**Company:** Dubai Digital Authority, Dubai, UAE
**Company Description:** Dubai Digital Authority (DDA) leads Dubai's digital transformation, driving smart, secure, and innovative government services. Through data, AI, and advanced infrastructure, DDA enables a seamless digital ecosystem, enhancing lives, boosting competitiveness, and positioning Dubai as a global digital leader.
**Nomination Category:** Achievement Categories
**Nomination Sub Category:** Achievement in Human Resources
**Nomination Title:** Empowering Dubai's Digital Future: Digital Dubai Authority's Talent Management Ecosystem



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

   Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

   **Total 175 words used.**

   Dubai Digital Authority (DDA) was established in June 2021 under the leadership of His Highness Sheikh Mohammed bin Rashid Al Maktoum to lead Dubai's digital transformation and position the emirate as a global digital capital. DDA brings together four key digital entities under one unified vision: the Smart Dubai Government Establishment, Dubai Data Establishment, Dubai Electronic Security Center, and Dubai Statistics Center.

   The Authority is responsible for shaping Dubai's digital future across governance, infrastructure, services, cybersecurity, and data. In just a few years, DDA has delivered national-level impact—implementing the UAE's first 100% paperless government model, enabling data-driven policy reform, and launching award-winning digital campaigns such as *BeAware*, which received a United Nations WSIS Award.

   Internally, DDA has emerged as a model for public sector innovation and workforce strategy. In 2024, it received **Great Place to Work® certification** with a 96% score and was shortlisted for several UAE and regional workplace awards. DDA's HR and talent strategies are fully aligned with its public mission: to empower people, build a thriving digital society, and lead with purpose.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

   **Total 196 words used.**

   Since the beginning of 2023, Dubai Digital Authority (DDA) has elevated Talent Management into a strategic pillar driving digital transformation across the Emirate. DDA launched a comprehensive and inclusive talent ecosystem focused on future-readiness, leadership development, internal mobility, and national capacity building.

   Key achievements include:

   - Implementation of a **Unified Behavioral and Technical Competency Framework** across all departments, embedding consistency in hiring, development, and promotions.

   - Launch of **ASCEND**, **ELITE**, and **Digital Pioneers** programs—equipping future, senior, and graduate leaders with digital governance and transformation capabilities.

   - Introduction of **Future+**, a future-skills initiative focused on AI, cybersecurity, and data fluency.

   - Deployment of **Thrive X**, a career development and mentoring program, and a formal **Succession Planning Framework** to ensure leadership continuity.

   - Expanded access to global learning platforms (LinkedIn Learning, Pluralsight) and certification support for technical and leadership skills.

   - Integration of the **70-20-10 learning model**, emphasizing experiential development.

   - Talent programs designed to support UAE nationals, female leaders, youth, and high-potential employees.

   In parallel, DDA's HR team led the **+DNA cultural transformation initiative**, embedding values of Devotion, Dynamic, and Audacity into the employee experience. These programs collectively empower a thriving, high-performing workforce—fully aligned with Dubai's ambition to be the world's leading digital government.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

   **Total 219 words used.**

   What makes DDA's Talent Management achievements truly unique is their **integration of cultural transformation, digital skills, and inclusive growth**—all within a public sector context. Unlike traditional government HR functions that focus on compliance and policy, DDA has embedded talent development into the heart of its digital transformation agenda.

   The creation of a **Unified Competency Framework**, paired with a **Digital Skills Framework**, provides the organization with a scalable foundation that few government entities have operationalized at this level. Initiatives like **ASCEND**, **ELITE**, and **Future+** not only address internal development needs but also prepare the national workforce to lead future-facing projects in AI, cybersecurity, and data governance.

   Compared to legacy public sector models, DDA's system is dynamic, employee-centric, and insight-driven. For example, the **Thrive X program** and **Succession Planning Framework** offer employees at all levels clear pathways to growth—something rarely formalized across government organizations.

   Internationally, very few public institutions combine a **70-20-10 experiential learning model** with gamified training, global certifications, and leadership development for youth, women, and nationals under one ecosystem. The inclusion of the **+DNA cultural initiative** further distinguishes DDA by embedding talent strategy into the organization's identity.

   This holistic, future-ready approach has elevated DDA's performance, made it a **Great Place to Work® (96% score)**, and positioned it as a government benchmark for talent excellence in the UAE and beyond.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   **Total 152 words used.**

   To support this nomination, we are providing a set of curated evidence files that showcase the strategy, execution, and impact of Dubai Digital Authority's Talent Management achievements. These materials demonstrate how DDA has built an integrated, future-oriented HR ecosystem aligned with national priorities and employee growth.

   Key supporting items include:

   1. **Talent Management Strategy Brief** – Outlining the full talent lifecycle, including the ASCEND, ELITE, and Future+ programs, competency frameworks, and succession planning.

   2. **+DNA Cultural Transformation Overview** – Documenting how values were embedded into daily behavior through engagement campaigns, values activation games, and employee feedback loops.

   3. **Wellbeing and Engagement Dashboard** – Internal scorecards showing key metrics such as employee happiness (94.7%), engagement participation rates, and leadership development reach.

   4. **Learning Ecosystem Summary** – Describing platforms (LinkedIn Learning, Pluralsight), 70-20-10 integration, and gamified learning experiences.

   5. **Recognition and Awards** – Evidence of Great Place to Work® certification (96%) and eligibility for multiple regional workplace honors.

## Attachments/Videos/Links:

**Empowering Dubai's Digital Future: Digital Dubai Authority's Talent Management Ecosystem**

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