**TAKATUF PR**

**#AskTakatuf campaign gains active participation from the community.**

Takatuf, Oman’s leading provider of innovative Human Capital solutions launched the #AskTakatuf campaign earlier last month. This social media engagement activity features Takatuf’s leading consultants share their views and answer questions that are pertinent to common queries in the field of human resources.

The campaign has been extremely successful, gaining momentum with active participation witnessing engagement from a wide cross-section of society. The post and videos received more than 500,000 views across social media platforms with an outstanding engagement rate that has reached 15.27% at best.

The key consultants posted videos, answering questions in various areas, Hilal Al Jadidi, Director, Consulting Services, Takatuf spoke about how talent management impacts organizations; Dr. Ammar Al Ojaili, Associate Director, Takatuf Scholars Programme explained how to improve personality and develop leadership skills with and Aqil Al Ajmi, Manager, Assessment Centre, Takatuf spoke about the assessment process, the tools used, benefits to the individual and organization. The key topics included Talent Management, Scholarships and Development Programmes, Technical Training, Leadership Development, Compensation & Benefits, Organisational Design, Coaching, Assessment and about Employee Engagement.

“*Asking questions is key to growth and the #AskTakatuf campaign helps unlock real potential of people through answers that shed light into various aspects of People Development. This initiative is inclusive and engaging and helps in knowledge sharing*.” said Usama A­l Saifi, Sr. Manager – Business Development & Communication.

The activity is aimed at increasing awareness and helping organisations and professionals gain from shared knowledge and new perspectives. Anyone can participate in this campaign, all one has to do is visit Takatuf Oman social media channels and #AskTakatuf!

End.