



The Eagle Hills Recipe – a Dash of Boldness

Endurance. Determination. Grit. Nerves of steel. Those are not my words, but the words of the esteemed writers at *Entrepreneur Magazine*.

This October, they approached us for another interview with our leadership. After the incredible success of our *Japan Times* piece, we were only too happy to oblige.

Read on as they expertly dissect our company, from its leadership to its laborers, to unravel the formula behind our success. It is a formula that is shaped by untold challenges, tempered by bitter experience, and honed by countless revisions. It is a dynamic formula that is rapidly evolving, reinventing itself with every success and failure.

And now, it is yours to read. If you know where to look.

Watch. Listen. Observe. For the story of Eagle Hills (EH) is the story of Morocco itself – a story which numbers alone cannot convey. It is a tale of prosperity – then hardship, rebirth, and regrowth.

Success isn't borne overnight; it takes a series of sacrifices, each building upon the last.

Nor is success the sum of our achievements; rather, it is the sum of the difficulties we have overcome. *That's* what defines us.

If you work in this industry, then you will be all too familiar with the challenges that we face. That is why we are sharing our story; to inspire you to view these challenges from a fresh perspective. To convince you that you, too, can turn challenge into opportunity — and opportunity into success.

After all, a challenge is not a difficulty to overcome; it is a chance to improve. We firmly believe that.

Besides, we have profited from all the challenges we have overcome; through reorganizing, restructuring and streamlining our operations. Perhaps you will agree; a company that does not endure lean times, misses a valuable opportunity to reflect, and improve.

We are proud to say that we have never stopped improving. We hope to continue improving as long as we are able.

That is the promise, implicit in the EH name, that we make to every client, partner and stakeholder. It is a promise that you can take to the bank.



Read our interview in the March 2020 edition of Entrepreneur.

They say that all roads lead to Rome. Take it from us; it is not the destination that counts, but the journey. Here, now, in 2019, our story is only half-written; the better half is yet to come.

So, here's to a road half-driven. A journey half-travelled. A mission half-accomplished. A challenge half-met.

As we complete our journey, together, we promise you this: we will never waiver, never deviate from the EH promise.

Your project, dear clients, is in good hands – our own. This is not vanity, but the same EH promise that defines who we are; and the iron will to fulfill it.

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To read the full Entrepreneur Magazine interview, click [here](#).

You can read more about our work [here](#).

To visit the Eagle Hills website, click [here](#).