

# GCEO Direct

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EASA SALEH AL GURG GROUP

# 1. Criteria

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Got an idea? Be part of creating a positive impact at ESAG to:



Save cost



Increase productivity & efficiency






Promote customer centric mindset

## 2. Mechanism

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### How will it work?

-  1 Send your suggestions and improvement ideas to the GCEO ([gceo@algurg.ae](mailto:gceo@algurg.ae)). Please provide your name and the entity you belong to
-  2 GCEO shall review your ideas and forward them to the relevant entity or corporate department for evaluation
-  3 If approved, the idea will be implemented

# 3. Rewards & Recognition

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Implemented ideas will qualify for rewards and recognition



**AED 1,000 cash prize** will be given for each implemented idea. Exceptional ideas will be considered as a '**Super Idea**'. The GCEO will give an **additional cash prize** for such ideas at his discretion.

# 4. Rewards & Recognition

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Approval of ideas and reward will be based on the following criteria:



Cost savings  
(one time)



Feasibility



Usefulness



Cost savings  
(recurring)



Replicability  
or horizontal  
deployment



Other non-tangible  
benefits



Safety and  
sustainability



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