

# CEO

MIDDLE EAST



SPECIAL ISSUE

THE GUIDE TO GOOD BUSINESS AND BETTER LIVING

#127

AUGUST 2017

UAE	AED 15
BAHRAIN	BHD 1.5
KUWAIT	KWD 1.25
OMAN	OMR 1.5
SAUDI ARABIA	SAR 15



↑  
**STEVE JOBS**

FOUNDER AND EX-CEO OF APPLE

## LESSONS FROM LEADERS

Inspiration from the world's best



←  
**MICHAEL DELL**

FOUNDER AND CEO OF DELL

## GROW YOUR BUSINESS

Advice from leading entrepreneurs



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**MAAZ SHEIKH**

CEO AND CO-FOUNDER OF STARZ PLAY



←  
**ABDULLA AL GURG**

GROUP GENERAL MANAGER OF EASA SALEH AL GURG GROUP

## BECOME A BETTER BOSS

World-class examples to follow



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**JACK MA**

CO-FOUNDER AND CEO OF ALIBABA



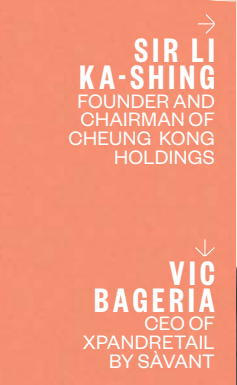
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FOUNDER AND CHAIRMAN OF DAMAC PROPERTIES



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**VIC BAGERIA**

CEO OF XPANDRETAIL BY SAVANT



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**OLIVIER HARNISCH**

CEO OF EMAAR HOSPITALITY

## SUPERCHARGE PRODUCTIVITY

Tips from top executives



←  
**HARMEEK SINGH**

FOUNDER AND CHAIRMAN OF PLAN B GROUP



## SECRET OF SUCCESS

Learn from the best minds in business

ALSO INSIDE

PHIL KNIGHT, CEO OF NIKE  
FRED SMITH, CEO OF FEDEX  
JOHN CHAMBERS, EX-CEO OF CISCO  
AMANCIO ORTEGA, FOUNDER INDITEX

→  
**MAHMOOD SHAIKHANI**

MANAGING DIRECTOR OF SHAIKHANI GROUP



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 MIDDLE EAST  
**August 2017**  
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 MANAGEMENT





**YOURSELF CENTRE**  
Q+A

# GOING GLOBAL

**NADIA NEVIN,**  
FOUNDER OF  
YOUR SELF CENTRE

## WHAT DOES YOUR SELF CENTRE ACTUALLY DO?

As an expat myself, having lived in the Middle East, Paris, London and Dublin - and coming from a multi-cultural/multi-ethnic background — I saw that there was a need for a company offering both relocation and a cultural awareness service. Having this knowledge for a new country can help avoid potential problems due to a cross-cultural misunderstanding which in turn can influence the success of a business or employees to move and in turn their effectiveness at work. At Your Self Centre, we take care of everything from property rental, property purchase, moving your belongings, helping you to integrate into your new country as well as a suite of lifestyle and concierge services.

## DO YOU HAVE OFFICES AROUND THE WORLD?

From an individual service provider, Your Self Centre has expanded, and we now have offices in many areas including Dublin, London, Paris and Milan. We will expand further over the next five to ten years, and aim to become the number one recognised concierge service and relocation company.

## WHAT'S THE BIGGEST DECISION YOU'VE EVER HAD TO MAKE FOR THE COMPANY?

The decision to expand Your Self Centre or maintain the status quo. Going from a small local company

## ↓ One stop shop

Your Self Centre takes care of everything from property rental or purchase, moving your belongings, helping you to integrate into your new country as well as a suite of lifestyle and concierge services



with easy day-to-day operations to a multi-country/city setup with offices in Dublin, London, Paris and Milan were very challenging, but we are now seeing the benefits in increased turnover and more rapid growth. What's the best way to prepare for uncertainty (which is increasingly relevant in today's market)? Today's market is rapidly changing. Your Self Centre like any other business must be able to make decisions about future risks and opportunities despite uncertainty. While we can't always predict the future, we can plan ahead, hope for the best but prepare for the worse.

## WHAT ADVICE WOULD YOU GIVE TO SOMEONE GOING INTO A LEADERSHIP POSITION FOR THE FIRST TIME?

Lead by setting examples, remain humble and be open to new learning and knowledge. Be responsible and take ownership of all your deci-

sions. Leadership is about respect, and this must constantly be earned.

## WHAT DOES A TYPICAL DAY LOOK LIKE FOR YOU?

I am an early riser and begin most days at 5 am with meditation followed by a cup of green tea. I get to the office early to make sure everything is ready for our daily meeting going through our objective for the day and the lessons learned from yesterday.

## WHAT'S ONE THING MOST PEOPLE DON'T KNOW ABOUT YOU?

That I am also a Partner in Future Realities Studios, a London/Dublin based Computer Animation company. This gives me fantastic connections into the architectural, design and property developer worlds and I use this experience to help our clients find/buy/renovate suitable properties when they relocate.

## WHAT'S YOUR GREATEST FEAR IN BUSINESS?

Anytime you stretch beyond your comfort zones there is an element of uncertainty or fear. I read a quote once that stayed in my mind; "A comfort zone is a beautiful place, but nothing ever grows there". For me, it is always important to challenge myself and to strive for success and grow as a person.

## QUOTE TO LIVE YOUR LIFE BY?

I have always liked the old quote by Roman philosopher Seneca. "Luck is what happens when preparation meets opportunity". It sums up life perfectly, in a way you make your own luck by being prepared and ready as best you can for the opportunities that come along. [CEO](#)

For more information visit:  
[www.yourselfcentre.ie](http://www.yourselfcentre.ie)