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Dear Reader,

With the benefit of 20:20 hindsight 2020 proved to be a rough ride and we are glad it's finally over. So here's wishing you a very happy and prosperous **New Year 2021** in which may the Almighty Allah bless us all with the choicest of health, wealth and happiness, ameen.

If 2020 won in fortifying the human spirit through adversity, then 2021 promises to further consolidate those gains through added clarity in our comprehension about what makes this dastardly virus tick. True that the meek shall inherit the Earth, and in many ways they already have as evidenced by the exploits of our meek teens Kenan and Nabhan who have blazed a trail off the beaten path, bucking the antiquated system in no uncertain terms to experience exponential growth that has boggled the mind of those bound by convention and so-called time honored tradition. Bravo you two!

A trawl of the Octara database has yielded a very pertinent piece on service guru **Ron Kaufman** dating back to February 2017 with an interview of his done in April 2012. With people tending to take refuge behind the pandemic for drop in service standards, going back in time to seek inspiration makes sense.

We also have an article by **Alyssa Atkinson** that gives us pause to ponder as to why "30 Minutes of Exercise Won't Give You the Results You Expect."

Dr. Raj Kumar is gracing the New Year with a free Zoom webinar on the Blue Ocean Strategy, and **Kanwal Akhtar** is going to hold forth, also on Zoom, on Email Etiquettes & Business Writing Skills while **Faizan Ahmad** tells us all about "Smart Selling Skills".

So Get Set! 😊

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"Spread the Word, Not the Virus!"

Teenage Mutant Ninja Khans, Kenan & Nabhan launch frontal assault on COVID-19!

- Interviewed by Adil Ahmad



OCTARA EVENTS FROM PAST

Ron Kaufman KI WAPSI! (February 2017)

Ron Interview in Event by EMEC & TCS Octara (April 2012)



In Fitness and In Health

30 Minutes of Exercise Won't Give You the Results You Expect

- Article by Alyssa Atkinson

TCS Octara Training Programs in January 2021

January 21, 2021 via Zoom Meeting at 2pm GST | 3pm PKT

FREE Webinar: Blue Ocean Strategy

Speaker: **Dr. Raj Kumar**

January 26, 2021 via Zoom Meeting

Online Training: **Email Etiquettes & Business Writing Skills**

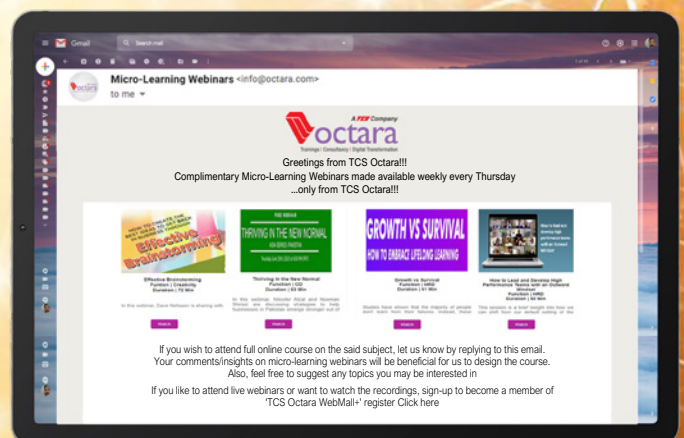
Facilitator: **Kanwal Akhtar**

January 2021 via Zoom Meeting

FREE Webinar: Smart Selling Skills

Facilitator: **Faizan Ahmad**

TCS Octara Training Calendar for the Year 2021



Jamil Janjua and Team TCS Octara wishes
you & your family
Season's Greetings & Good Health in
2021

HAPPY NEW NORMAL

We have all experienced a different year
in 2020. One that was stretched and
tested in ever so many ways.

As we bid farewell to the old year, let us
give gratitude for all our blessings and
count the multitude of lessons learned
from each challenge, about ourselves
and from others

Stay Safe & Follow SOP's for your loved ones.

“Spread the
Word,
Not the
Virus!”



Teenage Mutant Ninja Khans Kenan & Nabhan launch frontal assault on COVID-19!

They may not be turtles, but the other three prefixes do define the trajectory Kenan and Nabhan have taken off on. If 2020 will be remembered for a pandemic that shuttered humanity and sent the shivers up and down the collective spine, then, with the passage of time, it will also be remembered for two very young warriors who took on the dreaded novel Corona virus, aka COVID-19, and reduced it to a video game that separated fact from fiction and laid waste the fear factor while enabling young and old folk alike to blast away at the virus's images that bear an uncanny resemblance to sea mines dating back to the Second World War.

Poetic irony, one would call it, considering that what we have here in 2020 is the much touted and dreaded Third World War that has united humanity against a fearsome adversary that has changed shape and taken life relentlessly.

Fake News and Fact Checkers

In an age characterized by Fake News and Fact Checkers, the amount of

disinformation surrounding the virus was mindboggling and often resulted in a paralysis of analysis as people tried, often in vain, to sift the shifting sands in a world where technology has blessed new knowledge with warp speed yielding a blurred mass of known unknowns and unknowns of which no knowledge exists, as one past American president would have us believe; If that sounds confusing then you ain't seen nothin' yet!

Whiz Kids?

At 13 and 14 years of age the two brothers are definitely teenagers; that

they've never been schooled in the formal education system and nor at home, and left entirely foot loose and fancy free by their parents, definitely qualifies them for the mutant prefix. Being born and bred outside the System, the Matrix as it were, makes them hugely unpredictable, blessing them with a mental and physical agility which even Ninjas would be proud of.

Calling them Whiz Kids because they have developed a professional and full scale multi-platform experiential learning game to help deal with the Pandemic would be grossly understating the issue.

All kids born unique

"In my humble opinion all kids are born with unique talents and abilities and it is the job of parents and society to help them explore and realize their full potential by nurturing their nature in the right direction and manner," says Kenan and Nabhan's father who do not want to take any credit or lime light from the Kids achievements, insisting that all he and his wife have ever done is yield to their deeply felt instinct of swimming against the tide and having the guts to practically reject a system clearly designed for the industrial age and now long redundant. The Internet has been the boys' best friend, tutor, guide and mentor, with the parents

world is still fighting coronavirus pandemic, the threat of rumours and misinformation is becoming more contagious. To break the chain of both the spread of the virus and the disinformation, two Pakistani teenagers have come up with an innovative, fact-based and fun way to learn and stay safe during the pandemic."

Thirteen-year-old Kenan Khan and his brother, 14-year-old Nabhan Khan, have designed and developed a video game called "Stop the Spread" to help everyone understand how the World Health Organisation (WHO) recommendations like social distancing, washing hands, and wearing a mask can help save lives. The game, first released in April and frequently updated with the latest authentic information, is the world's first multi-platform video game on COVID-19.

Kenan said that they started working on the computer game after realizing that it was difficult for people to remember all the exhaustive details about the virus on social media, TV and radio.

"We decided to design and develop a game that helps both children and adults learn by practicing so that it becomes a habit to easily adjust to the new normal." He says such activities and games can influence people's actions in the real world.



observing from a distance their kids' natural inclinations and facilitating their progress. "Love, appreciation and recognition are the key ingredients for a child's success."

World's first multi-platform video game on COVID-19 - Innovative, fact-based and fun

"Pakistan teens develop world's first COVID-19 game to learn, play and stay safe; Teenagers say video game can teach everyone importance of COVID-19 health guidelines," read the headline of the Dubai based Gulf News on the 2nd of August 2020.

In a report datelined Islamabad, Sana Jamal stated as follows: "As the

Never had formal schooling

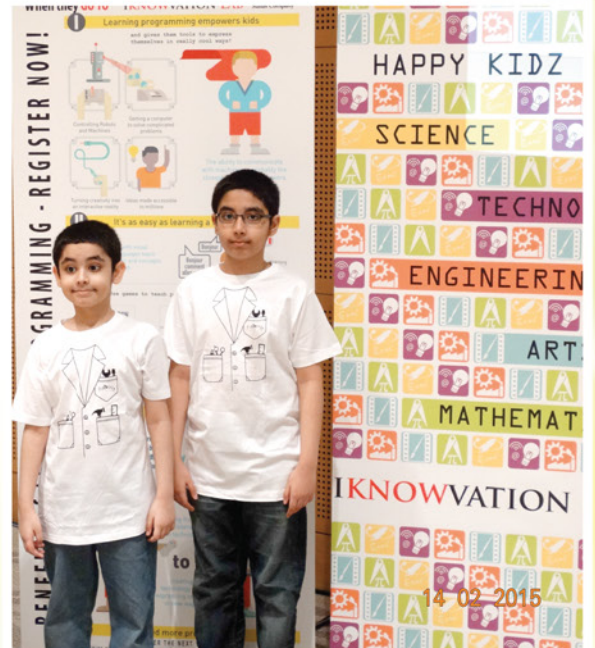
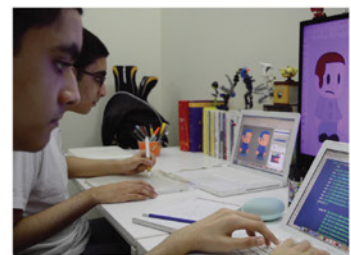
But, is this the most effective way to learn? Yes, because that's how the developer duo has learned. The brothers have never had formal schooling and preferred self-education learning from the information available on the Internet and online courses. "From basic literacy to numeracy, coding to design, animation and design thinking, we learned everything in a self-organized learning mode," says Nabhan.

As the coronavirus pandemic compelled people to stay indoors and triggered an abrupt shift to online learning, the two brothers found themselves way ahead of the curve in this department and decided to utilize the opportunity to prepare and protect the people.

Pakistan's whiz kids developed the game in one month to help struggling people follow health guidelines, bust COVID myths and learn key facts through recurring reminders in the game.



Healthy Activities performed by Teenage Mutant Ninja Khans **Kenan & Nabhan**



Six levels of the game

The free-to-play game has six multi-levels. The first four levels are quiz games about the coronavirus facts and myths, symptoms, protection and prevention besides a detailed hand-washing module.

The fifth is the 'Walk the Talk' Level, and is unlocked only after accomplishing previous levels. This level is the most interesting one in which the player must follow the guidelines such as avoiding handshakes, practice hand-washing and sanitizing as well as practicing social distancing with people without masks.

Trigger happy!

One has to score a certain number of points to proceed to the sixth and last level, 'Soapy to the rescue' - an endless arcade-style game in which the player has to eliminate the virus from the world, and which took me back some 40 plus years when video arcades proliferated in Karachi and which I patronized to the point of addiction!

Shooting soap bubbles at advancing COVID-19 viruses and blasting them to smithereens was most soul satisfying, because it's not just the novel Corona that's become a huge pain in the neck, but also the infantile imbecilic shenanigans of the political class that is generating an angst within the God fearing, law abiding citizens that needs jettisoning, and what better way to do it than this in the absence of real life gun galleries like in the US of A where for a few dollars one can get one's rocks off blasting away with a Colt 45 or AK 47 at both stationary and moving targets.

Inspiring kids

The initiative of the Pakistani whiz kids Kenan and Nabhan offers stressed children a chance to learn the fun way while staying at home. "I learned many new facts and the correct way of hand washing by playing 'Stop the Spread' but my favourite part is killing the germs" said 8-year-old Haaris Usman, with his parents describing the game as an "effective and entertaining" way to learn.

High order overseas kudos

"I am extremely impressed by the efforts of the young kids Nabhan and Kenan who are great examples of motivation and inspiration for a lot of young kids in the Gulf region, South Asia and all around the world," commented Mohammad Waseem, board member Gulf Education Services and former head of development at the Knowledge & Human Development Authority (KHDA) in Dubai. "Digital skills, coding, innovation and experiential learning is what we need to teach our kids," Waseem says.

Interestingly, the game's development is not the only achievement of the duo as they have inspired and trained hundreds of children in different countries including the UAE, Malaysia, and Singapore, besides Pakistan. "The whiz kid duo were instrumental in conducting the first MIT scratch day in Malaysia, along with numerous workshops on coding, design, animation and game development which they conducted during 2014 - 2016 in support of the Digital Malaysia mission" said Imran Kunalan, a former director at Malaysia Digital Economy Corporation (MDEC), who said he was proud to have collaborated with exceptionally talented

people from Pakistan such as Kenan, Nabhan and their parents.

With their tech talent and dynamism, Nabhan and Kenan are eager to contribute to the Digital Pakistan vision by encouraging and preparing the younger generation for the digital future. "We are excited to have gifted this free game to society and based on the amazing feedback from all over the world, we are ready to do more for a digitally smart society," says Nabhan.

Learn by doing

Experiential learning is a method of learning from first-hand experience, either by working on a project or engaging in an activity, according to Southern New Hampshire University's website.

"Skills, knowledge, and experience are acquired outside of the traditional academic classroom setting, and may include internships, studies abroad, field trips, field research, and service-learning projects," according to the website Study.com.

The two started developing the game in February and released it online in April. Game developer Amad Khan, who has the same last name but is not related to the kids, said it was a great effort given their age.

"What makes this game special is that such young kids designed it," he said.

Ever since the pandemic upended the normal way of life, individuals across the world have looked for ways to pitch in to fight the disease.

Kids take action

Twelve-year-old Israel Smith, from Brookhaven Innovation Academy Charter School in Norcross, Georgia in the United States, designed a game on the subject while delivering information through text bubbles. In London, a psychology professor at the University of Hertfordshire, Richard Wiseman, joined hands with designer Martin Jacob to build a game to encourage social behavior conducive to fighting the virus.

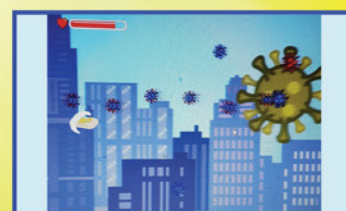
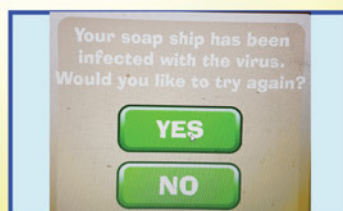
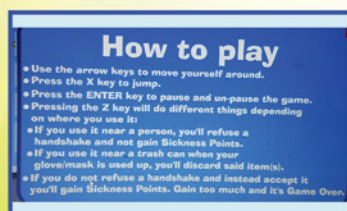
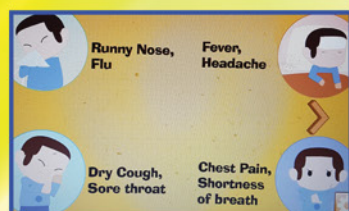
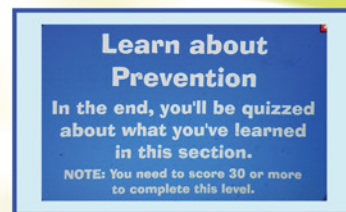
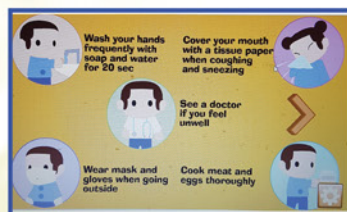
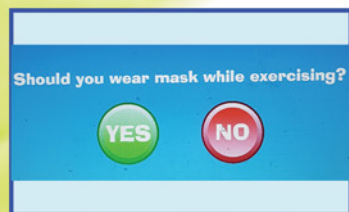
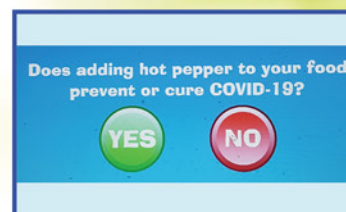
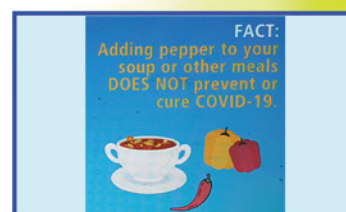
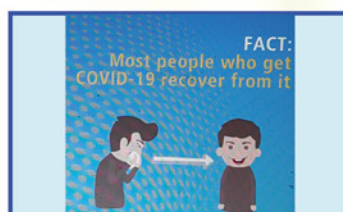
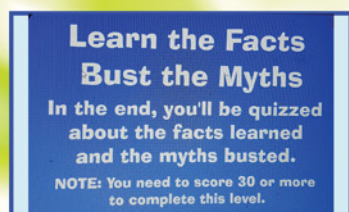
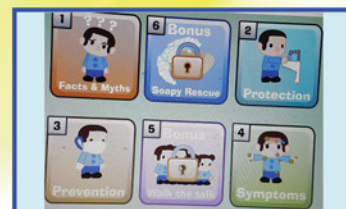
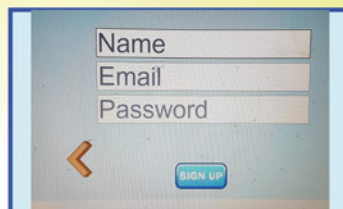
"It seems to me probably more effective than some of the scary announcements we're getting because it gets in under the radar,

"It seems to me probably more effective than some of the scary announcements we're getting because it gets in under the radar, particularly with kids," Wiseman told the Reuters news agency.

Let's Click & Play


game.stopdspread.com

A Public Service Message to Prevent COVID-19



NEXT LEVEL



particularly with kids,” Wiseman told the Reuters news agency.

There is even a game called Fauci’s Revenge, named after Dr. Anthony Fauci, the director of the U.S. National Institute of Allergy and Infectious Diseases, who is leading the fight against the coronavirus in the United States. A gaming website, Y8.com, has gathered a collection of coronavirus-related games with names such as Silly Ways to Get Infected, Corona Conqueror, and Kill the Virus.

Gaming industry participation

The video gaming industry, sometimes blamed for promoting an unhealthy lifestyle and lack of physical activity, has positioned itself as part of the solution to the coronavirus pandemic and disruption in people’s lives.

Sweden’s Mojang, the maker of global hit Minecraft, has teamed up with the United Nations Development Program to spread the WHO’s messaging to fight the spread of the virus. Forty video game companies, including Activision Blizzard, Riot Games, and streaming platform Twitch, have joined a campaign called #PlayApartTogether.

“The campaign, supported by the World Health Organization (WHO), disseminates key messages to help slow the spread of COVID-19,” according to a U.N. press release. COVID-19 is the disease caused by the coronavirus. Microsoft is allowing Xbox players the option to donate to the U.N., crowdfunding site GlobalGiving, or the Atlanta-based Centers for Disease Control and Prevention.

Sony has established a \$100 million Global Relief Fund to help frontline medics and first responders, educators and students now learning remotely, and the creative community in the entertainment industry.

The industry reaches around 2.5 billion people globally. Since pandemic-linked lockdowns have forced people to stay home, video game sales have soared.

Game is free!

Meanwhile, even as the video games industry makes a huge windfall bonanza from the pandemic the Khan brothers, Kenan and Nabhan, say their game is free so that the greatest number of people can benefit from it. The two have turned their backs on some serious sponsorship offers so they could remain true to their public service motive.

Kenan and Nabhan have helped learning and educational organizations around the world, and assisted in campaigns and other design challenges of large corporations, with the unicorn Careem acknowledging their interventions through their marketing director Omar Abedin with certificates of appreciation – “For having a keen eye for detail, a knack for perfection, and for helping us improve at Careem. Thank you for being awesome!” Indeed.

The two brothers are poised to enter selective win-win partnerships with the corporate sector so that they can do more social good and expand their reach. Money, they say, can be one of the outcomes, but definitely not the main focus.

Healthy and home cooked foods

They’re definitely differently from the crowd and shun soft drinks and fast foods because research that they conducted in their preteen years showed the harmful effects of eating out. So now it’s all about

homemade foods, with their favourite ones being Anda Paratha, Daal Chawal, Cordon Bleu, beef wellington, Tuna Sandwich, Lasagna, Fried chicken, and of course Biryani. The two won the competition at TESCO for making creative and innovative sandwiches.

Impressive reading list

“The campaign, supported by the World Health Organization (WHO), disseminates key messages to help slow the spread of COVID-19,”

Kenan and Nabhan are in final stages of readying their own book with two others ready to follow soon thereafter. Their current reading interest extends to “Mindset: The New Psychology of Success” by Carol Dweck; “The Power of Positive Thinking” by Norman Vincent Peale; “Leaders Eat Last” by Simon Sinek;

“Conflicts: A Better Way to Resolve Them” by Edward de Bono; “Emotional intelligence 2.0” by Travis Bradberry; “Man’s Search for Meaning” by Viktor Frankl; “Drive: The Surprising Truth About What Motivates Us” by Daniel Pink; “The Power Of Habit” by Charles Duhigg; “Sapiens: A Brief History of Humankind” by Yuval Harari; “12 Rules for Life: An Antidote to Chaos” by Jordan Peterson; “Good to Great: Why Some Companies Make the Leap and Others Don’t” by James Collins; “The Laws of Human Nature” by Robert Greene; “Ideas: A History of Thought and Invention, from Fire to Freud” by Peter Watson; “21 Lessons for the 21st Century” by Yuval Harari; “Attitude of Everything: You Change Your Attitude and You Change Your Life” by Jeff Keller; “Homo Deus: A Brief History of Tomorrow” by Yuval Harari .

Balancing act

Tennis, golf, snooker, billiards, table tennis besides some board games such as Risk and Chess combine well with painting with Oil on Canvas, Watercolour and Digital to keep the left and right brains in balance as they explore the frontiers of global citizenship with friends around the world using experiential learning and digital platforms as their way forward ■

Interview conducted by **Adil Ahmad** (Correspondent, OCTARA.COM)

OCTARA EVENTS FROM PAST

Extracted from Octara.com Newsletter - Issue 22 / Summer 2017



PEHLAY AAP!
Service with a Passion

RON KAUFMAN KI WAPSI!



February 2017: Ron presenting his book "Uplifting Service" to Wajahat Husain, Former President & CEO, UBL

Hospitality is the fabled tradition of the East, more so the Land of the mighty Indus and the Karakorums whose giant peaks adorn the outer fringes of Pakistan at the north end while the deep blue of the Arabian Sea stands guard in the south.

Within this land has come the ravage of war, sharpening the divide between the large and increasingly vocal majority that seeks peaceful coexistence, and the lunatic fringe that seeks to disrupt the functional state through violence. Bad news sells, and notwithstanding the fabled hospitality of Pakistan, a 24/7 global mass media has repositioned Pakistan's image, and branded us unsafe to visit. That misperception strikes overseas visitors the moment they land on our shores, and the unanimous verdict is that the reality of Pakistan and the perception of it overseas are poles apart.



“Service is the single most important aspect that drives the success of a business” – Wajahat Husain

In February 2017, Ron's Karachi seminar, TCS Octara

had United Bank Limited (UBL) as the Platinum Sponsor, and Wajahat Husain, Former President & CEO UBL welcomed the very large turnout of paid delegates from the top corporates which included EFU Life Assurance Company Limited, Dawn Media Group, MCB Bank Limited, Cupola Group, Silk Bank Limited, UBL Fund Managers and Premier Agencies, with Greenstar Social Marketing Pakistan Limited as the Gold Sponsors, and K-Electric Limited, Pakistan State Oil (PSO), Habitt Pakistan & TCS as Supporting Partners. The Institute of Business Management & UP Your Service engaged as Knowledge Partners.

“Meeting up with the Service Guru himself, Mr. Ron Kaufman, is a special privilege,” said Wajahat Husain. “His global legacy and customer focus precedes his presence here today. It is a foregone conclusion that an uplifting service culture will provide any business, big or small, with a sustainable competitive advantage and distinguish the winners from the also ran. UBL, Pakistan's best bank in 2016, has at its very core a focus on service. ‘Customer First’ is our first core value at UBL. We are here to serve and exceed their expectations thereby gaining their trust. Customer First is backed by Honesty of Purpose, Teamwork, Excellence and Meritocracy as the ethos that drive our business and organizational growth.”

In recent times there has been a lot of collaboration between finance and the world of technology, commonly known as Fintech, said Wajahat Husain. “UBL has been in the forefront and pioneered many technology firsts. OMNI, UBL's branch-less banking offering, has an agent network of over 42,000 ‘dukaans’ over and above the 1350 bricks and mortar branches. UBL has partnered with the Pakistan Railways to come up with its e-ticketing module. The first inter-operable digital payment service was launched by UBL in association with Master Pass via the QR digital payment conduit of which much more will be seen, moving people away from plastic to a brand new medium of payment. Service is the single most important aspect that drives the success of a business. We must all, within our respective spheres of influence, ensure that this very crucial and critical aspect of business is given its due importance.”

“Uplifting service is a journey and not a destination” – Zargham Durrani

Service is where one can truly differentiate with every other innovation prone to being copied and replicated by the competition, said Zargham Durrani, Head of Retail Banking (North) for Muslim Commercial Bank Limited (MCB), the Platinum sponsor of the Lahore seminar which was also supported by TCS,



Pakistan State Oil, Coca Cola Beverages Pakistan Ltd, and FranklinCovey | IMS Knowledge & UP Your Service as Knowledge Partners. The bulk of the nominations came from Fatima Group of Companies, Haleeb Foods Ltd, Service Sales Corporation (Pvt.) Ltd, Adcom Leo Burnett, Pak Elektron Limited, and Silk Bank Limited.

Gurus like Ron Kaufman are global assets, said Zargham Durrani. “Quality of service cannot be achieved in the short term. Uplifting service is a journey and not a destination. It's a continuous process, and while it requires a lot of method, it also requires a lot of passion.” Zargham Durrani mentioned fellow banker Ronnie Afridi as a role model, saying he would not allow anything that was disadvantageous to the customer.

“At MCB we have a clear focus on service which has a strong mention in our vision and mission statements. We have a strong and independent service quality department with internal service measures, and measure our external service through mystery shopping. Our chairman Mr. Mansha, one of the richest men in Pakistan and the biggest employer, visited the MCB branches and stood at the reception and thanked the customers as they came in. Customers are the revenue source and pay our salaries.”



“The soul of the people of Pakistan continues to be warm, hospitable, welcoming, and kind” – Ron Kaufman

Ron Kaufman is one such visitor from the United States of America who has scratched below the surface and come up with some heartening conclusions. “This amazing city of Karachi and this amazing country have been



through turmoil and difficulty, floods, earthquakes, and political conflict, but the soul of the people of Pakistan continues to be warm, hospitable, welcoming, and kind. In fact, everywhere around the world, in every society and every city people struggle with the difficulties that we do, and have to deal with the situations as they are. But inside what all of us share in common is the spirit and the willingness and desire to take care of other people to make our lives better. In Karachi (Pakistan) people have the soul and the spirit of uplifting service.”

Ron Kaufman was once again back in Pakistan, live and in person, with his trademark ‘Uplifting Service’ seminars in Karachi and in Lahore. Ron’s been back so often that we’ve stopped counting! The fact that two of the country’s leading banks were solidly in Octara’s corner enabling Ron’s presence in Pakistan, along with some top corporates and hundreds of paying delegates, was testimony to the centrality of Ron’s content for Pakistan’s burgeoning service sector, in particular banking.

World’s premier thought leader, educator and motivator

Author of ‘Uplifting Service’, a New York Times bestseller, and Founder of UP! Your Service, Ron Kaufman is cited as the world’s premier thought leader, educator and motivator for uplifting customer service and building service cultures. A regular columnist at Bloomberg Businessweek and the author of 14 other books on service, business, and inspiration, Ron provides powerful insights from working with clients all over the world in every major industry for more than 20 years.

Service that is guided by fundamental principles and actionable models

We are deep in a service crisis, says Ron. “In the operating room, surgeons and their teams communicate in a very precise language; airplane pilots follow a strict protocol to take-off and land safely every time; and, when launching a new

product, companies lay out a plan that all employees follow. But when it comes to building a strong service culture, the path to success is usually much less clear. We relegate service to a single department guided by anecdotal wisdom and less than helpful clichés like ‘the customer is always right.’

With global economies transforming at record speed, we are largely unprepared for the service demands we face day and night from around the world, says Ron. “We promise our customers satisfaction and then allow internal politics and inefficient methods to frustrate our ability to deliver. With service so much a part of our daily lives, why aren’t we doing it better?” Ron Kaufman knows the answer to this question, and not only believes we can do it better, but shows us how by taking us on a journey into a new world of service that is guided by fundamental principles and actionable models. He has discovered that while each successfully team is different, the architecture they apply to build an uplifting service culture is the same.

“You’re one of the most resilient people in the world” – Ron Kaufman

“Pakistani culture has at its heart tremendous warmth, kindness and generosity towards other people,” said Ron Kaufman. “So the spirit of my message and the practice of

my message have resonated very well with my audience. Here in Karachi it is extraordinary, because you’re one of the most resilient people in the world.”

Thank you Ron Kaufman ■

www.upyourservice.com



UBL team with Ron Kaufman in Karachi



K-Electric Team with Ron Kaufman in Karachi



PSO Team with Ron Kaufman in Karachi



Dr. S. A. Rab, CEO Greenstar Marketing with his team in Karachi



MCB Team with Ron Kaufman in Lahore



Hasan Adnan, Director HR, CCBL with his team in Lahore



Habitt team with Ron Kaufman in Karachi

Report filed by **Adil Ahmad**
Correspondent, octara.com

Ron Kaufman is the globally recognized Service Guru, Author of New York Times bestseller book, and Founder of UP! Your Service. Ron is exclusively working with TCS Octara for his workshops in Pakistan since 2012.

For Inquiries, info@octara.com

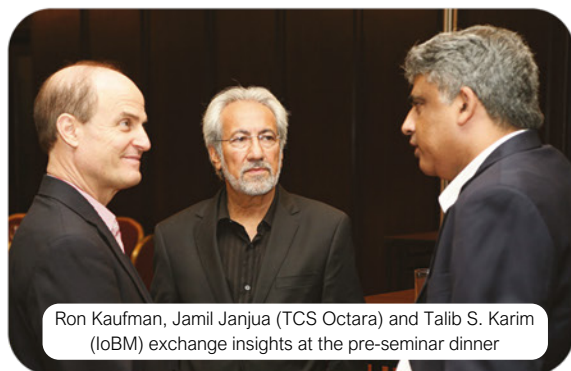
Service is taking Action

to create value for someone else

RON KAUFMAN

(Interviewed by Adil Ahmad, during the lunch break of the Ron Kaufman Seminar on Uplifting Service at the Sheraton Hotel on 21-4-12 organized by TCS Octara and the Institute of Business Management. Ron's a master navigator of the back passages through the pantries of five star hotels, as indeed all celebrities are who get whisked in and out, evading the glare of public scrutiny and paparazzi. In this case, enroute to a private part of the hotel lobby, we skirted the hotel foyer where 375 seminar delegates were having lunch and where Ron would certainly have been buttonholed, losing precious time in the 15 minutes window for the interview. The walk through the Sheraton back passages brought memories of Hollywood thrillers in which the President of the United States of America gets evacuated out of hotels by the Secret Service! Ron is a regular columnist at Bloomberg BusinessWeek, and the author of 14 books on service, business and inspiration that have been featured in The Wall Street Journal, The New York Times, and USA Today.)





Ron Kaufman, Jamil Janjua (TCS Octara) and Talib S. Karim (IoBM) exchange insights at the pre-seminar dinner

OCTARA.COM:

On behalf of Octara.com, welcome to Pakistan!

RON KAUFMAN:

Thank you!

OCTARA.COM:

You having a good day Sir?!

RON KAUFMAN:

Phenomenal day! We have 375 people here in the Ballroom of the Sheraton Hotel for a Service Leadership Workshop. The mood and the learning are fabulous!

OCTARA.COM:

That's very good to hear! Given the economic downturn, and the dismal business conditions in Pakistan, there are increasingly fewer and fewer people who can afford things. Service gains more importance in such a scenario, doesn't it?

RON KAUFMAN:

Service is important in every scenario, especially so in difficult economic times, service becomes more important than ever, and for so many reasons. Customers have more choice, there are fewer customers, you have more competition, and when people do finally make a choice to spend their money they are often more nervous about whether they have actually made a good choice. So, the service you provide your customers, both during and after the purchase, makes a big difference to give them the confidence that they have made the right choice by going with you.

OCTARA.COM:

What is the essence of the message that you're delivering here today?

RON KAUFMAN:

The essence of the message is really captured in my definition of the word service. Service is taking action to create value for someone else. So the essence of the message is that what you do in life and what you do at work, it's not about what you do, but what someone else gets FROM what you do. It's not about the following of procedures. It's about whether the procedures you followed created value for someone else, whether a colleague or a customer. The whole focus of our attention should be on who is it that I am doing this for rather than what is it that I am doing.

OCTARA.COM:

Have you found the audience interactive and responsive?

RON KAUFMAN:

It's very interactive! Pakistani culture has at its heart a tremendous warmth, kindness and generosity towards other people. So the spirit of my message and the practice of my message is resonating very well with my audience today.

OCTARA.COM:

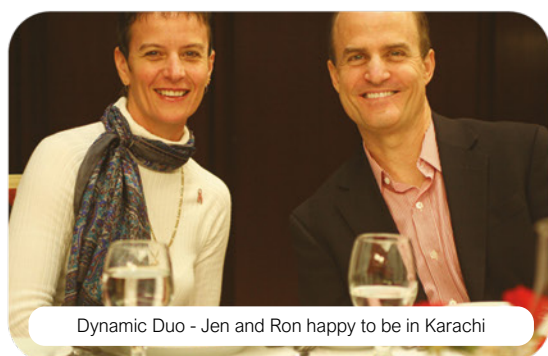
Would you like to take us down memory lane and tell us how you got into the training business?

RON KAUFMAN:

That goes way, way back! I was a Frisbee aficionado when I was in College. Frisbee is that flying plastic disc if you recall, and it is one of those games that you cannot do alone. You need another person to actually play the game with. I got involved in organizing Frisbee festivals and tournaments, and international tours all over the world. The whole point is to teach people new ways to engage with and enjoy their time with other people. So when I got involved with the corporate world, I carried that same theme along. I discovered that service is about people taking care of and creating value for other people. This was true in my youth, and now in my more mature days, I am doing the same thing which is teaching people to get along with and have a good time with others.



Stimulating conversations



Dynamic Duo - Jen and Ron happy to be in Karachi



Closing ranks in support of corporate excellence



From Pakistan with love - Sabina Mohsin presents Jen and Ron with a gift on behalf of IoBM and TCS Octara



OCTARA.COM:

What kind of academic route did you take in life?

RON KAUFMAN:

I went to Brown College which is an Ivy League school in the USA, and I studied for two years in Europe, and in my post graduate period, my focus was on international political history. I was interested in how countries come back together after a war, and in particular what is the role that sport can play in bringing countries back together. Take for example when Pakistan and India play cricket, it is a fierce competition, but there is still the camaraderie of sport over any political conflict or disagreements, they can still get out and literally play with each other for the joy of it. When I went into the corporate world, engaging with one another is still at the core of what ever we do with human beings.

OCTARA.COM:

What career did you start out life with?

RON KAUFMAN:

In the corporate space, I started out with designing conferences where there would be workshops and presenters, and the topics would change from time to time whether it was sales or innovation or service.

Then, when I moved to Singapore 22 years ago, it was to raise the service standards throughout the entire country. It was the Singapore government and Singapore airlines that were collaborating on raising the quality of service in the nation, and then that became a regional base, and now I serve the world.

OCTARA.COM:

What was your first job?

RON KAUFMAN:

My very first job was delivering newspapers when I was about 10 years old, and before that I was shoveling snow off the neighbors' sidewalk when I was 7 and 8 years old in West Port, Connecticut, where I grew up.

OCTARA.COM:

That does not classify as child labour, does it?!

RON KAUFMAN:

No, it does not! I learnt a very interesting lesson delivering newspapers. Once a week, I would knock on the doors of my customers to do the collection of the money. I discovered that if I was in a very good mood and was friendly and smiling then they would give me better tips! And if I went to collect the money minus the smile then all I got was the money I was owed. I learnt at a very early age that if you were nice to other people they'd be nice to you as well. What you send out comes right back.

OCTARA.COM:

Your wife Jen, when did she appear in your life?

RON KAUFMAN:

We met eight years ago in Australia where I was on vacation, and scuba diving to meet the whale sharks of Western Australia. Jen was running the scuba diving shop. She was the service provider and I was the demanding customer! I realized very quickly that this was someone I wanted to spend more time with, so I asked, and she said yes, and we have been together ever since.

OCTARA.COM:

She appears to be fully integrated in your work.

RON KAUFMAN:

More than integrated, she runs a big part of the business, the finance, and the logistics, and the backend to ensure that everything is running smoothly. We travel a great deal. On the third day of meeting her I asked her if she had a passport! And now we have been on hundreds of flights together.

OCTARA.COM:

Do you have a favorite food?

RON KAUFMAN:

I am very careful about food. I was a vegetarian for 26 years, and then I met Jen, and now she is a vegetarian and I am not! It's quite interesting. I don't really eat spicy food, specially not on the days that I am teaching. On the days that I am not teaching I do like to indulge. There are very few such days given that I am teaching so much!



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OCTARA.COM:

Aside from Frisbee, what other sports have excited your interest?

RON KAUFMAN:

Scuba diving certainly. Often Jen and I go scuba diving in the Maldives. I used to do snow skiing when I lived in North America.

OCTARA.COM:

Do you have a favorite movie star?

RON KAUFMAN:

I watch movies in airplanes and hotel rooms. Jen is quite partial to the TV Show 'Bones' and 'CSI'. My favorite movies are which ever ones she enjoys. Paul Newman, old blue eyes, was one of my favorite movie stars. I remember his 'Cool Hand Luke' in which he famously says 'what we have here is a failure to communicate!'

OCTARA.COM:

And on the books front?

RON KAUFMAN:

I recently read a fascinating book that speaks of the situation in Pakistan. The book is called 'The Age of the Unthinkable', and it was written by a man named Juan Carlos Ramos who is the managing director of Henry Kissinger's consulting firm. He lives half the time in New York and half the time in Beijing. In this book he talks about how this world is more volatile, more interconnected, and more unpredictable than ever before. In a world like that, he says that resilience is one of the most important features of successful people and societies. Here in Karachi it is extraordinary, because you're one of the most resilient people in the world. I was talking to people at Habib Bank, one of our clients, and he said that there could be a blackout and everyone would still be at work on time. There could be a huge traffic jam and all the children would still be in school on time. The only way that happens is if one has been exposed to such situations so many times that one builds up resilience. So my message to the people of Karachi is that you're doing very well, and carry on!

OCTARA.COM:

Thank you very much Ron! It's been a real pleasure ■

Here in Karachi it is extraordinary, because you're one of the most resilient people in the world

The screenshot displays the homepage of the Octara website. At the top, a large banner reads "www.octara.com REBORN". Below this is a navigation bar with links for Home, Trainings, Conferences, Portfolio, Blog, Contact Us, and Pro Support. A search bar is also present. The main content area features a large image of Ron Kaufman with the text "UPLIFTING SERVICE 21 April 2012, Karachi" and "Ron Kaufman LIVE & IN PERSON!". Below this are four service categories: Training Workshops, Customized Programs, Events & Conferences, and Global Alliances. Each category has a brief description of the services offered. At the bottom, there are sections for "Ron K. - Live & In Person", "Blog Highlights", and "Photo Gallery".

Octara turns a new corner in developing its web presence with the all new home baked www.octara.com. Designed with a fresh innovative appearance, the new website has a plethora of features to assist visitors in accessing information about our services and our knowledge hub featuring articles by leading industry practitioners and handpicked collection of expert reviews.

The new website enables Octara to lead the way in how we communicate with our customers, through regular updates and innovative technology interventions. Keeping in touch with social media, www.octara.com has been integrated with feeds and bridged interactions from our Facebook, Twitter and Youtube profiles. 'Live Support' plugin on the website enables real-time support for our visitors and minimizes the time required in getting their queries addressed. The area specific 'Course Catalog' features more than 250 technical to core skills improvement programs from our archives and serves as a great resource for Training and OD professionals.

We hope you enjoy exploring our new website, for we certainly have enjoyed putting it together. Your feedback is valuable to us! Help us make www.octara.com a better experience for you. Please share your thoughts and suggestions via 'Quick Connect' form at the bottom of homepage.

30 Minutes of Exercise Won't Give You the Results You Expect

Here's why it's still worth the effort.

Alyssa Atkinson, Nov 30, 2020



Photo by Minna Hamalainen on Unsplash

Day after day, we hear fitness influencers say that 30 minutes of exercise each day is all you need to get healthy and achieve your dream physique. Sadly, this advice isn't entirely true. A slew of factors contribute to someone's overall health, and the most important one has nothing to do with exercise. In fact,

“Nutritional habits will have a far greater impact on your body composition and physique goals than any other fitness component.”

I played sports from middle school all the way through college, and I exercised well over 30 minutes a day. However, I didn't truly get healthy until college, because my diet in high school was filled with processed food and sugar in the form of cereal, brownies, cookies, candy bars, and much more.

Therefore, 30 minutes of exercise each day won't give you the mind blowing results that you might expect. However, it's still worth the effort. Here are three reasons you still should exercise 30 minutes a day, regardless of your aesthetic goals.

Prolonged sitting has been proven dangerous.

We've all been told that a sedentary lifestyle can negatively impact your health. As technology has advanced, our daily lives have become more and more convenient, which has also led to a lot less movement. For example, you don't even have to get out of the car to grab a cup of coffee or fast food from the drive-through.

While our society has become immensely more efficient, it has not come without a price. In fact, researchers have confirmed that:

“The dangers of prolonged sitting in an earlier study that showed that, compared with sitting for under 6.5 hours per day, sitting for more than 10 hours daily was linked to a 2.5 times greater risk of premature death.”

Therefore, the evidence is clear that movement is a key factor in promoting a longer lifespan. Even a simple 30 minute run or bike ride can get you up and moving, break up periods of sitting, and help protect you against premature death.

It will give your heart a boost.

One of the deadliest killers in America is heart disease. Luckily, 30 minutes of exercise per day, even at a low intensity, can greatly impact your heart in a positive way.

In the journal, *Clinical Epidemiology*, the authors state:

“Replacing just half an hour of sitting each day with housework, walking, standing, or similar low-intensity activity is linked to a 24 percent

reduced risk of death from cardiovascular disease.”

24 percent is a huge reduction that simply can't be ignored. I think everyone can find 30 minutes in their day to clean their house or go for a walk, especially since these simple tasks will increase your odds of living a long, happy life.

You'll improve your energy levels.

People often worry that if they exercise in the morning, they will wear themselves out for the day ahead. That's typically not the case.

I've actually found the opposite to be true. When I get a 30 minute sweat session done in the morning, I feel accomplished and energized for the day ahead. I get more work done on the days that I exercise at a low to moderate intensity than on the days when I don't exercise at all.

In fact, a lack of energy is often the result of inactivity, not age or movement. Therefore, you no longer have to fear that you'll be a zombie at the office after you exercise early in the morning (as long as you still get enough sleep).

Try a morning workout and see how you like it. If you find that it just isn't for you, or that you lose too much sleep when you exercise early, you can always switch to an evening 30 minute session instead. Either way, you'll still ultimately reap two key benefits — an increase in overall energy and stamina.

Final Thoughts

While you might not achieve the exact physique you desire through 30 minutes of exercise alone, you will be rewarded with something far better — improved health.

My days of high school and college sports are now behind me, but I still strive to exercise for at least 30 minutes almost every single day. This is because I want to instill positive habits that will help me live a long and happy life.

Remember that it's never too late to start. If you have become increasingly sedentary, make an effort to add a short walk to your daily routine. Before you know it, you will be exercising 30 minutes daily, which will ultimately help you live your healthiest, fullest life ■

Source:

<https://medium.com/in-fitness-and-in-health/30-minutes-of-exercise-wont-give-you-the-results-you-expect-53c6a71f7ed9>



Alyssa Atkinson

Ohio U XC/Track alum. I love to run. I blog about food, health, lifestyle, etc. Tasty vegan recipes: nomeatfastfeet.com | YouTube: Alyssa Atkinson

From Survival to Revival

BLUE VS RED

OCEAN STRATEGY - WHAT'S NEW?

Overview:

Post Pandemic, it is imperative that companies and organizations make a mindset shift, and this webinar is the perfect channel to develop the right perspective, gain strategic ideas and build a clear roadmap with market creating tools and systematic process through Blue Ocean thinking.

Participants will be enlightened with insights to seize new growth through market creation. It will be a great opportunity for any organization to shift away from cutthroat markets of red oceans to the wide-open blue oceans of new and uncontested market space.

A value add would be the walk through of a case example of a Blue Ocean Revivalist.

Key Takeaways:

Blue Ocean challenges companies to push the boundaries of their industries and offer consumers something unique of immense value. Through an interactive session, webinar participants will understand that:

- **Organizations can create new demand in an uncontested market space, or a "Blue Ocean", rather than compete head-to-head with other players in an existing industry.**
- **Value Innovation is the cornerstone of BOS and entails driving costs down while simultaneously driving value up for buyers and the company.**
- **Organizations should re-orientate their strategic focus from competitors to alternatives, and from customers to non-customers of the industry.**
- **Blue Ocean Strategy provides a robust mechanism to mitigate risks and increase the odds of success.**

Who should attend?

C-level Executives, Business Owners, Entrepreneurs, Executives, Heads of Departments, Marketing Professionals, Sales Professionals, Emerging Business Leaders, HR Directors & Managers, and Business school faculty will find the Blue Ocean Strategy introductory webinar highly relevant and easy to understand.

Zoom Registration Link:

<http://bit.ly/2KNXVbX>

Speaker:



Dr. Raj Kumar

- Dr. Raj Kumar is the CEO of UCSI Consulting Group
- Served in several listed Multinational Companies, his forte in consulting is anchored with a sea of experience, ranging from the setting up of business operations to strategic planning, innovation, and project execution
- A certified Consultant and Practitioner from the Blue Ocean Strategy-Initiative Centre of Professors Kim and Mauborgne, co-creators of Blue Ocean Strategy
- His portfolio includes the formulation of Blue Ocean Strategies for the No. 1 Global Pharmaceutical company, the largest bank in Asia, the largest media agency in Asia, a leading education institution in South East Asia and a mega property development project in the region
- Dr. Raj has also conducted programmes on Blue Ocean Strategy across North America, Middle East, Africa, and Asia Pacific, interacting with participants from over 25 countries and was also invited by TCS Octara in 2016-17 in Karachi, Pakistan for BOS Leadership Workshops & for a Keynote in an annual conference of MAP.
- Raj holds a doctorate degree in Business and Administration from UCSI University (Malaysia) majoring in organizational innovation

...only from Octara!!!

For Details & Registration contact

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Topic	D/s - H/s	Trainer	Month	Loc.
Upcoming Programs in 2021				
FREE Webinar: Introduction to Blue Ocean Strategy	60 min	Dr. Raj Kumar	21-Jan-21	Zoom
Online Training: Email Etiquettes & Business Writing Skills	5-hours	Kanwal Akhtar	26-Jan-21	Zoom
FREE Webinar: Smart Selling Skills	60 min	Faizan Ahmad	Jan-21	Zoom
FREE Webinar: Effective Brainstorming Techniques	60 min	Dave Nelissen	10-Feb-21	Zoom
Online Training: Social Media Marketing Tactics	TBC	Dr. Frank Peter	Feb-21	Zoom
Management Masterclass	TBC	Haseeb Hasan	Feb-21	KHI
Performance Management	TBC	Hussain Adenwala	TBC	KHI
Managing Stress during Uncertain Times	1	Usman Riaz Qazi	TBC	KHI
Online Training: Negotiate to Win at Trade	TBC	Atif Farooqui	TBC	KHI
FREE Webinar: Protecting Financial Assets	60 min	Petros Geroulanos	TBC	Zoom
Job Evaluation & Grade Structures	TBC	Robert Mosley	TBC	Zoom
Emotional Intelligence for Leadership Excellence	TBC	John Bentley	TBC	TBC
Designing Agile Organizations	TBC	Frederik Haentjens	TBC	TBC
Online Training: Engage Remote Employees for High Performance	TBC	Ayesha Tariq Sethi	TBC	Zoom
Online Training: Digital Transformation with Cultural Alignment	TBC	Uzma Aitqad	TBC	Zoom
Impact of Future of Supply Chain Management	TBC	Thorsten Mebs	TBC	TBC
Certificate in Maintenance Planning / RCM	2	Ben Stevens	TBC	TBC
Channel Management	1	TBC	TBC	TBC
Corporate Governance	1	TBC	TBC	TBC
Creativity & Innovation using Design Thinking	2	Rody Vonk	TBC	TBC
Crisis Response and Communication Management	1	Ben Pronk	TBC	TBC
Corporate Etiquettes for Sales Professionals	1	Ghaus A. Jafri	TBC	TBC
Cyber Security Management	TBC	TBC	TBC	TBC
Enterprise Risk Management	2	Philip Griffith	TBC	TBC
Health Care Operation Management	TBC	David Ben Tovim	TBC	TBC
Key Account Management	TBC	David Vachal	TBC	TBC
Learning and Development Management Program	2	Ian Thomson	TBC	TBC
Measuring Return on Investment of Training	1	Jack J Philips	TBC	TBC
Strategic Marketing	2	Graham Hollins	TBC	TBC
Successful Product Launching and Brand Positioning	TBC	Jerome Joseph	TBC	TBC



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