



## Annual Meeting of REELEC ECE Executives

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Fourth Edition

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Title of the Seminar

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# “Managing Change within Companies”

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Hotel “La Corne d'Or” 04 & 05 December 2019



SOE REELEC JSC

RUE Mohamed Kaci - BP 08 - Baba Hassen - Algiers

مؤسسة إنجازات الكهربائية



***Address by the CEO of SOE REELEC  
JSC during the opening ceremony of the study days dedicated to  
change management in the company.  
Held at the level of the Hotel "Corne d'Or",  
from 04 to 05 December 2019***

**CEO of the ELEC EI DJAZAÏR Holding  
CEOs of Companies**

**Honorable Guests, Ladies and Gentlemen, Dear Colleagues,**

I am pleased to speak before such a distinguished audience, on the occasion of the opening of the fourth edition of the meeting seminar executives of the REELEC EPE, which we have already organized for four years, and which has established itself as the perpetuation of a tradition aimed at strengthening of the corporate culture.

Let me begin by extending a very warm welcome to all of you and wishing you a pleasant day.

I, of course, like to extend these thanks to all the CEOs of the ELEC ELDJAZAIR portfolio who have honoured us with their presence at these study days.

I would also like to thank the experts from "Unity Algeria" who have come to share with us their knowledge and experience in order to explore certain concepts and practices that would ultimately allow REELEC, in search of excellence, to shift paradigms , in the knowledge and management of corporate performance.

This opportunity allows us, as usual, to consolidate and bring together the different departments of the company, the regional teams, and to strengthen communication with more involvement and transparency.

This training consolidates and completes the program initiated in previous years, and is considered as an intangible investment which must accompany, in an articulated and gradual way, the acquisition of various skills related to the core business and more particularly to adapt to the new economic situation.

These annual meetings initiated and organized by the SOE REELEC JSC for the benefit of the company's management, like the meetings that are

held by the industrial groups of the different sectors, fall, from our standpoint, within the framework of the ELEC EL DJAZAIR Group policy in terms of compliance with strategic guidelines, with a view to acquiring the best practices, in terms of management.

May I remind you, with the permission of the chairman, that HOLDING ELEC EL DJAZAIR, has set itself the objective of becoming a leader in all its fields of activity, as it aims to become a real engine of industrial development in its areas of activity.

To achieve this objective, he has opted for an expansion strategy which combines:

1. Dynamic internal growth;
2. Selective external growth.

In the same context, and for your information, I would like to remind you of the themes developed during previous sessions, namely:

- **Project management in 2016**
- **Time and priority management in 2017**
- **Performance management and evaluation 2018**

A brief summary seems necessary to remind the audience that the main phases of project management, be it design, planning, implementation and control with the imperatives dedicated to them, in terms of quality, deadlines, cost and safety were effectively put into practice at the end of the training which ended by the establishment of a scoping note for each project, followed by a mission statement and functional specifications.

And I must admit that since this training, REELEC never had a project delay penalty.

The second session was dedicated to time management and priorities, in examining in detail the tools discussed, such as the principles of Eisenhower matrix, in terms of time management, that we had adopted since then.

This strategy, which is by the way very instructive, has taught us attitudes to adopt to become more productive in the execution and organization of our emergencies and our priorities. By using this matrix, we have structured our tasks according to 4 conditions, which can be summarized as follows:

1. Urgent and important (the tasks you need to do immediately yourself).
2. Important, but not urgent (the tasks that you will schedule for later on your own).
3. Urgent, but not important (the tasks that you should delegate to a collaborator).
4. Not urgent and not important (the tasks you should postpone or even eliminate).

Last year, we developed the theme relating to **performance management and evaluation** in relation to the implementation of performance contracts signed with the ELEC EL holding company DJAZAIR, which is part of the objective assessment and we are witnessing a continuous improvement.

In fact, "**Performance Management and Evaluation**" made it possible to unquestionably respond to the issues and challenges which confronted the company in terms of reactivity by developing the following concepts: vision, strategy, mission, objectives and performance

The Business Vision: The vision will define where you want to go, Clearly communicate what you want to achieve in terms of goals.

The Business Strategy: is to set long-term goals and to give yourself the means to reach them taken into account your resources.

Mission is the fundamental field of activity of a company that is its "raison d'être."

In principle, a mission should integrate elements of response to the following basic questions:

1. Why does the company exist (the "raison d'être")?
2. What are the values that the employees identify with?
3. What are the distinctive skills that reinforce the company's values?

Objectives are set to guide individual performance to achieve the strategic objectives and translate the "balanced scorecard BSC" or the forward-looking dashboard.

This approach is part of a comprehensive and continuous process, beginning with developing a strategy, broken down into strategic maps,

translated into operational objectives by major functions. However setting the objectives should allow employees to have a clear vision of their contribution to the objectives of the Company and clearly define the expected performance in terms of the " **What** " and the " **How** ".

Performance expresses the degree of achievement of the pursued objectives. The company is efficient when it minimizes the means used to achieve the objectives and it becomes effective when it considerably reduces the time it has set for itself.

Also, the implementation of a management assessment questionnaire.

This year, given the political and economic situation which forced the company to multiply change projects (widening of the scope of intervention, digital applications, data digitization, optimization of costs, etc.),

As the philosopher Heraclitus said "Nothing is permanent except change",

We have included the theme relating to managing change within companies as an absolute necessity in order to accompany change which is no longer a cyclical phenomenon but rather a permanent one. It has also become a permanent concern of the manager.

Change is everywhere in business, whether it is immediate or long-term. Everything evolves very quickly in today's society, and the company must constantly question itself if it wants to stay competitive with its competitors. But there is no room for improvisation. The process of change must be done with method and pedagogy; otherwise it will be very difficult to overcome the natural resistance to change.

This is the reason why you must always have leadership, a pilot to lead the change that will allow not only to overcome resistance, but also to detect the need for upstream. Managing change is therefore essential to supervise the transition from the current situation to the target situation, and avoid further problems being added to a situation that may already be complicated.

The team in charge of managing change must clearly define the objectives as well as the actions and tools to be implemented to ensure the success of the process.

On this issue, I rely heavily on the experts contributors to enlighten us on this management tool.

I am convinced that this meeting will be an opportunity for functional and operational executives to evolve in their professional careers by developing new skills, in the context of acceptance and change management.

*And I close with the quotation from Churchill "If you don't take change by the hand, it will take you by the throat."*

### **Ladies and Gentlemen, Honorable Guests,**

Modern management has fully grasped the importance of managing human resources in business development.

In the light of the points included in the conduct of this meeting, I would like to take this opportunity to express my deep gratitude, to all my COLLEAGUES, for all the efforts made to bring the positive changes to REELEC.

I, therefore, encourage them to work by making a significant and efficient contribution to the success of these two study days

It is on these words of commitment that I would like to wish you every success in the course of our work.

Thank you for your kind attention.