

## IBM CSC Morocco 5 team Mentor Overview



## Agenda

- **IBM CSC Morocco 4 Team**
- **Practical Work Advice**
- **Practical Trip Advice**
- **Places We Visited**
- **Team Experiences**



## Morocco 4 team: who we were and who are your buddies



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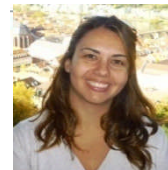
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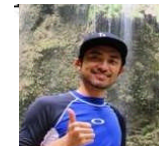
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### IBM CSC Morocco 4 - Tangier Projects:

**FTAM - Fondation Tanger al Madina:** designed a complete strategy plan (vision, mission, long term goals, objectives, new organization model, governance, stakeholder management, fundraising, marketing and performance management for the next 3 years).

**The AMED (Association Marocaine pour un Environnement Durable):** The team helped AMED to develop a strategy for the organization for coming years consisting of 3 components: Organizational alignment changes, an effective communications strategy and web platform, and the development of a project plan and program management approach to their work and events.

**"Fondation Tanger Med pour le Developpement Humain"** The team created a training program that helps associations and cooperatives to become more productive, self-sufficient and profitable. A pilot workshop and training day were conducted as part of the CSC project.

## Practical Work Advice: adapt yourself

Work environment is not always ideal

- No air conditioning, no internet, remote location, customer not always available, challenging situations, customer not always speaks English.
- **Best advice:** be creative, “go with the flow”... embrace the change and the challenge; learn some French phrases and bring some stationery with you (post-its, pens, folders).



## Practical Work Advice: be realistic

Work with your client to set priorities and expectations

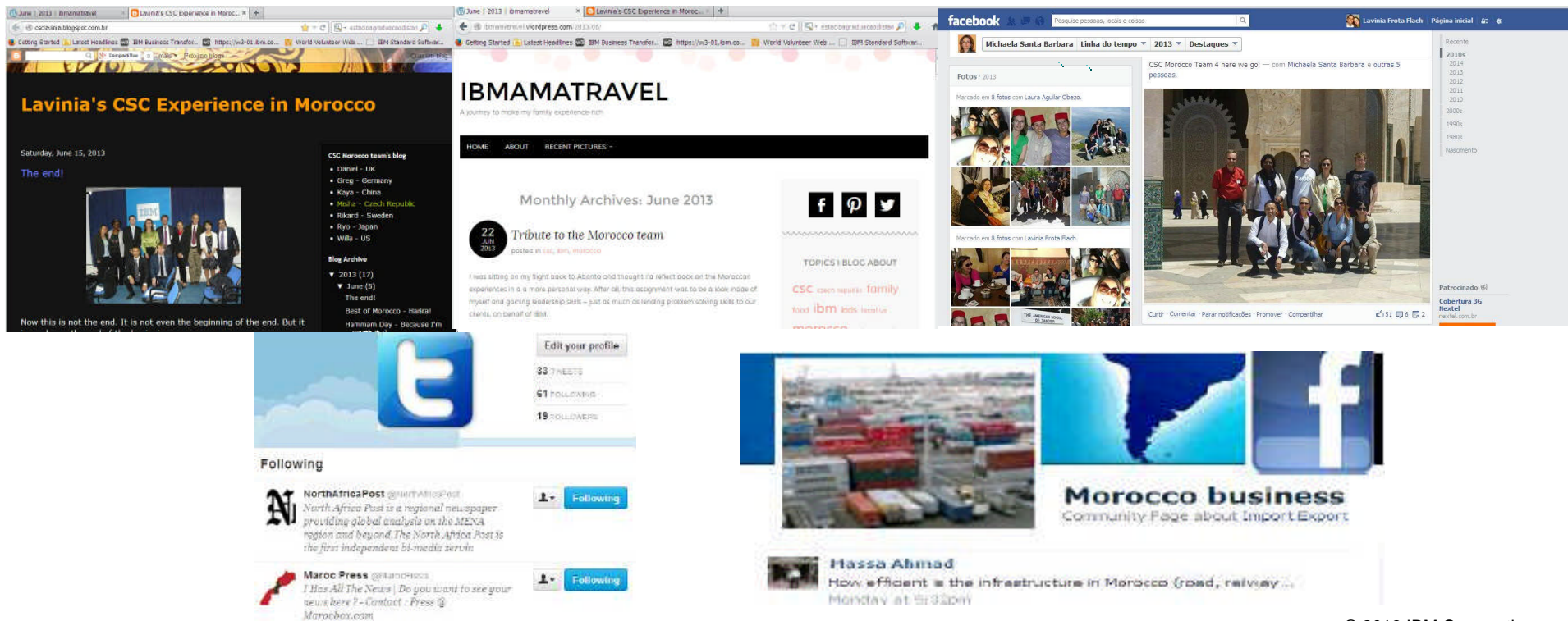
- The statement of work does not necessarily reflect your customer needs so make sure you review it on site with customer, once reviewed keep the project scope and define your work plan.
- **Best advice:** communicate expectations clearly and lucidly since the beginning, be realistic in what can be delivered in such short time, establish daily priorities, define who is responsible for which deliverable, determine if the team is on track with the SOW, involve the client during the process so the deliverable is not a surprise (schedule meeting and workshops to touch basis).



# Practical Work Advice: spread the word

Make the most of social media & share expertise

- Set up your social media accounts and blogs before you leave
- Use it to educate your friends, fellow IBMers, past/ current/ future CSC teams
- Communicate with the other subteams, share expertise may save a lot of time!
- **Best advice:** use social media to enhance your SOW and provide exposure for your client (if approved). Take advantage from past CSC teams: use the CSC repository.



## Practical Advice for your trip

- **Prepare as much as possible:**
  - Reach out to the client before you leave (once you have your SOW)
  - Read up on the culture, know the average temperature (rainfall, hot during the day/ colder at night),
  - Know the exchange rates (very helpful when negotiating prices at the medinas)
  - Determine what you want to do while there (i.e. plan your travel for the weekends)
  - Set up your social media accounts
  
- **What to bring**
  - Multiple adaptors and an extension cord
  - USB for file and picture sharing
  - English to French translation pocket guide
  - Learn some greeting in Arabic
  - Gifts for your clients and peers (i.e. IBM Logo'd merchandise, local items from your countries, etc)
  - Bring comfortable shoes
  - Bring a few business suits
  
- **Get to know your team**, even if they're not in your group  
During team dinners, each person gave an overview of their



## Places we discovered

- **Casablanca:** largest city in Morocco and main industrial city
- **Asilah (3h) & Tetouan:** is a fortified town , popular seaside resort
- **Fes (3h):** second largest city in Morocco, very large medina, downtown was active with shopping and nightlife
- **Volubilis (3h):** is a partly excavated Roman city on the way to Fes
- **Ceuta (4h):** spanish city located in the extreme North, good for shopping
- **Chefchaouen (4h):** situated in the Rif Mountains, inland from Tangier, noted for its buildings in shades of blue
- **Tangier (3h30):** located where the Mediterranean Sea meets the Atlantic Ocean.
- **Marrakesh (2h30):** major economic centre and tourist destination; large medinas, lots of restaurants and nightlife



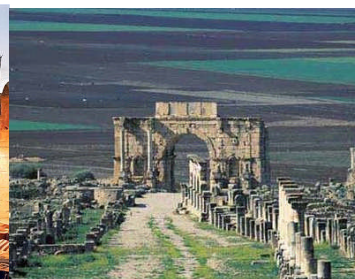
Asilah



Fes



Volubilis



Chefchaouen



## Must eat, experience and buy:

### **Food:**

- Moroccan pastry
- Olives
- Tajine
- Tea



### **Experiences:**

- Hammam
- Medina
- Open market
- Weekend trips



### **Souvenirs:**

- Argan Oil
- Leather articles
- Pottery
- Spices
- Tapestry
- Textiles



# My best experiences





*Shokran*

سُكْرًا

