



July / August 2018

SandRose

Magazine



Kingdom of Saudi Arabia Section

drive your
career

July/August 2018 Edition

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Kingdom of Saudi Arabia Section

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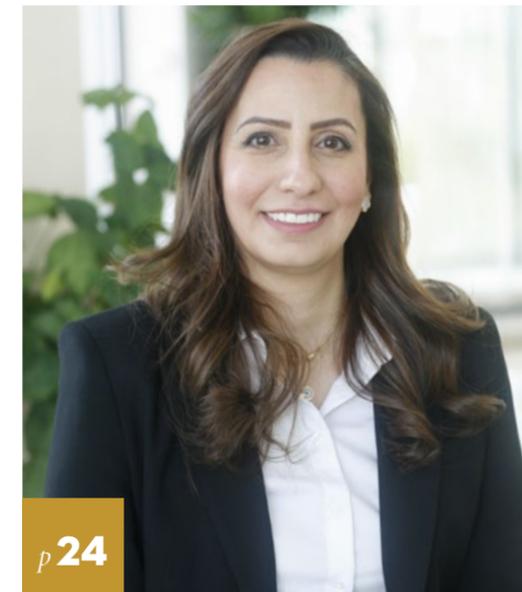
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Thoughts from the Editor-in-Chief



HIND AL-RAYES
Editor-in-Chief

Dear Readers,

Another fruitful year has come to an end. I would like to share with you some of our accomplishments this year and celebrate the success that the SandRose team has achieved with their deliberate work and tenacity. For the first time ever, we have implemented a brand-new interactive application, which allowed us to explore how different our audience's reading experience can be with the use of augmented reality technology. Our readers were able to use the mobile application to easily scan a picture in the magazine and watch videos that appear directly on their devices.

Our team has managed to curate articles based on our monthly themes and convert them along with publishing them as a digital form in the SPE website. As for the physical copy distribution numbers, we have managed to share more than 4000 copies of the magazines in various locations around the eastern province. This included Saudi Aramco offices and service companies' headquarters. In addition to that, two new sections in the magazine's structure were introduced this year: the first section is a new periodical column that focuses on useful and creative smartphone applications. The other section is called "SPE Talents", where we highlight SPE members' hobbies and talents to showcase their diverse and unique skills.

As for the cover designs of the magazine, the SandRose team focused on electing a local designer and working with their strengths. The team has also been working with a new designer every time for each edition. This allowed us to design unusual creative covers that attracted our readers and helped us in advertising the magazine.

Moreover, we have enabled a volunteer student from DAS school in grade 11 to have the opportunity to serve as a junior editor to aid in the editing process of some articles. Additionally, SandRose team organized a promotional campaign at the beginning of this year to showcase the new SPE-KSA application and to display how to activate the pictures using augmented reality technology.

Our selected cover page for this edition focuses on the importance of taking responsibility of one's own career and working on improving and growing to make an impact on the industry - and on our own lives. We each bring something new and different to the table and those ideas and plans can make all the difference.

I would like to dedicate my appreciation and thanks to Schlumberger for their generous sponsorship in this edition and also to thank my outstanding team for their hard and conscientious work.

Your feedback is important to us, please don't hesitate to contact our team at sandrose@spe-ksa.org. 

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For a new and exciting experience, use our new Augmented Reality (AR) technology app.

Look for this code to activate the AR: 

Message from the Chairman



Zeid M. Ghareeb

DR. ZEID AL-GHAREEB

Chairman, SPE-KSA Section

abstracts from **41** nations, delivered **12** world-class courses, attracted over **9000** visitors and hosted **47** exhibitors; a record number that exceeded all previous ATS&E editions. During the symposium, more than **300** topics were discussed in the form of technical panels and scientific papers.

Our Young Professional programs entailed field trips, technical series, well-being events, leadership workshops, in addition to a rebranded, panel-based flagship event 'The Young Professional Technical Symposium'. These events were designed by the youth for the youth to provide a burning platform to 'explore opportunities and produce the unimaginable'. Our student outreach efforts reached an all-time high totaling **338** events catered for students. For the first time, our volunteers visited **43** cities across the Kingdom and reached out to over **15,000** student. In addition, the section hosted all regional SPE events including regional student paper contest and PetroBowl. In continuation to our commitment towards the community, the section organized **15** numerous charity and awareness events with activities including planting trees, cleaning up beaches, and visiting elderly.

Innovation was a burning platform towards the section's excellence with introduction of a newly revamped website and augmented reality app (AR). The AR app was used to highlight key section events and articles within SandRose magazine transforming our reader's experience.

All achievements were the results of high level of ownership, diligence, and full commitment from **300** ambitious men and women who remain to be the

driving engine behind SPE-KSA success. The trust bestowed by the board of directors upon the young team of volunteers instilled the desire to aspire and reach new heights whereas the support from our sponsors enabled the team to achieve many success stories.

It has been truly pleasure serving you as 2017/2018 SPE-KSA Section Chairman. SPE-KSA evolves every year to achieve new records and I'm certain that the new term will meet and exceed expectations! **SR**

Dear SPE-KSA Family,

As 2017/2018 SPE-KSA term comes to an end, we realize the enormous steps we have achieved together as a society growing to exceed targets set for almost all of our work streams. We have had the strongest, most diverse technical program in the history of the section, substantial growth in our membership, a vibrant young professional and student outreach programs, and a flurry social and charitable activities.

Our teams proudly conducted **409** technical and social events, marking the highest number of events conducted in a single year since the section's inception and enabling the section to be the recipient of the *2018 President's Award for Section Excellence* for the 11th consecutive year. Such an achievement would have not been possible without the collaboration and tremendous efforts exerted by our dedicated volunteers.

By the end of our term, we were excited to welcome **1,300** new SPE members to our section, a growth of **16%**. Our membership team worked diligently to include every new and eligible graduate which was a significant effort that has not been conducted before.

On the technical front, the section organized **6** technical dinner meeting with a record attendance level of **2000** total participants. The meetings covered a wide spectrum of topics and hosted a stellar array of influential keynote speakers including the Minister of Transport, Chairman of Capital Market Authority, and an advisor to the Royal Court. The 2018 Annual Technical Symposium and Exhibition received **913**



DR. ADEL AL-QAHTANI
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Chairperson



ANAS RUHMAN
Public Relations
Chairperson



**“Exploring Opportunities.
Producing the Unimaginable.”**



With six inspiring speakers, three panel discussions, two leadership workshops, and a staggering audience of over 600 professionals, the 2018 Young Professionals Technical Symposium (YPTS) kicked off under the theme “Exploring Opportunities. Producing the Unimaginable” on May 7. The two-day event is one of the largest regional symposiums for Young Professionals in the Upstream sector. The YPTS is the main event of the Society of Petroleum Engineers – Kingdom of Saudi Arabia section’s Young Professionals committee, which held yearlong technical and non-

technical events specialized for aspiring Young Professionals to enhance their qualities and enrich their experience.

The symposium commenced with opening remarks from Ms. Afnan Al-Abdulkader, SPE-KSA Young Professionals Chairperson, where she motivated young professionals to invest in their abilities and qualities to create a better future for themselves and for the energy industry. Afnan also highlighted her team’s achievements and encouraged Young Professionals to join professional societies to enhance their technical and soft skills, which are crucial for the leaders of tomorrow.

The first keynote speaker was Mr. Wail Al-Jaafari, Acting Manager of IPO Structuring in Saudi Aramco. Mr. Al-Jaafari directed motivating words and advice to the Young Professionals in the audience, emphasizing on the challenging way ahead and how to overcome these challenges through hard work, learning from one’s mistakes, and constant development. In addition, Mr. Al-Jaafari highlighted the importance of adopting a holistic development path for Young Professionals to strive in the future.

The second keynote speaker was Dr. Abdulla Elyas, Cofounder of Careem, number one car booking app in the MENA region, for a safe, reliable and affordable rides.

Dr. Elyas shed light on his own experience of exploring opportunities and producing the unimaginable by developing technologies and creating a startup that was considered the most investable company in the world.

Dr. Elyas also interacted with the YP audience and gave his advice on how to know your purpose in life. Also, he shared a very humorous advertisement of Careem that implied how being bold can make a difference. According to Dr. Elyas, the secret recipe to achieve the unimaginable is to keep in mind these items: 1. Have a clear purpose 2. Be bold 3. Be truly local to succeed and add value to the community.

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LEFT TO RIGHT: Dr. Zeid Al-Ghareeb, Ms. Afnan Al-Abdulkader, Mr. Wail Al-Jafari (Director of IPO Structuring Department at Saudi Aramco), Mr. Nasir Alnaimi, Dr. Nabeel Alafaleq, and Mr. Abdullah Haji



Dr. Abdulla Elyas (Symposium keynote speaker and Careem Co-Founder & CPO)



Recognition of the of the YPTS presentation contest top three winners (2nd winner Saleh)



YPTS Sponsors Recognition awarding Mr. Jim Hollingsworth (Geozone Vice President of Saudi Arabia and Bahrain)

The first panel discussion of the 2018 YPTS was titled “Turning Ideas into Reality”. The panelists were Mr. Richard Ward, Vice President of Strategy and Marketing at Baker Hughes, a GE Company, Mr. Hattan Ahmed, Head of the Entrepreneurship Center at KAUST, and Mr. Osama Ashri, Head of Development and Strategic Alliances at MBSC. The panelists’ back-ground of academia and industry enriched the discussion by showing a broader view of

how Young Professionals could work to turn their ideas into tomorrow’s reality. Richard Ward highlighted the challenges that face the Upstream industry and the key success factors for Young Professionals to flourish in the future. According to Richard, success could be achieved if the following ingredients are available: the individual capability and talent, team strength and execution, a winning mind-set and belief, and ownership.

Furthermore, the first day of the symposium included recognizing the winners of the YPTS presentation

con-test. The contest encouraged young professionals to present new and innovative technical research in diverse topics of the energy sector. Mr. Nasser Al-Naimi, Vice President of Petroleum Engineering and Development in Saudi Aramco and the Chairman of the Board of Directors of SPE-KSA, along with Dr. Nabeel Al-Afaleg, Chief Petroleum Engineer in Saudi Aramco and the Vice Chairman of the Board of Directors of SPE-KSA recognized the three winners and presented them with a token of appreciation. The first day of

the YPTS concluded with a leadership workshop titled “Complex Thinking for a Complex World” that was given by Ras Tanura Leadership Center of Saudi Aramco. The workshop focused on discovering new and innovative solutions to the complex challenges that will face the Young Professionals of today as they lead the industry in the future.
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Mr. Abdulkarim Al-Ghamdi (Executive Director of Power Systems at Saudi Aramco)



Panel Discussion “Turning Ideas Intro Reality” with moderator Musab Talal and panelists Mr. Richard Ward (Vice President of Strategy & Marketing for Baker Hughes, a GE company), Mr. Hattan Al Ahmad (Acting head of KAUST’s Entrepreneurship Center) and Mr. Osama Ashri (Head of Development and Strategic Alliances at Prince Mohammed bin Salman College for Business and Entrepreneurship)



Keynote speaker Mr. Abdulkarim Al-Ghamdi (Executive Director of Power Systems at Saudi Aramco)



The second day of the YPTS was equally fun and interactive. The keynote speech was given by Mr. Abdulkarim Alghamdi, Executive Director of Power Systems in Saudi Aramco. Mr. Alghamdi shared his words of inspiration with the audience and focused on empowering Young Professionals with inspiration for the future. He also interacted with the audience with a brief Q&A session. Moreover, and during the day, two panel discussions were conducted. The first panel focused on the technological revolution that the industry is going through and titled “Opportunities for Young Professionals in the fourth Industrial Revolution.” The panelists included Mr. Craig Smith, CEO of Dhahran Techno Valley, Dr. Anas Alfaris, Vice President of KACST, and Mr. Majid Alghaslan, CEO of FrontEnd. The panelists emphasized on the opportunities that were never in the reach of the older generations and how Young Professionals have the opportunity to change the industry, as we know it.

The second panel discussion, titled “Growing in Place: Maximizing your Value at the Workplace” with panelists Mr. Musaad Al-Sayouhi, Director of Finance Readiness and Compliance Department at Saudi Aramco, Mr. Meshary Al-Ayed, Wireline Operations Manager at Schlumberger, Dr. Rusha Al-Rawaf, Administrator of Corporate Brand Management at Saudi Aramco, and Dr. Ali Alkhatib, a Senior Petroleum Engineer at Saudi Aramco. Dr. Rusha introduced the session with a strong opening that ran the entire discussion. The discussion focused on the methods that employees and Young Professionals in particular— should capitalize on to maximize their value at work and work hard to be an asset to the team rather than just raise complaints.



The 2018 YPTS concluded with the second leadership workshop focusing on Emotional Intelligence. The workshop took a deep dive into the importance of having a combination of intellectual and emotional intelligence to succeed in an increasingly more connected work environment. The workshop also conferred on the importance of knowing one’s EQ style to better interact with colleagues, friends, and families on a daily basis.

From inspiring speakers to leadership workshops to engagement activities, the 2018 YPTS was an ignition source for producing the unimaginable for the future leaders of the industry. The symposium included an artistic flair as well, with the live music, live art show

and engagement activities all combined to create warm and inviting vibes for young professionals to learn and enjoy simultaneously.

The symposium was an optimum venue for knowledge sharing, networking, communicating, and enhancing technical and non-technical skills among Young Professionals. As one attendee, Dr. Nour Baqader, stated “It was a great opportunity to build connections with professionals from other companies in the other oil and gas sectors.” The YPTS is an annual event organized by the Young Professionals committee of SPE-KSA and has been continually growing and becoming more inclusive for Young Professionals of the Energy sector. [SR](#)



Dr. Anas Alfaris (VP King Abdulaziz City for Science and Technology)



Majid Alghaslan (CEO at FrontEnd)



Craig A. Smith (CEO Dhahran Techno Valley Company)



Panelists Recognition (Opportunities for Young Professionals in the 4th Industrial Revolution)
Laila Hmoud, Craig Smith, and Majid Alghaslan



Ali Altowaili and Fatimah Alkayadi



Panelists Recognition (Growing in Place: Maximizing Your Value at the Workplace)
Haya Samari, Dr. Rusha Rawaf, Meshary Al-Ayed, Dr. Ali Alkhatib, and Musaad Al-Sayouhi



Dr. Rusha Rawaf

KAUST secures the 5th slot in the MENA PetroBowl® qualifier



by **SULTAN MADANI**, SPE-KSA Student Outreach Chairperson

New student chapter established at Hail University



جامعة حائل
University of Ha'il

by **FALEH AL-SHAMMARI**, SPE-KSA SO Team Member

2018 PETROBOWL ONLINE CHAMPION

An online based quiz was conducted between 5 universities in the MENA region competing on the 5th slot to go to ATCE Finals. Each team had to answer 2 sets of 20 challenging questions in less than 10 minutes. The results indicated a powerful team from KAUST winning the competition scoring 187 points out of 200. The table below summarizes the full results of the online competition:

RANKING	UNIVERSITY	TOTAL SCORE (TWO ROUNDS)
1	KING ABDULLAH UNIVERSITY OF SCIENCE AND TECHNOLOGY, KSA	187
2	KHALIFA UNIVERSITY OF SCIENCE AND TECHNOLOGY, UAE	158
3	AMERICAN UNIVERSITY IN CAIRO, EGYPT	113
4	TEXAS A&M UNIVERSITY, QATAR	108
5	BRITISH UNIVERSITY IN EGYPT	103

This unique opportunity came by SPE-KSA to give more chances for universities' chapters that could not travel to Dhahran last April and compete with other 10 universities. It is worth mentioning that SPE-KSA hosted the live PetroBowl® Competition in April 24-25, 2018 qualifying 4 teams out of 10. SPE-KSA wishes all the best for the qualified teams in the ATCE Finals, and thank all participated parties.

2018 MENA QUALIFIED TEAM

1	KING FAHD UNIVERSITY OF PETROLEUM & MINERALS
2	AMERICAN UNIVERSITY IN CAIRO, EGYPT
3	KING SAUD UNIVERSITY
4	ABU DHABI POLYTECHNIC INSTITUTE
5	KING ABDULLAH UNIVERSITY OF SCIENCE AND TECHNOLOGY



7TH CHAPTER IN THE KINGDOM OF SAUDI ARABIA

This year SPE KSA has established a collaborative relationship with education institutes in the Kingdom of Saudi Arabia. This collaboration provided SPE KSA an access to multiple education systems including universities and engineering colleges. After adding the first Female chapter in Effat University in Jeddah last month, today we are proud to establish new chapter in University of Hail with a capacity of 66 students and more than 10 faculties.

It is worth mentioning that this year the students' membership of the SPE-KSA Section has increased by more than 100%. This approve the success of our section awareness campaigns this year and ensure sustainable future workforce access with the society..



SPE-KSA Recognition Ceremony



SPE-KSA 2017/2018 Executive Board



Dr. Zeid Al-Ghareeb
SPE-KSA Chairman



Abdullah Alhaji
SPE-KSA Volunteer of the Year



Anas Ruhman
Public Relations



Dr. Nabeel Al-Afaleg



Akram Al-Barghouti
Planning & Coordination



Mr. Khalid Zainalabedin
(SPE International
MENA Director)



Abdullah Al-Ghamdi
Treasurer



Magid Al-Ghamdi
Membership





Events Management team



Information Technology team



Technical Programs team



SandRose Magazine team



Student Outreach team

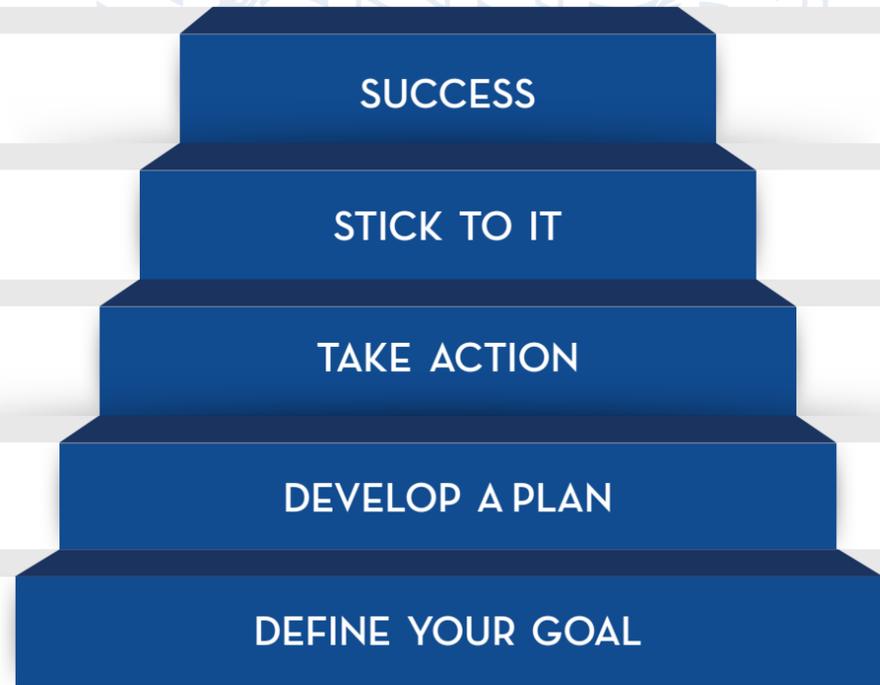


Young Professionals team



ATS&E 2018 team

SPE-KSA 2017/2018 term Journey of Excellence!



+4,500 *unique visitors*

+9,000 *cumulative traffic*

ANNUAL TECHNICAL SYMPOSIUM & EXHIBITION

TECHNICAL SESSIONS

- + 900 abstracts
- + 41 nations
- + 300 papers & e-posters
- + 50 technical sessions

PRE-EVENT COURSES & WORKSHOPS

- + 12 courses & workshops
- + 700 participants

EXHIBITION

- + 47 exhibitors
- 100% occupancy
- 18 first time exhibitors

MAJOR HIGHLIGHTS FOR THE TERM

+409 *Events*



KNOWLEDGE SHARING

26 *Awards Winners*



6 INTERNATIONAL
10 REGIONAL

15,000 *Students Reached*



VISITING 40 CITIES

+290 *Volunteers*



COMMITMENT

+47 *Companies*



SPONSORS & CONTRIBUTORS

16% *Increased Members*



GROWTH IN MEMBERSHIP



35% *attendance growth*

DINNER MEETINGS

6 *events*
+2,000 *attendees*

DISTINGUISHED LECTURER PROGRAM

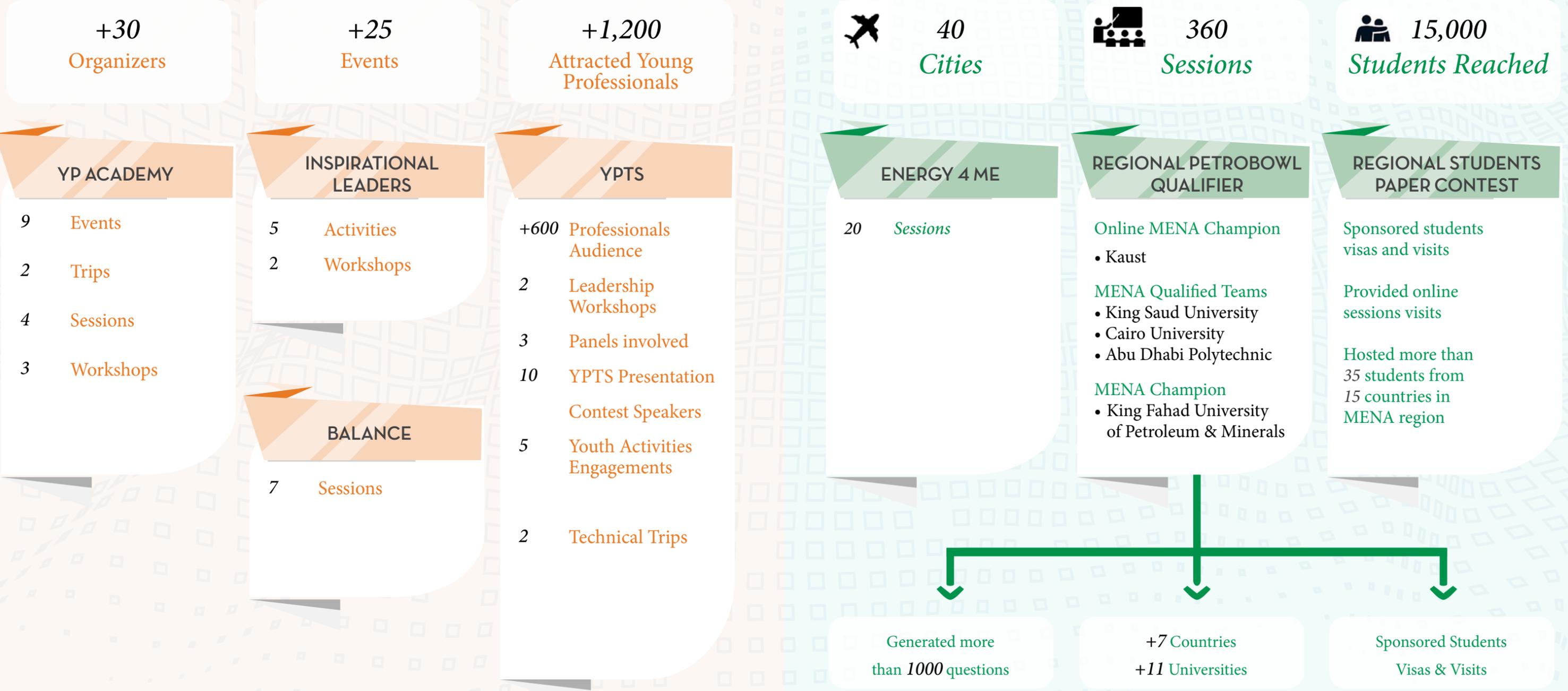
2 *events*
+300 *attendees*

TECHNICAL SERIES

3 *events*
+100 *attendees*



AMBASSADOR LECTURER PROGRAM



Trips & Social Activities

15
events

51,000 ml
blood collected

+150
waste bags

250
books

1,200
trees planted

1
 elderly
house visit

SandRose Magazine

*Augmented
Reality Videos*

*Increased
Distribution*

*Available
on e-Readers*

*Digitized
Online Editions*

New Content
• SPE TALENTS
• SMARTPHONE APP

*Full Redesign
of Magazine*

*The best
views come
after the
hardest
climb.*

—Unknown

Soft Skills, your skills of power

by **LAMAH F. ALKHAYYAL**, Administrator, Women Development & Diversity Division at Saudi Aramco

For years we have heard that knowledge is power and that it is the key that allows us to overcome many obstacles in our career. A graduate degree can open doors for your future and a set of unique technical skills can truly make you stand out in a sea of talent.

Surprisingly, statistics state that the unemployment numbers of university graduates, both undergrad and postgrad, tell a different story. According to the United States Bureau of Labor, the unemployment rate in the US amongst graduate students (bachelor and higher) was reported to be 2.4% out of an overall unemployment rate of 4.4% as of 2017. (September 7, 2017). Retrieved from <https://stats.bls.gov>

In Saudi Arabia, statistics indicate that unemployment is highest among university graduates representing 53.7% out of the 11.6% unemployment rate as of Q2 of 2016. (2016, August 16) Retrieved from <https://www.argaam.com>.

In today's world, institutional knowledge is no longer everything. A high GPA is impressive and might get you an interview but without soft skills, the opportunities of employment and advancement can be slim. Simply said, technical knowledge may get you a job, but soft skills are what make you keep it and help you progress.

Soft skills or emotional intelligence skills have become a vital trait that successful employees or business people must have. Communication skills, collaboration,

leadership, time management, interpersonal skills, and adaptability are just a few skills that employers seek in their future employee candidates and leaders as well.

Companies no longer focus solely on the technical knowledge and skills their employees have. Companies are in constant search of those with exceptional soft skills who can not only get the job done, but do it while fostering an environment whereby all parties involved (customers, stakeholders, team members and colleagues) feel engaged, appreciated and valued.

Still skeptical on the importance of these skills? Ponder this, how good would a salesperson be if they relied solely on the knowledge of the product they are selling while lacking communication and interpersonal skills? Unless that person has the needed skills to gain the trust of a client, listen to their needs, sympathize and relate, a sale will not take place.

How many of us have walked into a store and bought a product just because the salesperson was able to convince us that we truly needed the product or that it made us look good? The salesperson's knowledge of that item wasn't what sold it to us, it is their ability to connect with their client/customer through their soft skills that sealed the deal and made the sale. Leaders and managers who still fail to recognize the importance and value of such skills are short lived.



7

**SOFT SKILLS
TO LOOK FOR
IN A CANDIDATE**

Saudi Aramco is an advocate of building and supporting the soft skills of its employees. From the first day the employee joins the company and through the different on-boarding programs the company offers its employees, such as STEP and UPOP, soft skills are a key element of its training. Throughout the lifelong development of employees during their work in the company, emotional intelligence programs along with a vast selection of specialized soft skills courses aimed to develop employees on certain skills such as critical thinking, effective communication, presentation skills and more are all offered through the company's in-house development programs or supported by out-of-company training courses.

Back in 2013, Google conducted "Project Oxygen" which was a study on its staffing practices. The outcomes of that study was unexpected. In a very technical company such as Google, the top most important qualities of their employees were expected to be around the STEM expertise. Shockingly, it came last! The top and most important qualities identified in the study included: being a good coach, communicating and listening well, possessing insights into others (including others

"In a high-IQ job pool, soft skills like discipline, drive, and empathy mark those who emerge as outstanding."

-Daniel Goleman

different values and points of view), having empathy toward and being supportive of one's colleagues, being a good critical thinker and problem solver, and being able to make connections across complex ideas, all of which are soft skills.

Oil and Gas companies are no different. ExxonMobil, for example, believes that what continues to make them thrive are their employees' soft skills. 

The way I learned to create Persuasive presentations

by **SULTAN MADANI**, SPE-KSA Student Outreach Chairperson & Petroleum Engineer at Saudi Aramco

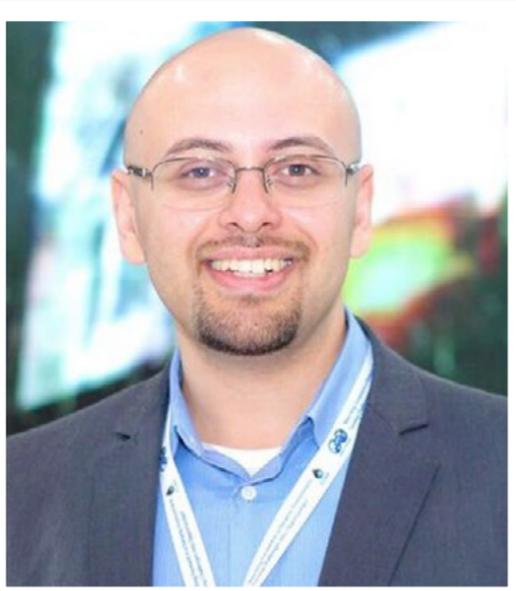
As the sun rises every day, I target to learn something new that helps me in developing my talents wisely and fast.

Since I joined Saudi Aramco in 2009, I recognized that most of our work is between decision-making and people communication. us, to achieve success in both streams, creating persuasive presentations are essential and gaining the skill will ease my career path. In the beginning, people may feel dread giving presentations, their mind may go empty while scouting for ideas, or stressed to find coherent when thoughts are scrappy. You need to become tough enough to engage with executives you are courting, or students/young professionals you are coaching.

This article will be revealing eight magic tips that I have learned during my years of development. These tips will create opportunities for your career and they will assist in leading you to develop a better presentation product.

1. SHARE YOUR IMPORTANT APPROACH WITH AUDIENCE

It is very important to know the people and build empathy. Winning a tough crowd is not easy to get,



thus it requires an understanding of the people's power. For example, you may woo a senior manager for fundraising as your idea's fate is in his hand. A persuasive technique here is to segment the crowd and focus on who matters the most. Presenting the idea clearly and in brief to senior management will support them in making big decisions on a tight schedule. If your idea is proposing a change in the system, then you need to convince people to believe you and to behave accordingly with new descriptions. Usually, you can persuade someone you know much easier than others that you do not know. However, you may have a common ground and resonate through empathy in any situation.

2. DEVELOP A CATCHY AND INFLUENTIAL MESSAGE

Knowing your big idea with a clear statement of your perspective will define the message. For a manager to make a decision, you need to show the pros and cons of your new idea and what could be at stake. A way that I use to calibrate my message, I would sit with my team to generate the content and brainstorm for a better approach. As more as I get from them, that will help me construct a solid message. You need to put in your mind that

people views are not the same, thus expect some resistance during the process. Some techniques that would help here are:

- ▶ Strengthen your presentation through contrast and resolve tension and implement effective action and get things completed.
- ▶ Filter and sort your ideas and elect your best among all. Keep people real in your presentation and ensure credibility.
- ▶ Balance between emotions and analogy. Stay simple and use clear language.

- ▶ Craft a brilliant rhythmic repetition or theme that can be easy to remember.

3. GENERATE A GRASPING & INTERESTING STORY LINE

A wise man once said stories are the currency of human contact. As long as you can make your message stick, your storytelling trick is successful. Focusing on the gap between the present situation and your proposed action to solve a problem or generate a money-maker idea at the beginning will help you in engaging your audience. Then in your middle part of the presentation, try to create an argument or raise the tension

between the base case and your new idea. At the final stage of the message, define the new felicity in case of implement the new idea. It is needed to be a powerful and memorable statement, thus adding emotional texture, or using metaphors may glue your big idea and drives it home.

4. USE CLEVER MEDIA THAT CONVEYS YOUR IDEA

Not all messages can be influenced by creating slide decks. In fact, some require an advanced way to communicate your big idea. Choosing the right mode is essential, as I found critical to make the most of your work as software. it will

help you to budget the time and test the optimal length of your product.

You may use a teaser to provoke thinking and rally people, or you may display the content after burning to keep promoting for your big idea. Several tricks that can be used to share the stage and make the heart race:

- ▶ Create a duo as you may diversify in gender (males & females), age (experts & professionals), or multinationals (expats & citizens).
 - ▶ Mix up the media, e.g. using hardcopy maps, prototype of a new tool or watch a video.
- continued on page 30...*



5. SIMPLIFY THE CONCEPT AND INFO

Here you need to think like a designer and visualize the story to convey the right message. Walt Disney once said, “at our studio, we don’t write stories, we draw them”. This strong statement suits me well, as I try every time to create a slide show to go over details, including choosing the right type of slides and whether it requires bullets or animation. Every slide should hold 3 seconds at max to let people get the message from it. Successful presentations require planning prior to creation:

- ▶ Generating storyboard planning to have one idea per slide and watch the number of slides that you need to build. Make it pure and remove unrelated data.
- ▶ Minimizing electrotyping, or avoid phrases that is overused and betrays a lack of original thought.
- ▶ Treat slide elements gently and with care to ensure easy visualization and processing. Use shapes or pictures to show relationships and turn your words into diagrams.
- ▶ Animation is cool function, yet you need to be careful of overkilling your message. Knowing to animate is essential to keep the focus.

6. PRESENT YOUR IDEA GENUINELY

Executive and senior management usually empower their employees to

a delivery critical presentation during annual reviews. Here are some tips that are widely used:

- ▶ Rehearsing the material very well and ensure full engagement with your people. This will manage the stage fright and will cool the nerves.
- ▶ Visit and check out the venue and time and suspect to solve technical issue, such as errors in the screen.
- ▶ Maintain excellent first impression by controlling your tone, manage your talk and be yourself.
- ▶ Let your people relive your story by communicating with your body or voice and pay attention to room chemistry and story pacing. Use technology to connect with a remote audience and your connection running smoothly.
- ▶ Minute the meeting and get the absolute value of the Q&A session.

7. GAUGE AND ENHANCE THE IMPACT OF YOUR MASTERPIECE ON PEOPLE

You may measure your idea as a big one, yet you need people to agree with you and the management to accept. Engaging with users that are fully or partially support your idea is essential to get it acknowledged. it could be achieved by building professional relationships through social media, spread a survey about the idea, publish a technical paper, or facilitate online meetings. In addition, you can measure the impact

by gathering feedback and follow up after the presentation.

Sometimes you need to present the idea again or having a “part-2” session, that is great as long as it will enhance the impact. Establishing an e-drive would facilitate the follow-up process. Always remember as long you make it easier for people to share their inputs as more you get actions from them.

8. BACKUP YOUR CONTENT WITH SUPPORT MATERIALS AND REFERENCES

Usually when the level of impact gets high, the number of questions increases. This requires more preparations to search for a possible back up items and reading references. It is recommended to generate FAQ list to help you prepare for such meetings.

“Golden rule: never deliver a presentation you would not want to sit through.”

–Sultan Madani

I find this topic very interesting as it matches one of my favorite hobbies, and that is collecting data and analyzing trends. From my experience, people will find their own way of delivering a message, yet there are some magic tips that would let you compete for relevance and sway more people to follow in your steps. SR

FindFit

an path to easy health

by **MAHMOUD IBRAHIM, MARIA CALLEJA, NEUS GARCIAS, and VICTOR TORREALBA**

Doing the physical activities you love can be a struggle in the absence of a supportive community. FindFit was born as a start up with the goal of creating networks of people with similar fitness interests and expertise levels.

We recognize that for any fitness program to succeed in the long run, you need the support and motivation of a community that will help to keep you in check and accountable throughout your lifelong fitness journey.

Some of us are lucky for having found such communities in the past and have experience firsthand the positive impact of such communities in developing healthy habits and improving performance. However, life happens, people move and networks disconnect, leaving you with the daunting task of building up your fitness network from scratch... not anymore!

HOW IT USED TO WORK

Let us consider the case of Arwa: she is an avid runner and hopes to compete in an upcoming half-marathon. Logging the required weekly mileage can be a drag if ran alone. She knows a couple of runners both in her family and at work, but trying to coordinate running activities feels at times more challenging than the actual running itself.

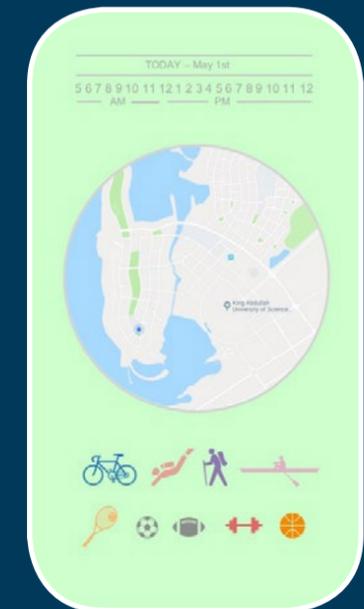
HOW IT SHOULD WORK

Arwa has a 5-mile running session scheduled for today. Her friends just cancelled a get-together at the last minute, so she would like to fit her run into this newly open time slot. She opens her FindFit app, creates a running event that will appear as a dropped pin in an event map that will allow other users to join. Fast-forward a few hours into run time, Arwa is able to run with two other girls from

work that she had barely interacted with before, allowing her to expand her running network.

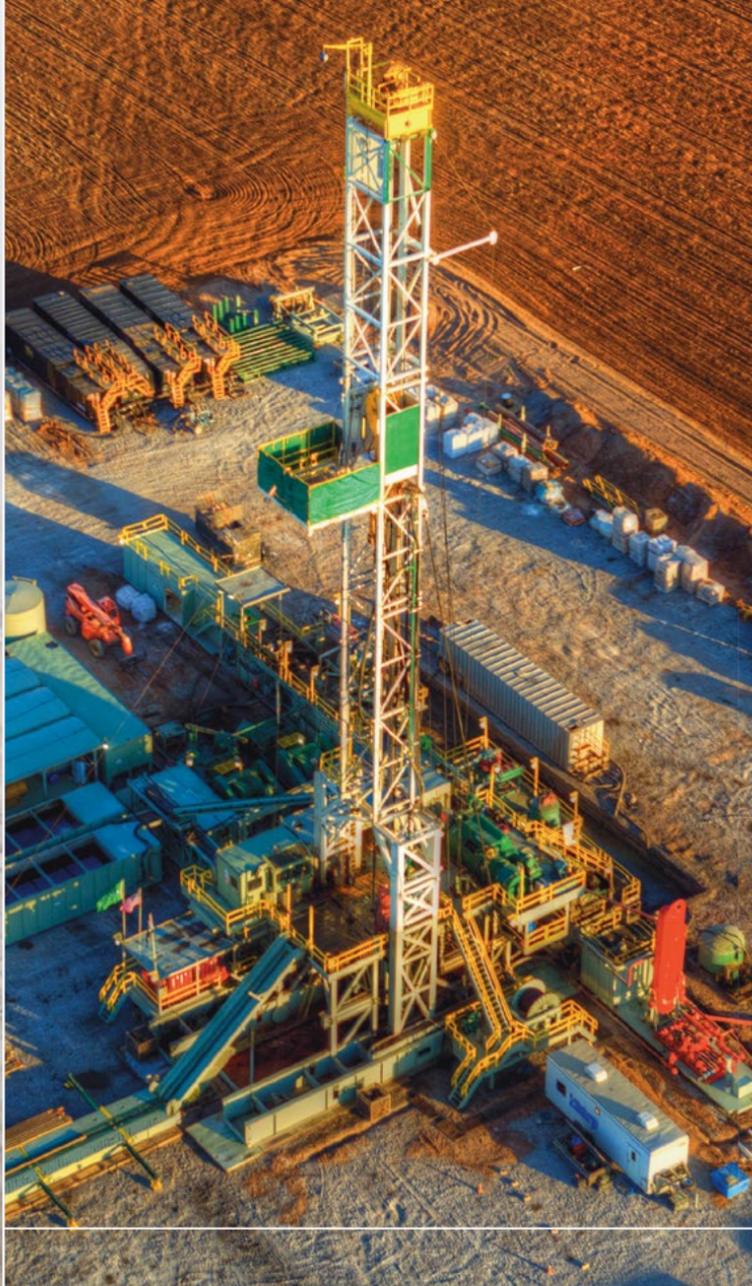
PROJECT TIMELINE

The FindFit project is currently under development under the mentorship and collaboration of the Entrepreneurship Center at King Abdullah University of Science and Technology (KAUST). The mobile application will be deployed at KAUST mid-Fall of 2018, and we will later expand to other parts of Saudi Arabia including the Dhahran region, early in 2019. SR



If you want to become part of our early adopters, please shoot us an email at info.findfit@gmail.com as we would love to have you onboard and get your feedback.

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In 1927, Conrad and Marcel Schlumberger used their new electrical well logging technique to identify formations in the Pechelbronn oil field in the Alsace region of France—a first in the oil and gas industry. Today Schlumberger continues to innovate by introducing pioneering technologies delivered with technical expertise gained from decades of experience. From reservoir characterization and drilling to production and processing, we integrate multidisciplinary products and services to optimize hydrocarbon recovery and maximize production for our customers.

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Caring for the Elderly



On May 28-29, 2018 during Ramadan, the Trips & Social Activities team conducted two days visit to the elderly home in Dammam. The team managed to visit both men and women sections, one each section each day. Volunteers gathered there at 5:30 p.m. and brought a variety of foods to enjoy the Iftar meal with the elderly.

The elders enjoyed the food and socialized with others and spent their time playing games after the meal. It was a wonderful experience sharing and caring for the elderly in their homes, we truly connected with them through simple actions. If we want to bridge the generation gap between elderly and youth, we must fill the gap with patience, understanding, and love. **SR**



Discover freedom in traveling

by **NAHID ALDOSSARY**, HR Manager, GE Power

Traveling gives me that feeling of freedom: freedom to go wherever I want, do whatever I want, eat new things, try to increase that level of adrenaline by doing some adventures which will keep me on my toes sometimes. Started discovering the world from my country: Saudi Arabia, so I organized some trips to Al-Ula, Abha, Al-Ahsa in order to show my beautiful home to the expats, so it's not shopping malls and modern city, we have a history and culture we need to show the world.

Then, my first biggest adventure was trekking Mount Kilimanjaro, It's the highest mountain in Africa (5,895m) while I was living in Kenya in 2013. I started preparing for this adventure three months in advance and each day I get closer to the adventure day, I feel I just want to reach the summit, carry my country's flag and descend, go back home to tell my family and friends about this achievement.

Living in Africa gave me the opportunity to see the world in different way: the beauty of the nature, the people's

behavior, the way of living, and the most important thing is: being able to do lots of charity work there to help and support people who can barely afford the minimum to love their simple lives. And that's why I kept going back to Kenya to do more projects and to help people as much as I can with the great support of my family and friends.

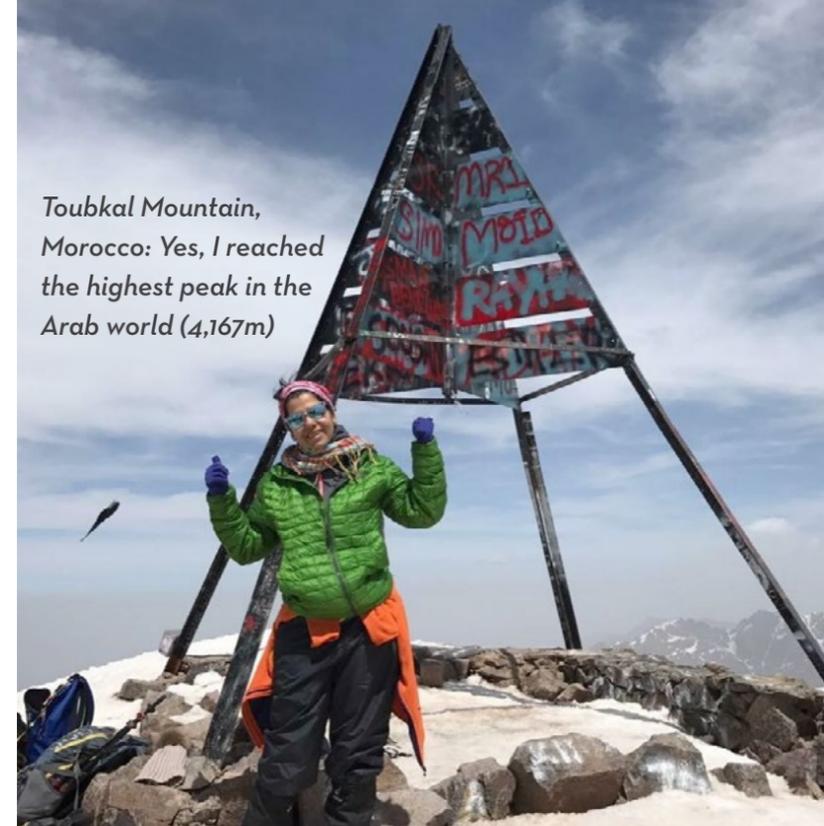
“You don't choose the day you enter the world and you don't chose the day you leave. It's what you do in between that makes all the difference.”

–Anita Septimus

I came back to Saudi and now I have this passion for adventure and discover new places, what shall I do? Started to ask friends, searched the internet about amazing places to visit or things to do, learned about companies which organizes activities like this in the region and around the world and that just kept me moving. So, I joined first group of females to trek and reach the summit of Jabel Shams in Oman, the highest mountain in GCC in December 2015. Wonderful experience which led me to more trips to discover Oman and the world. From there, to China, Italy, Morocco to conquer the highest mountain the Arab world: Toubkal mountain. Another wonderful trip then Iceland: the land of fire and ice. Finally, after 5 years, one

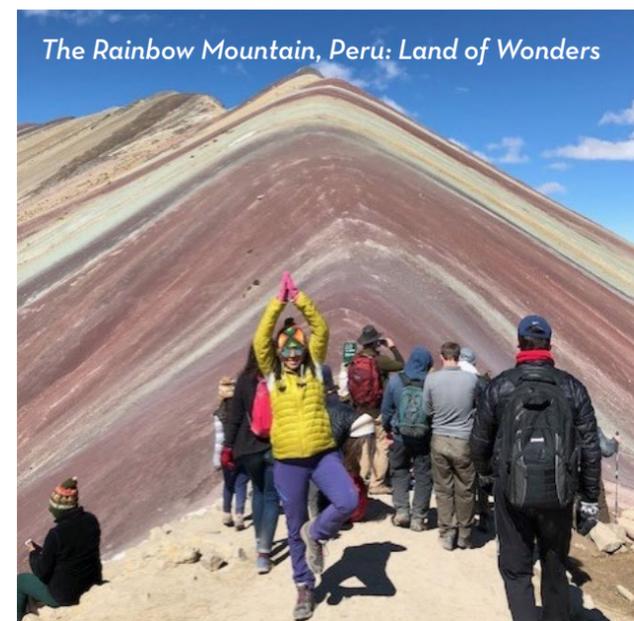


Jabel Shams Summit, Oman:
GCC girls trip, December 2015



Toubkal Mountain,
Morocco: Yes, I reached
the highest peak in the
Arab world (4,167m)

of my dreams became true: to visit the land of wonders: Peru. I decided to hike one of the forgotten Inca trails there: Choquequirao which is not really well known commercially in the Arab countries as much as Machu Picchu, so decided to go and four of my friends trust my ability to organize such an amazing adventure and decided to join me, so maybe we are the first Arab girls who have done this trail. Very beautiful trail, stunning scenery, amazing mountains, although it was very tough trail with steep routes going uphill and downhill but sure worth it especially when we finished and we find ourselves in front of the magical Machu Picchu. Cusco, Peru was awesome in terms of places to see, cheap to



The Rainbow Mountain, Peru: Land of Wonders

shop, very delicious food, and wonderful people. What's next? I know my bucket list is long but slowly, slowly I am getting there. It's not about racing to get a place for myself in specific ranking: first to do this or that, for me, it's all about seeing, discovering, and learning about the unique places inside my home country and around the world. So my advice to you: don't lock yourself between four walls, don't limit your world with your phones and computers, go out, walk, pick a location and go to enjoy it, breath fresh air, and learn about the cultures, simply: “Wherever you go—go with all your heart.” –Confucius ^{SR}



Mount Kilimanjaro,
Tanzania: We traveled
there for a good cause,
raising funds and
supporting for kids
with Leukemia



Kingdom of Saudi Arabia Section

*In this section
we will showcase
the diverse skills
of SPE members.*

Share your passions with us,
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SPE-KSA's International Awards



**YOUNG MEMBER
OUTSTANDING
SERVICE**

ZEID AL-GHAREEB

Reservoir Description & Simulation, Saudi Aramco



**DEGOLYER
DISTINGUISHED
SERVICE MEDAL**

ANUJ GUPTA

Aramco Services Company



**DISTINGUISHED
MEMBERSHIP**

**GHAITHAN
AL-MUNTASHERI**

EXPEC ARC, Saudi Aramco



**DISTINGUISHED
MEMBERSHIP**

ASHRAF AL-TAHINI

EXPEC ARC, Saudi Aramco



**DISTINGUISHED
MEMBERSHIP**

DAN GEORGI

Aramco Services Company



**DISTINGUISHED
MEMBERSHIP**

MOHAMMED BADRI

Schlumberger

SPE-KSA's Regional Awards



**REGIONAL
DISTINGUISHED
ACHIEVEMENT AWARD
FOR PE FACULTY**

**ABDULLAH
AL-SULTAN**

KFUPM



**REGIONAL
PROJECTS, FACILITIES &
CONSTRUCTION AWARD**

FAHAD AL-MUTAIRI

*Production & Facilities
Development Department,
Saudi Aramco*



**REGIONAL
YOUNG MEMBER
OUTSTANDING
SERVICE AWARD**

MAJED KANFAR

*Reservoir Description &
Simulation, Saudi Aramco*



**REGIONAL
PRODUCTION &
OPERATIONS AWARD**

SYED GILANI

*S.A. Production Engineering
Department, Saudi Aramco*



**REGIONAL DRILLING
ENGINEERING AWARD**

ALI AL-BINALI

*Workover Department,
Saudi Aramco*



**REGIONAL HEALTH,
SAFETY, SECURITY,
ENVIRONMENT, & SOCIAL
RESPONSIBILITY AWARD**

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NARMD, Saudi Aramco

SPE-KSA's Regional Awards



REGIONAL FORMATION EVALUATION AWARD

DENIS SCHMITT

Reservoir Description & Simulation, Saudi Aramco



REGIONAL COMPLETIONS OPTIMIZATION AND TECHNOLOGY AWARD

ROBERT TURNER

EXPEC ARC, Saudi Aramco



REGIONAL SERVICE AWARD

ADEL AL-QAHTANI

Gas Reservoir Management Department, Saudi Aramco

DISTINGUISHED CORPORATE SUPPORT AWARD



أرامكو السعودية
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- HAMAD S. AL-KHARAA**
- ABDULRAHMAN M. AL-NUTAIFI**
- ABDULLAH M. AL-HAJI**
- HUSSAIN M. AL-QAHTANI**
- SULTAN M. AL-MALKI**
- RAYAN A. AL-GHANIM**



Useful smartphone apps

Looking for a good app? Check out these cool apps!

This section focuses on useful and creative smartphone applications. In this edition we introduce and review five useful apps that vary from educational to social media. The common criteria between the apps we review is their creativity and usefulness.

All five apps in our review were suggested by our very own SandRose readers. We encourage you to send us an email with your own recommendations to be featured in our next issue.

Please write us at sandrose@spe-ksa.org.



GOOGLE KEEP

This app allows you to capture what's on your mind quickly and get reminders about it at the right place and time. It's easy to capture a thought or list for yourself, share it with your family and friends. You can take a photo of a poster, document or a receipt and organize and search for it with ease.

Some of its features are:

- ▶ Add notes, photos and lists
- ▶ Record voice memos
- ▶ Code notes by coloring and labeling them
- ▶ Works on smart phones, tablets and computers
- ▶ Allows for location based reminders



4.4 STAR RATING



+100 MILLION DOWNLOADS



OFFLINE MAPS & NAVIGATION

For those who are on limited cellular data plans, or in areas without data or Wi-Fi coverage, this app gives free navigation and offline maps. It also gives traffic warnings.



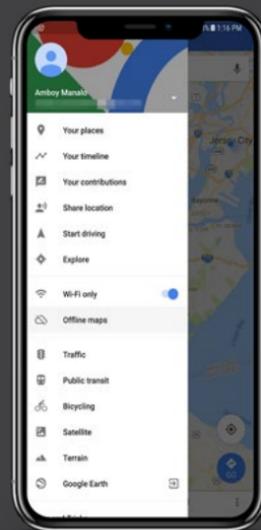
4.7 STAR RATING



+5 MILLION DOWNLOADS

Some of its features include:

- ▶ Offline maps of all countries in the world
- ▶ Voice-guided GPS navigation
- ▶ Millions of interesting points of interest
- ▶ Real-time route sharing



MCKINSEY INSIGHTS

McKinsey shares with you its latest thinking on the biggest issues facing senior executives. Issues ranging from corporate and leadership strategies, to technology and globalization impact on society and business. It allows its users to explore new insights on marketing, digitization and analytics, across industries such as energy, financial services and healthcare. The app provides reports from McKinsey Quarterly, articles from McKinsey Global Institute, articles from McKinsey Quarterly, podcasts and videos.



4.3 STAR RATING



500 THOUSAND DOWNLOADS

Some of its features include:

- ▶ Sorting content by recent or by most popular category.



SPEECHNOTES: SPEECH TO TEXT

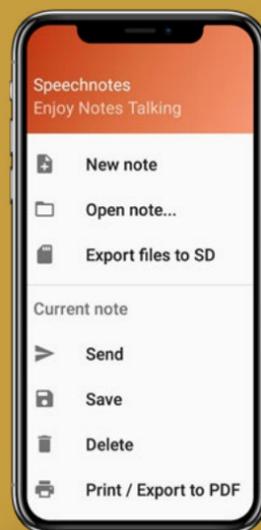
With support in several languages and dialects, this app allows for voice typing and notes taking. The app is very efficient and fast, and converts continuous dictation to text. It also has custom keys for frequently used words, sentences or phrases. You also, can dictate punctuation marks using this app. Best results are achieved with internet connection, but it works without internet connection as well.



4.3 STAR RATING



+1 MILLION DOWNLOADS



KHAN ACADEMY

The Khan Academy app provides thousands of articles and videos, to its users, in science, math, economics, finance, computing, grammar, government, history, politics and much more. In each topic, it provides practice questions with step by step hints and instant feedback. It also works offline, so you can keep on learning even when not connected to the internet.



4.6 STAR RATING



+5 MILLION DOWNLOADS

Some of its features:

- ▶ Provides quizzes and unit tests, Syncing user progress with khanacademy.org, and it's free.



