



Press Release

Union Bank Signs a Training Agreement with Optimiza Academy

Optimiza Academy implements a specialized training program to Union Bank' employees

Amman, January 2008 - Optimiza Academy, Optimiza's training and human resources development arm, announced the signing of a partnership agreement with Union Bank to support the bank's endeavors to offer world-class banking services to its clientele. By virtue of the agreement, Optimiza Academy will deliver an innovative Program (Setting the Right Environment) to Union Bank's employees.

The training program will be tailor-made to meet the needs of Union Bank's employees and will be delivered in several phases by a group of specialized consultants and trainers. During the implementation of this program, special focus will be given to improving the employees' skills and capabilities in certain areas, including customer service, problem solving, initiative and teamwork for the purpose of enhancing their work motivation, productivity and quality of work, in addition to their self-controlled responses to stress.

Commenting on this partnership, Mr. Nidal Al-Bitar, Optimiza Academy Director, stated, "We are pleased with this cooperation with a leading banking institution like Union Bank. This step falls in line with our commitment to deliver our services and programs to distinguished establishments aspiring for growth and development. Designing a training program for Union Bank aims at meeting the needs of employees and the labor market and through this partnership, we aspire to contribute to creating a skilled high-caliber cadre." He added: "There is no doubt that developing one's human capital is a sound investment for any establishment aspiring for excellence in its line of work."

On this occasion, Mr. Basem Zraikat, Assistant General Manager- Head of Retail Banking at Union Bank, said, "We are pleased to partner with Optimiza Academy, particularly that we are constantly seeking to develop the skills of our staff and enhance their confidence in their abilities because they are a major and vital element in ensuring the bank's growth and the attainment of its vision to become a world-class banking institution." He added: "We choose Optimiza Academy to design our program because we believe in its extensive experience and solid achievements in this field."

Within this context, Mrs. Maysoon AlDamiri, the Training Manager at Union Bank played a key role and was in charge of organizing and coordinating all the needed efforts with all the involved parties. Mrs. Dummairi will carry through her efforts during the implementation of the program in cooperation with Optimiza Academy team.

It is worthwhile mentioning that Optimiza Academy provides advanced training programs in various fields to a number of establishments and institutions in the public and private sectors. The Academy had also worked with other major banks, including a Sales and Customer Service Development program for Bank Audi. Other activities involve hosting high caliber Gurus like Stephen Covey and Tony Schwartz in Jordan to gain experience from them.

Ends