

## Check List

Do I know my true role in the organization?

How do I help enable the company to be successful?

Can I maintain a laser beam focus on the big picture?

Do I know what employees want from the leadership?

Am I clear on how to motivate and retain individuals around and under me?

# Strategic Role of HR Today



Course Director  
**Roger Harrop, UK**

Speaker of the Year with  
"The Academy for  
Chief Executives"

President of  
"The Professional  
Speakers Association"

Author of the book  
"Staying in the Helicopter®"

7 March 2011, Pearl Continental Hotel, Lahore  
10 March 2011, Marriott Hotel, Karachi  
9:15 am to 5:00 pm

### Top 4 Learning Outcomes:

- 1 Explore** the Strategic role of HR today from the CEO's perspective and maintain a laser beam focus on the 'big picture'
- 2 Improve** your own effectiveness and identify how to motivate and retain the diverse individuals around and under you
- 3 Find out** from global research what employees want from their organizations and their leaders
- 4 Take away** practical action learning that will successfully impact your job success, satisfaction and your personal life when implemented

Book your seat by  
28 Feb, 2011 &  
**SAVE PKR**  
**4,000**

### For Details & Registration:

Tel: +92-21-34534261, +92-21-34536315,  
Fax: 021-34520708, 021-34546639

E-mail: [register@octara.com](mailto:register@octara.com), [info@octara.com](mailto:info@octara.com) | [www.octara.com](http://www.octara.com)



Course Director:

# Roger Harrop

BSc(Hons), CEng., FIMechE., FCIM., FInstIB., FPSA



**"Congratulations!  
your workshop scored 8.9 in the survey results which is very good"**  
Young Presidents Organization

Roger is a highly acclaimed International Speaker who inspires and entertains his audiences with his acclaimed Staying in the Helicopter® series of keynotes, seminars, workshops and master classes. Over 5000 CEOs, Business Leaders, Managers and Owners have seen transformational growth in profits and sales through his thought provoking and entertaining programs laced with real-life stories, anecdotes and humor.

He is Speaker of the Year with The Academy for Chief Executives. He is an Author, Non-Executive Director, SME Business Advisor, Mentor and Consultant focused on improved sustained profitable growth.

He has extensive experience across a broad spectrum of businesses - from small start-ups to large multinational corporations; from high tech manufactured products through basic commodities, to people based services businesses and Not-for-Profit organizations.

Roger spent 7 years as Group Chief Executive of a fully quoted, high tech Industrial Instrumentation Group with 12 operations over three continents. The company was listed in the UK Government's 'Competitiveness' White Paper and gained a reference in the US Forbes magazine

as one of the top 100 overseas companies and has been used as a benchmark case study by two business schools on Culture Change and Business Re-Engineering.

He has run businesses for major multi-national companies in 4 continents and has been a tutor of the leading Leadership and Teambuilding courses for over 25 years.

Roger is President of The Professional Speakers Association, a Member of Faculty of The Institute for Management Studies, a former Vice-President of The Institution of Mechanical Engineers, a fellow of The Chartered Institute of Marketing and a Liveryman with The Worshipful Company of Marketors.

He readily sees, and helps you to see, the "helicopter view" - gained by rising above the day-to-day to see the underlying simplicity of business and its operations and anticipate the likely patterns of change. He helps Business Owners, CEOs, Directors, Managers and others to see businesses take on a focus and direction and to achieve the results they seek.

He is an accredited SME business advisor, a trained Assessor and Coach, and is on the Chairman panel with a number of Private Equity Houses.

**Roger has trained participants from:**

## What delegates have said about Roger Harrop:

"Thanks for the wonderful session today. I'm sure this will really help in the evolution of HR as a true enabler, enabling other functions and Engro Foods to accomplish its purpose. We look forward to having more sessions with you in future."  
**Javed Iqbal – General Manager HR, Engro Foods Limited**

"Superb presentation, excellent interaction and great enthusiasm! Roger's ability to relate the learning with practice was remarkable."  
**Roofi Jamil, DGM - Learning & Development, Habib Bank Ltd.**

"Highly stimulating, thought provoking, challenging, exciting and very relevant. All words the team used to describe their feelings and thoughts about the session."  
**Richard Tickle, CEO, Flowmaster Group BV**

"A highly powerful and interactive session that added a lot of value to our knowledge. Such professional trainings should continue in future as well."  
**Muhammad Abdullah Feroz, MD, Efroze Chemical Industries (Pvt.) Ltd.**





# Strategic Role of HR Today

7 March 2011, Sheraton Hotel & Towers, Karachi  
10 March 2011, Pearl Continental Hotel, Lahore

## Course Overview:

It is important that as an HR professional and a key member of your organization that you take time out, step back and review your role and hone your skills alongside other professionals who will help provide the impetus for new ideas and inspiration in today's world.

## What makes the workshop unique?

This highly interactive and participation driven workshop is set to stimulate and challenge you to think strategically and in depth about the true role of HR today and your part in it. By incorporating your own experiences and comments linked to those of the speaker, this program will allow you to gain a fresh perspective and discover how you can significantly contribute further to the success and growth of yourself and your organization.

Packed with the lessons from global research, group discussions, team sharing, proven real world strategies, practical business models, relevant stories and simple techniques, this workshop has been carefully structured to ensure there is real action learning - practical and effective. We are positive that you will find this experience insightful & invaluable.

## Key Benefits:

- **Explore** the role of HR today - from the CEO's perspective
- **Maintain** a laser beam focus on the 'big picture'
- **Identify** how to motivate & retain the diverse individuals around & under you
- **Improve** your own effectiveness
- **Find out** from global research what employees want from their organizations and their leaders
- **Take away** practical action learning that will successfully impact your job success and satisfaction and your own personal life when implemented

## Who Should Attend?

- HR Directors
- Heads of HR
- Senior HR Managers
- HR Analysts
- HR Specialists
- OD Managers

## Course Agenda:

### SECTION 1

#### Purpose

- What's your organization's purpose?
- What's your purpose?
- How high are our aspirations?

### SECTION 2

#### Organization & HR

- Only two people can go anywhere
- Back to basics of business
- HR's enabling role
- Vital left brain and right brain roles
- Introducing the insightful Behavioral Characteristics Model™
- What does it feel like to work in your organization?

### SECTION 3

#### People - our most important Asset

- What does research reveal about what attracts people to work for you?
- The 8 things employees want
- Learn how the generations are different.
- People efficiency and HR's role
- 10/10 people
- The 5 Levels of Listening

### SECTION 4

#### Teams

- The four areas of team performance:
- Individual Personal Power (Skills/Profiles)
- Relationship (Mutual trust/Respect/Support)
- Leadership (Direction / Structure / Organization / Motivation)
- Atmosphere/Culture
- 'Belbin's Team Roles' Model – a whole dimension of team selection based on the individual's predisposed behavioral team profile to develop a truly high performing team.

### SECTION 5

#### Recruit Right

- The war for talent
- Research shows that "traditional methods" achieve only a 33% success rate!
- Why you need to audition not just interview
- Think-Plan-Do in recruiting
- Boost your recruiting success using proven methodology.

### SECTION 6

#### Motivation & Retention

- Do companies "walk the talk" – share the results of research
- What do employees want from their employer?
- Motivation without money
- What people retention rate is healthy?
- The place of appraisals & incentives

### SECTION 7

#### The CEO

- Your role in their success
- What inspires people to follow?
- What do employees expect from their leaders?
- The three attributes of outstanding leadership
- 3D Leadership
- Enabling Helicopter thinking

### SECTION 8

#### The Constant is Change

- Why things fail
- Introducing the fascinating and powerful 'Change House' model
- The vital role of HR

### SECTION 9

#### Delegate "Take-Aways" check list



# Strategic Role of HR Today

7 March 2011, Pearl Continental Hotel, Lahore  
10 March 2011, Marriott Hotel, Karachi



## Workshop Investment

PKR **23,999/-**  
per participant

Book your seat by 28 February, 2011 &  
**SAVE PKR 4,000**

**10% Group Discount**  
on 2 or more participants

**Note:** Only one discount offer is  
applicable at any given time

Course material, Octara certificate, lunch,  
refreshments & 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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Mailing Address | Phone, Fax and E-Mail

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Strategic Partners



Logistics Partner



Partner



## Bring Strategic Role of HR Today 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

## Upcoming Programs INVEST TODAY!

### Customer First®

14 February 2011, Karachi  
17 February 2011, Lahore  
**Sandra Reeves, Singapore**

### Creating and Implementing a Dynamic Marketing Plan

14 - 15 February 2011, Lahore  
17 - 18 February 2011, Karachi  
**Ian Ruskin Brown, UK**

### Present Like a Pro!®

15 February 2011, Karachi  
18 February 2011, Lahore  
**Sandra Reeves, Singapore**

### Creativity through Mindmapping

19 February 2011, Lahore  
21 February 2011, Karachi  
**Sandra Reeves, Singapore**

### Effective Delegation Skills

21 February 2011, Lahore  
23 February 2011, Karachi  
**Ramiz Allawala, USA & PK**

### The CHAMPION Sales Professional

22 February 2011, Lahore  
**Hassan Bin Rizwan**

### Marketing Excellence Series: Developing a Power

Communications Strategy  
10 - 11 March 2011, Lahore  
14 - 15 March 2011, Karachi  
**Omer Abedin, UAE**

### 'Staying in the Helicopter®'

**The Key to Profitable Growth**  
8 March 2011, Islamabad  
11 March 2011, Karachi  
**Roger Harrop, UK**

### Build Lifetime Customer Relationships

16 - 17 March 2011, Karachi  
**Saira Akbar, Dubai**

### Improving Sales Performance through Effective Sales Leadership

14-15 March 2011, Karachi  
17-18 March 2011, Lahore  
**Jerry Brown, UK**

### (POP)™

(Certified de Bono Workshop)  
18 March 2011, Lahore  
21 March 2011, Karachi  
**Tauseef Qadri, UAE**

### Inspirational Speaking

March 2011, Karachi & Lahore  
**Lucy Cornell, Australia**

### Mastering Business Continuity Practices

March 2011, Karachi & Lahore  
**Jim Truscott, Australia**

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April 2011, Karachi & Lahore  
**Saadi Insha, Pakistan**

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