

**SOUQ.com**



**L.E.A.D.**

*initiative*

**The Way We Work**

## ***L.E.A.D.***

***L.E.A.D.*** stand for Leadership, Expertise, Attitude, and Delivery. It's an ongoing initiative focused on bridging strategy, operations, people, and culture to drive results in a timely manner.

***L.E.A.D.*** is everyone's job!

# *What L.E.A.D. is?*

L.E.A.D. is simply about:

“Doing the Right Things Fast”

That entails:

- Stepping-up, taking ownership, cultivating partnerships, inspiring and supporting others, giving feedback
- Being results-oriented, rolling-up sleeves, identifying and tackling root causes of issues
- Leading by example for rest of company for inspiring positive change throughout
- Earning trust amongst team members by being professional, objective about your work, effective communication, commitment to work together (in spite of individual differences and conflicting ideas)
- Being pro-active, setting stretch targets with timelines and follow-through on, [SOUQ.com](https://www.souq.com) building urgency in everything we do

# What L.E.A.D. is not?

- Speed for the sake of speed (sloppy execution, cutting corners, overlooking role of data, being reactive, etc.)
- Inaction—being indecisive; procrastination, reviewing things to death (paralysis by analysis)
- Working on problems in silo (without consulting and/or involving key stakeholders); not sharing best practices with team members, other departments, and other markets
- Trying to “boil the ocean” or do everything at once (without prioritizing)
- Stepping on toes—not investing enough time into building internal relationships, getting buy-in, evangelizing team, inspiring co-operation, etc.
- Missing the forest for the trees—over obsession with own or department target at the expense of company’s interest
- Shielding—building an intimidating environment through hostile communication
- An ad-hoc project that “we’ll forget about later”

# *Our purpose*

## *Make History*

*Create the biggest and most  
inspiring startup success  
story in the region ever*

# *Our vision*

***The Most Preferred Retailer in MENA***

*Become the “first stop shop”  
for consumers in the region*



**SOUQ.com**

# *Our mission*

## *Empower Businesses*

Build a complete ecosystem that support businesses to work and grow with us

## *Enchant Customers*

Go beyond customer expectations to anticipate and meet their wishes and aspirations

## *Transform Ourselves*

Rise up to the challenge; outperform ourselves

# *Our values*

## *Trust*

Believe in the power of our vision, our commitment, our people, and own self

## *Whatever It Takes*

With the right intention, thinking, and action, we can move mountains together

## *Innovation*

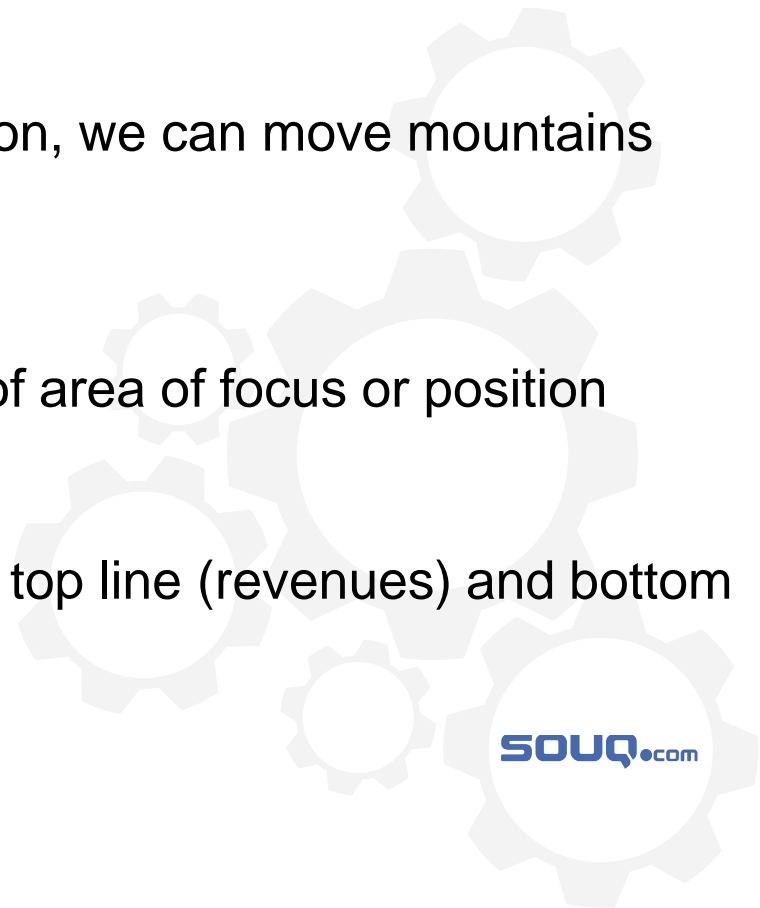
Innovation is everyone's job, regardless of area of focus or position

## *Growth*

Remain frugal; strive for maximizing both top line (revenues) and bottom line (profitability)

## *Fun*

Enjoy the journey





## *Our credo*

*We believe that we're here to empower businesses in the region and our Seller Partners and offer our Customers a very wide range of products and a great buying experience.*

*We believe in results, not in activity per se and definitely not in excuses; in pro-activity, not reactivity; in simplicity, not complexity.*

*We believe that we need to develop technology, processes, and support system that make it easier for our Seller Partners to work and grow with us.*

*We believe in collaboration both with team mates and cross-functionally and cross-market, and share ideas and best practices, in the best interest of Souq.com, above our own and our department's own interest.*

## *Our credo (continued)*

*We believe in not settling for anything less than excellence, in everything we do.*

*We believe that Souq.com is a place where we can be challenged and grow, it's not meant to be a comfy place where we can coast, have no tension or conflict, or make no mistakes. So we keep moving ahead no matter what obstacles we face—both internal and external—and don't take things personal, and always, always think/do what's right for the company.*

*Finally, we believe that it's up to us to point out, speak up, and fix what's wrong in the way we do business, in order to live up to those beliefs. No one else will do it for us. We're Souq.com and Souq.com is us.*

**Thank  
You**