



# octara.com

e-Newsletter | August 2019 | Issue - 5



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*Dear Reader,*

Its action stations all around as we cruise up to your work station, meaning your smartphone or laptop, which ever your means of receiving news in the digital age, with our fifth issue of Octara.com.

This issue we feature Tommy Weir, a much celebrated and valued Octara international associate who, ironically enough, advises us not to be afraid of change. He is pleasantly surprised as Apple, one of the most innovative companies on the planet, breaks new ground by combining the best of e-commerce with old-fashioned, local service with a smile in resolving an urgent issue which he confronts bang center of a blinding blizzard. "Change is all around us," says Tommy. "Sometimes it slips into our lives unnoticed, but all too often we fear its arrival and treat it with suspicion and contempt. Resist change and you'll never know what could have been. So, why not embrace it? You never know, you might be pleasantly surprised."

Also in this issue is a piece from Gihan Perera on a related issue wherein he examines why we are hard-wired to resist change. "It's much easier to do what you've always done than to change," he says. "We trick ourselves by ignoring or diminishing the downside of what we have now, or we set impossibly high standards for the change." This is a natural way of thinking, because we have never had to deal with change as fast as we do now. We had to deal with immediate, high-impact, single-incident change so we evolved to deal with that kind of change. But that wasn't the massive, relentless, constant change we face in our lives now.

Octara's good friend and key international associate Roger Harrop has published his book "Staying in the Helicopter – The Key to Profitable Growth" wherein he demonstrates the benefits of regularly taking the opportunity to step outside the day-to-day constraints of the business and focus on the wider horizon. It's definitely worth a read and we carry an account of it.

Thank you for letting us into your lives over the **Eid-ul-Azha holidays**, and we wish you **Happy Independence Day** 😊

Feedback: [info@octara.com](mailto:info@octara.com)

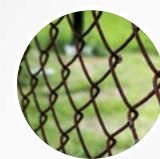
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# OCTARA TRAINING CALENDAR

## AUGUST - SEPTEMBER 2019



Kanwal Akhtar

**Email Etiquette & Email Writing Skills**

02 August - Karachi



Alan Power

**Strategic Quality Management**

26-27 August - Karachi

**Measuring Monitoring and Improving Customer Experiences**

28-29 August - Karachi



Christopher Whittle

**Enterprise Risk Management**

26-27 August - Karachi

29-30 August - Lahore



Uzma Chishti

**Competency Based Interviewing Skills**

28 August - Karachi



Dr. Frank Peter

**Digital Marketing Strategies for Finance Professionals**

16 September - Karachi

**Digital Transformation for HR People**

18 September - Lahore

**Social Media Marketing Tactics**

19 September - Lahore | 20 September - Islamabad



Ghaus A. Jafri

**Corporate Etiquettes for Pharma Sales Professionals**

18 September - Karachi | 1:00 – 6:00 PM



Omar Farooq

**Communication**

24 September - Karachi

**Creativity & Innovation**

25 September - Karachi



# Don't Be Afraid of CHANGE

Blog by Tommy Weir

After opening the AppleTV box, the final step in setting up my new television in my apartment in Boston, I realized one essential component was missing: the HDMI cable. I scurried around the apartment looking for a spare but came up empty handed. “No problem,” I thought. “I’ll just dash down the hill and grab one from the Apple store. It’s only a half block away.

That’s when I looked out of the window. Normally, the store on Boylston Street is clearly visible from my apartment, but this time, all I saw was snow. A blinding blizzard. “Crap,” I grumbled under my breath. I wanted that cable, but the thought of heading out into the snow and battling my way to the store made me shiver. It was a First World problem, I admit, but I needed that cable as a matter of urgency. If I had to confront the weather then so be it, but before heading to the closet for my hat and scarf, I decided to reach for my phone.

After punching in apple.com, I crossed my fingers in hope as the products page began to load. “Phew,” I let out a sigh of relief. There it was: the cable was in stock and available for delivery within the hour. The delivery charge was nearly the cost of the product itself, but the time, energy, and comfort it would save me made it worth every dime.

“Where on Earth is this story going?” you might be wondering. Well, bear with me, because what happened next leads to a crucial point.

Sure enough, less than an hour later, the doorbell rang, and I was duly handed a white Apple bag—the kind that comes from the store. “That’s odd,” I thought. Online orders usually arrived in cardboard boxes graffitied with postage marks, not in pristine, paper carrier bags. It was only when I opened the bag and peered in that it hit me. Alongside the box containing my new cable was a freshly printed receipt from the store at the end of my very own street.

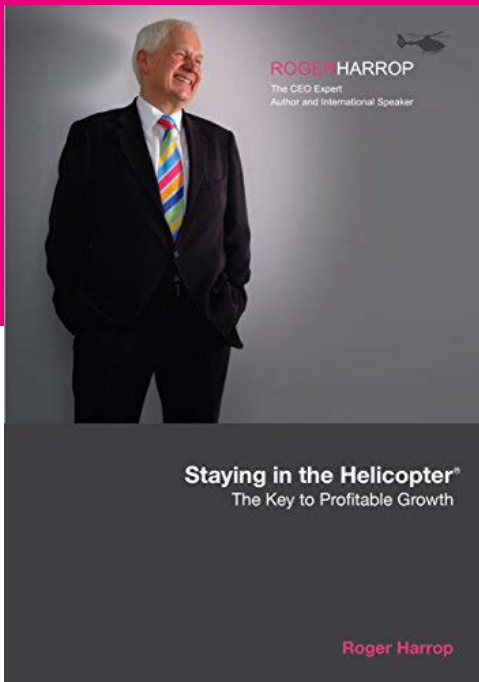
A smile of pleasant surprise spread across my face. I was truly impressed. Forget technological innovation, ingenious design and billion-dollar sales, this time Apple had really outdone itself. What might have seemed like a small gesture was, for me, a sign of monumental change. Apple, a corporate giant and one of the world’s biggest tech companies, had not picked my item from a steel shelf in a gargantuan warehouse and enlisted courier services to handle the delivery. Instead, the company’s online system had noted my location and had sourced the product from my local store, delivering it (I’m mildly ashamed to admit) in person. If that was the future of retail, then I wanted more of it.

There was a happy irony about the whole situation. One of the most innovative companies on the planet was breaking new ground by combining the best of e-commerce with old-fashioned, local service with a smile. When I was growing up, most local stores delivered in person to customers around the neighborhood, but with the passing of time, the growth of the superstore and the advent of digital technology, I had come to accept that those days were gone.

The point is this: we should not be afraid of change. Of course, not all change is good, but sometimes, as I was reminded on that snowy day in Boston, it is absolutely great. What Apple did was different—a departure from the norm—and it marked a change that could fundamentally alter e-commerce, not just in terms of customer perception, but in terms of the very concept itself.

Change is all around us. Sometimes it slips into our lives unnoticed, but all too often we fear its arrival and treat it with suspicion and contempt. Resist change and you’ll never know what could have been. So, why not embrace it? You never know, you might be pleasantly surprised.

# Staying in the Helicopter



This book demonstrates the benefits of regularly taking the opportunity to step outside the day-to-day constraints of the business and focus on the wider horizon.

CEOs and business owners will, after reading this book, be stimulated to:

- significantly improve the sustained profitable growth of their business
- improve their own effectiveness
- reduce their own levels of stress
- develop those under them.

## About Roger Harrop

Roger Harrop, The CEO Expert, has spent over 25 years leading international business at the highest level, ultimately a plc, putting him in a unique position to deal with contemporary business challenges.

His mix of vast experience allied with an accomplished ability to make business simple and his infectious enthusiasm and energy has inspired

global audiences and made him the most highly regarded and sought after international business growth expert.

His motivational, inspirational, thought provoking, entertaining and content-rich “Staying in the Helicopter®” keynote speeches, seminars and masterclasses are regularly accredited by delegates on four continents as the inspiration for dramatic business improvement and success.



## Biography

Over 20000 CEOs and business owners in 40 countries have seen transformational change!

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Delegates leave his events with secrets and tools to develop their business, their management skills and to achieve immediate, sustained business and personal growth.

Roger will tailor and craft a highly motivational, inspirational and content rich, speech, seminar or masterclass relevant to the needs your organization, industry or sector and matched precisely to your objectives.



# WHY WE'RE HARD-WIRED TO RESIST CHANGE

by Gihan Perera

What if I told you of a new technology that could improve the lives of millions of people, but would kill 1,000 people a year. Would you support it?

Most people would say No, because a thousand deaths a year is unacceptable, regardless of the benefits. But we do already have this technology: Driving!

A few years ago, when a Uber self-driving car killed a pedestrian, it caused world-wide outrage and brought a halt to their self-driving car program. Of course, the death of even one person is tragic. But in Australia, our road toll is 1,200 people a year – about 100 a month.

So why don't we call for a total ban on cars?

## BECAUSE MOST PEOPLE AREN'T VERY GOOD AT THINKING ABOUT CHANGE.

It's much easier to do what you've always done than to change.

We trick ourselves by ignoring or diminishing the downside of what we have now (1,200 deaths per year) and magnifying the downside of the change.

Or we set impossibly high standards for the change ("Even one death from a self-driving car is one too many!"), so we can claim to have acted responsibly and with due diligence.

This is a natural way of thinking, because we have never had to deal with change as fast as we do now. We had to deal with immediate, high-impact, single-incident change (glimpsing a sabre-tooth tiger out of the corner of our eyes), so we evolved to deal with that kind of change. But that wasn't the massive, relentless, constant change we face in our lives now.

As a result, most people are not very good at creating change. They wait for change to happen to them, and then decide what to do.

## BUT THIS IS DANGEROUS IN A FAST-CHANGING WORLD.

If you're a leader – of an organisation, a community, a country, a team, or even just yourself – start thinking differently about change.

There are plenty of people who can tell you why change is bad! But the people who will be most valuable in the future are those who are comfortable with change. They consider it openly, assess it fairly, and act decisively.

## ARGUE FOR THE OPPOSITE.

To open up your thinking, try this simple exercise whenever you're considering some change in your personal life, professional life, team, or organisation.

Instead of considering a change to whatever you have now, imagine the change has already occurred and you now have to argue for a change in the other direction. In other words, instead of changing from A to B, you consider the change from B to A.

For example ...

- Driving: We live in a world of self-driving cars, and you want to allow people to drive.
- Workplace: People work from home or co-working spaces, and you want to bring them into an "office".
- Teams: Everybody is self-employed and comes together in a team for a specific project, and you want to permanently employ them to work for you in fixed teams.
- Education: Students use technology and self-directed learning to learn independently, and you want to put them into "schools".

This might seem like a meaningless exercise because it's purely hypothetical. But don't ignore it! It always gives you a new perspective, minimises the natural bias against change, and often reveals practical insights you can use in the real world.

# Ayesha Tariq

## A Charismatic Product Accelerator



If you have heard the name “Dananjaya Hettiarachchi” then you are probably aware of his award winning speech at the 2014 World Championship of Public Speaking “I see something in you, but I don’t know what it is” something similar was about to happen at Octara, when we were on the lookout for a Program Content Executive in July of 2016. Amidst many candidates applying for the position walks in this female who seemed like an introvert yet pulling up the confidence to give her best to outshine the remainder, it was like she had a motive behind showing up, giving her best and more importantly winning and win is what she did, sharing with her the good news of her being chosen for the position, you could make out her muddled excitement in her voice as she tried to keep calm to respond what was being told to her. 1st August 2016 was the date that this lady “Ayesha Tariq” stepped into the doors of Octara, only to enter a world of chaos, constant happenings, tight deadlines, meeting program targets, coordinating externally and internally and a relentless supervisor next door to her..... what were you thinking Ayesha !

But every time she fell like giving up, she would somehow would find within her the passion to bounce back even stronger cause she wanted to prove a very strong point which many young women face in today’s world i.e. “I want to be an independent

woman”, and so she did, a girl who was initially afraid to speak to Intl trainers was all of a sudden negotiating with the trainers and on her terms” if you ask me what brought about that change I think she and the remainder of my colleagues would agree it had a lot to do with PEPSI, Ayesha’s craving for Pepsi would never run out be it any part of the day breakfast, lunch and dinner her Pepsi was a must.

She earned her respect with each passing day both with trainers and with colleagues, always willing to lend a helping hand when ever required, she gained trust of all around her and will always be remembered for her giving her very honest opinion be it bad or good when asked for, her decision to part ways with Octara comes yet again with her wanting to push herself to even greater limits, which is leave her dear ones to study abroad. At the end of it all I guess we did find the answer to Dananjaya speech that we did see something in Ayesha, the only difference is we found out what it is ..... A prize possession in the form of a friend, a colleague and a star.

**Wishing you success with your future endeavours  
...You will be missed!**

**Jason D’souza**

### Feedback from Team Octara:



“ Never saw a lady aquire confidence form 10% when she joined and 90% when she left and all achieved by restless effort ” - Nazim Ansari

“ It was really interesting working with someone like you and to say Goodbye. A wonderful colleague to work with. Thanks for your help and kindness. Wish you continued success in future ” - Sarim Atitque

“ Ayesha is a true team player and very helpful for the team members. There was an excellent working experience with her. ” - M. Umair Tariq

“ When I heard you, Ayesha, intending to finally leave us at Octara it came as less of a surprise to me and more of a sadness. Sad at the loss of a key resource, asset and worthy team member. In a very short while with us you were able to challenge and surpass yourself in learning to become a very assertive voice and in suggesting the best possible course and advice Octara could take and have when asked for it. We will all miss your presence and I for sure more then anything will miss your intensely thought-out comments and suggestions for changes - at all our Glue Meetings...which will never be the same in your absence. God’s Luck be with you in all your endeavours at self-improvement and self- development ” - Jamil Janjua

“ Having the privilege of working with you has been the highlight of my time here. Best of luck in your Future!! ” - Naveed Rahim

“ It was really a great experience working with you at Octara. True Energy Booster with great strategic planning in all work ” - Zainab Essajee

“ I found her not only a very hard working but also very sweet and polite to other members of the team. I wish for her success in every moment of her life - Zurk Ahsan



# THE NEW OCTARIANS



## Shahzaib Hashmi

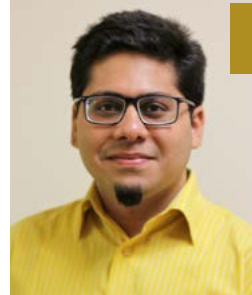
**Shahzaib Hashmi** (aka smart thinker) lives up to the meaning of his name which is "Like a King" he being a student of business administration at PAF-KIET Karachi with majors in marketing, has a business mind thus making him a valuable resource when interning at Octara.

Born in Rahim Yar Khan, an agriculturally rich district in south Punjab where he received his early education there and completed his O-levels from The City School, RYK and later completed A-levels as a private candidate and later decided to move to Karachi to pursue his higher education.

Growing up, he developed many new hobbies but somehow knew that his interest in those hobbies were temporary. He started off as a martial arts student where he earned the Red Belt rank after 4 years of practice this would soon fizzle out because of his newly developed passion for Cricket and Sports activities after watching the Final of the inaugural T20 Cricket World Cup in 2007. Needless to say, his passion stopped there he then got himself entrenched with the creative side of music and started to learn to play Guitar & later singing something that he intends to cling on for the rest of his life.

Things did not stop there, he developed an interest in writing and then took a real swing of a change to focus greatly on career development and to achieve excellence in life with greater interest in Politics, Health, Technology & a keen eye for learning new things.

As he reflects back at his life's trajectory as a millennial, he feels his past gives him meaningful insights on how important it is to adapt to change, all this coming from a Marketer in the making.



## Nabeel Ghouri

**Meet Nabeel Ghouri** (aka The Innovator) whose family hails from Rawalpindi but is born and raised in Karachi an ambitious person who wants to achieve more in life.

Having done his matriculation and Inter from Bahria College and is now pursuing his BBA degree with specialization in marketing. Nabeel never saw himself pursuing a degree in business administration as he heard that it required giving one too many presentations and felt he lacked the self-confidence of facing people and would rather opt for a degree in Computer Science, however being persuaded by his family he decided to take a gamble here and give it a go where he participated in various competitions in Karachi like IBAC 4.0, KIETMUN, KBIC which were all associated towards marketing and advertising that is when he came to realize that this is the area of his interest and now wanted to pursue a career in this field. Nabeel is a big movies fan as they've helped him to improve his language skills a lot, along with going through articles and video games mainly because of the creativity involved in them, in fact, he used a VG idea to innovate an existing product in a competition.

Nabeel, now interning at Octara is a constant believer in new and innovative things as he feels restricting oneself to just one field won't always be beneficial however one should always try and experience new things which will in turn open new doors and opportunities in one's life.

## EID-AL-ADHA - mubarak -

*For those who offer the sacrifice, Allah has promised immense rewards and vast forgiveness as the qurbani ritual also symbolize the slaughter of our own despicable nature. For the recipients of the qurbani meat, the benefit of animal sacrifice is that they are able to celebrate the joy.*



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# DR. FRANK PETER RETURNS TO PAKISTAN IN SEPTEMBER 2019



**DIGITAL TRANSFORMATION FOR FINANCE PROFESSIONALS**

**SEPTEMBER 16, 2019 | MARRIOTT HOTEL, KARACHI**  
9:30 AM - 5:00 PM

**Course Facilitator: Dr. Frank Peter, Ph.D.**

A LEADER ACCELERATION PROGRAM  
...only from Octara!!

The banner features a vibrant background with a grid of glowing dots in shades of red, orange, and blue. On the right, a laptop displays various financial charts and graphs. A small portrait of Dr. Frank Peter is visible on the left.



**DIGITAL TRANSFORMATION FOR HR PEOPLE**

**Emphasize | Re-inforce | Align**

**September 18, 2019 | PC Hotel - Lahore | 9:30 am - 5:00 pm**

**Course Facilitator: Dr. Frank Peter**

A LEADER ACCELERATION PROGRAM  
...only from Octara!!

The banner has a blue-toned background with silhouettes of people and abstract geometric shapes. A portrait of Dr. Frank Peter is on the right.



**SOCIAL MEDIA MARKETING TACTICS**

**September 19, 2019 | PC Hotel, Lahore**  
9:30 am - 5:00 pm

**Course Facilitator DR. FRANK PETER**

A LEADER ACCELERATION PROGRAM  
...only from Octara!!

The banner features a dark background with floating social media icons like YouTube, Instagram, and Twitter, along with binary code. A portrait of Dr. Frank Peter is on the right.



**SOCIAL MEDIA MARKETING TACTICS**

**September 20, 2019 | NIC Islamabad**  
9:30 am - 5:00 pm

**Course Facilitator DR. FRANK PETER**

**Octara** A *FSR* Company  
Trainings | Consultancy | Digital Transformation

Marketing Partner **CGI** | Venue Partner **National Incubation Center**

The banner includes the Octara logo and logos for its partners, CGI and the National Incubation Center, in the top left and right corners. The background and central text are consistent with the previous banner.



# Customize In-House Trainings for your workforce with Octara Global Consultants

Expert in	Consultants	Topic of Expertise
Leadership	 <b>Roger Harrop</b>	<ul style="list-style-type: none"> <li>Managing the Leadership by "Staying in the Helicopter®"</li> <li>Leadership Development Masterclass "CREATIVITY, SPEED &amp; CHANGE"</li> </ul>
	 <b>Ranjan De Silva</b>	<ul style="list-style-type: none"> <li>Mastery of Self through Neuro Linguistic Programming</li> <li>Mind Programming for Sales Success</li> <li>A Better Way to Sell – Sales Mastery through Self Mastery</li> </ul>
	 <b>Dr. Peter Senge</b>	<ul style="list-style-type: none"> <li>Leadership &amp; Innovation for a Sustainable Future</li> </ul>
	 <b>Kate Sweetman</b>	<ul style="list-style-type: none"> <li>Reinvention - Accelerating Results in Age of Disruption</li> </ul>
	 <b>Dr. Tommy Weir</b>	<ul style="list-style-type: none"> <li>Leadership Dubai Style</li> <li>Leading for Future</li> </ul>
Blue Ocean Strategy (BOS) & Leadership	 <b>Raj Kumar</b>	<ul style="list-style-type: none"> <li>Blue Ocean Strategies for Leaders</li> <li>Creativity &amp; Innovation</li> </ul>
Business Communication & Leadership	 <b>Lucy Cornell</b>	<ul style="list-style-type: none"> <li>Women, Power and Voice with Lucy Cornell</li> <li>Connect to Inspire</li> </ul>
Digital Transformation	 <b>Dr. Frank Peter</b>	<ul style="list-style-type: none"> <li>Digital Marketing for Masterclass</li> <li>Digital Transformation for HR People</li> <li>Social Media Marketing Tactics</li> <li>Digital Transformation for Finance Professionals</li> </ul>
Sales & Marketing	 <b>Bob Ulrich</b>	<ul style="list-style-type: none"> <li>Disciplined for Life: You are the Author of Your Future</li> <li>Motivate Your Team in 30 Days</li> </ul>
	 <b>Brian Tracy</b>	<ul style="list-style-type: none"> <li>High Performance Selling</li> </ul>
Communications	 <b>Jeremy Parsons</b>	<ul style="list-style-type: none"> <li>Crisis in Action</li> <li>Crisis in TALK</li> </ul>
	 <b>Catherine Bentley</b>	<ul style="list-style-type: none"> <li>Business Communication Masterclass</li> <li>Win Customers through Effective Communication</li> </ul>
HR Training, SHRM & CIPD	 <b>Tom Raftery</b>	<ul style="list-style-type: none"> <li>Aligning HR Business Case</li> </ul>
HR & Training and General Management	 <b>Soraya Sarif</b>	<ul style="list-style-type: none"> <li>Embracing the Millennial Mindset</li> </ul>
Operations & Quality Management	 <b>Alan Power</b>	<ul style="list-style-type: none"> <li>Strategic Quality Management</li> <li>Measuring, Monitoring and Improving Customer Experiences</li> </ul>
Maintenance Management	 <b>Ben Stevens</b>	<ul style="list-style-type: none"> <li>Certificate Maintenance Masterclass</li> <li>Certificate in Best Maintenance Practices</li> <li>Project Management Essentials</li> </ul>
Crisis Management	 <b>Jim Truscott</b>	<ul style="list-style-type: none"> <li>The Art of Crisis Leadership</li> <li>Incident Management in The Digital Age</li> </ul>
Supply Chain Management	 <b>Bob Forshay</b>	<ul style="list-style-type: none"> <li>Supply Chain Leadership Development Program</li> </ul>
Remuneration, Compensation & Benefits and HR	 <b>Robert Mosley</b>	<ul style="list-style-type: none"> <li>Compensation &amp; Reward Management</li> <li>Performance Management</li> <li>Performance Appraisal &amp; Pay-For-Performance</li> <li>Job Descriptions and Job Evaluation</li> <li>Compensation for Sales &amp; Sales Incentive Plans</li> <li>Advanced Pay Benchmarking and Total Pay Design</li> </ul>
Information Technology	 <b>Fred Van Læuwen</b>	<ul style="list-style-type: none"> <li>Certificate in Business-Aligned IT-Strategy</li> </ul>
Exponential Organisations	 <b>Dr. José Cordeiro</b>	<ul style="list-style-type: none"> <li>Business Transformation Via Exo Models</li> <li>Future of Business Management &amp; the Millennials</li> </ul>
Customer Service	 <b>Ron Kaufman</b>	<ul style="list-style-type: none"> <li>Uplifting Service</li> </ul>
Emotional Intelligence	 <b>John Bentley</b>	<ul style="list-style-type: none"> <li>Emotional Intelligence for Success • Masterclass</li> <li>Emotional Intelligence for Leaders</li> <li>Emotional Intelligence for Technical Manager</li> </ul>
Lego® Serious Play® (LSP)	 <b>Per Kristiansen</b>	<ul style="list-style-type: none"> <li>Creativity @ Workplace using LSP Methodology</li> </ul>

**Bring this program In-house at Attractive Discounts**

These workshop can be customized to suit specific needs of your organization which may lead to significant savings.

Please contact Naveed Rahim at [naveed.rahim@octara.com](mailto:naveed.rahim@octara.com) or call at 0334-3082767