



Join the PACK

**Supporting organisations
in Kuwait to build and embed
a high-performance culture**

Why People & Culture Kuwait?

When we live our culture, we not only create meaningful workplaces for our people, but we deliver differentiated, exceptional experiences for our customers, that will keep them coming back.



CEO problems in Kuwait. Culture answers.

Rising costs

Motivated, well-led teams reduce sickness and turnover, and boost productivity and customer service. The same cost base produces more output and higher quality.

Geopolitical risk

Culture is the one lever leadership can influence when external conditions are uncertain. So, the business can absorb shocks without losing execution capability.

Mergers & acquisitions

Most M&A value is destroyed by culture clash, not deal terms. Actively integrating people and ways of working is what determines if the acquisition delivers its promised value.

Pace of transformation

Transformation fails when people don't buy in. Culture built for adaptability and psychological safety lets employees move faster with change instead of quietly resisting it.

Innovation capability

Innovation needs people who feel safe to experiment and are motivated to contribute ideas. Not just told to be innovative.

Talent and skills shortage

When talent is scarce, retention becomes the real strategy. A strong employee experience makes an organisation a place people choose to stay and grow in.

Leadership succession

Understanding what genuinely motivates rising leaders lets you develop and retain the right people ahead of need. So, succession isn't a scramble when a departure happens.

Cybersecurity

Most breaches start with human error, not technical failure. A culture of accountability and awareness turns every employee into a line of defence rather than the weakest link.



Our purpose:

Bridging People & Culture and the business — translating people's value into the language of leaders, and empowering HR professionals with the tools, knowledge and influence to deliver it.

1

The case

Having a high-performance culture is proven to positively impact the bottom line by increasing productivity and customer service, and reducing sickness and unwanted turnover.

2

The shift

Now is the time to move from simply talking about culture to DOING culture — turning intent into behaviour, and behaviour into results.

3

The community

From people and culture leaders in Kuwait, for the people and culture community in Kuwait. A shared home for collective expertise.



**Culture isn't
top-down or
bottom-up; it's
people-first**



PACK membership

Community



Free

For individual P&C professionals.

- Events
- Newsletter
- Networking

Foundation



2 KWD per employee/pm

- Quarterly Culture Health Index surveys and reporting
- Annual interviews and focus groups
- Annual findings and recommendations report
- Annual benchmarking

*Minimum 500 KWD /pm

Growth



7 KWD per employee/pm

- Quarterly Culture Health Index surveys and reporting
- Annual interviews and focus groups
- Annual findings and recommendations report
- Annual benchmarking
- Quarterly individual & team mojo diagnostic and reporting
- Quarterly individual and team mojo action planning

*Minimum 1,000 KWD /pm

Advantage



Scoped to your organisation

- Quarterly Culture Health Index surveys and reporting
- Annual interviews and focus groups
- Annual findings and recommendations report
- Annual benchmarking
- Quarterly individual and team mojo diagnostic and reporting
- Quarterly individual and team mojo action planning
- Coaching
- Consultancy

Grow your **PACK**

Add these to your membership to go further

Leadership and C-Suite Coaching | Embedded Advisory

- Sharpens the core leadership skills that build trust and alignment and gets results through other people
- Shows leaders practical ways to lead large teams and wide remits without losing clarity, pace or connection
- Grows teams and operations in a planned, sustainable way, with the structures and habits that make growth stick.

Building and Establishing People & Culture Departments | Embedded Advisory

- Takes your function from where it is, whether it only runs payroll and day-to-day operations or needs a full rebuild, to a department that drives the business forward
- Designs the department's structure, processes, systems and procedures end to end, so everything works together from day one
- Stays alongside your team until the department delivers clear gains in efficiency and measurable value to the business.

Building People & Culture Strategy and Goals | Embedded Advisory

- Plans and sets P&C goals that link directly to business objectives, so every people initiative has a clear purpose
- Breaks each objective into measurable milestones, so progress is visible and accountability is clear
- Puts in place the tracking, stakeholder alignment and team rhythm that turn strategy into delivery.

People & Culture Leaders Coaching | Embedded Advisory

- Sets the department's strategy and goals, monitors progress, and builds a performance management framework with consistently applied policies
- Designs the company structure, grades and salary bands, career progression matrix, and a compensation and benefits framework that supports both people and organisational goals
- Builds robust department policies, plus operational and aspirational people analytics that show exactly where you stand against your goals.

Employee Experience Masterclass | One-day

- Shows P&C teams how employee experience drives customer experience, productivity and retention
- Covers winning leadership buy-in, proving ROI, finding out what employees value and designing the 'Moments that Matter'
- Built on the EXO Toolkit, participants leave with journey maps, employee archetypes, empathy maps and a personal motivation assessment.

Engaging Managers | One-day

- Focuses on the leader-team relationship, the biggest driver of engagement, with managers and their teams completing a mojo map beforehand
- Follows the ACT framework: acknowledge the current state, collaborate on the outcomes that matter, and commit to action
- Each manager leaves with a personal action plan covering 1:1s, feedback, objectives, recognition and psychological safety.

Mental Health in the Workplace | Half-day

- Treats mental health as a core driver of retention, productivity and resilience rather than a side issue
- Builds psychological safety and covers the nine motivators, team mapping and the core pillars of resilience
- Participants arrive with their mojo map and leave with an action plan, because the workplace shapes mental health and leaders shape the workplace.

Personal Purpose | Half-day

- Closes the gap between knowing the company's purpose and knowing what it means for you
- Uses frameworks, case studies and guided reflection to build a purpose statement that serves others and holds up on a bad Sunday
- Enables teams to talk about purpose as well as living it.

The Experience Advantage | One-day

- Brings EX and CX together, because you can't deliver a customer experience your culture doesn't believe in
- Helps HR leaders, marketers and people leaders build the business case and define the brand promise in one emotional statement
- Finds where experience and promise fall out of step, and gives you the metrics and roadmap to make it stick.



Benefits

By partnering with us, you can benefit from having:

- The employee data required to build a high-performance culture, refreshed every quarter.
- A more engaged, innovative workforce, driven by quarterly action planning for improvement.
- A more motivated, productive workforce, with motivation continuously tracked and reinforced.
- A defined cultural identity that unites employees around why the organisation exists and how it operates.
- A stronger employer brand, built on internal communication and employee experiences that are consistent and impactful.
- Leaders and managers equipped to ensure culture is lived, not just written down.
- A better customer experience, as employees deliver higher-quality, more consistent actions.
- Immediate momentum, with improvement initiatives launched within days of the programme starting.

Measurement and success indicators:

- **Quantitative metrics:** Culture Health Index results, mojo scores, employee engagement scores, turnover/retention, internal mobility, eNPS.
- **Qualitative indicators:** employee feedback, examples of behaviour change, team testimonials, customer feedback that references the culture.
- **Business outcomes:** frequency of innovation, speed of new initiatives, customer satisfaction scores, quality of service delivery.
- **Progress markers:** number of early wins achieved, number of new culture rituals adopted, percentage of teams with defined culture commitments.





Mojo is a cloud-based motivation platform designed to help individuals, managers, and organisations understand what truly drives their people. It uses a self-inventory ('mojo map') to identify nine key intrinsic motivators: Friend, Spirit, Seeker, Director, Expert, Creator, Builder, Defender and Star.

Through quarterly mapping, the platform tracks how well those motivators are being satisfied, offering dashboards, risk indices and action plans so managers and teams can monitor changes and intervene proactively.

Mojo helps build a high-performance culture by shifting motivation from generic to personal and actionable. By giving each person clarity on what they value most, and by enabling managers to see and respond to those needs, the platform fosters deeper engagement, better wellbeing, and enhanced productivity.

When teams align around motivators and follow up with tailored action plans, they become more resilient, collaborative and results-focused: all hallmarks of high performance. Additionally, because mojo provides real-time tracking of motivations and satisfaction levels, organisations can spot emerging issues (such as declining motivation or mis-aligned roles) and intervene early, thereby maintaining a sustained culture of performance.

Included in Growth and Advantage.





The Culture Health Index

The Culture Health Index (CHI) is a comprehensive measurement framework that helps organisations understand the true state of their workplace culture. It's built around eight essential dimensions:

- **Values Alignment**
- **Leadership and Trust**
- **Collaboration and Teamwork**
- **Psychological Safety and Inclusion**
- **Recognition and Feedback**
- **Managers**
- **Change and Innovation**
- **Workload and Wellbeing**

It provides a holistic view of how employees experience their environment every day. By gathering quarterly insights across these areas, CHI reveals where culture is thriving and where targeted support or intervention is needed. This clarity is critical for building a high-performance culture. High performance doesn't emerge from KPIs alone; it grows from environments where people feel aligned, supported, safe to contribute, and motivated to give their best. CHI allows leaders to see the cultural drivers behind performance—not just outcomes—so they can address root causes rather than symptoms. It transforms culture from something intangible into something visible, measurable, and actionable.

Ultimately, CHI empowers organisations to create the conditions for sustained excellence. By tracking cultural strengths and risks over time, it enables leaders to make informed decisions, build trust, strengthen teams, and prioritise wellbeing. When people experience a culture that aligns with their values, supports innovation, and recognises their contribution, performance naturally rises, and the organisation becomes more resilient, adaptive, and successful.

Included in Foundation, Growth and Advantage.



About PACK

People and Culture Kuwait (PACK) started with a simple realisation: the country's HR and culture leaders were doing remarkable work, but doing it alone. There was no shared home where that expertise could come together, spark conversation and drive change at scale — so a group of like-minded leaders built one, united by a belief that people are the heartbeat of every successful organisation. Our purpose is to elevate the conversation around people and culture in Kuwait: to share what we know, challenge what we assume, and push organisations to think differently about how they treat their people.

Through thought leadership, events and open dialogue, we give businesses a steer through the shifting landscape of employee experience, workplace culture and organisational health; grounded in the real-world expertise of leaders living these challenges every day. Together, we're raising the bar for what great workplace culture looks like in Kuwait, building a movement that connects communities and puts people firmly at the centre of business success.



PACK is proudly powered by Brand Experiences, whose belief that customer experience and employee experience are two sides of the same coin sits at the heart of everything we do.

A photograph of a business meeting in a modern office with large windows. In the foreground, three men are shaking hands and smiling. One man is wearing a suit and glasses, another is wearing a suit and glasses, and the third is wearing a white thobe and ghutra. In the background, other people are visible working at desks. Two large orange circles are overlaid on the image, one on the left and one on the right. The text is centered within the right circle.

“From people and
culture leaders in
Kuwait, for the people
and culture community
in Kuwait”

Conclusion

Everything in this brochure comes back to one line: **culture is less talk, more DO.** It's easy to talk about people and culture. It's harder to build the everyday habits that turn good intentions into behaviour you can actually see and measure.

That's the work PACK exists to do: bridging people and culture with business strategy, and giving HR professionals in Kuwait the tools, knowledge and influence to deliver it, not just discuss it.

If you're ready to move from talking about culture to doing it, get in touch. We'd love to hear from you.

Meet the PACK



Ahmad Rajab

Director HR & Admin
Kuwait Insurance Company



David John

Senior Director of HR,
Gissah



Emad Al-Ablani

Group Chief Human Resources Officer,
National Bank of Kuwait



Faten Alkadiri

Founder and MD
Odyssey Group



Richlene Edison

Director of P&C
Union Trading Co.



Marouchka Boustani

Founder & CTO
Marouchka Boustani & Co.



Nada Yasser

L&D officer
Acico group



Nicholas Wardle

Chief Culture Officer
Brand Experiences



Noura Khamis

HR Manager
Al-Musallam Group

Join the PACK

**So, what are
you waiting for?
Join the **PACK!****

Emad Al-Ablani



PACK exists to support our community in Kuwait to be people-centred, action-oriented and relentless in improvement.

We aim to shift people functions from being seen as a cost centre to a value driver.

Membership is available at an individual and corporate level, as outlined in this brochure. We also offer a range of workshops and masterclasses.

SCAN THE
QR CODE
TO SIGN UP



Contact us

EMAIL	pack@brandexperiences.com
WEB	kuwait.pac.community
LINKEDIN	www.linkedin.com/company/people-and-culture-kuwait
INSTA	www.instagram.com/people_and_culture_kuwait