



# Masterclass Staying in the Helicopter® and lead effectively

Regain your Focus | Hone your Leadership Skills | Propel your Organization Forward

**25 March 2010**, Pearl Continental Hotel, Lahore  
**26 March 2010**, Sheraton Hotel, Karachi  
9:30 am - 5:00 pm



## Key Benefits:

- **Explore** the very best leadership practices and techniques & yet maintain a laser beam focus on the 'big picture'
- **Identify** how to motivate and retain the diverse individuals around and under you
- **Improve** your own & team effectiveness
- **Understand** employees' expectations from their leaders through global research
- **Take away** practical action learning that will successfully impact your business and your own personal life when implemented

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®"

## \*Exclusive Offer!

Early Registrants will receive a complimentary copy of Roger's highly acclaimed book

**"Staying in the Helicopter®"**



## For Registration:

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Fax: 021-34520708, E-mail: register@octara.com

[www.octara.com](http://www.octara.com)

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

Young Presidents Organization



Course Director:

**Roger Harrop**

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



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.

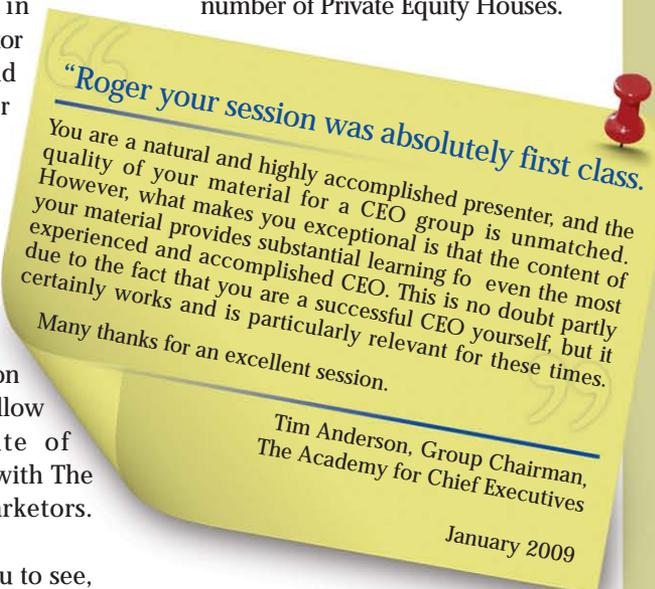
He has run businesses for major multi-national companies in 4 continents and has been a tutor of the leading Leadership and Teambuilding courses for over 25 years.

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.



## What delegates have said about Roger Harrop:

"Roger is the right CEO expert and he well understands the real issues of top management. All my expectations and objectives were met from his superb session!"  
Aftab Tapal, CEO, Tapal Tea

"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.

"Your workshop was very inspiring with solid strategies and excellent information and knowledge."  
Sharon Lim, Editor in Chief, Elle Magazine, Media Corp., Singapore

## Roger has trained & consulted following international clients:



Roger also works with the smallest start-ups, SMEs, not-for-profit organizations, family businesses, and local subsidiaries of overseas Corporates.

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## Course Overview:

As a key leader of your organization it is important that you take time out, step back from the business and review and hone your leadership skills alongside other business leaders who will help provide the impetus for new ideas and inspiration.

By incorporating your own experiences and comments linked to those of the speaker, this program will allow you to gain a fresh perspective on your leadership and discover how you can significantly contribute further to the success and growth of yourself and your organization. Packed with the 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.

This highly interactive and participation driven workshop is set to stimulate and challenge you to think as a strategic leader. So here is the opportunity for you to take a look at your business from the Helicopter.



### SECTION 1

#### Purpose

- ✓ What's your company's or department's purpose?
- ✓ Share with others
- ✓ How high are your aspirations?

### SECTION 2

#### Organizational Drivers

- ✓ What "shape" is your organization/department?
- ✓ Learning the three basic disciplines:
  - Operational Excellence
  - Product Leadership
  - Customer Intimacy

### SECTION 3

#### What are Leaders?

- ✓ What inspires people to follow?
- ✓ The three attributes of outstanding leadership
- ✓ The Behavioral Characteristic Model - how to handle different people effectively
- ✓ 3D Leadership
- ✓ Leader or Manager?

### SECTION 4

#### Business Leadership

- ✓ Learn the 3 key characteristics of the very best CEOs
- ✓ Where should your focus be?
- ✓ How to demystify and simplify:
  - Finance
  - Operations
  - Sales
  - New Products

Case Study  
Business Leadership  
simulation exercise

### SECTION 5

#### People & Teams

- ✓ What do we want our employer to look like?
  - see the research
- ✓ The 5 Levels of Listening
- ✓ The four areas of team performance:
  - Individual Personal Power (Skills/Profiles)
  - Relationship (Mutual trust/Respect/Support)
  - Leadership (Direction/Structure/Organization/Motivation)
  - Atmosphere/Culture

#### Case Study

» "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 6

#### Leading Change

- ✓ Why things fail?
- ✓ Introducing the fascinating and powerful 'Change House' model
- ✓ Learn the overriding Leadership priorities
- ✓ Why are these now more important than ever?



## Add value to your learning at this Masterclass

Receive a detailed Leaders Checklist - acts a reminder of the action steps to take to bring you and your organization to the next level

## Who should attend?

This Masterclass is highly recommended for CEOs, Entrepreneurs, Directors, Trustees, Business Leaders, VPs, Senior Managers & all top members of Management Teams.

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## Workshop Investment

PKR 27,999/-  
per participant

10% Group Discount  
on 2+ nominees

Course material, Octara certificate, lunch,  
refreshments & business networking

## Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
E-mail : [register@octara.com](mailto:register@octara.com)  
          : [info@octara.com](mailto:info@octara.com)  
Fax : 021-34520708, 021-34546639
- Send us your:  
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Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at  
[info@octara.com](mailto:info@octara.com)

To view reports on our past training workshops  
and events logon to [WWW.octara.com](http://WWW.octara.com)

## Registration Note

Participation will be confirmed subject to receipt  
of payment.

## Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice is received by the client. Due to any reason if the client is not able to attend the workshop/conference, they may inform Octara Sales/Finance department in writing within 48 hours of the receipt of the invoice. In case of no intimation from your organization we reserve the right to claim the invoiced amount. 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 12 months.

## Bring Staying in the Helicopter® and lead effectively

### In-house

These workshops can be customized to suit specific needs of your organization at significant savings. Please contact Muhammad Arif at [marif@octara.com](mailto:marif@octara.com) or call at 0300-8275091 for more details.

Upcoming Programs Book your seat TODAY!



### Marketing your Financial Service Business

17 - 18 March 2010, Karachi  
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### Effective KEY Account Management

15 - 16 March 2010, Karachi  
19 - 20 March 2010, Lahore  
Ian Ruskin Brown



### Problem Solving and Decision Making

16 March 2010, Lahore  
18 March 2010, Karachi  
Saadi Insha



### The Excellent Manager

15 March 2010, Karachi  
17 March 2010, Lahore  
Baseer Sami



### Communication Masterclass

5-6 April 2010, Karachi  
8-9 April 2010, Lahore  
Jeremy Parson & Hassan B. Rizwan



### Sales Skills for Retail Sales

May 2010, Karachi  
May 2010, Lahore  
Hassan B. Rizwan

\*Octara reserves the right to change courses, dates, content or method of presentation.

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