

NEXT

GROWTH SERIES



Building & Scaling Successful Partnerships

Learnings From Hyper Collaborative SMEs

Don't Just Partner Up – Partner Smarter!

Brought to you by



ARCET GLOBAL



GROWTH
SERIES
CLOSING T
TECHNIQ



Welcome!



Margarita Hernandez
Compass Coworking Centre Manager
RAKEZ

Evolution of the RAKEZ Growth Series



Business Foundation

- Introduces essential business concepts
- Explores new tools & trends
- Builds practical understanding
- Enhances everyday operations
- Strengthens business confidence



Business Mastery

- Expands existing knowledge
- Refines professional skills
- Updates current practices
- Explores emerging strategies
- Elevates business efficiency & performance



Live Insights

NEXT
GROWTH
SERIES



This Event is
About
You!



Introduction!



Nayla Mejdalani

Compass Coworking Centre Officer

RAKEZ

Where to Find Our Next Events?



On the Compass website!

compass.rakez.com

Stay connected, stay involved!

@mycompassrak



UPCOMING EVENTS

GROWTH SERIES
Jan 29 2025
AI ON A BUDGET: AFFORDABLE TOOLS & SMART AUTOMATION FOR SMALL BUSINESSES
January 29, 2025 9:30 am - 11:30 am
Compass Coworking Centre
EVENT DETAILS >

TAX
Jan 30 2025
VAS EVENT: UNLOCK BUSINESS GROWTH WITH RAKEZ'S EXCLUSIVE PROGRAMMES
January 30, 2025 11:00 am - 12:00 pm
Webinar
EVENT DETAILS >

extramile
Feb 05 2025
WORKSHOP: LINKEDIN FOR MARKETING & INBOUND
February 5, 2025 8:00 am - 11:00 am
Compass Coworking Centre
EVENT DETAILS >

extramile
Feb 05 2025
WORKSHOP: LINKEDIN FOR BUSINESS DEVELOPMENT & REFERRALS
February 5, 2025 1:00 pm - 4:00 pm
Compass Coworking Centre
EVENT DETAILS >

GROWTH SERIES
Feb 19 2025
RAKEZ GROWTH SERIES 2025 - EVENT # 2
February 19, 2025 9:30 am - 11:30 am
Compass Coworking Centre
EVENT DETAILS >

Mar 07 2025
INTERNATIONAL WOMEN'S DAY AT COMPASS!
March 7, 2025 10:00 am - 12:00 pm
Compass Coworking Centre
EVENT DETAILS >

Agenda



- 11:00 am - Welcome and Setting the Stage : Building and scaling successful partnerships for growth and credibility.
- 11:10 am - Core principles of effective partnerships: Value alignment, partner fit, and collaboration models that drive impact.
- 11:40 am - Real-world partnership case studies showcasing government collaborations, global communities, and RAKEZ successes.
- 12:00 pm - Speaker shares proven methods to establish and sustain partnerships that accelerate business growth.
- 12:10 pm - Q&A and peer exchange
- 12:30 pm - End of programme





Mark Hamill
CEO, ARCET Global



SPEAKER



Arrived in the UAE straight out of University at the age of 22

Set up my first business in Dubai at 26

Founded ARCET Global in 2019





SPEAKER



Mike Hoff

Profit Acceleration Specialist & BNI RAK

Founding Launch Director





Mark Hamill
CEO, ARCET Global



Arrived in the UAE straight out of University at the age of 22

Set up my first business in Dubai at 26

Founded ARCET Global in 2019



Partnerships are at the core of what makes us work



DED signs partnership with Int'l Business Excellence Awards

DUBAI
GULF TIME

The Business Excellence Department within the Department of Economic Development (DED), Dubai, on Sunday signed a partnership agreement with the International Business Excellence Awards 2015 (IBX Awards), owned by awards specialists, Awards International. The partnership outlines DED's endorsement of the Awards, participation in the judging panel and outreach to their stakeholders to participate.

The agreement was signed by Ali Ibrahim, DED Deputy Director General for Planning & Development Affairs, and Mark Hamill, Managing Director, Awards International.

"Our partnership with the Awards reflect the achievements we have had so far in promoting a culture of excellence and we are delighted to share our experience with wider regional and international ini-



tance of awarding great initiatives and with this partnership, we'll be able to table discussion about a chosen category. The IBX Awards also recently part-



ARCET GLOBAL

Partnerships are at the core of what makes us work



ARCET GLOBAL

Select Brands We Have Worked With



Let's Get to Know Each Other



- Your name
- Who you work for
- What you do
- What you expect to get out of the session



Why Focus on Partnerships?

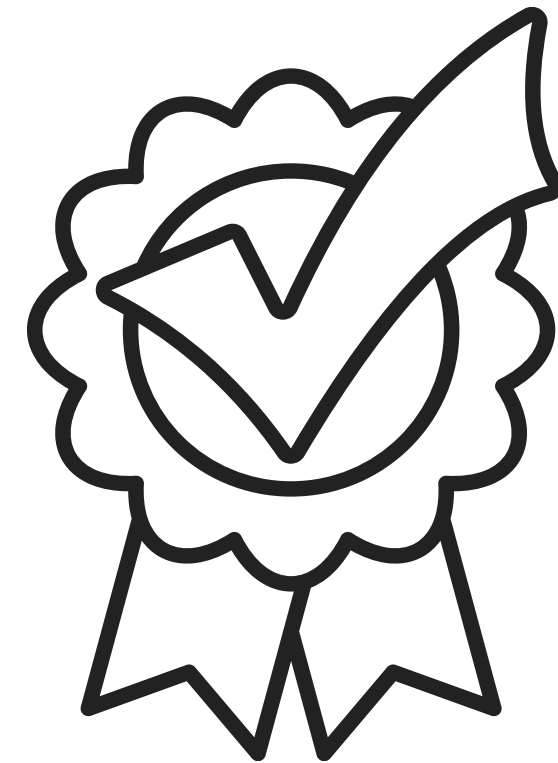
- To drive Growth?
- To help with Distribution?
- To build Credibility?
- Speed to market?



Credibility is Transferable



- Brand association
- Access to new audiences
- Faster sales cycles



Credibility

- Borrowing Authority and Credibility can be an excellent strategy
- Ensure that you keep up to the standards of the more prominent partner

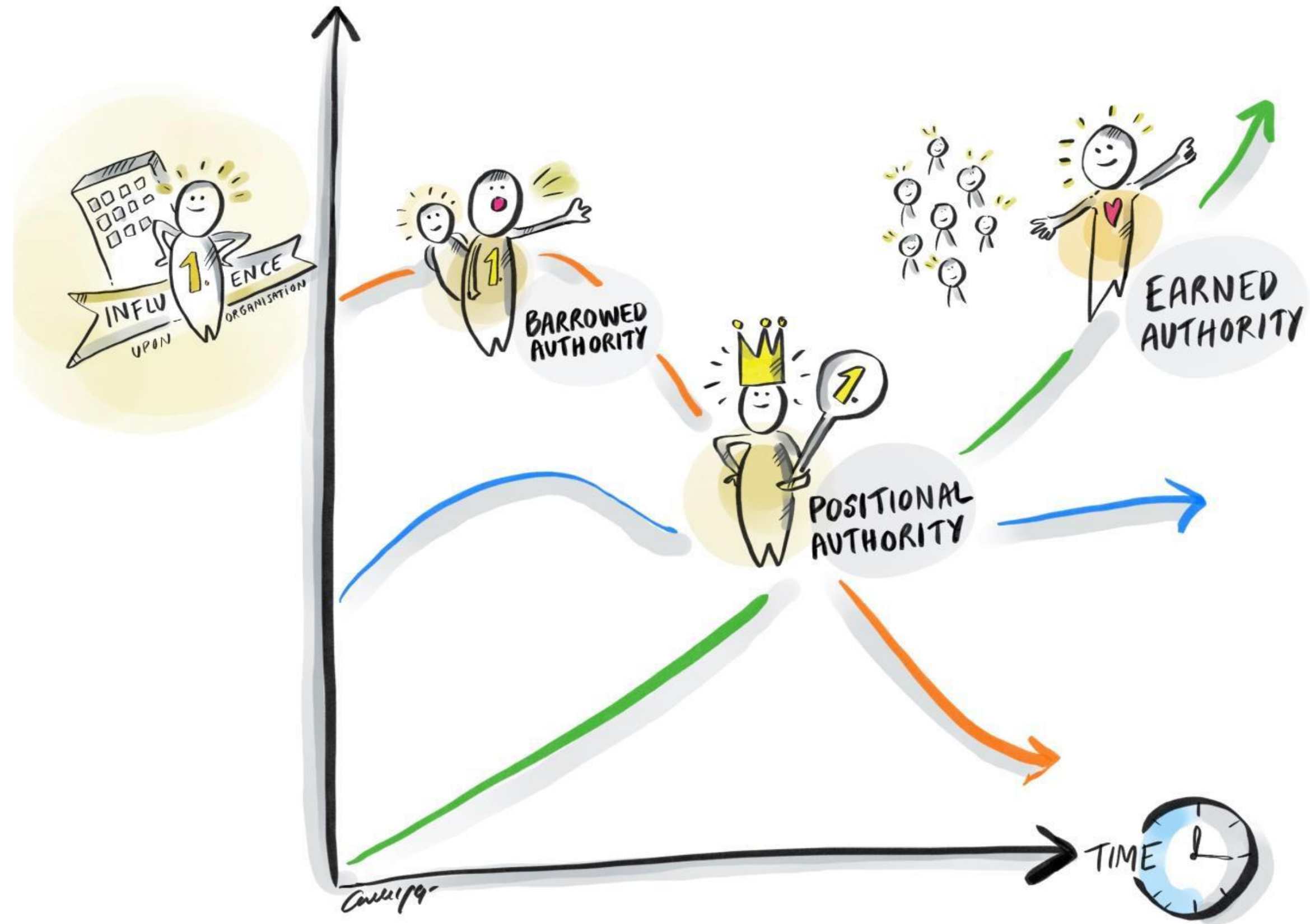


Image Credit: Ian Golding

Collaboration as a Growth Strategy



- Access > ownership
- Leverage over resources
- Speed over perfection



Example Current Partners



GOVERNMENT PARTNERSHIPS

We have a long-standing relationship with Government Departments in the GCC. Having partnered with DED, Dubai Land Department and Mohammed Bin Rashid Foundation for our own Awards Programs.

Previous Entrants to our awards include DEWA, RTA, Dubai Police, Abu Dhabi Police, ENOC and Beeah.

We have also assisted other GCC Government Departments such as Saudi Customs, Saudi Industrial Development Fund, NEOM and Made in Saudi.



CASE STUDY



The Customer Centricity World Series is back for its 7th round a testament to the ongoing support for the programme. We have welcomed over 1000 Organisations with 3000+ Entries across the 6 years. These entries are independently Judged by large panels of industry experts of who we have welcomed 1500+.

Our Entries have come from 68 countries which truly show the International reach of the competition.

Our accolades include patronage from Dubai Chambers, Endorsement of our scoring model by multiple UK Universities and Certification of our Awards Process by Customer Institute

200+ SENIOR LEADERS FROM IN COMPANY



CASE STUDY

BROUGHT TO YOU BY



The RAKEZ Growth Series is in its 4th Season and has had thousands of registrations from within the RAKEZ community to attend our events. The series focuses on providing business leaders and startups with practical business advice to help grow their business. We have had over 50 World Class Speakers share knowledge with the audience over multiple different topics from sales to tax.

This initiative has seen a massive boost to RAKEZ' community engagement and use of their Compass Coworking Facility as well as the uptick in sales of their Value Added Services



CASE STUDY



We have been working with the Amigos Do CX Community in Brazil since 2019.

Since that time, we have organized events together in Brazil, ran numerous webinars and attracted 10s of Brazilian Companies to enter the Customer Centricity and AI World Series Events.





Partnerships The Power of Three



Partnerships – Three Principles



1. Leadership
2. Growth
3. Community



Partnerships – Three Stages of Success



1. Visibility
2. Credibility
3. Profitability



Partnerships – Three Questions to Ask

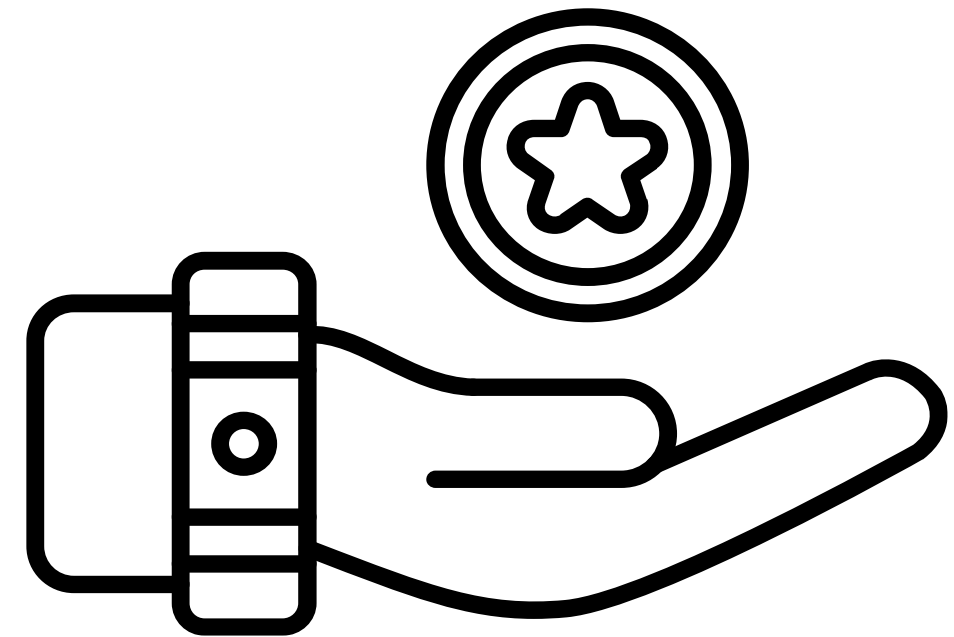


1. Are we part of an event chain?
2. Are we serving the same clients?
3. Would it be a Win-Win-Win?



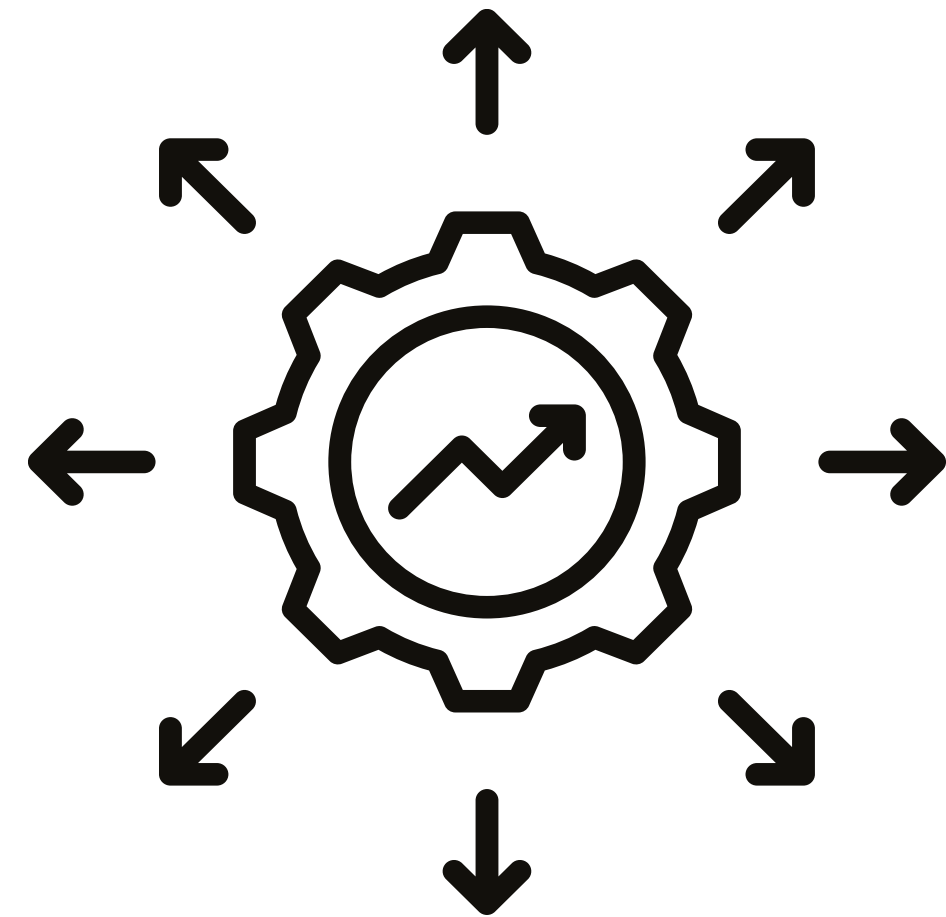
Partner Fit Matters

- Shared incentives
- Aligned values
- Complementary capabilities
- Clear “why now?”



Partnership Models That Scale

- Distribution partnerships
- Co-creation
- Strategic alliances
- Revenue-share models



Partnership Models That Scale

Trust before transactions

If they don't trust you, they won't build with you

Clear roles & responsibilities

No overlap, No confusion, No friction

Consistency

Show up. Follow through. Keep commitments

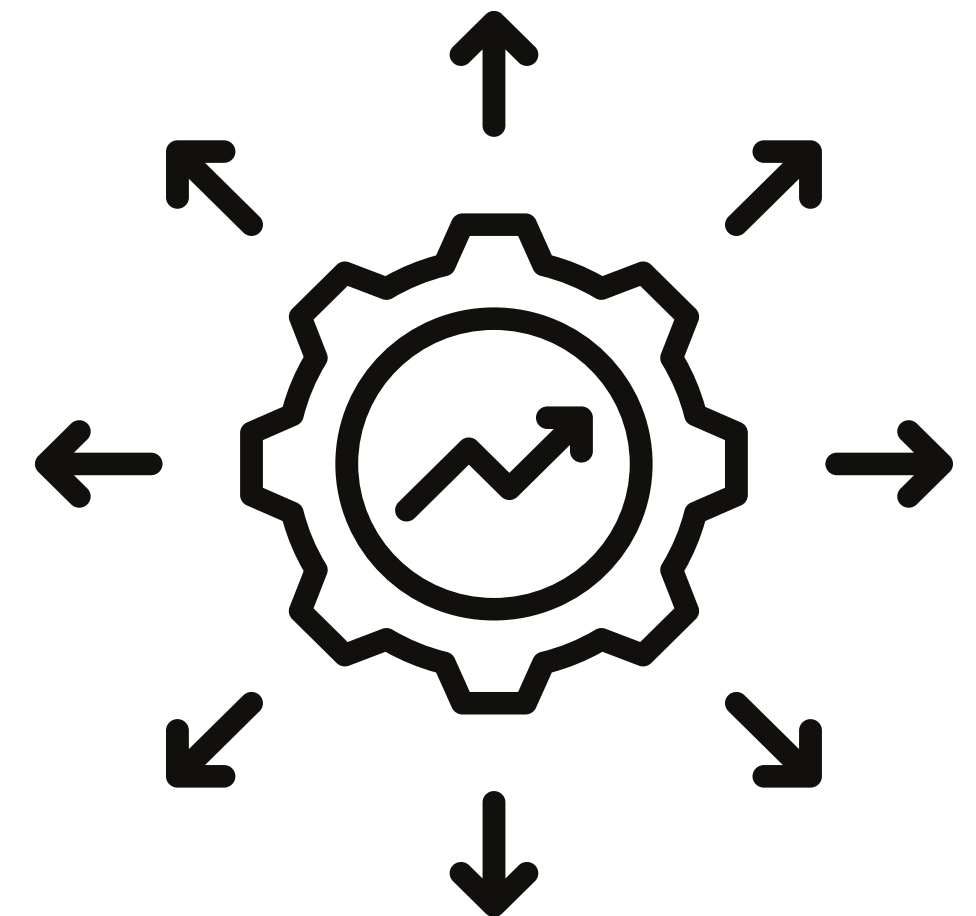
Transparency

Data Sharing, visibility, honest feedback

Shared wins

Grow together, market together, celebrate together

Image Credit: Masood Salem



How It Should Be

- Simple agreements
- Value Alignment
- Clear ownership
- Fast decision-making
- Mutual upside



Failures of the Past – Common Threads



- No willingness to commit financial or other resources
- Instability in the company – High Staff Turnover/Changes in Strategy
- Lack of Communication
- Over promising



Failures of the Past - Internal Partnerships



- Partners are too similar
- Values Clash
- Team Dynamics are set to fail
- Misunderstanding of skillset





Mark Hamill
CEO, ARCET Global



Get in Touch

mark@arcetglobal.com

WhatsApp: +44 7515 675 204

Phone: +971 58 514 1690

Or find me on LinkedIn



Mike Hoff

Profit Acceleration Specialist
& BNI RAK Founding Launch
Director



Get in Touch

mike@mhc.consulting

WhatsApp: +971504521762

Phone: +971504521762

Or find me on LinkedIn



Survey Time!



NEXT

GROWTH SERIES



Thank You!

Stay Connected, Stay Involved!

[@mycompassrak](#)

