



# Break your “Thinking Box”

Improve Business Decision Making Using MENTAL MODELS

August 24, 2015, Mövenpick Hotel, Karachi | August 26, 2015, PC Hotel, Lahore | 9:00 am - 5:00 pm

Course Facilitator: Hassan Bin Rizwan

## CONCEPT

Each one of us has a perception of reality about how the world works—a mental model that provides understanding, guides thinking, and directs decision making. Built from everyday experiences, outside influences, and rewards such as money and success, mental models can be both beneficial and detrimental to success.

This program will show you how to examine your mental models to separate fact from opinion, clarify assumptions, and reveal hidden beliefs. Using interactive exercises & activities, this learning experience illustrates the need to tune into one's surroundings, look for opportunities, and approach work with an open mind.

## BENEFITS

**DEFINE** mental models and describe how they influence the workplace

**IDENTIFY** your own mental models

**RECOGNIZE** assumptions in your mental models

**REVEAL** hidden assumptions

**AVOID** typical mental mistakes

**IMPLEMENT** strategies to adjust inaccurate mental models

**ADJUST** your models to analyze better, think faster and decide effectively

**ENCOURAGE** your team members to avoid mistaken assumptions

**LEAD** effectively and decisively

## INTENDED AUDIENCE

This program is well suited for supervisors, junior and middle managers and all those who are involved with planning, decision-making & problem solving.

## IN-CLASS OUTLINE

The following topics will be covered in sufficient detail during the in-class workshop

### Understanding Mental Models

- What are mental models?
- Origins of mental models
- Pros and cons of mental models

### Mental Models in the Workplace

- Lessons from industry – how adjusting mental models rescued top companies
- Self Assessment – understanding your mental model
- Mental Model of your business eco system

### Evaluating Your Mental Models

- Understanding & revealing hidden assumptions
- Case Study: 'What was Polaroid thinking?'
- Assumption Traps – how mistaken assumptions affect your decision-making
- Self Assessment – assessing the accuracy of your mental models

### Adjusting Your Mental Models

- Adopting a flexible mindset
- Innovation 101 – Alternative thinking ways
- Reversing your assumptions
- Creative Swiping – short-cutting innovation

### Improving Efficiency with Adaptive Mental Models

- From the individual to the team – Aligning your mental models
- Leading effective team meetings
- Improved decision – making with adaptive mental models
- Personal action plan to embrace adaptive mental models

## e-LEARNING

Following learning content will remain available to all participants for a period of 4 WEEKS.

- Pre-course video and introductory reading material
- Entire presentation of the in-class workshop
- Additional reading materials including articles, concept papers
- Discussion forums for all participants to share their learning and experiences
- Case study assignment and exercise
- End of course assessments





## HASSAN BIN RIZWAN

Lead Consultant & Facilitator, Octara

- Redesigned **Go-to-Market sales strategy** and **sales capacity building** for GSK Arabia, resulting in measurable **growth** in key **Middle East** markets in **2014**.
- Helped launch and **grow PepsiCo's snacks business** in the **UAE** through sustained **sales process consulting** and training between **2006-10**.
- Designed the product **sales communication**, delivered nationwide **sales training** and mentored the sales leaders of **Standard Chartered Bank** during the successful launch of industry's first retail bond with **ENGRO** between **2010-12**.
- Featured twice on **BBC World** live telecast of **World Have Your Say**.

Hassan Bin Rizwan is an entrepreneur, sales consultant & facilitator with detailed professional experience in consulting and training in the U.S., UAE and Pakistan. From being an awards-winning sales professional at CutCo products (U.S.), world's leading exclusive cutlery brand, to leading a US-based seed-phase start-up, HireLabs Inc., to a profitable Venture Capital acquisition in Singapore, Hassan has had a cross-industry, cross-product experience of successfully leading and delivering goal-oriented projects.

As a consultant and facilitator, Hassan has worked with several local and multinational clients on short-term, high-impact projects that have delivered measurable results. His recent projects have encompassed sales skills development, customer services improvement, sales leadership building and team bonding for multinational firms including Reckitt & Benckiser, Suzuki, Maersk Shipping, British Tobacco, Kansai Paints, GSK, PepsiCo and KSB. Since 2006, he has helped sales teams of Fortune 1000 companies to remodel their sales and customer services processes, revisit their sales Go-to-Market framework and rediscover their sales talent in the verticals of finance, retail and FMCG sectors.

Hassan holds a BS in Electrical Engineering from the U.S. Air Force Academy (Colorado) and an MBA from Institute of Business Administration. Hassan speaks at local and international conferences and recently delivered a talk at Asia HRD Congress in Malaysia. Hassan is passionate about the environment and co-founded Pakistan Sustainability Network (PSN) to help raise awareness about the climate change issue that continues its work among the youth in Pakistan.

Hassan has trained participants from



Participations from following organizations have attended Hassan's programs:



"Hassan helped our Frito-Lays snacks business penetrate into the UAE market, working with us to streamline our sales channel distribution, sales capacity building, designing and delivering sales training to our staff. His services were highly valued."

**Elie Bou-Akel, GM, UAE**



"We engaged Hassan to design a customized sales capacity building module for our Middle East sales team for our Consumer Healthcare Division. His detailed understanding of the Middle East market and key insights helped us reshape our retail strategy. His training delivery was spot on!"

**Aamir Jamil, Sales Capability & Training Manager, MENA Region**



"We held a customized sales capability training program with Hassan. We are very pleased with the standard, content and the delivery of the course material."

**Agha Zafar Abbas, CEO (Pakistan)**



"Hassan's workshop was a highly customized & perhaps the most relevant training we have had in a long time."

**Arif-ul-Islam, Deputy CEO**

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## Workshop Investment

**PKR 15,000\*** (Fee per participant)

**\*Plus SST 14% / PST 16%**

Group Discounts are available for groups of 5 or more

FEE INCLUDES: Course material, certificate of attendance, lunch, refreshments & business networking

### 5 EASY WAYS TO REGISTER

**Karachi:** 021-34551198, 34547141 **Lahore:** 042-35763063-4

**Fax:** 92-21-34520708

**E-mail:** register@octara.com

**Web:** www.octara.com

**Address:** Octara Private Limited 1/E-37, Block-6, P.E.C.H.S., Karachi.

### PAYMENT PROCEDURE:

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**"

To: 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



## Training Calendar Open Enrolment Programs

### FINANCE ACT WORKSHOP

Facilitator: **Asif Kasbati**

July 28, 2015 - Lahore | July 30, 2015 - Karachi

### Procurement Frauds

Detection | Control | Prevention

Facilitator: **Nadeem Asghar**

July 28, 2015 - Lahore | July 30, 2015 - Karachi

### Executive Secretaries & PAs Workshop

Facilitator: **Arshi Ahmad-Aziz**

July 28, 2015 - Karachi | July 30, 2015 - Lahore

### Decision Making & Problem Solving

Facilitator: **Arifeen Ashraf**

July 29, 2015 - Lahore | July 30, 2015 - Karachi

### Measuring, Monitoring & Improving Customer Experience

Facilitator: **Naveed Ilyas**

July 28 & 29, 2015 - Karachi | July 30 & 31, 2015 - Lahore

### Selling Skills Series

Facilitator: **Furqan Qureshi**

Course - 1

### WIN More Customers

August 17, 2015 – Karachi | August 20, 2015 - Lahore

Course - 2

### WIN More Business

August 18, 2015 – Karachi | August 21, 2015 - Lahore

### The Art of Hiring

Facilitator: **Kamran Yamin**

August 25, 2015 Karachi | August 27, 2015 Lahore