

"Lesley is an experienced trainer who is full of knowledge  
and practical understanding of the subject"  
Coca Cola Bottling Co., Egypt



# HRM Masterclass

Build your organization's **Competitive Advantage**  
through effective HR Strategies



Course Facilitator  
**Lesley Harvey**  
United Kingdom

Director - The Human Edge, UK,  
with extensive training &  
consulting experience in HR

●  
Former HR Director for  
Orange in Thailand

●  
Training of 3,000 staff employees  
in Performance management  
system design, communication  
and implementation

●  
Extensive International  
experience of working in  
European and Asian  
countries

Karachi : 21 - 22 October 2008, Marriott Hotel  
Timing : 09:00am - 05:00pm

## Key Benefits:

- Understand how to improve organizational performance through effective HR strategies
- Understand your approach and business model in greater depth
- Identify, Sustain and Build the organization's SCA (Sustainable Competitive Advantage)
- Importance of effective leadership and the value it will add in the new economy
- Learn how to lead the change process
- Appreciate new contributions to HR, including the emotional intelligence debate and its implications
- Build an organization that embraces a performance based culture
- Appreciate the Balanced Scorecard and how it can help the HR function
- Understand business transformation and HR's critical role in this vital corporate revolution



Training | Conferences | Events | Publications

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

Tel: +92-21-4534261, +92-21-4536315, Cell: 0300-8275351

Fax: 021-4520708, 021-4546639, E-mail: [register@octara.com](mailto:register@octara.com), [octara@gmail.com](mailto:octara@gmail.com)



## International CLIENTS

Q-Tel

Oman Mobile

ADCB  
(Abu Dhabi Commercial Bank)

Pharmamed

MTC Lebanon

MEMAC Ogilvy

Greenshield Insurance

Habib Investments

Right Angle Media

Showtime

Marconi Middle East

Masafi Water

DIFCA (Dubai International  
Finance Centre Authority)

First Gulf Bank

EMAAR

ADCO

Al Futtaim

**"Lesley was wonderful! So helpful,  
well equipped and she has great experience"**

HR Training and Development Section,  
Public Works Authority, Qatar

## Lesley Harvey

Your Course Director

The Human Edge, has in excess of 13 years' experience in HR; the first part in operational and strategic roles, the last 7 of which have been in HR consulting. Following on from a successful career in sales and marketing, Lesley has extensive experience in both the design and implementation of HR processes and systems as well as in managing large scale change projects, that gives her skills which are well honed both in the GCC and internationally, thus enabling her clients to see tangible results quickly and effectively. Some of the projects she has recently undertaken include:

- ✓ Performance management system design, communication and implementation which included training of 3,000 staff
- ✓ Complete HR start up for a media company in Dubai – including the design of performance management process, behavioural competency model, induction, HR policy and process development as well as the development of employee welcome guide
- ✓ Project Director for Telecom Change Project – designing all the HR enablers such as reward structure, performance management system, career planning, job design, organization design, and managing the internal communications
- ✓ Management development training design and delivery for various organizations
- ✓ Conducting HR audits in order to identify the gaps coupled with an accompanying recommendations report

Her experience internationally includes working in UK, Germany, Belgium, Hungary, UAE, Qatar, Oman, Syria, Thailand, Malaysia and Myanmar. She has also worked in industries ranging from FMCG, Pharmaceuticals, Telecommunications, Banking, Retail, Media to Local and National Government Institutions.

### Who Should Attend?

This course is targeted towards HR Professionals with experience operationally so that they can have a good knowledge of the issues relating to HR within an organization. Appropriate job titles would include:

- Senior HR Managers
- HR Managers
- HR Specialists
- Senior HR Executives

### Bring HRM Masterclass In-house!

This workshop 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

# HRM Masterclass

Build your organization's **Competitive Advantage** through effective HR Strategies

21 - 22 October 2008, Marriott Hotel, Karachi

## Overview:

Change is endemic globally and the pace of change in the modern business world is ever increasing. In order to survive and prosper in this "New World of Business", businesses must harness and develop their vital human resources more effectively than their competitors. This HRM Masterclass explores some of the latest thinking in HR, examining the implications and how to apply these new ideas in the businesses today.

### Day One

Building and sustaining your competitiveness through people management and development

- Competition in the new world of business
- Maximizing performance from human talent – the new business imperative
- The global war for talent
- How to develop your human talent to be ready for the new competitive environment
- The HR and management revolution – impact on organizational competitiveness

Sustainable Competitiveness through People Power

- The changing role of HR – old vs new
- Building an organization's Sustainable Competitive Advantage (SCA)
- Understanding your organization's mission, vision and SCA
- "Good" vision and mission statements vs "bad" vision and mission statements
- How the HR function is key to delivering your organization's SCA
- The implications of the business SCA you want to build – your future HR strategies and tactics

Building leadership competencies and organizational culture – The key to tomorrow's success

Competencies & Leadership

- Understanding leadership style – the old vs the new
- Good leadership vs bad leadership
- The leadership competencies your organization will need for the future
- An examination of several great world leaders – what is it that makes them great leaders?
- Transactional leadership vs transformational leadership – understanding what it means for you
- New age leadership – what will be required and how will it be acquired?
- Emotional intelligence and leadership – the implications for HR and your business's competitiveness
- Understanding the emotional intelligence model that can help your key people resource excel
- Developing your people by enhancing their emotional intelligence

### Day Two

Adding value through leading-edge HR

- Improving business performance through effective HR strategies

The Impact of HR on Organizational Performance

- HR and organizational performance – cause and effect
- Organizational culture and its impact on corporate performance
- What is the right kind of organizational and competitive culture?
- Building the right organizational culture, the right performance culture and the right HR culture by developing effective strategies
- Organizational learning and managing HR to be the organization's SCA
- Embracing the learning organization concept and its opportunities
- Managing knowledge and knowledge management – the secret to future success
- Building intellectual capabilities
- Measuring human performance and business results
- Getting buy-in to a performance based organizational culture

Business transformation and the role of HR

Understanding The Change Process

- Understanding how much change is required
- Understanding your objectives and requirements from the change process
- Incremental change vs transformational change
- Continual improvement and Kaizen; incremental change and Business Process Re-engineering – what do these different approaches mean to HR?
- The challenge of change – "thinking outside the box" and the implications for your business

Personal Action Planning and Wrap Up

Learn through  
interactive sessions  
including numerous  
case studies and  
group work!



# HRM Masterclass

Build your organization's **Competitive Advantage** through effective HR Strategies

## Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
E-mail: [register@octara.com](mailto:register@octara.com)  
Fax: 021-4520708, 021-4546639
- Send us your:  
Name, Designation, Organization,  
mailing address, phones, fax and e-mail
- Send your cheque in favour of  
"Octara Private Limited" to:  
Muhammad Imran Anwer  
Octara Private Limited  
2/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-4534261, 021-4536315,  
Cell: 0321-2670041

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 48hours 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.

## Workshop Investment (Per participant)

US\$ 499/-

Rs. 34,999/-

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

10%

Group Discount  
on 3 or more participants



Octara Private Limited is an independent enterprise and a Business Information Management company of the Tranzum Group specializing in Corporate/Management Training & Workshops, Seminars & Conferences, Event Management, Publications and Public Relations. Octara has to its credit events such as the landmark 10th Management Convention MAP, the 10th General Meeting of the Asia Pacific CSD Group, Valuing the People Factor Conference, The Media & Marketing Festival just to name a few and numerous workshops and seminars with world-class speakers in Dubai, Karachi, Lahore and Islamabad.

Logistics Partner



Official Carrier

airblue

Partners



Culligan.

Strategic Partner



Technology Partner

