



# Strategic Business Relationships

Develop service and partnership based stakeholder relationships



Course Facilitator

**Saira Akbar**

CEO and Chief Consultant,  
Global Management Consultants, Dubai

Worked with Emirates Airlines for 7 years  
in sales and marketing training division.

Saira's 12 years of diversified  
experience includes training & counseling  
of individuals from leading multinationals.

Besides being a CIM diploma holder,  
Saira is also certified in Inscape  
DiSC profiling, 6 seconds emotional  
intelligence, Persona Global  
organizational assessments.

21 & 22 December 2010, Sheraton Hotel & Towers, Karachi  
9:15 am to 5:00 pm

#### Key Benefits:

- **Understand** context of stakeholders at work and the impact on business results
- **Identify** typical pitfalls in building successful and long lasting stakeholder relationships
- **Be** able to carry Self evaluation / RQ and convert RQ into a business tool
- **Use DiSC®** to develop a scientific understanding of business relationships
- **Learn** the 4 communication styles and develop strategies to negotiate and gain from key stakeholders at work
- **Learn** to make 'listening' your key strategy to build trust and strengthen relationships

#### Pre-Course Highlights:

The program offers the following pre-course assessments of the participants:

- **Inscape DISC® Profile**
- **Inscape Personal Listening Profile®**

These will help them develop a great understanding of  
the course material and its application beforehand.

#### Note:

Please register at your earliest to allow you  
sufficient time for completion of pre-course work.

#### For Details & Registration:

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Course Facilitator

# Saira Akbar

CEO and Chief Consultant, Global Management Consultants

Saira Akbar became part of service industry when she joined UK's leading Scottish carrier, British Caledonian Airways - BCAL back in 1980. When BCAL merged with British Airways, Saira left the airline to join the then newly formed Emirates Airline in 1990 as a training officer and was quickly promoted to set up the company's sales and marketing training division. In this role, Saira was also responsible for introducing concepts of distance learning and forming alliances with companies such as IATA Airline Marketing Program Certification, as well as Chartered Institute Of Marketing, UK. Saira also introduced the concept of 'internal consultancy' in Emirates Airline for trainers to work closely with line managers and support their business concepts and goals.

In 1997 Saira set up her own business-Global Management Consultants in Dubai. This new company was set up with a strong focus on customer and people excellence, using tools and techniques that would today be recognized as DiSC profiling, business simulations games, 360 degree feedback, emotional intelligence and more. These approaches are collectively bundled and known as GLOBAL DEVELOPMENT PROGRAMS & INITIATIVES. Since setting up Global she has nurtured the company as CEO and Lead Trainer and spearheaded its reputation as one of the leading regional consultancy firms in HR, Sales, Marketing, Customer Experience and Leadership Training and recruitment.

Besides being a CIM diploma holder, Saira is also certified in Inscape DiSC profiling, 6 seconds emotional intelligence, Persona Global organizational assessments.

And last but not the least, Saira's instruction style is facilitation, inspiration and humour all wrapped up in one. Who could ask for more? Saira is one of those rare individuals who has a unique ability to appeal to young and senior executives alike by bringing laughter and learning together. She creates exciting training experiences, using well-researched materials that allow the delegates to achieve more by thinking differently, and executing learning in real life, with special focus on bottom-line results and outcomes.



## Hear what past participants have said about Saira:

"Your CRM course has become a very special tool for me to communicate with my customers. A highly influential session."

**ICI Akzo Nobel, Life Sciences, Pakistan**

"We are grateful to you Saira, for all your invaluable support given before and during the sessions. You are a star in our organization and all our delegates will fondly remember you!"

**Mashreq Bank**

"Thank you so much Saira, for guiding me and teaching me so many new things about Customer Service. Your training was so different."

**Easa Saleh Al Gurg**

## Course Overview:

We have heard the expression, "It all depends on who you know." Referrals and positive word-of-mouth promotion are the most effective ways to expand your company. A systematic approach to build business relationships can help increase profitability and establish a strong footing in today's highly competitive market. The course is designed to help you better understand the context of stakeholders at work, pen down your plan, develop a strategy and establish realistic goals to form concrete strategic alliances.

## Pre-Course Work:

This course includes some pre-course work. Completing this before you attend the course will help you make the most of this learning opportunity, contributing greatly to help you understand the course material and its application.

- Complete online questionnaire for Inscape <sup>1</sup>DiSC<sup>®</sup> and <sup>2</sup>Listening Profile<sup>®</sup>.
- Identify one of the best case studies that you have experienced in business relationship management. Be prepared to explain/present the case in class
- Identify worst case for business relationship management. Be prepared to explain/present the case in class

<sup>1</sup> **The DISC<sup>®</sup> Profile** is a nonjudgmental tool for understanding behavioral types and personality styles. It helps people explore behavior across four primary dimensions:

Dominance | Influence | Steadiness | Conscientiousness

<sup>2</sup> **Inscape Personal Listening Profile<sup>®</sup>** helps people discover their most natural approach to listening while gaining insight into the different listening approaches of others. In addition, participants learn when and how to adopt another approach for more successful communication.

## Who Should Attend?

The program is well suited for middle to senior managers, who are directly making decisions and involved in managing and developing internal and external stakeholder frameworks for the organization.

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## Program Agenda

### Day ONE

#### Stakeholder Relationship Debate

- ✓ Relationships succeed when...
- ✓ The dictionary definitions of 'relationship' and 'stakeholders'
- ✓ Business relationship quotient (RQ) definition
  - Why relationships?



**London Business School; 2009 to 2010**

#### Types of Stakeholder Relationships

##### At Work Which Bring \$\$\$

- ✓ Gallup research on engagement
- ✓ At the receiving end - My relationship benchmarks
- ✓ At the receiving end - My bad experience with relationships at work
- ✓ My stakeholders map
- ✓ The Peter Block Model of relationships
- ✓ My relationship web and impact on bottom-line
- ✓ My Personal RQ – Relationship Quotient
- ✓ The external strategic stakeholders/ relationship management

#### So what comes in the way?

- ✓ My RQ self assessment



#### Execution, Goals, Keep the Relationship

- ✓ Going in the midst of whirlwind
- ✓ RQ execution gap
  - What are your organization's three or more RQ execution gaps?
  - What can be done to address these RQ execution gaps?

#### 9 Successful Keys To Stakeholder Relationships Strategy

- ✓ The VCP (Visibility, Credibility & Profitability)
- ✓ Model – Relationships that last



#### Forming Deep, Intimate Business Relationships

- ✓ Checklist to create VCP



### Day TWO

#### My RQ Inventory

- ✓ Specific stakeholder relationships I wish to work on at work
- ✓ Good to Great – the 3 circles

#### ✓ Stakeholder Relationship Inventory System

- Top 10 Great relationships
- Top 10 Neutral relationships
- Top 10 Gone Bad relationships
- Top 10 Dormant relationships

#### Communication - the Heart of RQ

- ✓ Why communication?
- ✓ 6 mistakes of mankind
- ✓ Cultural communications and blunders

#### ✓ The 4 DiSC® Communication Styles

- How each communication style goes about Getting what it wants
- The communication style matrix
- Social style key factors
- Role of trust, empathy and flexibility in RQ
- Why build trust?
- ✓ The Platinum rule of trust building
  - Why empathy?
  - When there is tension...
  - RQ maintenance cycle
  - Why flexibility?
- ✓ Listening profile
- ✓ Listening group summary
- ✓ Listening data summary
- ✓ Listening approaches, variations and averages
  - Appreciative listening
  - Empathetic listening
  - Discerning listening
  - Comprehensive listening
  - Evaluative listening
  - Using personal listening style to improve communication
- ✓ How do I approach this person?
- ✓ Game plan – Mr. X
- ✓ Role Plays
- ✓ Relationships that I will be working on
  - My core competency and communication style that I will leverage and develop upon

*Program Closure, Feedback & Certificates Ceremony*

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## Workshop Investment

PKR **27,999/-**  
per participant

on **2+** nominees  
**SAVE PKR. 3,000**  
per participant

Inscape DiSC® and Personality Profiling®, Course material,  
Octara certificate, Lunch, Refreshments and  
Business networking

### Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
E-mail : register@octara.com  
          : info@octara.com  
Fax : 021-34520708, 021-34546639
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Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Strategic Partners



## Bring

## Strategic Business Relationships In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Mohsin Rahim** at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at **0321-2133409** for more details

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