

LIVE & ! IN PERSON !

Meet the world's leading expert on business management, for an inspiring Masterclass



Staying in the Helicopter® Series

Roger Harrop

The Key to Creative and Innovative Change Management

Regain your Focus

Hone your Business Skills

Propel your Organization Forward

22 November 2011, Pearl Continental Hotel, Lahore
23 November 2011, Sheraton Hotel & Towers, Karachi
9:15 am to 5:00 pm

 **octara**

Training | Conferences | Events | Publications



Course Director:
Roger Harrop, UK

Ranked in the top 10 of
Business Management Speakers Worldwide

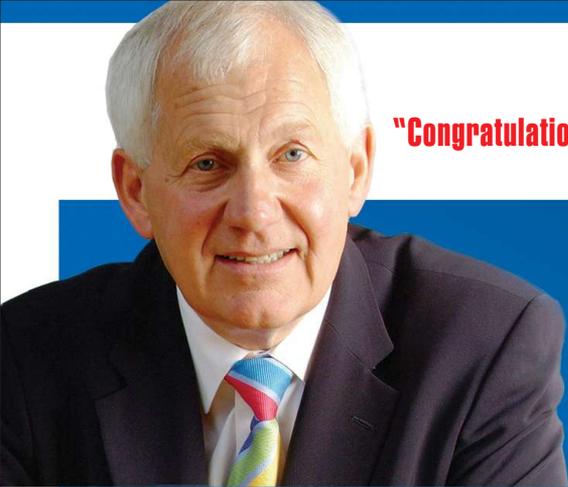
Author of the book
Staying in the Helicopter®

Former President of
The Professional Speakers Association

Speaker of the Year with
The Academy for Chief Executives

Winner of the prestigious
Professional Speaking Award of Excellence

...only from Octara !!!



"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.

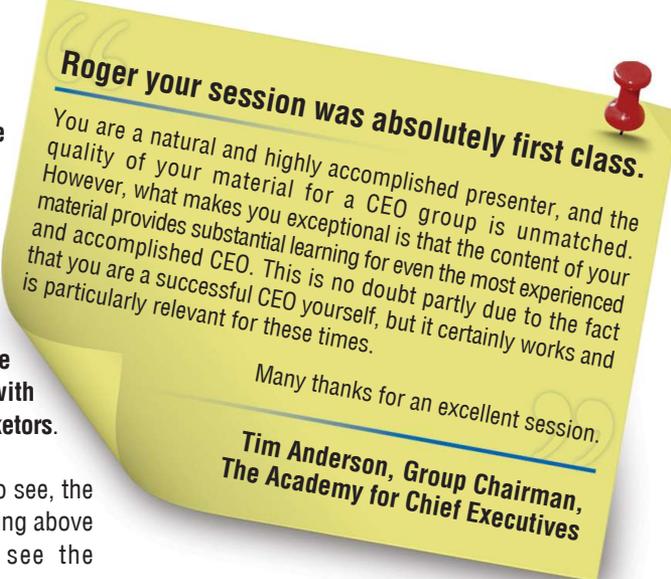
He has run businesses for major multinational companies in **4 continents** and has been a tutor of leading Leadership and Teambuilding courses for over **25 years**.

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 activities to see the

underlying simplicity of business and its operations to 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 your session was absolutely first class.

You are a natural and highly accomplished presenter, and the quality of your material for a CEO group is unmatched. However, what makes you exceptional is that the content of your material provides substantial learning for even the most experienced and accomplished CEO. This is no doubt partly due to the fact that you are a successful CEO yourself, but it certainly works and is particularly relevant for these times.

Many thanks for an excellent session.

Tim Anderson, Group Chairman, The Academy for Chief Executives

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:

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

"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

"Thanks for a 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, Karachi

Roger has trained & consulted the following local & international clients:



The Key to Creative and Innovative Change Management

22 November 2011, Pearl Continental Hotel, Lahore | 23 November 2011, Sheraton Hotel & Towers, Karachi

Course Overview:



The status quo is no longer an option. Change is both normal and necessary for today's successful companies and it is creativity that so often prompts that change. It is important that, as a key leader of your organization you take time out and step back from the business 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 from the Helicopter. **So what makes this program unique?** This highly interactive and participation-driven workshop is set to stimulate and challenge you to think about your organization, its creativeness and change culture. 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 future sustained success 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 that is both, practical and effective. We are positive that you will find this experience insightful & invaluable.

Key Benefits:

This workshop which is centred on two main themes of "Staying in the Helicopter" and "Keeping it Simple" will show you how you can:

- Explore the very best change management practices and techniques
- Maintain a laser beam focus on the 'big picture'
- Identify how to unleash the essential creativity in you and your organization
- Improve your own effectiveness
- Find out what global research shows about the best companies
- Take away practical action learning that will successfully impact your business and your own personal life when implemented.

More than 10,000 Business Leaders and others have gone through Roger's Masterclasses and achieved transformational changes in performance using the secrets and tools learned in this program.



Masterclass Outline:

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

SECTION 1

Purpose

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

SECTION 2

Organizational Drivers

- ▶ What "shape" is your organization/department?
- ▶ Learning the three basic disciplines:
 - Operational Excellence
 - Product Leadership
 - Customer Intimacy
- ▶ Where should your creativity be?
- ▶ Challenge the rules

SECTION 3

Creativity & Innovation

- ▶ Why? - See the results of wealth creation research
- ▶ Learn the 8 main pathways to activate your creativity
- ▶ Is the rainbow of creativity relevant?
- ▶ Adaptive and Radical Innovation
 - evaluate your own rating
- ▶ Developing a creative corporate culture

▶ Business Case Study

▶ Exercise: Thinking Outside the Box

SECTION 4

People & Creativity

- ▶ A creative AND successful team
- ▶ 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 pre-disposed behavioural team profile to develop a truly high performing team

SECTION 5

Leading Change

- ▶ Why things fail?
- ▶ Attitudes to change
- ▶ Learn the overriding change leadership priorities
- ▶ What are the risks?
- ▶ Introducing the fascinating and powerful 'Change House' model
- ▶ Why are change skills more important now than ever?

SECTION 6

Business Leadership

- ▶ Learn the 3 key characteristics of the very best CEOs
- ▶ Where should your focus be?

SECTION 7

Delegate "Take-Aways" check list

Retain Your Focus
Propel Your Organization Forward
Hone Your Business Skills

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**

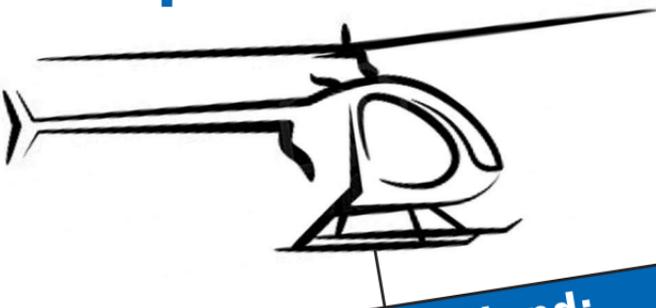
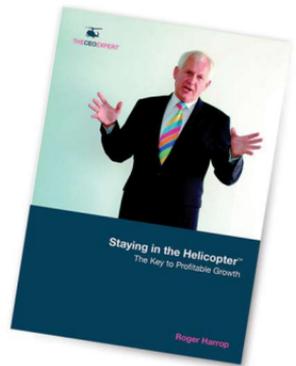
Receive a detailed **Delegate Checklist** - a gauge of the organization's growth and a reminder of the action steps to take back with you at the end of the workshop that will enable you to take your organization to the next level!



Exclusive Offer!

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

"Staying in the Helicopter®"



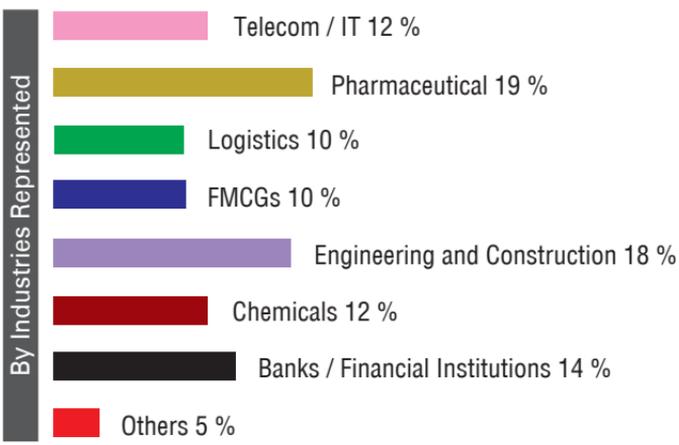
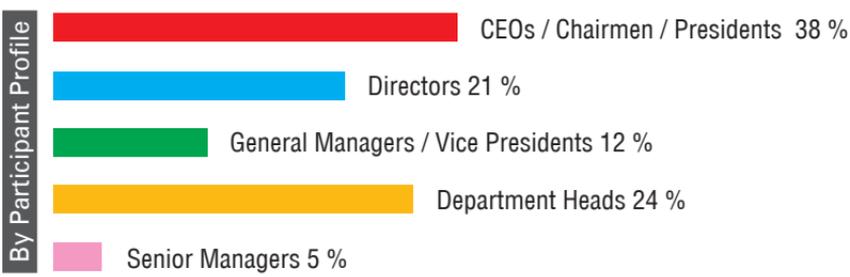
Who Must Attend:

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



Participants of
“Staying in the Helicopter®”
The Key to Profitable Growth for all times®
 workshop held in 2009 at Karachi with
Roger Harrop

Staying in the Helicopter® Masterclass was a tremendous success in 2009 and 2010. Participants from the top companies took part in the workshop, bringing in diversified experience to the program which may also be gauged from the following data compiled.



The Key to Creative and Innovative Change Management

22 November 2011, Pearl Continental Hotel, Lahore
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Masterclass Investment

PKR 29,999/-
per participant

10% Group Discount
on 2 or more nominees

Fee includes course material, Octara certificate, lunch, refreshments & business networking

Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**
Muhammad Adeel Khalil
E-mail : madeel@octara.com
 : register@octara.com
Tel : 021-34534261, Cell: 0300-8937513
Fax : 021-34520708, 021-34546639
- Send your cheque in favor of "Octara Private Limited"
To: **Muhammad Imran Anwer**
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34534261, 021-34536315, Cell: 0321-2670041

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Octara Cancellation Policy

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



MOORE SUCCESS M.E. PZ



Ruskin Brown Associates



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Logistics Partner



Partner Culligan

Bring

The Key to Creative and Innovative Change Management

In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at jason.bosco@octara.com or call at **0332-2422732** for more details

Octara's Upcoming Programs*

PAKISTAN



Logistics & Inventory Management
November 2011, Karachi and Lahore

Effective Contract Management
November 2011, Karachi and Lahore
Dr. Dermot Carey, Ireland



Innovate or Die
14 - 15 November 2011, Karachi
16 - 17 November 2011, Lahore
Ian Ruskin Brown, UK



Crisis Leadership
December 2011, Karachi and Lahore
Jim Truscott, Australia



Product Launch & Brand Positioning Strategies
21-22 November 2011, Karachi
23-24 November 2011, Lahore
Omar Abedin, UAE

BANGLADESH



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, Bangladesh
Roger Harrop, UK



The HR Balanced Scorecard
28 November 2011
Radisson BLU Hotel, Dhaka, Bangladesh

Creating ROI on HR Initiatives
29 November 2011
Radisson BLU Hotel, Dhaka, Bangladesh
Paul Walsh, UK

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