

The Choice Of Competition

The first requirement for winning a battle or a war is the smart and timely choice of an 'enemy'. History is full of examples where major confrontations have been lost simply due to making incorrect choices. Remember that enemies are chosen, either by showing weakness, or by provocation or even by achieving a perceived success.

One might be forgiven to conclude that such an introduction implies that this article is all about the current regional turmoil. Actually it is not. This is about the correct positioning of Jordan on the global ICT map.

There are many similarities between the planning and preparation process of a military campaign and those of surviving in a tough and highly competitive global business environment like ICT. Choosing the right arena, scouting the competition to find out its strengths and weaknesses, having the right human resources and infrastructure, securing the necessary funding, designing a feasible strategy with enough tactical flexibility are just a few examples.

When compared to other countries, the pace of ICT progress in Jordan has so far been well planned, consistent but not as fast as one would wish. This is similar to entering a competition to assemble a 1000 piece jigsaw puzzle in the shortest possible time. The framework is there (The REACH Initiative), the motivation is strong, the team is trained, ready and capable and all the pieces of the puzzle are properly laid out. But this is not enough. Our competitors are agile and fast moving and we cannot afford the luxury of time. More focus and sustained efforts are needed. Otherwise, our puzzle will be completed long after our competitors have completed theirs.

The optimal ICT positioning of a country is a once in a lifetime opportunity. Unless the right choices are made in a timely manner from the start, our ICT sector will end up being engaged in battles that have pre-determined and not necessarily favourable outcomes.

I rest my case.