

## LIFE SKILLS TO MEET THE SAUDIZATION CHALLENGE

The Kingdom of Saudi Arabia's (KSA) national Saudization policy to promote employment of Saudi nationals in the private sector presents a significant challenge to many companies, including those in the hospitality industry. Companies that do not comply with Saudization targets face sizable penalties and considerable challenges when working with the Saudi government. Conversely, companies can benefit tremendously by fulfilling and exceeding their targets.

With ambitious growth and expansion plans in KSA over the next few years, Hilton Worldwide (HWW) needs to prepare and hire qualified personnel to meet its growing workforce needs in this market. As many hoteliers are aware, attracting and retaining Saudi nationals in the hospitality industry is a significant challenge.

## WHY THE CHALLENGE?

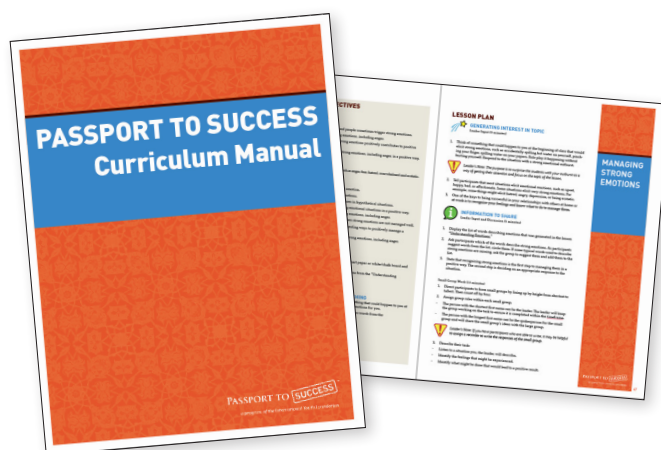
- Saudi youth are unfamiliar with the hospitality sector and do not always realize the value of working in a hotel, nor the potential for upward mobility within the sector.
- The culture of shame associated with the hospitality sector prevents many Saudi nationals from considering a career in hospitality.
- Women face additional challenges posed by strict labor regulations which limit interaction between genders in the workplace.
- Employers who have invested in workforce training frequently lose their employees to competitors offering higher wages.

## HOW CAN WE ADDRESS THE CHALLENGE?

- Hilton Worldwide has partnered with the International Youth Foundation (IYF) and the King Khalid Foundation to introduce IYF's proven life skills program, *Passport to Success*® to KSA.
- Educators, employers, and policy-makers are finding that for young people to succeed they need an educational foundation which, in addition to technical skills, includes life and employability skills as a way to prepare them to be motivated and confident decision-makers, who can overcome adversity and realize their potential.
- Combining life and employability skills programming helps youth become more successful in the workplace.

## WHAT IS PASSPORT TO SUCCESS®?

- *Passport to Success*® is IYF's world class life skills program that has been implemented in 22 countries, translated into 17 languages, and has impacted the lives of 63,500 youth.
- *Passport to Success*® is based on experiential instructional methods rather than traditional lecture-based styles of instruction.
- The program utilizes a combination of interactive learning strategies to engage different types of learners and put students in charge of their own learning.
- The four core competencies are:
  - Personal Development (developing self-confidence, setting goals, building leadership skills)
  - Problem Solving (asking questions and listening, managing conflict)
  - Healthy Lifestyles (managing risky behavior, promoting healthy living habits)
  - Workplace Success (working in teams, managing projects, time and financial management)
- Young people who have participated in the *Passport to Success*® program are self-motivated, reliable, productive, and confident decision-makers able to overcome adversity and be responsible through life's many challenges; all skills needed in Hilton Team Members.



(continued)

## WHAT WILL WE DO?

- Adapt the current *Passport to Success*® curriculum to the KSA cultural context
- Develop in-house trainers to offer the program within the hotels
- Provide the curriculum and training of trainers to other Saudi institutions—such as universities and vocational centers—that work with youth who can potentially enter the sector

## INTENDED OUTCOMES

- Motivate Saudi youth to identify their skills, interests, and realistic career goals
- Teach Saudi youth the skills needed to succeed in the workplace
- Improve recruitment and retention of Saudi nationals in the hospitality industry as part of Saudization requirements
- Contribute to a decrease in regional youth unemployment rates by providing youth with jobs and hope for a better future

## CONTACT US

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