

**For the first time in Bangladesh**

**HRKites**  
Unlock the Power in People

&

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present

Masterclass

# Staying in the Helicopter® The Key to Profitable Growth for all times

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

25 November, 2011 (Session-I)  
26 November, 2011 (Session-II)  
Radisson BLU Hotel, Dhaka  
9:00 am to 5:00 pm

**Note: Participants may enroll for either of the two sessions.**

### Key Benefits:

- Explore every aspect of your business and yet maintain a laser beam focus on the 'big picture'
- Identify & concentrate on the really important business issues
- Improve your own effectiveness
- Achieve significant growth in sales and profits
- Take away practical action learning that will successfully impact your business and your own personal life when implemented

**Walk the talk and translate it into real numbers!**

» **40%** increase in sales

» **86%** growth in profits

**For Details & Registration:**

Tel: +88 02 8411985, +88 02 8415456-7, Cell: +88 01612999355,  
E-mail: [publictraining@hrkites.com](mailto:publictraining@hrkites.com) | [www.octara.com](http://www.octara.com)



Course Director:

**Roger Harrop, UK**

- ✓ Ranked in the top 10 of **Business Management Speakers Worldwide**
- ✓ Speaker of the Year with **The Academy for Chief Executives**
- ✓ Former President of **The Professional Speakers Association**
- ✓ Author of the book **Staying in the Helicopter®**
- ✓ Winner of the prestigious **Professional Speaking Award of Excellence**

**Sustained Profitable Growth  
GUARANTEED**

**"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 10,000 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.

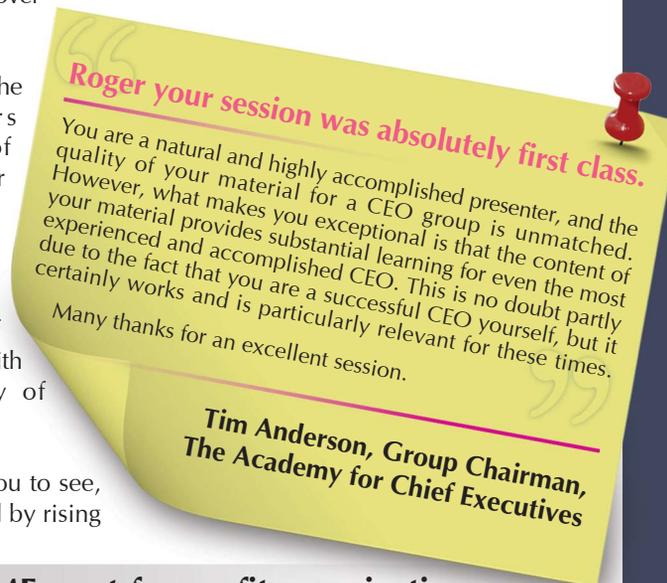
He has run businesses for major multinational companies in 4 continents and has been a tutor of leading Leadership and Teambuilding courses for over 25 years.

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

### What delegates have said about Roger Harrop:

"Highly recommended for a busy CEO/Director who wants to learn and adopt a simple and easy way to understand the profit improvement matrix."

**Low Lik San, General Manager, PBR (Malaysia) Sdn Bhd**

"Roger's wisdom and advice is essential for every business person and entrepreneur. While his program is filled with high content, it is still delivered in a humorous and entertaining way. His programs are a true winner and Roger is a true star. Can't wait to put his sound advice into practice."

**Ted Garrison, CEO, New Construction Strategies, Florida, USA**

"Without question Roger's workshops have been the catalyst in enabling our six operating companies to unlock the door to profitable growth."

**Trevor Hebdon, CEO, H&H Group plc**

### Roger's top regional and international clients:



# Staying in the Helicopter®

## The Key to Profitable Growth for all times

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

### Overview:

It is important that as a key leader of your organization you take time out, step back from the business and review your strategy alongside other business leaders who will help provide the impetus for new ideas and inspiration. **Here is the opportunity for you to take a look at your business from the Helicopter.**

### Masterclass Outline

The program is highly interactive with group syndicate sessions, individual business considerations, detailed discussions, real life examples - and fun!

#### SECTION - 1

##### Finding the Purpose -

##### The Real Objective of your Business

- ✓ Getting the big picture
- ✓ What is your business purpose?
- ✓ Where are you and where you want to go?
- ✓ Why is knowing the real purpose of the business important?

#### SECTION - 2

##### Crafting out your Business -

##### Develop a Market Leading Strategy

- ✓ Defining your aspirations vs competition
- ✓ Obtaining clarity on the shape of business
- ✓ Setting a market leading strategy built on global research
- ✓ Learning the three basic disciplines of market leaders:
  - Operational Excellence
  - Product Leadership
  - Customer Intimacy
- ✓ Learn how to develop a Stakeholder Power/Interest grid and why it's important

#### SECTION - 3

##### The Key to Achieving Profitable Growth

- ✓ Learn the secrets and tools to increase sales and profits involving less risk, less investment and more likelihood of success
- ✓ Finding out the reasons why customers leave
- ✓ Achieving your overall significant sales growth by setting and achieving only modest individual growth targets
- ✓ The Universal Buying Process (UBP)
- ✓ Learn the three golden rules of market promotion
- ✓ Take part in a Real life Case Study

#### SECTION - 4

##### Developing your Business Leadership & your People

- ✓ People and the leadership of people - the very core of every organization
- ✓ Effective leaders need to look at themselves and their teams from the helicopter
- ✓ 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

- » Shaper
- » Plant
- » Resource Investigator
- » Completer/Finisher
- » Monitor/Evaluator
- » Implementer
- » Team Worker
- » Chairman

- ✓ Boosting your recruiting success using Roger’s proven methodology (Traditional methods get it right only 2 out of 5 times!)
- ✓ The three attributes of outstanding leadership

#### SECTION - 5

##### Profitable Growth Matrix

#### Business Simulation Exercise

Complete a **Profitable Growth Matrix** - taking into consideration what you believe is achievable in a typical company for the next full financial year

## Bring **Staying in the Helicopter®** In-house!

This masterclass can be customized to suit specific needs of your organization at significant savings. Please contact **Humaira Afreen** at [humaira\\_afreen@hrkites.com](mailto:humaira_afreen@hrkites.com) or call at **+88 01612999355** for more details

An opportunity for you to take a look at your business from the **Helicopter** with



# THE **CEO** EXPERT!

Add value to your learning at this **Masterclass**

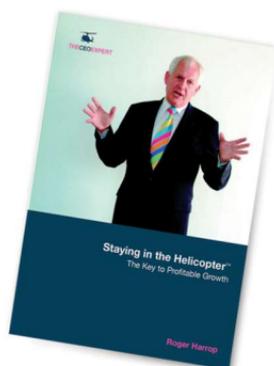
Receive a detailed **Delegate Checklist** - a gauge of the organization's growth and a reminder of the action steps to take back with you at the end of the workshop that will enable you to take your organization to the next level



## \***Exclusive Offer!**

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

**"Staying in the Helicopter®"**



### **Who Must Attend:**

CEOs, Entrepreneurs, Directors, Business Leaders, VPs, Trustees, Senior Managers & all members of management teams.



**HR Kites** is the foremost management consultant company in Bangladesh. We suggest, after thorough research, benchmark solutions to enrich leadership potential essential for individual and business growth.

We are trusted strategic partners with our international associates that include a wide range of people and organizations.

We enable leaders to make substantial improvements in their performance which leads to business growth in their respective organization. We work as a team to find innovative solutions based on a need analysis and constantly upgrade our solutions to create new benchmarks. We provide our people with an outstanding place to work with opportunities for growth based on performance. We are eager to engage, communicate and change for people-based transformations through professional skill enhancement programs. We love to earn the Fun @ HR Kites, demonstrating our traits being no. 1 with our client's satisfaction.

### OUR SERVICES:

#### Organization Excellence

- ▶ Change & Transformation
- ▶ Learning & Development
- ▶ HR Core Services & Consultancy

#### Recruitment

- ▶ Complete Recruitment Solution
- ▶ Exclusive Head Hunting
- ▶ Non Exclusive Head Hunting

We ensure **World Class NLP Facilitation with Local Context**  
Our services are **'Off the Shelf' And 'Customized'**

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Being a premium training solutions provider, Octara offers a diverse range of training courses from more than 250 technical to core-skills performance improvement programs spanning over Finance and Banking, IT and Telecoms, HR, Supply Chain, Sales, Marketing and Management (Operational, Strategic & Crisis). Octara also offers a full range of customized in-house trainings, consultancy services and blended learning solutions.

Octara has to its credit, affiliations with key international events such as Leaders in Dubai, MEFTech, General Meetings of Asia Pacific CSD Group, CDC Investment Road Shows in the Middle East, Leaders in India and The Media & Marketing Festival.

Paving a revolutionary path for the corporate sector, Octara holds alliances with leading industry practitioners and expert consultants from UAE, UK, USA, Australia, Pakistan and Bangladesh.

**Dubai | Pakistan | Bangladesh**  
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# Staying in the Helicopter® The Key to Profitable Growth for all times

25 November 2011 (Session-I) | 26 November 2011 (Session-II) | Radisson BLU Hotel, Dhaka

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## Masterclass Investment

BDT **39,999\***  
per participant

**\*Fee is inclusive of 15% VAT**

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

Includes course material, certificate, lunch,  
refreshments & business networking

## Registration & Payment Options

- **E-mail your nomination(s) to:**  
**Humaira Afreen**  
E-mail : publictraining@hrkites.com  
          : humaira\_afreen@hrkites.com  
Tel      : +88 02 8411985, 8415456-7  
Cell    : +88 01612999355
- **Send us your:**  
Name | Designation | Organization  
Mailing Address | Phone, Fax and E-Mail
- A confirmation letter/e-mail and invoice will be sent upon receipt of your registration. Please note that **full payment must be received prior to the event.**
- Send your cheque in favor of "HR Kites"  
To: Humaira Afreen  
Baridhara DOHS.,  
House: 347 (Ground Floor), Road: 05 (East),  
Dhaka - 1212, Bangladesh  
Tel: +88 02 8411985, +88 02 8415456-7

### Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped HRKites 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.

**HRKites**  
Unlock the Power in People

## Upcoming HR Kites & Octara Programs\* INVEST TODAY!

Course I

### The HR Balanced Scorecard

28 November 2011, Radisson BLU Hotel, Dhaka

Course II

### Creating ROI on HR Initiatives

29 November 2011, Radisson BLU Hotel, Dhaka

**Paul Walsh, UK**



### The Leader Shift

February 2012, Dhaka

**Dr. Tommy Weir,  
USA**

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

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