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FREE Webinar: An Intro to Productivity Masterclass

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Workshop: Service 4.0 Transforming Customer Interactions

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Online Training: Virtual Presentation Skills

by Mark Stuart

Tuesday, November 10, 2020 at 3pm PST via Zoom

FREE Webinar: Digital Transformation with Cultural Alignment

by Uzma Aitqad

• Octara Training Calendar (October- December 2020)



Jamil Janjua,
CEO, Octara & Chief Editor
janjua05@gmail.com

Dear Reader,

The world's human resource is in a state of flux, and has been so for some time now, so what else is new. It's just that human misery inflicted by war has been compounded by Nature's wrath that has taken on very physical frightening manifestations of late and driven home the urgency of the crisis as explicitly outlined by our prime minister in his virtual address to the UNGA. Those of us who still have a job in the COVID ravaged global economy must raise our game manifold, and exponentially increase our capacity for new wealth creation so we can carry the extra burden of humanity in distress.

Our lead story quizzes in great detail **Omar Abedin**, Octara's longtime associate, who describes himself as Change Agent and Growth Driver with exponential leapfrogging squarely in his crosshairs as he emphasizes the individual's limitless potential to achieve the 'impossible' in his book *"Building Brand YOU!"* available at <http://tinyurl.com/o2q9vxl>. Alongside, Omar is engaged in a host of nation building activity that infuses the hope in a better tomorrow, InshaAllah.

We also carry The Other Wonka Story, a blog by **Dr. Tommy Weir** that's all about retraining and up-skilling in the age of automation that could well be described as wishful thinking and engaging in fairytales. But that is exactly what the future promises to be all about, if you can think it then you can make it happen, no matter how 'outlandish' the thought might appear to people.

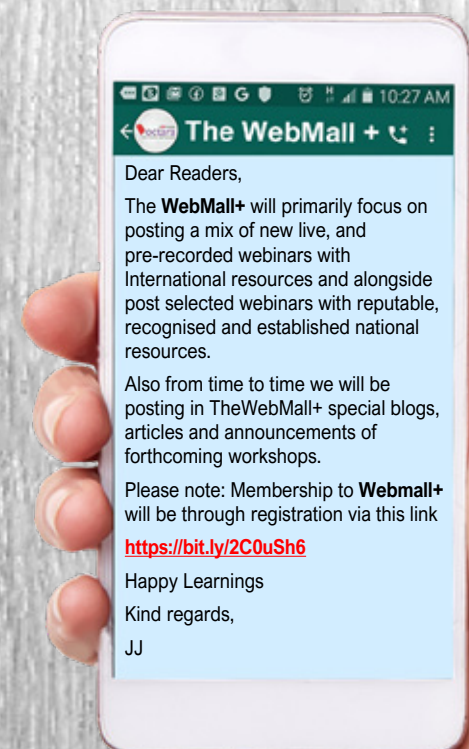
Is It True That Less Is More? The leading expert on Essentialism, **Robert Glazer**, says in his article that while many of us think busyness leads to productivity and satisfaction if we looked closely we'd find most of what we spend our time doing is probably not essential, nor does it even deliver the desired outcomes.

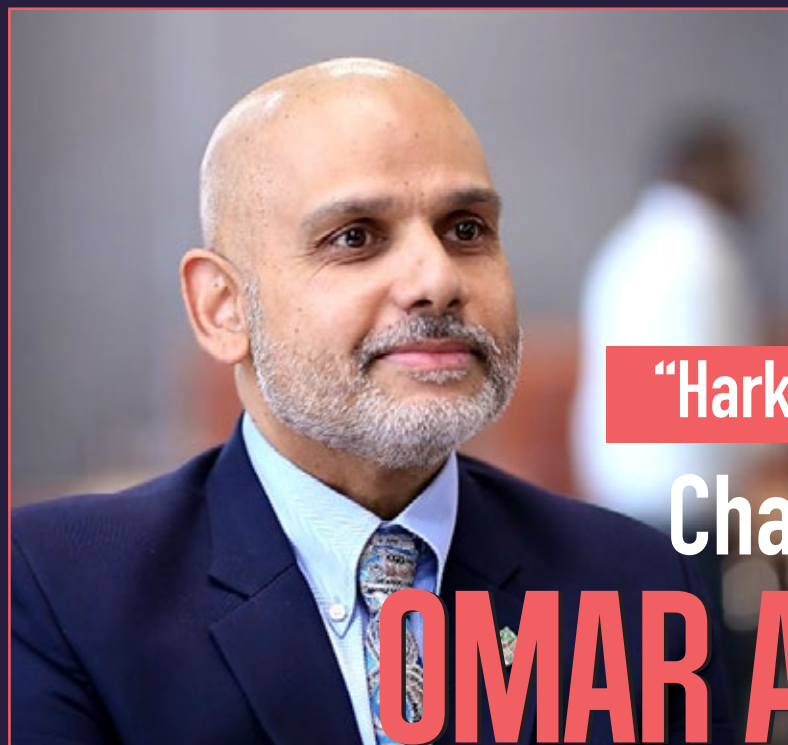
Then we have a blog by **Katrina (Tina) Olivero** titled "IMPERFECT IS THE NEW PERFECT- 3 Steps to Un-Funk Yourself", interesting indeed, needless to say.

So EnJoY!!

Editorial Compiled by **Adil Ahmad**, Special Correspondent, octara.com
Creative & Design by **Zainab Essajee & Nazim Ansari**

Feedback: info@octara.com





“Harkat mein barkat hoti hai”

Change Agent

OMAR ABEDIN (00∞)

Putting the pedal to the metal is Omar Abedin, a longtime associate of OCTARA who has reconnected with a bang, the sort of ‘bang’ which makes for progress, prosperity and peace, posing a potent countermeasure in the all-pervasive 5th Gen Warfare. From Director Marketing at Careem Pakistan to Graana.com in the role of CMO for the Group, Omar Abedin has also just launched PakTekHub, a platform for the start-up community in Pakistan, and recently published a book titled "Building Brand YOU!" available at <http://tinyurl.com/o2q9vxl>. Octara.com caught up with Omar Abedin on the virtual highway and got the lowdown on matters of substantial interest to Pakistan’s frontline white-collar warriors.

Octara.com: You say your professional role has always been that of change agent and growth driver. What is your ‘magic’ formula for changing mindsets that invariably are deeply entrenched?

Listen and learn

There is no magic formula because resistance to change is almost part of our make-up. The key is to listen and learn as much as possible about the DNA of the organization and its people, its norms, and its formal and unspoken goals. Only then do you have the credibility to start making any sort of change. It’s always best to start small and choose low-hanging fruit that are seen as definitive wins for the organization. Then you can look at launching a project or two with longer-term consequences and impact, while working on strongly communicating and differentiating the brand, business and team. Create a sense of pride and a sense of direction. There is always an initial drag as we try to make the smallest change in direction, and a fair dollop of emotional intelligence is necessary to enable change in any context. Change is stressful and you are managing people - you need to be cognizant of that if you are to effect real and lasting change.

Octara.com: As Director Marketing at Careem Pakistan you helped set up a distinct identity for the organization that was Eastern in its orientation and enjoyed high customer trust. Why then merge with Uber that has come in for quite a bit of stick of late?

Separate legal entity

The decision to accept an offer from Uber was predicated on a number of factors, not the least of which was that Careem would maintain its independence and continue to exist as a separate entity. So technically, while Uber has acquired Careem (it was not a merger), the latter exists as a separate legal entity with its own Board, objectives etc. In addition, Careem has a vision of becoming the region’s SuperApp, which it is pursuing independently of Uber. Both companies will continue to aggressively compete in the market to prevent the entry of even more serious players into the mobility space in Pakistan.

Octara.com: In your latest assignment with Graana.com as CMO for the Group you feel that real estate is a vast, relatively under-developed sector in Pakistan, and you hope to be able to bring disruption to the way real estate business is done in the country. How do you propose to do that?

Digitization

Real estate is a dark and deliberately obscure domain. Our Group is driving policy through the Iqbal Institute of Policy Studies and digitization initiatives through our PropSure digital solutions company. We have already digitized nearly 4M pieces of land in urban planned Pakistan, which represents nearly 50% of the total planned real estate in the country. Once things get digitized, there is no going back. We also have an Innovation Lab that is working on AI and blockchain applications to real estate that will inshaAllah allow us to create a national and international impact. Even the way we transact business through the Graana.com portal and Agency21 real estate agency is transparent and above-board, not words generally associated with the industry.

We are working to make Pakistan more attractive to foreign investment with a view to bring \$100Bn in to the country in the next few years.



Octara.com: You mention helping to achieve the vision for Pakistan2030 that the Graana.com group is working on promulgating through the Iqbal Institute of Policy Studies in Islamabad. Please elaborate that vision for us.

Overcoming reputational challenges

The Iqbal Institute is working with a stellar group of advisors in conducting research in various fields that can have a significant impact on Pakistan's economic development in the next decade. Naturally, real estate policy and guidelines are of tremendous interest to the highest level of Government, the bureaucracy and stakeholders because real estate has the potential to single-handedly uplift the economic situation of Pakistan. Currently, a large chunk of remittances to Pakistan are invested in the real estate sector, directly or indirectly. However, these are only from expat Pakistanis, with negligible foreign direct investment in this sector despite the potential for high returns. Part of this has been the reputational challenges that Pakistan has faced, making it seem like a high-risk destination, but this has changed in the last 12-24 months with the country being named as the #1 tourist destination in the world according to Conde Nast travel magazine. We are working to make Pakistan more attractive to foreign investment with a view to bring \$100Bn in to the country in the next few years.

Octara.com: You have launched PakTekHub, a platform for the start-up community in Pakistan that welcomes founders, funders, mentors, advisers, and dabblers. Why has Pakistan failed in producing its own version of Silicon Valley? And why are we so far behind the curve when it comes to leveraging technology in our quest for foreign exchange?

Late out-of-the-blocks

Silicon Valley has had time to evolve, and we are quite far back on the evolutionary curve. There are very few professional investors, although the numbers of both local and international investors are growing daily as interest in Pakistan grows. It's the same with a dearth of professional founders, although again, institutions like Founder Institute (of which I am a Director in the Karachi chapter) and National Incubation Centers (where I am a mentor and adviser) are making inroads. The vision for PakTekHub is to create a community for all players in the ecosystem to grow together, as well as provide a central resource that members of the ecosystem can use to meet their objectives, whether it be raising funds, finding great businesses to invest in, connect with great mentors & advisers, and much more.

Octara.com: Please share with us the insights you have gleaned as a consumer marketing professional with 25 years of hands on Brand Management experience with organizations like Philips, Novartis, IFFCO, Reckitt Benckiser, Johnson & Johnson, Careem and others.

Keep an open mind

If I've learnt anything, it's that it is so important to keep an open mind. It really is true that you make an Ass of U & Me whenever you assume anything. The tools of marketing are wonderful, and once you become familiar with them, you can apply them in a myriad of different ways and in different contexts. It is a liberating feeling, knowing that when you start looking for insights – consumer, trade, shopper, whatever – with an open mind, learning what matters to them, developing products and services that solve their problems, finds ways to get those products & services in front of their customers, and making those people aware of them... that process works pretty much anywhere in the world. You just need to discard all pre-conceived notions of what constitutes success, and search for what constitutes truth in that particular situation. And once you get used to this process, you will find epiphanies occasionally, things that will change the way your customer views and interacts with the category. It's an amazing feeling.

Octara.com: In your book "Building Brand YOU!" (<http://tinyurl.com/o2q9vxl>) you say that the world today is struggling with the Personal Brand Paradox. Please elaborate.

Unstoppable force versus immovable object

Well, the world today is struggling with what I call the Personal Brand Paradox. On the one hand, growing competition at a global level is making it increasingly difficult for people to make enough money to support the lifestyle that more and more of us aspire for. On the other hand, social media and the Internet are giving us all the opportunity to experience global fame. In fact, the millennial & Gen Z generations that have grown up with the Internet as a fact of life now expects that they will at some point get their fifteen minutes of fame. So how do you resolve this clash between an unstoppable force and an immovable object? "Building Brand YOU!" casts light on what many consider to be the (black) art and science that is branding and marketing and its practical application to building your personal brand. The tools and methods described in the book are used by millions of marketers around the world to build the brands they manage on a daily basis, and now readers can apply these trusted techniques to truly differentiate themselves – and stand out in their chosen careers.

Octara.com: You are on record as saying that “It’s never too early to Begin Building a Personal, Powerful Brand Personality — and the earlier you begin in your career, the more professional weight YOU will carry.” But isn’t brand building an accumulative process that could take a lifetime?

The bank of Brand Equity

As my mentor and guru Daniel Adams used to say: “Every action you take is either a deposit into, or a withdrawal from, the bank of Brand Equity.” You can spend a lifetime building that bank balance, and it can be wiped out in a single day by a single action. The greater the positive balance in your brand equity account, the greater the chance of survival. Manage it carefully!

Octara.com: Please share with us your memories of school and college, your favorite curricular and extra-curricular pursuits.

Table-tennis, squash, snooker, pool and more

This is a strange time for me... I have just enrolled at IBA for a second Masters, and I find myself transported back in time to 30 years ago, when we were much (much!) younger and so inexperienced. I guess it is to answer the age-old question “If I knew then...” that I have gone back to my alma mater, to continue on the learning curve that is life.

At college and university, I enjoyed table tennis, squash, snooker, pool and more. I was a member of many societies and clubs, and preferred it that way... In terms of studies, I always loved marketing, and have been a student of this art and science for the past 32 years.

Octara.com: How do you de-stress and unwind?

Ride a motorcycle!

I read, play squash with my son, walk, watch Netflix, and ride a motorcycle.

Octara.com: What books occupy your reading list these days?

Wow!

I just downloaded about 20 books on my Kindle, which is a bit much I know, but reading is more than a pastime for me...

Crime & Punishment

Fyodor Dostoyevsky

The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible

Brian Tracy

How to Win Friends and Influence People in the Digital Age

Dale Carnegie, Associates

The 4-Hour Body: An Uncommon Guide to Rapid Fat-Loss, Incredible Sex, and Becoming Superhuman

Timothy Ferriss

The 4-Hour Workweek, Expanded and Updated: Expanded and Updated, With Over 100 New Pages of Cutting-Edge Content.

Timothy Ferriss

The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future

Chris Guillebeau

The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career

Reid Hoffman, Ben Casnocha

Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!

Robert T. Kiyosaki

Passive Income Ideas: 50 Ways to Make Money Online Analyzed (Blogging, Dropshipping, Shopify, Photography, Affiliate Marketing, Amazon FBA, Ebay, YouTube Etc.) (Business & Money Series Book 2)

Michael Ezeanaka

The Art of War (AmazonClassics Edition)

Sun Tzu

A Beginner's Guide to the Stock Market: Everything You Need to Start Making Money Today

Matthew R. Kratter

Common Stocks and Uncommon Profits and Other Writings (Wiley Investment Classics)

Philip A. Fisher, Kenneth L. Fisher

Technical Analysis of the Financial Markets: A Comprehensive Guide to Trading Methods and Applications (New York Institute of Finance)

John J. Murphy

Dear Shareholder: The best executive letters from Warren Buffett, Prem Watsa and other great CEOs

Lawrence A. Cunningham

The Deals of Warren Buffett Volume 2: The Making of a Billionaire

Glen Arnold

The Deals of Warren Buffett: Volume 1, The First \$100m

Glen Arnold

The Intelligent Investor, Rev. Ed

Benjamin Graham, Jason Zweig, Warren E. Buffett

Warren Buffett's 3 Favorite Books: A guide to The Intelligent Investor, Security Analysis, and The Wealth of Nations (Warren Buffett's 3 Favorite Books Book 1)

Preston George Pysh

A Fundamental Approach to the Purchase of Stocks for the Average Investor

Antonio Sferra

Warren Buffett Accounting Book: Reading Financial Statements for Value Investing (Warren Buffett's 3 Favorite Books Book 2)

Stig Brodersen, Preston Pysh

Octara.com: Do you have a message for Pakistan's demographic dividend poised to enter the workforce?

Don't wait

Harkat mein barkat hoti hai. No one is responsible for your success, your career, your future – other than you. You are the C-suite of your own brand. Act as though everything you do will last forever but prepare to meet your Maker tomorrow. Don't compromise on your values – ever. Don't wait, #StartSomething. Octara.com: How badly were you impacted by COVID-19? Rollercoaster in quarantine

I used the time to reconnect with my family, because prior to COVID, I was travelling every week. I also focused on reading, and extended office hours to multiple startups, which eventually led to launching PakTekHub. It's been a rollercoaster in quarantine alhamdulillah! ■

Thank you Omar Abedin!

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

The Other Wonka Story

Dr. Tommy Weir

Published on September 15, 2020

“Dad, why aren't you at work?” asked Charlie. “Oh, well the toothpaste factory thought they'd give me a bit of time off,” replied Mr. Bucket. Mrs Bucket cast her husband a sympathetic but apprehensive glance as he answered their son. “Like a summer vacation?” Charlie continued to quiz his father. “Sure, something like that,” said Mr Bucket, conjuring the best smile he could muster. But it wasn't a vacation at all. Nor was it summer. The winter was closing in and Charlie's father had found himself out of work.

Mr Bucket had worked on a production line. His job saw him sit at a bench each day, diligently screwing caps on toothpaste tubes once they had been filled. The hours at the factory were long and the pay was terrible, but that job had been keeping the family in cabbage soup for years. With Charlie out of earshot, Mrs Bucket comforted her husband. “You'll find another job,” she whispered. “Till then, I'll just make the soup a bit thinner.”

Not far away, plumes of smoke could be seen funnelling out of Willy Wonka's chocolate factory, the largest in chocolate factory history no less. The excellent and wildly eccentric entrepreneur had started out with a single shop on Cherry Street, but before long, the entire world had started demanding his candy – and it was having a knock-on effect on other businesses too. The upswing in sales of Wonka's sweet treats had led to a rise in tooth cavities which in turn had led to an increase in toothpaste sales. With the extra money it was earning, the factory had decided to modernize, eliminating Mr Bucket's job and replacing it with machines.

For critics of automation in the workplace, it would be convenient for the story to end here. Only it doesn't. Just like his son who won a coveted golden ticket to visit Willy Wonka's chocolate factory, Mr Bucket's own luck was about to change. By the end of the tale, Mr Bucket is back, only this time, he's a supplier to the toothpaste factory and takes on the role of fixing the very machines that had replaced him. What's more, with a more skilled job came a far higher salary too, affording the Bucket family a more comfortable life, not to mention a more varied diet.

Aside from enthralling children and adults alike since 1964, Roald Dahl's world-renowned story of Charlie and the Chocolate Factory is testament to three things: One, that Willy Wonka-style innovation is to be embraced, no matter how outlandish the idea. Two, that the fear of automation is not new. And three, that despite regularly being positioned as the nemesis of man, the rise of the machine has in fact been boosting the skills and fortunes of we humans for years.

Last week I talked about the rise of automation, and the message

is worth repeating again. The increasing automation of work processes is an unstoppable – and thankfully, positive – transition, and one that opens doors rather than slams them shut. As forward-thinking companies roll out new technologies, their people won't be kicked out, they will be retrained and upskilled. With technology handling many of the mundane and time-consuming tasks, employees will be unchained from drudge work and set free to explore their creativity, hone their soft skills and add more meaning to their working lives. Like Mr Bucket, they maybe even be better paid for it too, who knows?

The upswing in sales of Wonka's sweet treats had led to a rise in tooth cavities which in turn had led to an increase in toothpaste sales. With the extra money it was earning, the factory had decided to modernize, eliminating Mr Bucket's job and replacing it with machines.

Roald Dahl's colorful characters are works of fiction, but real-world examples aren't hard to come by, and as a recent article from The Brookings Institute suggests, the future of work and workforces will depend on the balance between labor replacing technologies and labor re-instating technologies that generate new tasks at which humans have a comparative advantage.

That's not just upskilling, it's creating entirely new roles too, and at a time of health crisis, when employment uncertainty looms large and the world craves innovation like never before, that can only be a good thing, right? ■

Source:

<https://www.linkedin.com/pulse/other-wonka-story-tommy-weir/>



Dr. Tommy is the leading CEO Coach in the Emerging Markets. Sitting in their shadow, he typically advises CEOs on growth in the emerging markets. He is exclusively working with Octara for his workshops in Pakistan and was the Keynote Speaker of 17th MAP Convention 2015.

For Inquiries, info@octara.com

Is it True That Less is More?

Here's What The Leading Expert on Essentialism Says

Robert Glazer

Entrepreneur, Best-Selling Author and Speaker | Founder & CEO @ Acceleration Partners

Published on September 8, 2020



This Friday Forward is part of my #Elevate series on LinkedIn with over 275,000 subscribers. Subscribe above to receive future editions directly in your feed.

Six months ago, if you had asked me what I believed was essential to myself, my family, and my business, I would've listed many things I now haven't done for months, and that I do not miss. I might have told you that:

- **Travel was essential to my business.**
- **I could only give an important speech in person.**
- **Our family's frenzied weekends were essential to our interests.**

Over the past several months, many of these hypotheses have been proven false. I should probably take that as a sign to question more of my assumptions and critically evaluate how I spend my time.

The reality is while many of us think busyness leads to productivity and satisfaction, if we looked closely, we'd find most of what we spend our time doing is probably not essential, nor does it even deliver the desired outcomes.

The Pareto Principle, also known as the 80/20 rule, was named after esteemed economist Vilfredo Pareto. He showed that 80 percent of consequences come from 20 percent of all actions, illustrating an unequal relationship between inputs and outputs.

For example, 80 percent of our sales come from 20 percent of our clients, or we wear 20 percent of our clothes 80 percent of the time. By default, this means the inverse is true as well; 80 percent of our efforts only produce 20 percent of our outcomes.

We have continued to associate achievement and happiness with more time and effort spent. However, the Pareto Principle illustrates that 80 percent of our time is spent on things that may not be essential.

What if doing less, and having less, actually leads to more fulfillment and higher achievement?

This is the premise Greg McKeown explores in his bestselling book *Essentialism: The Disciplined Pursuit of Less*. McKeown examines the difference between two types of people, essentialists and non-essentialists.

One key difference between essentialists and non-essentialists is how they allocate time and energy across three concentric circles in their lives. The first circle, which is the furthest from the center, McKeown labels, "other." This includes things like your email, social media updates or busywork tasks at work and that vie for your attention. Non-essentialists start each day in this circle, and often get stuck there.

The second circle—which is closer to the center—is family. Most of us consider our family to be important to us, but if we spend too much energy in the "other," circle, we'll be pretty exhausted by the time we're interacting with our families at the end of the day.

Finally, there is the third, innermost circle. This is what Greg calls, "protect the asset," which is yourself. This is your most elevated, intuitive place, where you can make the biggest contribution. And if you really understand what you can contribute in this circle, the costs of ignoring or overlooking it become clear. Unfortunately, many non-essentialists get so caught up in the other circles that they never reach this point.

By contrast, an essentialist sets their priorities by starting from the inner circle and working their way out. They focus intently with what's most important to them and learn to avoid the trivial. They are fiercely protective of their time and energy, because they understand what they are otherwise giving up.

When we think about our time, McKeown suggests we replace common false assumptions with three core truths:

- **"I have to" becomes "I choose to"**
- **"It's all important" becomes "Only a few things really matter"**
- **"I can do both" becomes "I can do anything but not everything"**

COVID-19 has brought about one of the largest global experiments in essentialism ever enacted. I was fortunate to have the opportunity to sit down with Greg to discuss this recent phenomenon and more about essentialism on the Elevate Podcast.

Thinking back over these past few months, what may be non-essential in your life that you can reduce or eliminate for good when we get back to the new normal?

"Your obligation is to the highest point of contribution you can make." - Greg McKeown

The above post is a Friday Forward, my weekly leadership note read by 200,000+ leaders in over sixty countries. Join Today to get your copy on Friday morning, it goes great with coffee.

Friday Forward is also now a bestselling book.



Source:

<https://www.linkedin.com/pulse/true-less-more-heres-what-leading-expert-essentialism-robert-glazer/>



Robert Glazer is Author of best-selling book "Friday Forward" and Founder & CEO of Acceleration Partners, an award-winning partner marketing agency ranked #4 on Glassdoor's best places to work. Robert was also named twice to Glassdoor's list of Top CEO of Small and Medium Companies in the US, ranking #2 and was recently named one of Conscious Company's top 22 conscious business leaders. He is a member of Marshall Goldsmith's 100 Coaches initiative.

For Inquiries, info@octara.com

IMPERFECT IS THE NEW PERFECT: 3 Steps To Un-Funk Yourself

by Tina Olivero, Founder of The OGM - Our Great Minds



The ads, the shows, the magazines, the blogs, the billboards, the TV, and the social media, blaring subliminal messages about "having to be perfect, do it perfectly, look perfect," honestly, it's exhausting.

I'm done with it. How about you?

We are finally getting to a more authentic and evolved way of living. A place where embracing our "imperfect" is finally perfect! Big sigh of relief over here on that one, because I was getting so sick of trying to be something I was not and pretending I was someone I wasn't.

My intuitive self kept whispering, "trying to be perfect is not really working for you," but it took me a long time to listen.

Feeling unsettled about having to 'be perfect' was a real pain the rear end, but when I finally got the message, it was a great teacher. Funny how that works; suffering always seems to bring a lesson if we are willing to embrace it. I am sharing what I learned about being perfect in hopes it will save you a lot of time and anguish.

GOING OUT ON THE TOWN

Think about the last time you were getting dressed to go out, and you couldn't find the right outfit. Remember how it felt? Nothing looked right. Nothing fit. Then you got mirror rage. You felt restless and tormented. You tried on ten different outfits and eventually gave up.

That was the "perfect one" taking over your life. And what a Biacheeeee she is. Miss "Have To Be Perfect," hijacked your night without you even realizing it. Then she took you on the self-pity train with her best friend, "doubting-Debbie," who was happily waiting in the wings to agree, 'your just not good enough.'

That was the moment you lost yourself. And that sucks.

Now what?

You can get a tub of ice cream and sit on the couch and devour it, while you're pouting with Netflix, or you can Un-funk yourself in three easy steps:

1. Stop comparing and start creating. The source of most of our suffering comes from comparing. We are either comparing ourselves to someone else or hoping for a better version of our selves. Either way, when we do that, we have unknowingly chosen to feel unsatisfied and unhappy. As soon as we realize this, we can transform that low-level feeling into awareness. From awareness, we can shift to something new. Moving from comparing to CREATING is the key.
2. Decide that we are not going to feel dissatisfied and start being creative is the next move. From awareness, you might say to yourself,

"I'm not willing to let this ruin my night. I'm choosing to make this work and to have fun."

3. Start to get creative with how you could dress up by finding new ways to mix and match your wardrobe. It may mean looking online for fresh styles for your hair. It may mean digging into your closet and finding all the outfits that you've forgotten. Perhaps it means getting creative with colors, shoes, and accessories. The list is truly endless about what we can create if we are unwilling to listen to the inner critic's voice.
4. BONUS TIP: Choose something from your wardrobe that makes you feel good. Because when you feel good, you look good. The authentic you is always more attractive than the "want to be someone you are not." People who are real, authentic, and vulnerable are so much more beautiful. It is our openness and vulnerability that is so damned attractive!

Next time you find yourself in a funk, be aware you are in it, shift from comparing to creating the authentic you. Get out of that funk as fast as possible. The moments in life are precious, and we don't want to waste them in the illusion of perfection.

SELF AWARENESS CHALLENGE

So I leave you with a challenge. Next time you go down the rabbit hole of comparison and perfection, rather than waste countless hours feeling bummed, remember this article and see if you can get out of it in 5 minutes or less. That's all the time you are allowed to stay down in that dark, self-critical place. That's all the time it deserves. Thank your negative Nellie for sharing and comparing and tell her that your authentic self is more beautiful than anything! Shift, elevate, and create! And voila, you have UNFUNKED yourself in record time!

If you succeed with this challenge, would you write to me and share how you unleashed your authenticity? Would you show us how being imperfect really is perfect?

With your permission, I will publish some of the creative examples of how our readers got authentic and real, in part 2 of Imperfect Is The New Perfect! contact@thephoenixfuture.com

So excited, I can't wait to hear how it all goes! ■

Source:

<https://thephoenixfuture.com/f/imperfect-is-the-new-perfect-3-tips-to-unfunk-yourself>



Katrina (Tina) Olivero is the Founder of The OGM - Our Great Minds. She is also a Business Growth Strategist, Leadership Coach and Trainer.

For Inquiries, info@octara.com

AGILE ORGANIZATIONAL TRANSFORMATION

Mark Your Calendar

Thursday, October 8, 2020

2:00 - 3:00 pm (UAE Time)

3:00 - 4:00 pm (PAK Time)

Zoom Registration Link:

<https://bit.ly/35JzsFU>

LEARNING OUTCOMES:

- **UNDERSTAND** fundamentals of Agile methodologies
- **COMPREHEND** values, rituals and practices of Agile
- **DIFFERENT** roles and their responsibilities in Agile
- **KNOW** what it means to operate as a self-organizing team
- **HOW** to adopt Agile into the team for their routine work
- **BE** lean and reduce waste
- **IMPROVE** performance and productivity

ABOUT THE WEBINAR:

The session will focus on providing participants with in-depth practicality that how Agile methodologies can be effective for any professional. The participants will also learn about the different elements of Agile Organizational Culture and how they can change their thinking and processes to adopt Agile in their organizations.

TALKING POINTS

- Transformational Approach and Architecture
- Agile Risk & Governance Stream
- Agile Directions and Accountability

WHO SHOULD ATTEND?

- Department Heads
- Product Owners, Business Owners
- Project Managers, Program Managers
- Project Consultants
- Technical & QA Leads
- Business Analysts, Scrum Masters
- Any senior team members who are responsible for managing solution delivery

Speakers of the Session:

MUHAMMAD ZEESHAN ALI

PMP, PMI-ACP



- A Project Management Professional (PMP®) and PMI Agile Certified Professional (PMI-ACP)™
- Over 19 years' experience in managing mid-large scale, high visibility projects in Public & Private sectors
- Co-author of books on management topics & professional exams (PMP, PMI-ACP, RMP, ITIL) preparations
- He has a BS (Hons) Degree in Computer Sciences and a Master Degree in Project Management

SAQIB JAVED JOHN

PMP, PMI-ACP, ITIL



- A Project Management Professional (PMP®) and PMI Agile Certified Professional (PMI-ACP)
- Worked with Global Clients, Contractors and Stakeholders on international projects in Pakistan, UAE and Qatar as a PMO Project Manager, Services Delivery Manager and Head of Organization Development
- Over 19 years' experience in developing & managing human behavior, process engineering and optimization, risk management, conflict management, performance maturity audits and policy making
- Well-known for his rapid-learning techniques and easy methods of practical implementations
- Co-author of books on management topics & professional exams (PMP, PMI-ACP, RMP, ITIL) preparations

Organizations benefited from Saqib & Zeeshan's Training



For Details & Registration contact

Sarim Atique at: sarim.atique@octara.com, Mobile 0345-8949470

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Helping You Succeed!

AN INTRO TO PRODUCTIVITY MASTERCLASS

Not All Hours Are Made Equal

About the Webinar

What if you could get another hour's work out of your busy day without working any longer or any harder? When you understand how your brain works your work, a couple of simple shifts in how you structure your day and that extra productivity is yours for the taking.

In this engaging, thought provoking and productivity increasing introduction to the MasterClass, peak performance productivity specialist Michael Tipper will;

- **SHOW** you how your brain's hardwiring and neurochemistry work AGAINST you being productive and what you can do about it.
- **DEMONSTRATE** why trying to multitask is a waste of precious time and what to do instead.
- **EXPLAIN** why you procrastinate and how you can defeat it with a few simple steps.
- **GIVE** you a 3 step plan you can immediately implement to get more from your day WITHOUT working any harder or longer.

Who Should Attend

This session is aimed at anyone who leaves their important tasks to the end of the day and are usually too tired to do them. Perfect for busy professionals working from home or the office.

For registration click here: <https://bit.ly/3mrQaGx>

Productivity Survey

Participant will receive productivity survey questions after registration

Speaker Michael Tipper



- 20 years of experience in the people development industry
- Recipient of the "Best New Speaker" award for the Academy of Chief Executives
- Author of 7 books including "Finding an Hour a Day - How To Free Up An Extra 60 Minutes From Your Busy Day...Every Day", "Memory Power Up" and "Instant Recall"




Michael Tipper is a self-confessed peak performance productivity geek. He hosts the Profit Productivity Podcast tracking his daily efforts to improve his productivity and personal effectiveness and his efforts to help others do the same. It is an enlightening, honest and ongoing account - warts and all - of how he keeps raising his ability to get more done yet still maintain balance in his life.

A past recipient of the "Best New Speaker" award for the Academy of Chief Executives, he is an experienced speaker, trainer, facilitator and coach having spent the last 20 years in the people development industry. He is also the author of 7 books including "Finding An Hour A Day - How To Free Up An Extra 60 Minutes From Your Busy Day...Every Day", "Memory Power Up" (Published by Duncan Baird Publishing) and "Instant Recall" (Published by Watkins Media).

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Helping You Succeed!

Service 4.0: Transforming Customer Interactions

PROGRAM OVERVIEW:

When it comes to making a purchase, 64% of people find customer experience more important than price. After having a positive experience with a company, 77% of customers would recommend it to a friend. Feeling unappreciated is the No. 1 reason customers switch away from products and services. As a group, Millennials are willing to spend the most – 21% additional – for great customer care.

Old retail adage: Customers remember the service a lot longer than they remember the price.

In today's markets, competition is no longer on price. It is about creating customer experience (CX).

In this 1-day workshop, participants will develop a clear strategy, supporting action plan, and practical tools to implement a Customer-Centric Service Program. Participants will also learn how to optimize resources, processes and structures to meet customer needs.

KEY BENEFITS

Learn future trends in customer service

Understand the customer; empathize

Design customer-centric service delivery models

Develop service strategy; leverage service as a competitive advantage

Create customer experience (CX)

Identify gaps in organizational talent; build organizational service capability and capacity

WHO SHOULD ATTEND?

- Customer facing employees
- High potential professionals
- Front Line Managers
- Supervisors
- Team Leaders
- Emerging Managers
- Executive Officers
- Sales Managers
- Marketing Managers
- Customer Service Managers



October
22
2020

Marriott Hotel, Karachi
9:30 AM – 5:00 PM



Syed Asim Rashid, Course Facilitator

- 26+ years of diversified experience in leadership
- President & CEO, CreativeSwan
- Former Regional Director, GE Energy; Former leader, Engro
- Studied advanced business and leadership at Harvard, MIT and INSEAD
- GE-trained Coach
- Holds Train-the-Trainer from ATD USA, and American Management Association (AMA)

INVESTMENT

PKR 18,000 +SST
Per Participant

Group Discount is Available

Fee Includes:

- 5 Star Hotel Venue for Training
- Course Material • Certificate of Attendance
- Lunch & Refreshments • Business Networking
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMail+ (WhatsApp Group)
- Octara Loyalty Card*

*Entitles card holder to 15% discount on all future Octara Trainings

Send your cheque in favor of Octara Private Limited
To: **Umair Tariq, Admin & Accounts Executive**
Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34520708, Cell: 0343 5940485

3 Easy Ways to Register

📞 021-34547141, 34520093, 34536306

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For Details:

Karachi: 021-34547141, 34520093, 34536306

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Helping You Succeed!

VIRTUAL PRESENTATION SKILLS



WANT TO LEARN HOW TO PRESENT ON-LINE LIKE A PRO?

With MOST meetings transitioning to online, there has never been a more important time to learn how to present using online tools. How do you give Project Updates, Present to Clients or close the deal ONLINE using meeting platforms such as Zoom, Microsoft Teams, and more? Want to learn how to present online like a PRO? Learn from one of Asia's most sought-after virtual speakers, Mark Stuart, CSP. Mark has delivered over dozens of virtual events using Zoom, Webex, Microsoft Teams, helping to up skill corporate and government clients in 19 countries.

In this 2-hour interactive webinar, discover how to deliver confident presentations – virtually

LEARNING OBJECTIVES

- **Excel** in delivering confident and convincing presentations virtually
- **Discover** how to engage a virtual audience
- **Learn** the tools and techniques of using Zoom, crowd-sourcing ideas virtually, polls, quizzes, digital whiteboard for more interactive and effective meetings
- **Learn** from one of the top Virtual Speakers in Asia – and top 15% of speakers globally

WHO SHOULD ATTEND?

- Learning & Development / HR Leaders
- Project Managers, Project Leaders
- Executives, Managers, Directors who want to learn how to present better virtually
- Sales professionals, Entrepreneurs who now use Zoom, Microsoft Teams and other meeting platforms
- Educators (trainers, teachers, consultants, facilitators), who want to learn how to use online tools

Workshop Investment

PKR 3500/-
+SST Per Participant

Fee Includes:

- e-Learning Material
- Digital Certificate of Attendance
- **Membership for TCS Octara WebMall+ (WhatsApp Group)**

** Entitles card holder to 15% discount on all future Octara Trainings (online & classroom)

- Virtual Business Networking
- Post-Workshop Advisory Services
- Octara Loyalty Card**



Speaker

MARK STUART, CSP

Keynote Speaker on Leadership in a Digital Age, Innovation and the future of work

- Keynote Speaker on Leadership in a Digital Age, Innovation and the future of work
- Master Trainer, Anagram Group
- Certified in Design Thinking & Innovation by the Massachusetts Institute of Technology (MIT)
- Winner – Future of Work Award in Singapore
- Regarded as one of the top virtual speakers in Asia and 15% globally
- Worked with 200+ MNCs, government agencies, and universities in Innovation and Leadership

Click here to Register :
<https://bit.ly/32Ys3ru>

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DIGITAL TRANSFORMATION

With CULTURAL ALIGNMENT

How to build digital culture for organizational success?

Speaker: UZMA AITQAD

Organisational Change and Culture Design Specialist

- Founder /Director of Magna People Change Consulting, UK
- Uzma is an Organisational Change and Culture Design specialist specializing in leading digital transformations with cultural alignment to deliver a true value of digitization
- Over 22 years of experience of designing and driving transformational changes with culturally diverse teams across **MENA, Asia Pacific** Countries, **Azerbaijan, Africa** and the **UK**, in the public and private sectors, including over a decade in international roles at BP
- Alongside her consulting activities, she also lectures as a Visiting Faculty in the Brighton University, Business School, UK
- To know more about Uzma, browse her company's website <https://www.magnapeoplechange.com/>

About the Webinar:

Digital transformation is about creating exciting new possibilities in everything we do in our lives and businesses, the impact is staggering. Statistics suggest about 70% of such initiatives fail due to lack of cultural piece. Achieving cultural alignment is not impossible; however it requires some level of change leadership capability for turning technology into business excellence.

This webinar provides business leaders and executives with insights into leading digital transformation with maximum benefits to their business. **You'll learn what digital mastery really is, how cultural alignment contributes to digital mastery?, and how we can achieve it.**

Who Should Attend?

- Chief Information Officers (CIOs)
- Business Leaders
- Decision Makers who desire to or tasked to bring digitization for customer experience improvement, operational processes enhancement, or business model effectiveness

Key Takeaways:

By the end of the webinar you'll have a sound understanding of:




- Who wins in a digital world? why digital transformation is actually a business transformation?
- How business leaders outperform their peers - understand 9 elements of digital transformation with culture being at the core of it driving technology.
- How digital success with cultural alignment can be achieved using **Magna Methodology ADMERE©** based on industry led research
- What are the challenges associated with cultural alignment and techniques to deal with.

Zoom Registration Link:
will be shared soon

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Topic	D/s - H/s	Trainer	Month
October			
FREE Webinar: Agile Organizational Transformation	60min	M. Zeeshan A & Saqib J. John	8-Oct-20
FREE Webinar: An Intro to Productivity Masterclass - Not All Hours Are Made Equal	60min	Michael Tipper	15-Oct-20
Service 4.0 Transforming Customer Interactions	1	Asim Rashid	22-Oct-20
Online Training: Virtual Presentation Skills	2-hours	Mark Stuart	27-Oct-20
November			
Emotional Intelligence for Leadership Excellence	1	John Bentley	3-Nov-20
Business Communications Masterclass	1	Catherine Bentley	3-Nov-20
FREE Webinar: Digital Transformation with Cultural Alignment	1	Uzma Aitqad	10-Nov-20
Workshop on Compliance Essentials & Business Ethics	1	Faisal Anwar	12-Nov-20
Upcoming Programs			
Certificate in Maintenance Planning / RCM	2	Ben Stevens	TBC
Certified Google Adword	2	Dr. Frank Peter	TBC
Channel Management	1	TBC	TBC
Corporate Governance	1	TBC	TBC
Creativity & Innovation using Design Thinking	2	Rody Vonk	TBC
Crisis Response and Communication Management	1	Ben Pronk	TBC
Cyber Security Management	TBC	TBC	TBC
Enterprise Risk Management	2	Philip Griffith	TBC
Protecting Financial Assets	60min	Petros Geroulanos	TBC
Health Care Operation Management	TBC	David Ben Tovim	TBC
Key Account Management	TBC	David Vachal	TBC
Learning and Development Management Program	2	Ian Thomson	TBC
Measuring Return on Investment of Training	1	Jack J Philips	TBC
Online Training: Designing Agile Organizations	TBC	Frederik Haentjens	TBC
Online Training: Effective Online Marketing & Selling Techniques	2-hours	Dave Nelissen	TBC
Strategic Marketing	2	Graham Hollins	TBC
Successful Product Launching and Brand Positioning	TBC	Jerome Joseph	TBC



For Details Contact:

Karachi: 021-34520093, 34547141, 34520708

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Attend any one Octara workshop in year 2020 & avail complimentary TCS Octara Loyalty Card which will entitle you to a flat 15% discount on regular fee to all Octara workshops (online & classroom) & 'MORE' during the whole year 2020.