



Celebrating
the Leader
in You

Poised for Excellence

May 12, 2015 - Mövenpick Hotel | Karachi

May 14, 2015 - The Nishat Hotel | Lahore

A Development Program for Emerging Women Leaders

Learning Outcomes

- 1 SELF DISCOVERY:** Participants will realize that they have the power & capability to do so much more than what they think they can do
- 2 EFFECTIVE COMMUNICATION:** Learn communication tactics that will assist you in getting your point across & will help you win over people
- 3 IMPRESS:** Learn to impress by personal grooming tips and practicing business etiquette
- 4 MANAGE AND ACHIEVE:** Better employment of time and stress management that help to climb the ladder of success
- 5 EXCEL:** Take that final leap towards excellence by incorporating these tools and tactics into your personal excellence development plan

Who Should Attend

This workshop has been designed for females working as employees and managers across organizations in need of learning tools to communicate and manage time and stress. The program also caters to females who are managing their entrepreneurial ventures at home or part-time jobs and want to achieve higher targets.

The program will be helpful for females who wish to groom themselves for higher designations in their organizations or to grow their businesses. It has been designed for women who are willing to avail greater opportunities for growth and excel in achieving their career goals and visions.

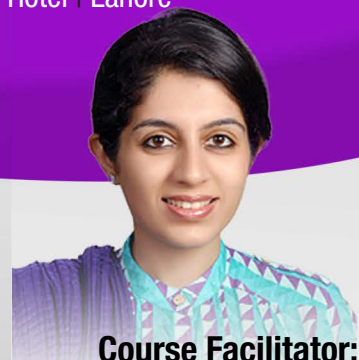
...only from Octara!!!

For Details & Registration

Karachi 021-34536306-12-14, 021-34547141

Lahore 042-35763063 - 64 | register@octara.com

www.octara.com



Course Facilitator:
Kanwal Akhtar

MBA, Marketing - IBA
Karachi, A researcher on
employee engagement and
enablement

Significant experience in
prestigious organizations:
DHL, Reckitt Benckiser,
Colgate-Palmolive and
Engro

Successfully trained over
1000 professionals on
personal effectiveness,
business communication
and marketing

Final year
students are
encouraged to
apply!
Special discounts
available in
groups

Workshop Overview

The women of today contribute in innumerable ways to the society and the economy. They strive and aspire to achieve excellence both at home and in their careers. However, to pave their path to a brilliant career, they have to surpass various obstacles that may come their way from our pre-dominantly male superior society and industry.

For a woman, the sky is the limit! be she is in a company, or an entrepreneur or even a part-time worker/freelancer, all she aims is the sky. This program aims to establish exactly that by giving women what they need the most to succeed: communication skills, confidence and the courage to manage their career and take risks. By developing these skills, women can achieve excellence as more positive and professionals!

Course Agenda

Session 1:

Become an Identifiable Woman: Develop into a Unique Brand!

Self Analysis and Devising a Strategy

- The Personal SWOT – Discover your Key Strengths as a Female Professional
- A Working Woman's Communication Needs in a Male Dominated Environment
- Achieving a Unique Identity as a Woman of Strength:
 - 1) Authentic Personal Branding
 - 2) Developing YOUR Unique Selling Proposition
 - 3) Devising a Strategy and taking Control – Plan-Deploy-Act-Check cycle

Session 2:

Get Heard!

Mastering the Art of Communicating

- Gender Barriers to Communication for Working Women – a detailed analysis!
- The power of “Listening” and how it works for Female Professionals
- The Working Woman's Ultimate Guide to Preplanning for all types of Communication
- Switching on your Ladylike Charm: How to Win over Challenging Personalities with Enigmatic Starts!
- Depicting Confidence, Power and Control in difficult situations: Working on your Non-Verbal: Body language, Voice and Gestures!
- Becoming a Persuasive Female: Employing the AIDA Model

Session 3:

Get Noticed!

Developing POISE – Being positive and exuding it

- Showing Poise: Being a Well Groomed Woman!
- Personal Grooming Tips for Female Professionals – The Do's and Don'ts for the Corporate Environment
- Personal Styling Demo by Master Stylist: Get the Perfect Office Look!
- Rules for Business Etiquette for Female Professionals:
 1. Greetings on different corporate levels and situations
 2. Introductions and how to get past initial awkwardness with male superiors and peers
 3. Etiquettes of body language for females
 4. Other etiquettes: cell phone and business card etiquettes

Session 4:

A Woman with Ambition: Taking the Leap for Excellence

Bringing Power and Control into your Life

- Aik Umda Zindagi kee Top Tarqeeb - The 5 Ls of an Excellent Life!
- Steps to Achieving the Perfect Work vs. Life Balance:
 1. Time Management – Analysis and Techniques for Working Women
 2. Stress Management Tools for the Busy Woman – To-Do lists and the Urgent Unimportant Matrix
 3. Five Golden Rules for Goal Setting
- A Woman with a Plan: Developing Courage, Taking Risks and Achieving Excellence!
- The Oath of the Perfect Female Professional



Course Facilitator:

Kanwal Akhtar

- MBA, Marketing - IBA Karachi, a researcher on employee engagement and enablement
- Significant experience in prestigious organizations: DHL, Reckitt Benckiser, Colgate-Palmolive and Engro
- Successfully trained over 1000 professionals on personal effectiveness, business communication & marketing

With a Major in Marketing from IBA Karachi, Kanwal is an experienced trainer who now facilitates communication and personal development programs for Octara. She has conducted successful programs on Oral Communication, Business Writing Skills and Corporate Etiquettes among many others.

Prior to Octara, Kanwal has garnered for herself significant experience in the fields of Marketing and Communication. She has hosted a multitude of events and has remained an active debater. She taught marketing related courses and programs including "Persuasive Marketing" and "Marketing through Social Media," with the IBA CEE.

She has previously worked in the Marketing Departments of prestigious organizations like Reckitt Benckiser, DHL, Engro-Polymer and Colgate-Palmolive. Hence, Marketing being her second passion after Training, Kanwal is a Business Development Manager at Digital Tribe a Social Media Agency.

Her working style includes attention to details, diligence in implementation and concern for stakeholders. She moved into the training world and accumulated a large following in a short span. The participants of Kanwal's trainings and workshops are from various organizations and a myriad of industrial sectors.

'It's large but it's still personal' - With a passion to connect to people and contribute to their lives, Kanwal spends most of her available time listening, researching and coaching. Her trainings are a reflection of her beliefs: philosophy with energy, discussion with empathy and simulations with reality.

With a spark in her eyes and smile on her face, Kanwal is destined to turn minds for the better and bring about a difference.



Here's what past participants say about Kanwal Akhtar

She is very knowledgeable and undoubtedly an expert in her domain and she delivered the content very effectively. We learned a lot from this course.

Muhammad Jamil Akbar (GM-Import & Sales, CONTRACK (Pvt.) Ltd.)

I believe Kanwal has got good potential to deliver the knowledge and makes sure that she makes the class an interactive one. I must say that I will love to participate in all courses by Kanwal.

Zubair Karim (CEO, Naphco Pakistan Private Limited)

Although the trainer is a young female, she is confident and one of the best communicators!"

Shahzad Ur Rehman (Documentation officer ABL)

Kanwal Akhtar has trained participants from



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Workshop Investment

PKR **12,000/-** (+ GST)

(Fee per participant) (GST Lahore 16% / GST Karachi 15%)

Final year students are encouraged to apply!

Special discounts available in groups

Fee includes course material, Octara Certificate, lunch, refreshments & business networking

For Registration & Details

Phone : 021-34536306-12-14, 021-34547141 (KHI)

042-35763063 - 64 (LHE)

Fax : 021-34520708

Email : register@octara.com

Web : www.octara.com

Payment

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration.

Note: Full payment must be received in advance to confirm enrollment.

Send your cheque in favor of

Octara Private Limited

Muhammad Imran Anwer

Octara Private Limited

1/E-37, Block-6, P.E.C.H.S., Karachi.

Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

Bring Poised for Excellence In-House

This workshop can be customized to suit specific need of your organization at significant savings.

Please contact Jason D'souza at jason.bosco@octara.com or call at 0332-2422732 for more details

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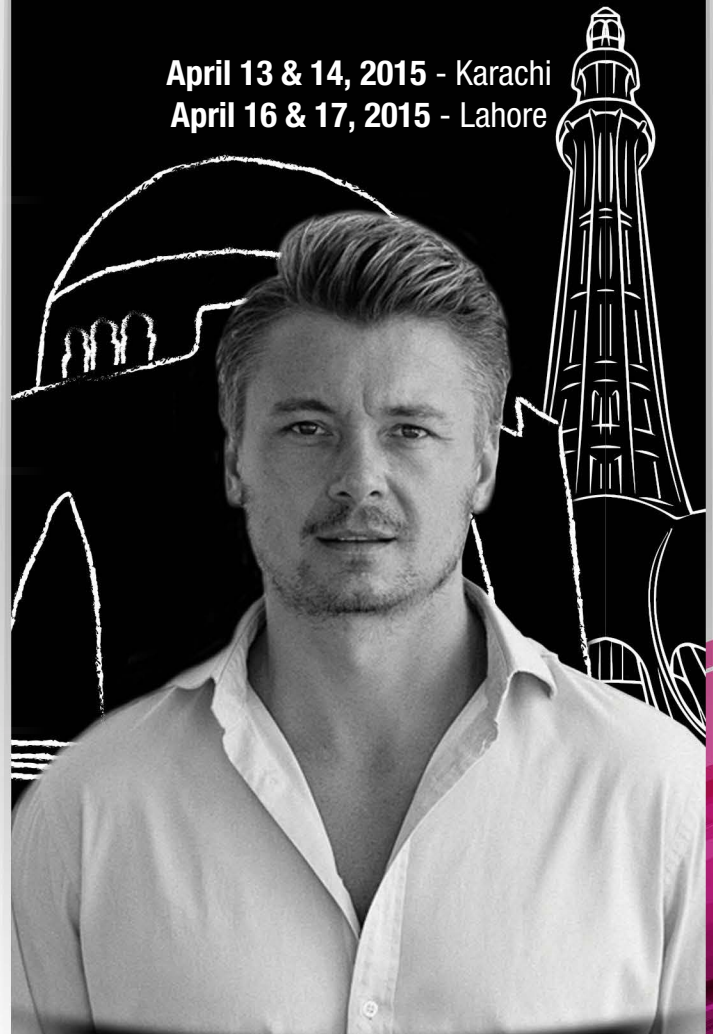
youtube.com/octaratraining



Enterprise RISK Management ISO 31000

April 13 & 14, 2015 - Karachi

April 16 & 17, 2015 - Lahore



Course Facilitator:

John McNish