

# Effective Engagement of the Private Sector in Education

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Jordan Education Initiative - Parallel Meeting

Link 2007 Conference

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# In this day and age...

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- World is fluid, complex, and more interdependent than ever before
- Requirement to continuously innovate
- Knowledge is our resource and innovation is the process
- Landscape of knowledge has become more sophisticated...or more cluttered!

# The “knowledgeable individual”

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- Sees change as the only constant - and accelerating
- Sees events within a whole system context
- Takes a holistic perspective on change
- Accepts that there are many alternatives
- Distinguishes between possible, probable, and preferable.

# The “global company”

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- Understands that the only comparative advantage they enjoy is their process of innovation
- Combines market and technology know-how with the talents of knowledgeable individuals to solve a constant stream of challenges
- Brings markets together through local-global alliances
- Empowers principled pragmatists that are results oriented.

# What the private sector brings

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- Leadership at the global and local level
- Research, technology and best practice
- Competency in management and project execution
- Financial resources
- Speed of Implementation
- Linkages with other initiatives

# *“He said:”* Global company’s requirements for engagement

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- Leadership at the local levels
- Passion and entrepreneurial spirit
- Long term commitment to goals from all stakeholders
- Evidence of a clear plan in place
- Alignment to corporate objectives and company competencies
- Proper mechanism for management and support.

# *“She said:”* Academia’s requirements for engagement

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- Corporate champions
- Medium to long term perspective
- Basic knowledge of context, educational goals, and markets
- Customized approaches, not “solution in a box” methodology
- Mindset of co-existence with other global companies
- Local impact first...let maturity develop.

# *Key selling point:* Impact

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- Scalability
- Clear targets and measurable success
- Clear assessment mechanisms in place
- Longer term knowledge transfer, at all levels
- Investment and job creation opportunities



# *Key sticking point: Financial*

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- Global companies have to understand that funding is long term, and short term targets need to be put aside.
- Global companies, in assessing financial sustainability, have place a premium on:
  - Local contribution
  - Clear financial sustainability plan that protects their medium-long term efforts.
- Global companies should innovate on financial models as well (co-investment)

# In closing...

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- Education heightens expectations of citizens
- Need to shift “old” perceptions and find new ways to work together
- JEI has proven that local talent can surprise global companies
- Alternative where we work alone is not an option
- Once we collectively achieve an awareness of our inter-dependency, the knowledge that it is possible to reach what once was thought of as impossible will come!

# Thank You

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