



AVM Blueprint for Success – the Japan Times Investigates

In just 6 years, AVM has come a long way. From a handful of people in a compact office, to a leading multinational, multicultural, multidisciplinary corporation with projects spanning 3 continents.

So, what is our secret?

It starts with the vision, leadership, and fearless dedication of one man. He is a luminary to all who work for him, an inspiration to all that meet him, and an undisputed authority in his industry. Under his direction, AVM has managed to thrive in a competitive world of cut-throat bidding and razor-thin profit margins.



AVM headquarters in Casablanca

Next, you have the AVM employees. Paragons of proficiency, dynamism and accomplishment. Hand-picked for their fighting spirit, armed with the AVM ethos, and marshalled by a visionary leader. Without a doubt, they are our greatest asset; and the undisputed engine of our growth.

Finally, consider our merciless industry: an ever-changing, rapidly evolving arena where a million variables can, and often do, go wrong. Where the unknown conspires with the unknowable to take you down. People often ask: how do you survive in such a chaotic environment?

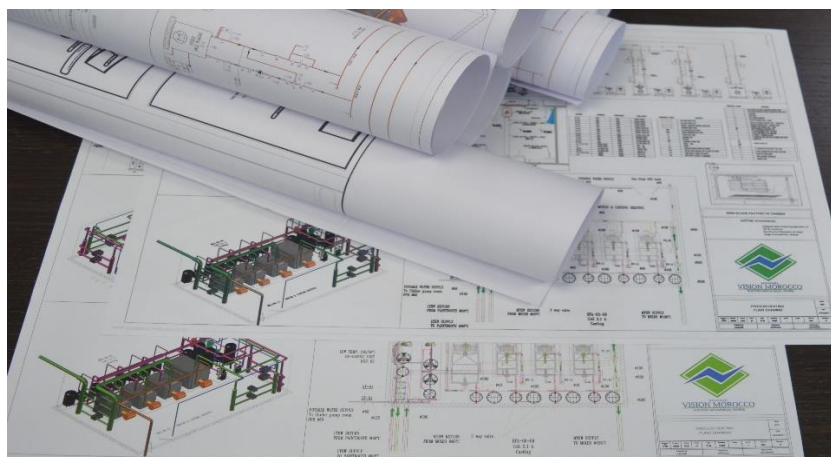
Our reply is always the same.

Our industry may be filled with challenges, but it is precisely how we respond to them that defines us. A challenge firmly grounds you in the present, forcing you to answer the *only* question that matters:

“What am I doing right, and how do I improve it? What am I doing wrong, and how do I right it?”

Consider this: any challenge you face is not as important as your attitude towards it. *That* determines your success or failure. The way you think about the challenge may defeat you before you ever do anything about it.

In our view, there is opportunity in every challenge. The harder the challenge, the greater the opportunity to re-invent yourself, and sharpen your strategy. Operational efficiency is just like a Ginsu knife; it needs to be filed by the constant difficulties you overcome, lest it go blunt with complacency.



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In ancient China, a form of punishment called *Lingchi* was reserved for the most hardened criminals. It was also called the “death by a thousand cuts”.

In our industry, if you can survive the ‘thousand cuts’ of late payments, rising costs, soaring inflation, and foreign exchange volatility, then you may eventually find yourself one of the last men standing. This is the point where you know you’ve made it. Your survival itself is your badge of honor. A testament to your fortitude. A trophy to your dexterity. Congratulations, you have earned your place among the titans of your industry.

Committed leadership. Determined discipline. Laser focus. That is the AVM recipe for success.

So, let us not say “good luck” to AVM or to its captain. The sentiment is appreciated, but unnecessary. The simple truth is; with a contingent of the best trained, best educated, and most highly motivated engineers at our disposal, AVM has never depended on just luck. After all, excellence doesn't just come from nowhere; it takes passion, skill, and only the most seasoned personnel to grow from 10 people to over 450 in the span of just 6 years.



Japan Times interviews AVM general manager on August 29, 2019.

Do you still want to know our secret? Good old-fashioned hard work, tireless dedication, and unimpeachable integrity.

Those are the qualities, inspired by our leadership, that have allowed us to prosper – and set a new standard in Morocco.

Take our word for it: there is no magic formula for success. There *are* no secrets. There is only the will to succeed, and the drive to get there.

Thank you, Japan Times, for seeing our CEO for what he really is: as a visionary who understands the true potential of Morocco; and works tirelessly to achieve it.

The interview with the AVM general manager is part of a wider Japan Times report covering the economy of Morocco. To read the full report, click [here](#).