



Optimiza Implements a Corporate Strategy Formulation for the Jordanian Social Security Corporation

The Social Security Corporation was founded in order to enforce the rules of the Social Security Law through achieving the following objectives:

- Securing a respectable life to the citizen
- Enhancing social security programs, and driving forward the private sector course of production
- Extending the social security umbrella in order to cover more and bigger groups
- Participating in economic and social development plans
- Raising the health standard in the society
- Deepening the values of solidarity in the society and to participate in reducing poverty
- Achieving an equation that ensures justice in income distribution between the same generation and the successive generations.

The Social Security Corporation acknowledged the need to:

- Review the adequacy of the 2005-2007 adapted strategy
- Assess the extent of achievement of the implemented strategy
- Assess the impact of the implementation of 2005-2007
- Update the vision, mission, and values of the SSC
- Prepare a balanced 2008-2010 corporate strategy
- Establish and manage a Project Management Office (PMO).

Consequently, the Social Security Corporation approached Optimiza to conduct a corporate strategy update initiative. As a result, Optimiza carried out a strategy update initiative that covered the following:

- Assessment of the current-state
- Update of the strategic plan of 2009 – 2011
- Development of a Strategy Transformation Unit (STU)

Hence, Optimiza was able to complete the initiative and meet the objectives of the project as well as meeting the needs of the Social Security Corporation, by delivering the following results:

- Initiatives Assessment Report
- Updated Corporate Strategy
- Strategic Transformation Unit (STU)
- Human Resource Development
- Key Performance Indicators (KPI)
- Implementation of three strategic projects