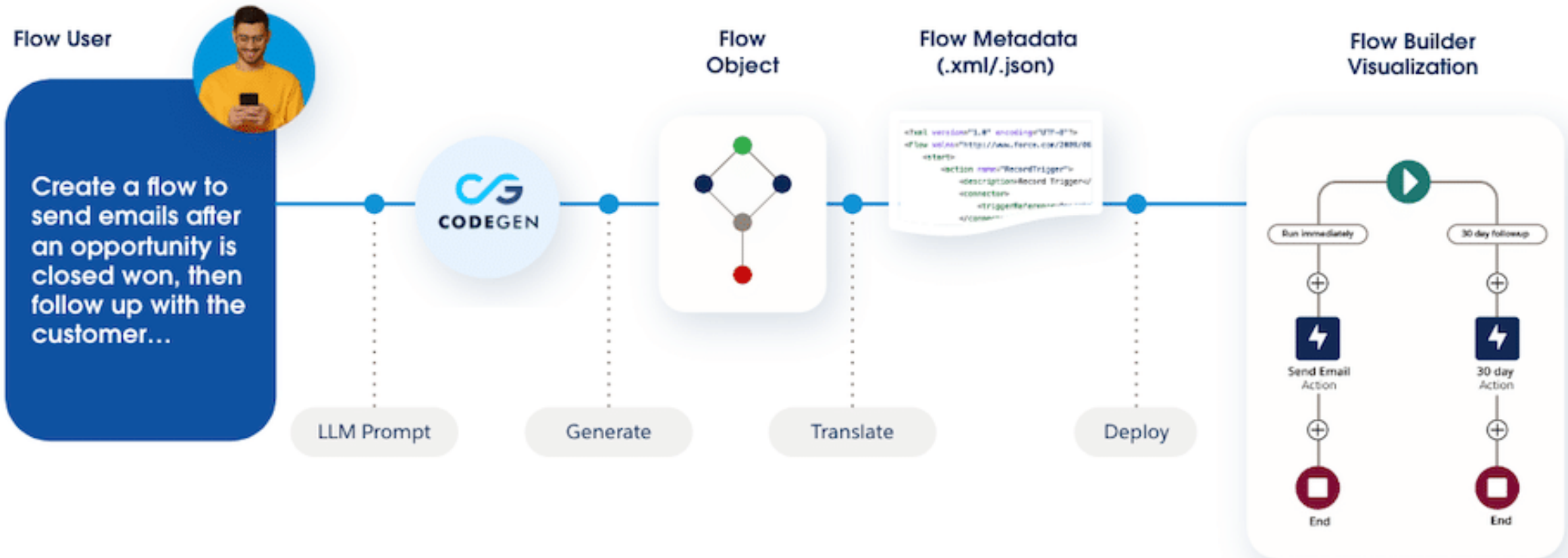
Project settings





Behind the Scenes: How AI Powers Einstein for Flow

Turning business requirements into flow generation



- Home
- My work

Lindy's Worksp... ▾ ...

Q Search

+

- ▼ Articles
- Creating an Article Brea...
 - How to Optomize Your ...
 - Inbox Improvements
- ▼ Doc Demos
- Life-Work Balance Brief
 - Ocean Clean Up Initiative
 - Summer 2023
- ▼ Board Demos
- Join Our Wellness Work...
 - Lindy' Library
 - Project Overview
 - Summer 2023
 - Creative Team Planning
 - New Dashboard
 - Sneaker Scope

Project Overview

🔍 ☆

🏠 Main Table | **Gantt** | +

Activity 👤 Invite / 1 ...

🔗 Integrate ⚙️ Automate / 1 ^

New Project ▾

+ Add widget

Q Search

👤 Person

🔍 Filter ▾

☰ Baseline

📅 Auto Fit

Weeks ▾

-

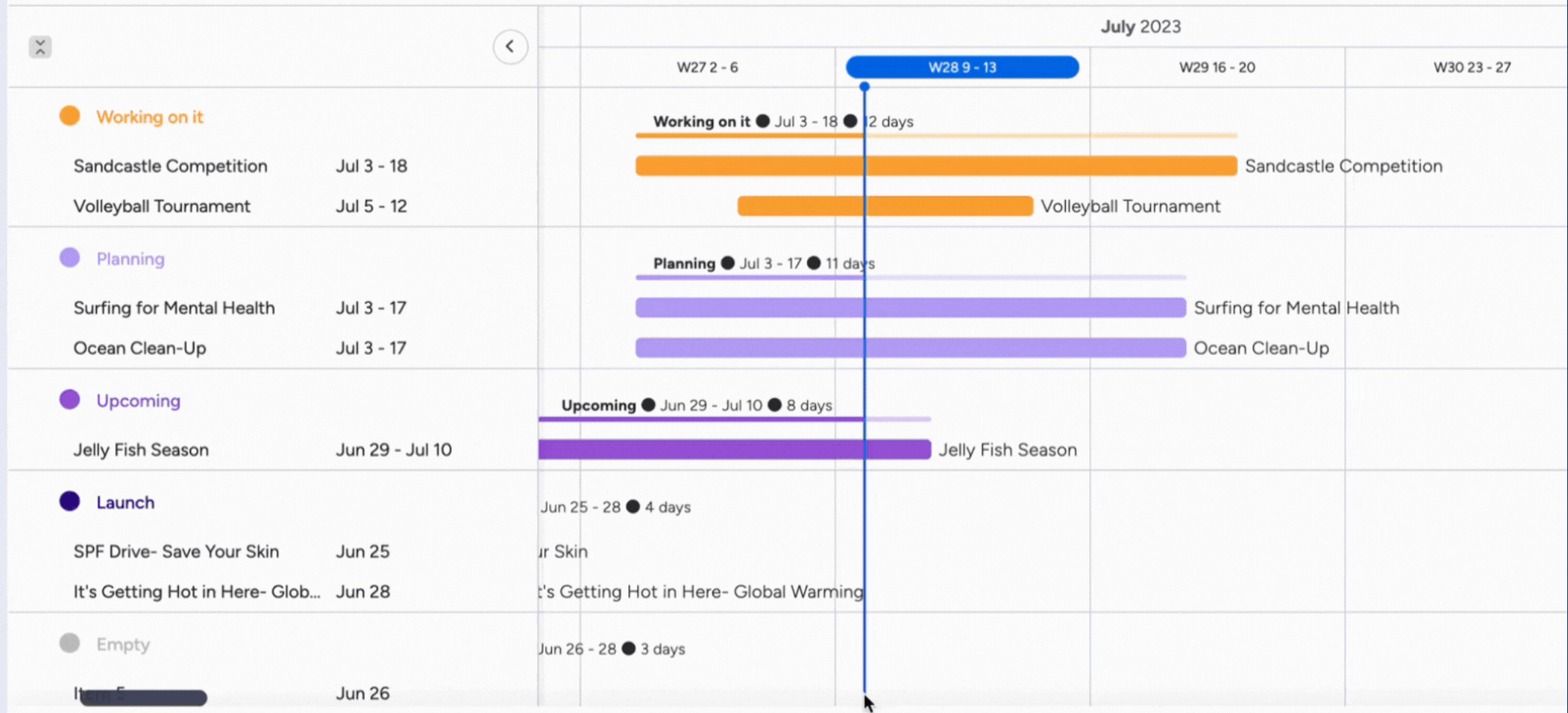
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📄

🔄

⚙️

💬



● Launch ● No Value ● Planning ● Upcoming ● Working on it



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Let's Connect !

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