



Pearl Initiative

Event Report: Business Pledge Student Lecture



Event Report

Promoting Integrity with Saleh Hussain Consultancy

Business Pledge Student Lecture



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The Pearl Initiative launched the Business Pledge to call upon senior business leaders across the Gulf Region to make a public commitment to adhere to principles of ethical and responsible conduct when carrying out business and interacting with society.

The Business Pledge allows business leaders the opportunity to showcase their best practices in ethical business conduct while also bringing students and business leaders together to discuss the four pillars of the Pearl Initiative's Business Pledge programme, these being:



Acknowledgements

The Pearl Initiative team would like to thank the following organisations and individuals for their valuable input, time, and engagement with our programme:

- **Saleh Hussain Consultancy**
- **Saleh Hussain, Founder, Saleh Hussain Consultancy**
- **Ahlia University and Dr. Gagan Kukreja**
- **Ahlia University Students**

The Pearl Initiative team would also like to extend a special thank you to PepsiCo as supporters of the programme and the Business Pledge Initiative.





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Event Summary

Event Location: Ahlia University, Manama

The Pearl Initiative held a collaborative event between Ahlia University and Saleh Hussain Consultancy on 23 April 2019. This event was a Business Pledge session, held as part of the Pearl Initiative's student engagement initiative.

The Business Pledge is designed to connect students with business leaders, providing them the opportunity to learn more about the practical aspects surrounding the implementation of sustainable best practices in business.

This session was delivered by Mr. Saleh Hussain, Founder, Saleh Hussain Consultancy (SHC), on the topic of 'Promoting Integrity'.

Mr. Hussain kicked off the session by defining corporate governance as a set of mechanisms designed to lead, manage, and control an organisation. Mr. Hussain explained that SHC's corporate governance services aim to achieve three main objectives:

- General advisory services on corporate governance,
- Corporate governance training for board members and executive management, and
- The creation of corporate governance policies, procedures, and implementation plans.

Having many clients in the region, SHC has ranged in providing services in areas such as leadership and social responsibility. SHC maintains a clear focus on actively helping family businesses in Bahrain by operating through associates, whereby an associate provides consultancy services to businesses in need.

Mr. Hussain defined the structure of corporate governance as follows:

- The leadership consists of the board of directors and shareholders, who are responsible for establishing policies and documents for corporate governance.
- The management comprises of the executive management, who are responsible for carrying out the corporate governance policies and procedures while
- Controllers involve auditors and internal controllers, who are responsible for making ensuring that corporate processes and associated controls are functioning properly.

Mr. Hussain believes that having personal governance is vital, and without personal governance, achieving corporate governance isn't possible. Mr. Hussain gave the example of the 'Authentic Governance Model' wherein the Authentic Governance Model integrates personal integrity and values within corporate values by aligning oneself with the company, which is then communicated to the entire organisation.

"Before you achieve corporate governance in your organisation, achieve personal governance."

Saleh Hussain

Mr. Hussain closed the session by speaking a little on digitalisation, which he believes can be the next revolution and will redefine how things work. Mr. Saleh proposes that leadership and management within organisations must prepare in this technology savvy generation by:

- embracing digitalisation,
- engaging workforce through the new digitalised environment,
- adapting to market changes, and
- preparing for the unexpected.