

Establishing the Hassan Allam Vocational Academy



Summary

In partnership with Hassan Allam Holding (HAH) and the European Bank for Reconstruction and Development (EBRD), People 1st International led the creation of the Hassan Allam Vocational Academy in Egypt. The project addressed the need for a sustainable workforce through vocational training and qualifications aimed at enhancing employability in the region. A critical aspect of the project involved a detailed baseline assessment which provided key insights to guide the Academy's setup and implementation.

Background

HAH, a leading engineering and construction business in Egypt with over 34,000 employees, recognised the need for a sustainable and highly skilled workforce to meet its expanding operational demands across the MENA region. The challenge was twofold: to address current skills gaps within its workforce and to offer a structured training solution that would ensure ongoing skills development. Furthermore, the opportunity to align with EBRD's Economic Inclusion Strategy, focusing on empowering young Egyptians and promoting workforce inclusion, positioned this project as a critical step in advancing vocational training and employment opportunities.

Our solutions

The project involved the establishment of the Hassan Allam Vocational Academy, aimed at delivering both foundational and advanced training to HAH employees. This was achieved through a multi-phase approach:

- Phase I focused on human capital assessment and the development of an operable business model for the Academy.
- Phase II involved the launch of the Academy and the implementation of targeted training programmes.

A baseline assessment served as an essential tool in addressing the challenge. A site visit and detailed recommendations report provided insights that shaped the Academy's final model. Key outputs from the assessment included meetings with HAH's senior management and engineers, identifying skills gaps and agreeing on a hub-and-spoke model for the Academy's operations. The report also laid out immediate actions, recommendations, and KPIs for the Academy to monitor its success.

During the baseline assessment, critical elements such as training plans, toolkit samples, and the establishment of a learning management system were agreed upon with HAH leadership. A draft Terms of Reference for an Advisory Steering Group was presented, and a two-year business plan was developed to ensure the Academy's long-term sustainability.

- A new housekeeping induction programme to support staff in the Eden Facilities Management team. The induction training included topics on customer service, workplace safety, working practices & procedures and technical training applicable to the role. A train the trainer programme was delivered to department heads to prepare them to onboard new Grand Egyptian Museum housekeeping staff.
- A 'Key Behaviours' training programme to build upon HAH's existing induction training and demonstrate essential soft skills and behavioural competencies to the HAH workforce. Incorporating the key behaviours programme guaranteed that the induction process was thorough and aligned with the requirements of the newly hired construction site personnel, who frequently worked away from their homes and often in different countries.
- Future Leaders programme to equip staff with the tools and knowledge necessary to excel in their roles and contribute to the overall success of the business. The comprehensive 6-module, 5-day programme aligns with industry best practices and quality standards and encompass essential skills for middle managers, specifically site and trade supervisors/foremen.

The Professional Certificate in Training Design and Delivery was also delivered to upskill employees in how to effectively develop and deliver group training sessions.

Outcome / impact:

The project has already yielded significant results, with 956 individuals trained across the key programmes, including Future Leaders, Behavioural Induction, Professional Certificate in Training Design and Delivery and train-the-trainer sessions.

Key outcomes of the project include:

- Development of a robust KPI system and action plan for the Academy.
- Agreement on the hub-and-spoke model and learning management system.
- Development of physical training premises.
- Delivery of multiple training programmes that address both immediate and long-term skills needs.
- Establishment of a sustainable model for vocational training, ensuring continuous workforce development.

The long-term impact of the Hassan Allam Vocational Academy is expected to contribute significantly to Egypt's economic inclusion by improving employment opportunities for young Egyptians, while also enhancing the productivity and competitiveness of HAH. The Academy stands as a replicable model that aligns vocational training with industry demands, ensuring that both employers and employees benefit from the initiative.

Testimonials

"The training allowed us to get organised, and this automatically reflects on the business efficiency."

Hossam Abdel Hady – Engineer Supervisor, HAH.

"The training upgraded my thought channel and my communication skills and problem solving. It helped me to communicate with other teammates whether higher or lower graded."

Amr Essam - Foreman Supervisor, HAH.

"The programme provided the right amount of information to excel my role and positively impact HAH's operations."

Amr Ragab – Forman Supervisor, HAH.

"Stressing the importance of understanding trainees' mentalities, the programme introduced effective approaches like role-playing and games. In my daily role, I dedicate significant time to supervising teams, applying the learned principles. Positive comments from The American University in Cairo post-COVID reflect on EDEN's service quality, emphasising the training's impact."

Mahmoud Said – Site Manager, Housekeeping, AUC.

"The programme was beneficial, providing diverse insights, and those trained have a great chance for career advancement. Applying the training in a macroeconomic approach to operations management, I observe its impact on supervisors. Qualitative training like this enhances our business development, attracting potential clients interested in our efforts to improve operational skills."

Mohamed Attar - Soft Service Manager – EDEN / GEM.