



Jordanian Government Strives For Excellence

To participate in the ever-expanding global economy, countries need to constantly improve their competitiveness, and institutions at all levels of society must embody excellence and implement best practices in order to compete effectively.

Jordan's King Abdullah II established a competition designed to motivate government institutions to make public service their priority and improve their cooperation with the business community to encourage economic growth. The Jordan Institute for Standards and Metrology (JISM) had kept its eye on the prize, working nonstop to become a more dynamic and flexible organization with high standards of management, efficiency, and customer service.

In January 2003, JISM partnered with the Centers of Excellence (COE) Program to help enact reforms that would make it more competitive to win the King Abdullah Awards. USAID helped establish COE to recognize organizational challenges, and develop solutions to achieve excellence across a wide range of government agencies in Jordan.

JISM was one of eight institutions selected to participate in the COE Program because of its importance to the economy and their commitment to reform. COE advisors helped JISM staff develop a strategic plan for the reform process and carry out a rapid self-assessment. JISM took responsibility for implementing the plan, with the COE Program providing background support.



Photo: Royal Court/Yousef Allan

Director of JISM accepts the King Abdullah Awards for Government Performance and Transparency from His Majesty King Abdullah II.

Created and managed by USAID, the COE Program helps government institutions become more citizen-centered, results-focused, and transparent by helping them improve their performance in areas such as leadership, operations, and human resources. The program uses the same criteria for measuring excellence as the King Abdullah Awards, and offers certification - one star for each area in which an institution achieves excellence.

By December 2003, JISM had already earned three out of five COE stars by complying with international best practices in the areas of leadership, human resources, and outcomes. In January 2004, Ola Mubaideen and Mai Qaisi sat with their colleagues from the JISM awaiting news on the winners of the King Abdullah Award for Distinction in Government Performance.

“Thanks to USAID’s Centers of Excellence Program, everyone at JISM understands what excellence in government means and why it’s important. Now, we’re able to share our experience with other institutions to help them achieve the same goals.”

**- Ola Mubaideen, engineer,
Jordan Institute for Standards and
Metrology**

JISM competed with twenty other government bodies for the prestigious prize. When the winners were finally announced, JISM walked away with not one, but two awards - the overall award, as well as an individual award for professional excellence. “Since starting the COE Program, our budget management has improved, customer satisfaction is up, employees feel that their ideas are encouraged, and their contributions are recognized and rewarded, “ said Mai, one of the key members of JISM’s COE team.

