



HUDA AL MATROUSHI

United Arab Emirates Girl Guides Association

Over 30



Nominated by: United Arab Emirates Girl Guides Association

Languages Spoken: Arabic as mother tongue and fluent English



Personal Statement

Why would you like to become a member of the World Board, and how do you feel you can contribute to the work of WAGGGS?

As a World Board member, I can work with community partners to embrace and support the WB causes and programmes through long-term partnerships, foster the spirit of teamwork within the team, promote positivity, and adopt projects of importance to engage and increase members of the Movement.

I will also work to:

- embrace the idea of social work, and towards developing programmes that foster this idea;
- Give attention to increasing Membership of WAGGGS;
- Give attention to increasing the financial support to WAGGGS;
- Give attention to building relationships with other associations.





Skills and experience

A member of a WAGGGS Member Organisation: I am the director of the UAE Girl Guides Association (UAE GGA), a Full Member Organisation of WAGGGS.

A commitment to the aims and objectives of WAGGGS: As a guide, I have sworn since I joined the movement to commit to the GG/GS aims and Law. And I am committed to the aims and objectives of WAGGGS and to working toward its growth.

An understanding and acceptance of the duties and responsibilities: In order to fulfil my duty, I have to understand the duties and responsibilities that I will perform through the position that I will assume, and this is what I did before I filled out the nomination form.

WAGGGS Leadership model and educational methodology: This Leadership model is a behaviour that I use in my daily practice and scouting life.

A thorough understanding of WAGGGS and the Regional context: my position as Director of the UAE GGA and my work as Vice-chair of the Arab Regional Conference that was held last year in Abu Dhabi, my understanding of WAGGGS, the regional context and their organizational structures has increased.

The ability to listen and learn from others and follow a collaborative approach: to lead any group and work for them, it is necessary to have the skill of listening through good listening we can learn from others as each of us looks at things from a different angle, and this helps us to learn and collaborate in finding solutions.

The ability to communicate in English: I am fluent in English, both verbally and in writing. A skill I acquired during my school years until my doctorate. I also communicated with WAGGGS during the preparatory period for the WAGGGS, Arab Regional Conference, where all the meetings were conducted in English and I faced no difficulties.

The ability to access and use technology: I use the Internet for communication, such as using Zoom, WhatsApp, and Google Meet. I use the Microsoft programme to organize my administrative work and store information.

A willingness to devote time and effort in both preparing for and attending World Board meetings: I will organize my time and devote sufficient time to prepare for and attend the meetings of the WB. I will also devote sufficient time if I'm required to take a role on a WB Committee.

The ability to think critically, creatively and strategically: My roles as a member of the UAE and Abu Dhabi Businesswomen Councils, the owner and chair of the Board of Directors of our ancestors' heritage factory, the foundation of "the Integrated Emirates Programme for activating the role of retirees", and a key player in the establishment of a food factory, have made me a practical person who performs tasks responsibly in order to achieve the best results through successful cooperation and helped me in establishing good partnerships and relationships.

External Relations / Government Relations: When I joined the oil and gas sector in Abu Dhabi in 1991, I strongly started my career to become the first female member of the expanded leadership team in ADNOC. My starting point was in the Public Relations and Communications Department, and then I moved to the position of Director of the Institutional Excellence Department. Later, I got promoted to Deputy Head of the General Services Department. I was also appointed as Chairman of the Entertainment Committee, and a member of the Tender Committee.

Governance: I assumed many roles and positions in various government agencies such as the Board of Directors of the UAE Fencing Federation where I was the first Emirati woman to serve as Secretary General. These positions and roles gave me a precious experience in different systems.

Research and development: I had the opportunity to serve as an associate professor at Abu Dhabi University, where I presented research papers at conferences and published articles on tourism and small industries as well as organisation and management. I also wrote and published a book entitled "Thank You, Khalifa" in 2014, expressing my gratitude for the support of His Highness the Father and the Head of the State.

Influencing and Advocacy Skills: Through enthusiasm, sincere friendship, and my quest to sincerely benefit all those around me, I have been honoured with many awards and certificates of appreciation; In recognition of the achievements I have achieved throughout my career. I obtained a high diploma in the management and establishment of nurseries from Cambridge College in Britain, a master's degree in cultural and creative industries, and a doctorate in business administration. I am determined to continue my professional advancement in the future.

Marketing and communications, including social media: I always work on establishing a variety of connections and public relations so that I can link the Association with third parties, and I consider social media as one of the most important types of communication that I use.



Leaders of the Movement...

TREAT HERSELF KINDLY

It's through the LEADING YOURSELF mindset and thinking about my behaviour and impact, that it is possible to explore the values that I believe in, practise self-reflection, analyse mistakes, and recognize successes and how they are reflected when practicing leadership. It's also through this mindset that we create a space for self-awareness and self-care, so we can realise and create the conditions we need for one to thrive, and develop a plan to become more positive and hence helps to love oneself and treat it kindly.

CHALLENGE HERSELF TO UNDERSTAND AND TAKE INTO ACCOUNT DIFFERENT PERSPECTIVES

Listening to people is a skill. Most people believe that they can get what they want by speaking without listening and hearing other people's points of view. Personally, I consider a successful and influential person to be one who challenges himself and listens to the points of view of others. When talking about a particular topic in the workplace, I always give others a chance to talk, listen to them, and inquire about things that are ambiguous to me. This gives me an opportunity to develop my point of view and work more efficiently.

LEARN FROM HER OWN FEELINGS AND EXPERIENCES

We learn more from personal experiences than from others' advice and guidance. Some mistakes can be avoided through advice, but sometimes there is no substitute for learning from personal experiences. It is the process of gaining knowledge by doing something myself. For example, in my field, I always try several methods until I get the best and most acceptable result. Through this, many things become apparent to me. Likewise, I always instil in my girl guides the spirit of learning through personal experiences because it gives a clear vision of ideas, as there is nothing better than personal experiences.

WORK WITH OTHERS TO CREATE SPACES WHERE EVERYONE CAN FULLY PARTICIPATE

Teamwork is working with others and wanting to cooperate to achieve a specific goal, where no one can achieve this goal alone. As the Director of the association, I have to provide all the details to my individuals, identify their respective roles, develop them, control their behaviours, constantly evaluate performance, and keep the team cohesive and cooperative to reach the desired goal. Working flexibly is required, and differing opinions are important and can be used in achieving the goal. This difference may help us try new things, find innovative solutions, and build meaningful constructive relationships.

CHALLENGE GENDER EXPECTATIONS

I try to find things in common with the people I meet in order to facilitate dealings with them. I have to be a role model as a responsible citizen to influence others. For example, in my workplace and in my Girl Guides troupe, I always urge girls and women to explore their potentials in all fields. I try to highlight women who have emerged in leadership fields, brought about real change, and left a positive impact, especially in the field of women's empowerment and gender equality, and I encourage them to make a difference and take the lead in these fields.



EMPOWER ANY AND EVERY GIRL TO PRACTISE LEADERSHIP

I start with developing myself first and keeping abreast of all that is new in the field of leadership practice, including empowering girls and girl guides to practice leadership, by giving them the opportunity to lead some activities, and encouraging them to practice leadership themselves.

In my girl guides troupe, I give the task of leading the activities to the guides themselves, I run discussions, and constantly encourage them, as we should act only as mentors and counsellors. This mindset gives the girl guides the braveness to practice leadership in the right way for them.

SEEK THE INFORMATION SHE NEEDS TO UNDERSTAND THE FULL PICTURE

Before I start any work, I always try to get the background on the subject, and whether there are any opinions or decisions made in regard to it. I must have a complete picture. This is also what happened when I was assigned as a member of the Preparatory Committee for the WAGGGS, Arab Regional Conference, held last year in Abu Dhabi, where I had to study and research what was done in the previous conferences so that the picture would be clear to me and be able to carry out my task to the fullest.

ADAPT HER BEHAVIOUR TO THE CONTEXT

In order to deal with others, we must first try to know ourselves. To enter the worlds of others and understand their needs and interests, we need to adapt ourselves and work on good observation, ask questions, educate ourselves about our surroundings and different points of view, and build meaningful connections with others, making it easier to adapt to the context.

INNOVATE TO CREATE POSITIVE IMPACT

In order to have a positive impact, I should be innovative. Innovation is the individual's ability to introduce something new or seek to introduce something new, whether in personal life, at work, or in personal relationships. Innovation in our work has an effective role in the growth of the association or any institution, and in solving the problems it faces. Likewise, evolution and globalization require us to have the skill of innovation and development to have a positive impact. Innovation helps the growth and development of the world's economy and brings about change in the labour market. So, for innovation to be positive, I have to do proper planning, phased monitoring and evaluation, then hard work and continuous follow-up.

MAKE CHOICES ROOTED IN HER VALUES

Being connected to my values will help me make good choices that align with my goals. Therefore, we have to uphold the values we set for ourselves to reach what we aspire to. For example, as a member of the WAGGGS, UAE GGA, my choices should be in line with WAGGGS values and goals, to create a positive impact on Girl Guides globally and locally, as well as on society.



Voluntary and professional appointments

Positions held within WAGGGS, a Member Organisation and professional, NGO or business appointments from 2013 to date.

WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS

MEMBER ORGANISATION

- Director, UAE GGA, 2021 to date

OTHER VOLUNTARY POSITIONS

- Member of the Board of Trustees of IMT University, College of Business, Dubai University City, 2022 to date
- Foundation of “the Integrated Emirates Programme for activating the role of retirees”, 2017 to date
- Member of the Board of Directors of the UAE Fencing Federation, Secretary General 2016, Member of the Olympic Committee, the Strategy Committee, Chairman of the Women’s Committee of the Asian Confederation, Member of the Executive Office of the Asian Confederation,
- Member of the Executive Advisory Board of the College of Business at Abu Dhabi University,
- Member of the Board of Directors of the Dubai Police Academy, 2016 to date
- Member of the Supreme Committee of the UAE Businesswomen Council, 1991 to date
- Member of the UAE and Abu Dhabi Businesswomen Councils, 2000-2020
- Member of the Board of Trustees of ADNOC Schools, 1991-2020
- Chairman of the Entertainment Committee, and a member of the Tender Committee, 1992-2017

PROFESSIONAL/ NGO/BUSINESS APPOINTMENTS

Participation in events

Participation in relevant events from 2017 to date.

- Vice-chair and member of the Planning Committee of the 23rd Arab Regional Conference, 23rd Arab Regional Conference, 2022

Events at the local level:

- International Day of Tolerance
- Martyr’s Day
- Winter camp
- JOTA-JOTI Camp

- Meetings with the Arab Region and WAGGGS.

WORLD ASSOCIATION OF GIRL GUIDES AND GIRL SCOUTS ORGANISED EVENTS

MEMBER ORGANISATION ORGANISED EVENTS

OTHER RELEVANT NATIONAL, REGIONAL OR GLOBAL EVENTS REPRESENTING YOUR MO OR WAGGGS

OTHER RELEVANT NATIONAL, REGIONAL OR GLOBAL EVENTS OUTSIDE OF THE MOVEMENT

