



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

Dear Reader,

The great news in this issue is that COVID is off the headlines and breaking news, Allah ka shukar, and life is making a comeback to normal with indoors being declared kosher once more and wedding halls breathing a huge sigh of relief. But COVID hasn't vanished into thin air as we would all dearly like to believe. It still lurks in the shadows, taking a life here and a life there, so keep them masks up and stay sensitized to next level sanitation and hygiene is the advice on offer.

This issue we feature a bona fide heavy hitter from the world of computing. **Humayun Bashir** is a veteran IBMmer and still going strong, Mashallah, and he indulges us with a generous peek into his life and times. Our second lead is **Bob Forshay** from Boulder in Colorado who is promoting supply chain performance as a core competency and marshaled a good many Pakistani executives in a highly engaging Octara led Zoominar of which we carry an in-depth report.

Ramiz Memorial Day is coming up on the 5th of March and we take a trip down memory lane to 2017 when we gathered to remember him at the Pakistan Society for Training and Development. Rest in Peace, Ramiz, and may the footprint of the learning you imparted grown with every generation, ameen.

We also carry the feedback from our valued readership which is heartening in the extreme and encourages us to 'do more' with less in these economically very crunchy times which we shall soon overcome, Inshallah.

In our 'blast from the past' we celebrate the **Bentleys, Catherine & John**, who visited us in 2017, and we also carry Rose-marie's blog. It's a busy month of March that Octara's got planned for you and we hope you can join us both virtually and in person for our panel discussions, webinars and classroom trainings.

Thank you for your vote of confidence.

Stay Safe. Stay Happy 😊

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

Feedback: info@octara.com

INSIDE



Seasoned IBMmer Humayun Bashir
BULLISH ON PAKISTAN!
 Interviewed by Adil Ahmad



Supply Chain Management as a Core Competency
Bob Forshay Promises Positive ROI in 90 Days
 TCS Octara's Webinar Review



Octara Events from the Past
Bentleys come to Karachi
 octara.com Newsletter (Summer 2017 / Issue 22)



The Flight of Time
 A Blog by Rose-marie Fernandez

Programs in March 2021

Special Event on International Women's Day | March 8, 2021 | 3:00 pm PKT
Panel Discussion: Women in Leadership: Achieving an Equal Future in a COVID-19 World
 Speakers: **Zaufyshan Haseeb, Faiza Yousuf, Rose-marie Fernandez, Tehmina Shafi Khan, Syed Sajjad Raza, Jalal Curmally & Sania Sattar**

March 10, 2021 | 3:00 pm PKT via Zoom
Complimentary Webinar: What Motivates Me – Put Your Passion to Work
 Speaker: **Saqib Mansoor Ahmed**

March 16, 2021 | Marriott Hotel, Karachi
Classroom Training: Negotiate to Win at Trade
 Facilitator: **Atif Farooqui**

March 18, 2021 | Marriott Hotel, Karachi
Classroom Training: Management Masterclass
 Facilitator: **Haseeb T. Hasan**

March 18, 2021 | Marriott Hotel, Karachi
Classroom Training: Effective Business Support Practices
 for Executive Secretaries, Receptionists, Administrative Professionals
 Facilitator: **Zaufyshan Haseeb**

March 25, 2021 | 11:00 am – 4:00 pm PKT via Zoom
Online Training: Leadership in Crisis and Pandemic Situations
 Facilitator: **John Bentley**

Life Long Learning Lessons
 Contributions from TCS Octara People





octara.com: You were IBM Pakistan CEO for 16 years and credited with starting multiple new lines of services businesses, Business Continuity and Recovery Services, outsourcing, lead roles in Financial, capital markets automation, and Telecom sectors. Please share with us the highlights of your innings with IBM, and how the world of computing in particular and the national and international landscapes in general, changed over this period.

Humayun Bashir: IBM is a 110 years old company. Very few companies survive, grow, innovate and last this long. The essential part was IBM transforming its business model every few years to adapt to the changing needs, plus some reorganization due to local developments. I went through 5 or 7 such cycles during my 40 years career.

In 1998 when IBM decided to downsize Pakistan after the US sanctions regime and economic collapse, I was sent back from Dubai and took on a downsized operation with 57 IBMers as opposed to 200 at the start of 1999, with instructions to hold the ship steady and no audit or export license issues.

Whatever small team we had was very dedicated, and senior colleagues, some of whom were my former managers, cooperated with me and I took their advice at every stage.

It was clear that we could not survive as a country operation without growing our revenue, profits and talent, as such adding new lines of services business and responding to the marketplace for turnkey solutions, data centers, outsourcing, disaster recovery operations and consultancy was imperative and every one or two years we added a new line of services business.

Seasoned **IBM**er Humayun Bashir **BULLISH ON PAKISTAN!**

With 40 years of diversified experience with IBM in Pakistan, Afghanistan, Iran, and MEA headquarters Dubai, of which the last 16 years were spent as CEO IBM Pakistan, Humayun Bashir retired from IBM in June 2016. He has spent the last four and a half years serving on a few corporate boards adding value at the strategic level, working with the startups eco system, involved in an advisory role with a couple of companies and keeping 50% time of his time for himself which he spends on travelling, reading, gardening, grandchildren, and preparing for the next world.

octara.com was accorded the rare privilege of an in-depth debrief of Mr. Humayun Bashir that made for optimism and hope, painting a robust and vibrant future for the Pakistani state and society.

When I left finally in 2016 June we had a team of 600 including a 450 man consultants delivery center serving IBM Middle East Africa projects and the new services lines.

octara.com: You were also involved with Afghanistan, Iran, and MEA headquarters Dubai while with IBM. How different was that experience from your experience in Pakistan?

Humayun Bashir: It is always a great experience to work with different cultures and nationalities, and to be sensitive to local norms with clients, as well as accommodate and adjust with colleagues from Italy, Egypt, South Africa, India, UK, Turkey, and few other nationalities that I worked with.

IBM had a great training program/workshop to develop and prepare us to fit in this cultural 'kichreee'. We even had a 100 country profile with customs, do's and don'ts, and other talking points. As an example, in Iran and Afghanistan, you could not do a meeting and start discussing business immediately, as they needed time for pleasantries and to know you a bit and serve you a full tray of fruits and "vegetables". Once I was giving a presentation in Tehran and the CEO started to cut and peel a pineapple! And so I paused a bit as pineapple cutting needs full concentration!

"Once I was giving a presentation in Tehran and the CEO started to cut and peel a pineapple! And so I paused a bit as pineapple cutting needs full concentration!"

octara.com: You have been engaged with promoting entrepreneurship via Incubators like OPEN Karachi, Nest i/o, I2i, Startup-weekend and MOMENTUM. You have also served as coach and judge of startups and events for entrepreneurs. How cognizant are these newbies to the impact on society of global warming and climate change? And when can we expect to see Pakistanis make an impression on the world stage?

Humayun Bashir: The last 2 to 3 years has brought about a near revolution in this space. The startup ecosystem, VC funding, and Incubators have really matured and the industry has rallied to support. Jazz, HBL, UBL, LMKT, LUMS, KU-ICBS and many others are examples. We are beginning to see dozens of startups with potential of doing Billions of business and several getting funding ranging from USD 200k to 10 million dollars Plus.

There are a dozen VC funds managing a portfolio here and a VC fund association was also launched last year. Examples of companies doing well are BYKEA, Foree, Zameen, Car Wheels, Daraz, Chinese players, Foodpanda, and hundreds of others specially in the payment solutions space.

There are some examples of big successes who moved their operation to Dubai / Singapore as Pakistan's laws (SBP, FBR and SECP) did not allow or facilitate the same and we lost the opportunity to attract millions of dollars, which were invested and parked in offshore, with Pakistan as satellite branch.

On the other hand India was getting 8 to 9 Billion dollars investment from abroad. In the past few months the State Bank has taken big steps to change this and so has SECP and they are open to further discussions. FBR is an animal that needs to be brought out of the stone age, but still I am very bullish on our potential. These 1000 startups from a pool of eventually 5000 will be important employers and sizeable GDP contributors in the coming decade.

octara.com: Is entrepreneurship the way forward for Pakistan's youth bulge, the so-called demographic dividend? In this connection please share with us your experience with INJAZ Pakistan, and the vocational training gap you may have perceived.

Humayun Bashir: Pakistan's population is 220 million and growing, and over 50% are young people in their early to late 20s. THIS CAN TURN INTO A TIME BOMB. In the recent past the tendency was to look for jobs and specially government jobs. That is changing as per surveys of i2i in 2018 and other recent surveys where 27 percent of college graduates want to start their own business.

The only way out is to develop a 100,000 plus plus new businesses in the coming decade, majority of which would employ 10 to 20 people, and top 10% would employ 500 to 1000 people or more. Recent examples are CAREEM, BYKEA, Payment apps, services, Medical, Agri support apps and solutions created as startups in recent years. For this we also need basic entrepreneurship training, basics of finances and accounting, and how to run businesses.

The system also has barriers as at the other end of the spectrum we have masses (specially women) who cannot even open a bank account. The pipeline of business, technology graduates plus younger generation at lower strata plus women need to be encouraged. National organizations like SMEDA, IGNITE, PSEB, Pasha, SBP, World Bank, etc are all working on this and we are now beginning to see first green shoots and I am very excited about the way forward.

Injaz is one of the dozens of programs (British Prince Foundation Fund is another) where girls from underprivileged areas and



Meeting Federal Minister for IT & Telecommunication, Syed Amin Ul Haque and Mr. Farrukh Khan, CEO/ MD of Pakistan Stock Exchange Limited

senior schools children are given basic financial knowledge, and business acumen plus their bank accounts are opened. Several dozen vocational training schools are now operating in the country producing mechanics with skills in Agriculture, electronics, programming, Call centers, car repair, construction, media and so on which is very encouraging.

octara.com: As Chair PSX IT Steering committee and Independent Director on Boards of SILKBANK, Linde/POL, Karachi Port-KPT, Export Processing Zone Authority, MIT-EP, as well as Elected President of American Business Council (ABC) 2011 and President of Overseas Investors Chamber of Commerce & industry (OICCI) 2012, it would be fair to assume that you have your finger on the business pulse of the nation, indeed the world. Where are we headed in the post-COVID-19 period? And how well are we proofing ourselves against global warming and climate change?

Humayun Bashir: Pakistan de-industrialized too soon. In the last 20 years we went backwards. Our industrial production as percentage of GDP is less than half today. We don't research and manufacture enough and we are happy with cheap Chinese and Asian imports.

As such while exports of other Asian nations doubled in last the decade, ours is like a flat dead heart ECG line. We raised this message with government and planners from the OICCI/ABC platforms, but we still followed the Dubai and Singapore example of imports and consumer spending. That is fine when you have a population of 4 to 5 million, but not when you are adding nearly 4 million people a year. Our exports and innovation suffered.

In the field of Agriculture too we did not modernize with new seeds and new ways of farming in the past 20 years and our yield is one third of India for some crops. It's shameful that we are importing wheat, sugar and cotton for the past few years.

In field of outsourcing we were hampered by the stigma of terror country for the past 20 years when India moved to USD 80 billion of export earnings from pure outsourcing and software related

services vs barely 5 Billion from Pakistan, in the past two decades. But there is hope and these numbers are growing for the past few years now, as all the terror control, image improvement, government and private sector investments have given 30% to 40% growth year-on-year in the last 2 to 3 years.

octara.com: As Chairman of the National Clearing Company of Pakistan Limited (NCCPL) Board you are working your way through your well-earned retirement. What does retirement mean to you and when should one hang-up one's boots?

Humayun Bashir: NEVER!!!! But the model of working should gradually transform to one which is more advisory, innovation oriented, guiding, etc after your formal job role ends. Technically I retired from IBM after 40 years in June 2016, and I had started planning for the next move which was clearly not a 9 to 5 job or sales / management job, but serving on few corporate boards, adding value at strategic level, working with startups eco system, advisory role with couple of companies and 50% time for myself spent on travelling, reading, gardening, grandchildren, and preparing for the next world.

octara.com: National Clearing Company of Pakistan Limited (NCCPL) is cited as a primary pillar of Capital Markets in Pakistan. Where is it at now? And where would you like to see it be?

Humayun Bashir: We had a very strong Board with capable leaders and specialists who steered and guided the dynamic leadership of NCCPL. Major milestones over the past three years were the introduction of online systems for investors and brokers, a mobile phone App, the integrated Know your Customer KYC systems for entire capital markets which I feel should be extended to the entire banking system and all institutions to keep finger printing and financial data of individuals in one data base and implement a Blockchain type of technology.

NCCPL team also worked with PSX, SECP, CDC to bring in several changes to margin financing, and brought in measures to manage risk and open ways to introduce new products like derivatives, etc in the market now that we will have a new Chinese stock Trading and Surveillance engine in 2021 from Shenzhen.

octara.com: You attained your Engineering Degree in Electronics (1972 – 1977). Please share with us your remembrances of academia and the society within which it functioned.

Humayun Bashir: I did not get admission to Engineering College in MARCH 1973, which was my dream, as I did not have the right Domicile. At Dawood Engineering College which was nationalized in 1971, the majority seats were for Sind interior, some for other provinces and barely 10% of 120 seats were for Karachi. As such my marks with first division were not enough whereas friends with Sindh interior domicile smiled their way through. It was only a few weeks later that my name came on the waiting list as several candidates who got offers from multiple colleges did not join. But by then I had already taken admission in B.Com at St. Patrick's College and paid my fee for the entire year.

When my name appeared in the 'wait list' for engineering I didn't have the money for admission. My father was DG Pakistan Postal Services, but government servants are on very tight personal budgets, and there was no way he could afford to pay the fee which was four times his monthly salary. So I went to the college

principal, Mr. Oswin Mascarenhas (1967–1975) and pleaded with him. He was very sympathetic and refunded a large part of the fee, with my mother pitching in the balance from her secret savings.

The government had doubled the seats after



My siblings are mainly Banker. Industry Icon - Late Haroon Basheer passed away 2 year ago. (RIP)



Moderating a Panel Discussion in Annual Convention of Management Association of Pakistan with Sarfaraz A. Rehman



Shaking hands with Federal Minister for Finance and Revenue, Dr. Abdul Hafeez Shaikh



IT Industry CATCH-UPS

nationalization without providing any resources, and it was a great disappointment during those days as laboratories were closed and we as students would go to Pakistan Telecommunication Company Limited (PTCL), Pakistan Air Force Aeronautical College, Pakistan International Airlines (PIA), and Space and Upper Atmosphere Research Commission (SUPARCO) to request teachers and professionals to come and teach us. Anyways, we managed, largely through self-study.

octara.com: What qualified then as your favorite subjects and extra-curricular activities?

HUMAYUN BASHIR - Physics, Electronics, and Computer Design were my major interests. Extracurricular activities included some cricket and tennis, and hobbies were aircraft modeling and design, and stamp collecting / Philately which I turned into a



Moderating a Panel Discussion in Annual Convention of Management Association of Pakistan with Sharmeen Obaid-Chinoy, CEO, SOC Films.

"The only way out is to develop 100,000 plus new businesses in the coming decade, majority of which would employ 10 to 20 people, and the top 10% would employ 500 to 1000 people or more."

business from home, by teaming with a dear friend, with clients in UK, Australia. I used to earn Rupees 200-to-300 per month from this hobby which is like earning Rupees 20,000 per month today. As such I was a relatively rich college kid by the grace of Allah, riding my 8 years old Suzuki 80cc motorbike.

octara.com: In your multi-generational interactions, especially with the much maligned Millennial, to what extent do you find missing the spirit of inquiry and critical thinking, the building blocks of any effective education?

Humayun Bashir: This is a loaded question ... I admire majority of the millennial for their passion and hunger for knowledge. Our education system and corruption in every field for the past 20 to 25 years, plus declining morals, have let them down. There is also the lack of opportunities and avenues, and poor planning for the youth that has created an issue. I am hopeful we are on the way out of this quagmire.

octara.com: What books appear on your reading list?

A short list of books I read recently include

- The 100 Year Life, What they don't teach you at Harvard Business School
- Muhammad SAW, Alchemy of Happiness,
- REFIRE don't RETIRE, Five stages of the soul, why we sleep?
- How to retire happy wild and free, Harmonic Wealth, Surrounded by idiots
- The one minute millionaire, The embarrassment of riches, Ask and its given
- Who rules the world, Post Corona, The new GREAT DEPRESSION of 2021
- The next Decade, The next Century etc etc

Humayun Bashir: In recent years I have read the following books, or re-read them. I started with a Dale Carnegie book at age 14 (how to win friends and influence people) and never stopped reading such books. I cannot read 400 page novels and prefer to the point, summarized books. In school days I read top 100 Classics books in abridged form which included Emily Bronte. I do pick up 3 to 4 books a year to read, but mainly subscribe to dozens of reports and researches on the Web, YouTube, MEDIUM, QUORA, Bloomberg, and a dozen more.

octara.com: What is your message to a rather tense, even distraught people of Pakistan, indeed the world?

Humayun Bashir: Get ready for BIG changes ... The world, its systems, the geographies/maps, the way we live and Learn, and interact will all change radically in the next 5 years with even bigger massive changes in the following decade.

We will begin to see Electric /driverless cars, free internet, internet of things, productivity increases, work from home, typical

offices may die, health telemedicine breakthroughs, Solar/wind power at fraction of the cost hitting the oil demand in a decade. At home in Pakistan we can see agriculture yields tripling, giving us surplus food, exports tripling, Minerals, Gas exploration bonanza, CPEC flourishing, foreign investments in Pakistan, startups new businesses creating SME industry and jobs. All these will present great opportunities and Inshallah will bode well for Pakistan, with a young population, top engineers, doctors and agricultural scientists, capable Armed forces, privatization, and hopefully a better honest leadership to take us into next decade Albeit, after a tough couple of years.

octara.com: How do you see the geo-strategic balance of power shaping up in our region in the years ahead?

Humayun Bashir: As I alluded to it in earlier question, I read a lot on future, not only in terms of scientific breakthroughs and Life/ Health, but also from geo political and economic /financial systems point of view. What I read points towards great chaos in the subcontinent, Middle East, USA, Europe and some countries will not be the same on the map of the world after the coming recession plus political divide, and will split.

The US DOLLAR as reserve currency will not survive by 2025, specially as the debt may rise to 40 TRILLION Dollars and kill the dollar forcing a currency reset. Blockchain and CRYPTO will play a big role going forward in the next decade. History shows that reserve currencies and nations rise and fall every 70-75 years. The British pound was there up to World War 2.

Experts mention that USA has entered in the autumn decline phase while China, Pakistan, Turkey, Russia, and some others are entering the spring and will brave this better. Countries like Japan, most of the older Europe like France, Germany and many others are in deep dive as their populations are dwindling and their economies will be affected. Some in Europe will become Muslim dominated populations in our younger readers' lifetimes. This will bring a big change on top and unrest among communities. Germany has allowed limited immigration and may do better.

HUMAYUN BASHIR joined IBM in Karachi after having spent a year with Mushko/ HP. He served for 10 years in Islamabad and 3 years at the IBM regional headquarters in Dubai in 1998 and again in 2013. He is happily married since 1980 to a girl he met at IBM, and has three children who are settled abroad so they have an empty nest which is common to many families, he says. Humayun is blessed with granddaughters whom he calls his lifeline. His elder brother in USA spends a few months with him each year and his younger brother is in Switzerland heading UBL OPS there.

"I come from a humble background as my father was heading Pakistan Postal Service as a Government Servant. He had rural roots and was a self-made man, and my ideal. I have been mentored by many in my career, mainly Kamran Mirza, Shaukat Tarin, Moin Fudda, Munnawar Hameed, Tariq Kirmani, Haroon Basheer my brother, and Mashkoor Chishti my uncle." Ladies & Gentlemen, Mr. Humayun Bashir! ■

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

RAMIZ ALLAWALA

A MAN TO REMEMBER
ON HIS 63RD BIRTHDAY

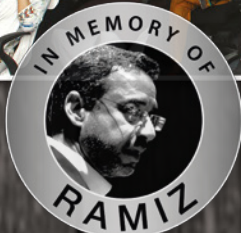
Thoughts shared by Ramiz friends on Memorial Day in 2017

5-3-2021



Opening Remarks by TCS Octara on Ramiz Memorial Day in 2017

<https://youtu.be/ktMRRDTt0Y>



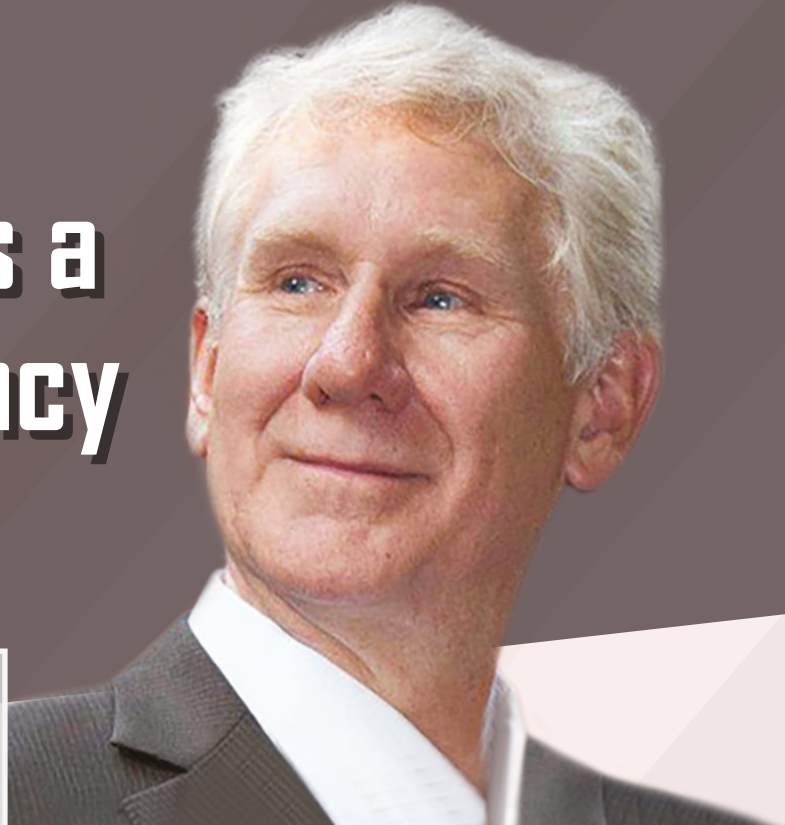
To know more about Ramiz, click here

<https://youtu.be/jUEhnGfEGtI>



Supply Chain Management as a Core Competency

BOB FORSHAY Promises Positive ROI in 90 Days



- Manufacturing/Fabrication, Medical, Electronics, Customization, Service Firms
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Titled Effective Logistics Leadership for POST COVID Supply Chains, Octara's one-hour Zoominar with Bob Forshay delivered much food for thought considering that business continuity has been a top-of-mind concern for all businesses across the board during 2020 which will go down as the universal year of the Pandemic as opposed to being celebrated in China as the year of the Rat.

COVID-19 bowled a bouncer that sent the wickets and bales flying all over the boundary line even as the batsmen got carried off the field on stretchers. Interesting to note that alert, adaptable, and observant characterizes the personality of the Chinese zodiac Rat described as outgoing, cheerful, and sociable in character. They can get along well with different people, so there are a lot of friends around them. No matter what jobs they are occupied with, they can harvest success on account of their quick response to outside changes. This clearly does not compute with what the world experienced in 2020 where quarantine, lockdown and vaccine became the buzzwords to be reckoned with alongside economic meltdown.

It's about profitability and stopping the money leaks, says Bob Forshay when defining his mission. "Make supply chain performance a core competency with aligned execution because while 62% of CEOs felt aligned on strategy, only 17% of their managers agreed."

The Man from Boulder

Bob has an impressive array of credentials that include CPIM, CIRM, CSCP, CLTD, CLM, CSCA, and CSCM. He is based in Boulder (Colorado) in the United States and has variously been titled as Education Professional, Process Improvement Consultant, Supply Chain Consultant, Transformation Consultant and Business Process Expert with North America, Saudi Arabia, Malaysia, EMEA and the Philippines his stomping grounds.

Supply chain out of whack?

If your Strategic Plan is not aligned with Execution and Customer Service is short of the goal, Your ERP System is running you instead of the business, and Delivery of product/service is taking too long, and costing too much, your Engineering Changes are taking months to implement and you need to shut down production for annual physical inventories, there is too much Paper in your process to manage it and the Material is Not Flowing, and all of this is Consistently adding to inventory cost, with delayed product launches hurting revenue with Cash 2 Cash Conversion cycle out of control, and Data accuracy not crisp, with garbage in = garbage out, then clearly your supply chain isn't out of the COVID business debacle and your competition is gaining ground on you.

Bob Forshay brings to bear his broad background in technology, oil & gas, food, paper & pulp, beverage, steel manufacturing, medical device, and measurement device. Having dealt with lots of different industries, he is perfectly positioned to bridge the Industry-Academia divide and is also engaged as a university professor.

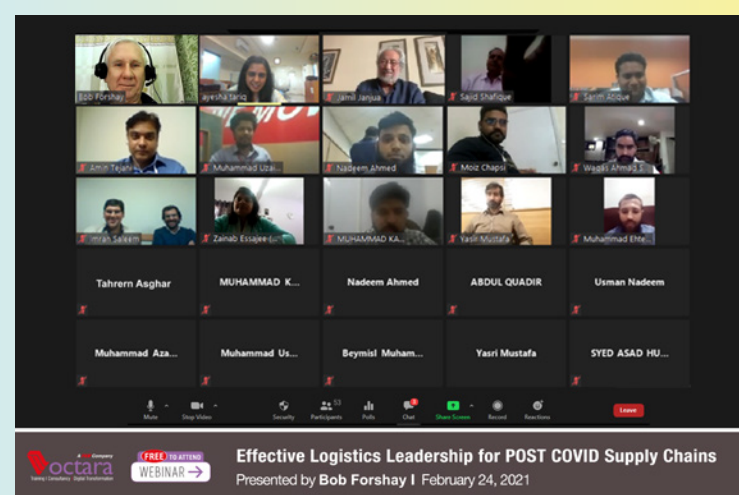
A lot of Octara clients are in the process industry, notes Bob, alluding to a fact that few have pointed out in the past. "Supply chain is a subset of the value chain," he says, emphasizing that the Design of the supply chain decides how we will go to market and that 80% of the supply chain cost is determined by its initial design, after which it's all about delivery.

Higher performing firms enjoy up to 75% higher profits and larger market share. In the supply chain management cost per \$1000 revenue, the SCOR Survey shows, the Top 50% scored \$82.86 while the Top 10% got away with \$18.15%, pointing to being more proactive, using better tools, and planning around risk management to a larger degree in a more proactive approach.

Predefined & scripted response

"We tend to be very reactive because we lack a strategic plan and don't have a lot of options with regard to supply disruption, quality loss, loss of IP, data, access to data, or breakdown of trading relationships. There is a lack of focus on risk management that informs procurement strategy and priorities."

In a Risk management poll that Bob Forshay took of the 100+ participants he posed the question "has a risk assessment and action plan been developed by your firm to address potential business continuity concerns". 38% are confident that 75% of the plan is in place, 28% feels they're still developing a plan, 22% are fully prepared, and 16% are not quite sure.



To watch recording of Webinar [PLAY](https://youtube.com/watch?v=z2TbwH4rAH4) <https://youtube.com/watch?v=z2TbwH4rAH4>

Things are always changing and there is no end to the planning process, says Bob. "Your response mechanism must be predefined, scripted, and not having to invent it along the way as the crisis is happening." In the COVID crisis he cites Toilet paper shortage, PPE non-availability, People/skill non-availability, Transportation bottlenecks, and System shutdown.

Amplify, de-amplify, amplify, de-amplify

Bob talked about the Bullwhip Effect which is the impact of distorted information flowing irregularly up and down the supply chain which amplifies timing and size of demand and/or timing of supply signals.

"When COVID struck we saw a lot of people stocking up on milk, water and toilet paper. Did the actual consumption of toilet paper actually change? No. There was panic buying that emptied the store shelves but that doesn't mean people began using more toilet paper. Store owners are going to place orders that will be larger than the normal demand with urgent tag because shelves are empty. But customers are not going to be buying more toilet paper that the retailer just restocked on paying premium price and shipping fast. The retailers, wholesalers and manufacturers are all stuck. Consumers aren't buying any more toilet paper. Retailers aren't reordering. So we go through this amplify, de-amplify, amplify, de-amplify. There's a time lag as well."

Quick on the draw

The pandemic caused businesses to respond in ways that could bring immediate process changes almost instantaneously. "Companies that were able to do that well are the ones succeeding now and those that didn't are really lagging behind the curve. Finding

"We need to connect the dots better and use technology and communications to synchronize data and integrate it throughout the supply chain"

talent to fit into this new world has been a key issue all along, and Revenue is seeing a significant reduction in the near term."

Citing a survey conducted by Conference Board Inc, Bob says that confidence around the world about the recovery varied with the Gulf region showing pessimism with 57% thinking the crisis would drag on. 21% in China were optimistic about a quick recovery. By October 2020 only 53% of businesses worldwide believed their operational processes had recovered since COVID-19 to move forward once more.

Cross-functional conversation

"We need to connect the dots better and use technology and communications to synchronize data and integrate it throughout the supply chain. This means having conversations with supply chain and strategic partners. The future has to look different than it did in the past."

The ability to leverage modern state of the art technology is a really big factor in quick recovery. Having better access to information quickly enables better decision making, measurement and management. The biggest stumbling block Supply chain clients run into is communications. Not being able to communicate with the right people at the right time fast enough to get decisions made about how they need to make adjustments.

Technology is a major supporter of the ability to move forward. High quality leadership, education in risk management, business continuity plans, work done on resilience, past investment in risk management, and work done on supply chain risk management were the other factors that helped most in recovery. "A lot of companies talk about risk management but a very few spend enough time doing it. It needs to be a cross-functional conversation and very strategically managed for the entire organization."

Caught flatfooted

Bob Forshay describes his Goal as Generating positive ROI for clients every month, and this is what every businessman in the world would like to see happen. Whether it's Managing Total Landed Costs or applying Lean - Six Sigma - Theory of Constraints (TOC) tools for Business Process Improvement, Supplier Relationship Management, Customer Relationship Management, Business Process Improvement, Bob's standing as Change Agent for Competitive Advantage and Quality Management Systems makes for hope, especially for those not nimble enough and prone to getting caught flatfooted when disruption strikes. Call Bob! ■

Webinar Reviewed by **Adil Ahmad**, Correspondent, **OCTARA.COM**

WELCOME KUDOS

We are grateful to the Almighty for the success that He has granted our efforts in our fortnightly e-Newsletter octara.com. Thank you for your words of appreciation and encouragement.

Jamil Janjua
ceo, TCS Octara & Chief Editor



Robert Mosley

Global C&B Expert and Owner of Lemon Pip Consulting Limited & TCS Octara's International Associate

"Great article, thanksAnd the overall newsletter is really superb, with some excellent articles Bravo!"



Lucy Cornell

CEO & Founder, Cornell Voice Advisory & TCS Octara's International Associate

"Such an excellent re-visit from the past !!! - Just reading about my visit to Pakistan in 2010. Really Great. Thanks Adil and JJ .. Wow. I look so young.. .Sigh"



Shahjahan Chaudhary

Tech Entrepreneur, Venture Capitalist, Founder /CEO at Assembly F

"Humbled and grateful to Jamil Janjua and team at Octara for the interview & cover story!"



Azam Jamil

Advisor/ Consultant at Akhuwat, Franklin Covey, TEVTA

"Thank you for bestowing an honour upon me I didn't deserve. Profoundly grateful."



Hammad Siddiqui

LinkedIn Coach & Profile Writer; Co-Founder & International Development at LinkedIn Impact

"Thank you so much for featuring my interview in September octara.com. Great thanks to JJ, Zainab Essajee. Also, thanks Adil sb for adding master strokes beautifully. "



Syed Adeel Azhar

Director Consumer, TCS Private Limited

"Thank you so much for featuring my interview in your February e-Newsletter. Not sure how that sounds but I actually enjoyed reading my own interview.

Thanks a lot Jamil sb. Real honored to be featured in octara.com e-Newsletter. Thanks to Adil sb as well for a very frank conversation."



Ayesha Tariq Sethi

Founder Sethi Learning & Company, Emotional Intelligence Learning Specialist & TCS Octara's National Associate

"Do some sentences suddenly 'click'?"

Do they empower you to look at things differently?

These questions inspired me to share some loosely strung thoughts that may find a home in the uncertainty of today's existence."



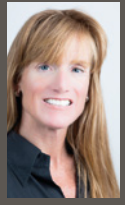
Saleem Aziz Khan

Executive Director, SAHEE - Society for Advancement of Health, Education and the Environment

"Thank you so much for featuring my interview in octara.com e-Newsletter"

Bentleys come to Karachi

Catherine Bentley



In **August 2017**, the Bentleys (PowerBase Consulting, Management & Leadership Consultants) were in town and delivered a double whammy on behalf of TCS Octara that left Karachi's corporate set empowered and much the wiser. While **Catherine Bentley** addressed '**Effective Business Email Writing**' in her Workshop, **John Bentley** focused on '**Emotional Intelligence for Leadership Excellence**' in his Workshop, and what a treat it turned out to be, and entirely well worth the investment considering the two areas addressed constitute the fundamental building blocks of successful business organizations.



John Bentley

EFFECTIVE BUSINESS EMAIL WRITING

With a Masters Degree in English Language (University of Edinburgh, UK) and a Diploma in Marketing (Chartered Institute of Marketing – UK), Course Facilitator Catherine Bentley is a Qualified TESOL (Teaching English to Speakers of Other Languages) facilitator with 16 years' of business management experience within the UK Financial Services Industry that includes Royal & Sun Alliance, MBNA International Bank, and the Royal Bank of Scotland. Since 2004 Catherine has been based in the UAE and has applied her commercial experience to facilitating diverse, multi-cultural teams across geographical locations in the setting and achievement of first-class customer service and communication standards.



Catherine works both with individuals and groups to develop confidence in communication, which she believes allows latent talent and potential to shine through and enhances customer experience and brand credibility. Her mantra is "Success lies simply in being the very best that you can be" and this positive energy runs through her coaching and training programmes.

Through a blend of discussions, activities and case studies, participants were made to **RECOGNISE** the principles of persuasion in business writing; **UNDERSTAND** the rules for presentation in business emails; **APPLY** the five step process for effective email writing; **ADOPT** the seven stage model for written complaint handling; **GENERATE** a bank of useful words and phrases for professional emails; **DEVELOP** a set of templates for particular types of business emails; and **APPRECIATE** the Power of Language and Plain English for impactful communication.

As the business world moves to communicate increasingly online and to operate as a global village, the need for effective business writing is critical. Email has now become the default mode of business communication with over 200 billion emails being sent on daily basis. Many second language English communicators display excellent spoken communication skills but lack confidence when writing business emails. Writing professional business emails involves expressing points clearly, using language with precision, and constructing a logical argument – all to ensure the understanding of the reader and enhance the credibility of the writer and the organization represented.

EMOTIONAL INTELLIGENCE FOR LEADERSHIP EXCELLENCE

John Bentley has over 30 years of sales and general senior management experience, leading teams in Europe, the Middle East and Africa for multi-national companies including IBM, Hitachi Data Systems and Hewlett Packard. He blends his extensive commercial experience with a passion for developing leaders and teams. His belief is that Emotional Intelligence is critical for sustainable success and this theme runs through his workshop and coaching programmes. The overall aim is to develop leaders who are able to create a context of trust in order to align with organisational objectives and vision.

John has assisted executives and senior managers across industries to improve their insight into leadership effectiveness by focusing on the 4 main areas of: Influence, Efficacy, Design and Direction. Similarly, he has worked with a range of professional teams focusing on Satisfaction, Business Agility, Results and Sustainability.



"Most managers have high levels of expertise on the technical side of their work, but significantly fewer have substantial training in the human side of the job – that is, dealing with people," says John. "This becomes vital when we consider that 80 – 85% of decisions are based on emotions; therefore, Emotions Drive People and People Drive Performance."

Thank you for visiting Pakistan, Catherine and John Bentley. We hope you take back great memories of your trip and will visit us again one day soon ■

www.powerbaseconsulting.com

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

Catherine Bentley is a Qualified TESOL (Teaching English to Speakers of Other Languages) & John Bentley believes that EI is critical for sustainable success. Bentley's from PowerBase Consulting, UAE are working exclusively with Octara for their workshops in Pakistan.

For Inquiries, info@octara.com

LEADERSHIP IN **CRISIS** AND PANDEMIC SITUATIONS

Thursday 25th March 2021 @ ZOOM
11:00am-4:00pm (PST)



Workshop Facilitator
John Bentley

Workshop Overview

Everyday pressure has become commonplace in the working world and emotional stress has become accepted as part of building a career. The global coronavirus pandemic has, however, taken stress to an unprecedented level. According to the Centers for Disease Control and Prevention, stress during an infectious disease outbreak typically leads to the following:

- Fear and worry about health, financial situation or job, or loss of support services
- Changes in sleeping or eating patterns
- Difficulties in focus and concentration
- Worsening of chronic health problems and mental health conditions

This workshop is an examination of key leadership principles as a foundation introduction to consciously opt to respond with clarity rather than react in situations of perceived stress and to instill this behaviour into teams, colleagues and associates.

The workshop will demonstrate how using simple, practical and low-cost tools and models can tap into resources to reframe perceptions, expectations and adapt to the "new normal" of the COVID era.

To register, please click here:

<http://bit.ly/3s8EQBq>

Key Benefits

Through a blend of discussions, activities and case studies, participants will:

- **Understand the "Stress Effect"**
 - For organizational performance
 - For individual success and personal wellbeing
- **Identify their own Stress Position**
 - Levels of Stress
 - Stress factors and Influencers
- **Appreciate the Framework for Stress Management**
 - Understanding emotions & stress triggers
 - Identifying patterns and cycles
 - Evaluating Options
 - Applying the Optimism Model in challenging and uncertain situations
 - Reframing and adapting to changing circumstances & requirements
- **Create their Crisis Management Framework to tackle challenges within the pandemic and beyond**

Who should attend ?

- Executives and Managers of all levels and experience
- Anyone wishing to improve the professionalism and effectiveness of their Leadership and career progression

Workshop Investment

PKR 7,500/-

+SST Per Participant

Group Discount Available

Fee Includes:

- e-Learning Material • Digital Certificate of Attendance
- Virtual Business Networking • Post-Workshop Advisory Services
- Octara Loyalty Card**

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

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Tel: 021-34520708, Cell: 0343 5940485

Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings.
Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

For Details & Registration contact

Sarim Atique at: sarim.atique@octara.com, Mobile: 0345-8949470, Ph: +92-21-34520093

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Helping You Succeed!

The only flight we consistently miss out on in life is the **FLIGHT OF TIME.**

It flies and is then completely out of reach.

A Blog by Rose-marie Fernandez



Is it believable that time went by, one year into the pandemic? Looking back, could you have ever imagined that you would be here in February 2021 having endured 12 months of a changed life?

Looking back, each one has stories, experiences and challenges that can be recalled. However the question is, did we conceive that we would survive this crisis. As time moved on, we became aware of the uncertainty of the COVID19 situation, accepted it as part of our lives, developed resilience, embraced change and have since moved on. And the year has flown by.



Steven Covey, one of my all-time favourite authors, in his book **"First Things First"**, brought home to me the fact that the measurement of time spent is not quantitative but qualitative. When we feel good about time it is because the recollection of time spent is qualitative. When we regret 'gone' time, and 'wasted' moments it is perhaps because we wish that we had spent time wisely and so that it was measured quantitatively.

Procrastination has been identified as one of the top 10-time wasters. There is immense research on causes for procrastination. While it has nothing to do with our intelligence – it

has much to do with our emotional conditioning. Some of which are:

- **low self esteem**
- **perfectionism**
- **fear of failure**
- **limiting beliefs**
- **assumptions**
- **listening to our inner bully**

How can we overcome procrastination before we find ourselves in a state of overwhelm?

"If you do not change direction, you may end up changing direction." - Lao Tzu

David woke up one morning feeling sick to his stomach. He just had so much to do and he did not know where to start. At work he felt insecure, he was about to lose his job, and personally he was stuck in a meaningless relationship. He kept putting off making decisions and he moved from one overwhelm to the next. He woke up one morning and decided that he had two choices: keep going this way and losing everything or changing direction. He decided to change the direction of his life and get his ACT together to do this he realized he needed help. In six months, David was able move out of his toxic work environment and was looking forward to discovering a healthy relationship with his new partner.

This is how it feels to move steadily from **Overwhelm to Abundance** and to experience the Cuatro method. Yes, **Time Flies** but so can you – as you use it to create and have an abundant mind set ■

To know more about Cuatro method
<https://coachingworx.ca/>



Rose-marie Fernandez is a Human Resources expert, worked with several fortune 500 companies in the South Asian sub-continent, USA and Canada. She has been recognized Professional Certified Coach (PCC) and credentialed by the International Coaching Federation (ICF). Rose is also Founder & Transformational Coach at Coaching Worx, Canada. She is exclusively working with Octara for her online trainings.

For Inquiries, info@octara.com



PANEL DISCUSSION

Empower | Evolve | Excel WOMEN IN LEADERSHIP ACHIEVING GENDER EQUALITY IN A POST COVID WORLD

Monday - March 8, 2021 | 3:00 to 4:30pm (PKT) @ ZOOM

Esteemed Panelists



Speaker/ Moderator

Zaufyshan Haseeb

Seasoned Corporate Trainer,
Educationist, Psychologist and
Philanthropist



Sania Sattar

GM - Corporate
Communications
FrieslandCampina Engro



Tehmina Shafi Khan

Head, L&D
MCB Bank Limited



Jalal Curmally

AGM, HR
EFU Life Assurance



Syed Sajjad Raza

Manager, OD
Sui Southern Gas
Company SSGC



Rose-marie Fernandez

CEO
Coaching Worx Canada



Faiza Yousuf

Founder
WomenInTechPK

AGENDA

Changing Role of Women in Professional & Personal Life during Post COVID times.

TALKING POINTS

- Empowerment of Women through Digital Transformation
- Key Challenges for HR in Managing Remote Teams



Register: <https://bit.ly/3bfo5gP> and join the panel discussion at no cost

Certificate of attendance will be awarded to full-time participants



For Details & Registration contact:

Sarim Atique at: sarim.atique@octara.com, Mobile: 0345-8949470, Ph: +92-21-34520093

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WHAT MOTIVATES ME

Put Your
Passion
to Work

“While most Leaders know their true competitive advantage comes from their people, few know how to align work with what motivates them.”

Wednesday, March 10, 2021

2:00 pm (UAE Time) | 3:00 pm (PAK Time) @Zoom Meeting Room

To register, please click here:
<https://bit.ly/3qRAv4H>

What Motivates Me is based on:

- One of the largest research, most statistically valid studies ever conducted on workplace engagement
- More than 850,000 people surveyed
- The Motivators Assessment was built by the team of PhD organizational psychologists



Authored by Adrian Gostick & Chester Elton

Key Takeaways from the Webinar

- Awareness about your motivational factors
- Know about your motivational Identity
- Receive intense individual feedback
- Identify the areas required to work upon to become more engaged
- Defining a developmental path

Who Should Attend?

Team Leads, Supervisors, Middle Managers, Line Managers, who are responsible for managing the teams.



Speaker

Saqib Mansoor Ahmed

Human Capital Contriver,
Leadership, Organizational, Learning & Talent
Development Architect and Executive Coach

25 years of professional experience in diversified industries (Financial, Shipping, Education, Pharma, Material Recycling, IT & FMCG) with leading organizations operating in Pakistan and the Middle East

Certified Trainer by world-renowned organizations

Integrated Management Systems Lead Auditor

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Helping You Succeed!

Negotiate to **WIN** at Trade

How to Get The Best Deal Every Time!

Workshop Facilitator: **ATIF FAROOQUI**

- Founder & Consultant MAK Blue as Global Consultancy
- Pioneer of Shopper Marketing Program in Pakistan
- Representative of Emerging Markets Practices in Europe
- Trade Marketing Consultant to various companies in Pakistan, Africa & Lithuania
- Expert in converting Retailers' Shopper into Brand Buyer
- Integrate Consumer, Customer and Shopper Marketing activities

What Participants have said about Atif Farooqui:

"When Atif speaks, one cannot differentiate which one is more powerful style or content" **Dr. Henry Dale** - Shopper Marketing Expert- Europe

"I had session with Atif that helped me find career in Trade Marketing"
Abbas Rizvi - Customer Marketing Manager - Upfield Pakistan – Blue Band

"Atif quotes relevant example pertains to market. He studies the industry and then step into training floor"

Also, watch closing eemarks by CEO, Meezan Group, **Abid Raza**

 **YouTube** <https://youtu.be/yxA2NmI8HpA>

INVESTMENT

PKR 10,000 +SST per participant

Group Discount Available

Send your cheque in favor of Octara Private Limited
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Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34520708, Cell: 0343 5940485

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 WebMall+ (WhatsApp Group) • Octara Loyalty Card*
- *Entitles card holder to 15% discount on all future Octara Trainings

Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

March 16, 2021 | 9:30 am – 5:00 pm
Marriott Hotel, Karachi

Workshop Overview:

Marketing and selling used to be very simple in early 80s and 90s. We developed powerful products, attained the depth of distribution and job was done. However, dynamics have changed. In today's time bargaining power has been shifted to retailer. Although, we sell to shopper but brands are channelized through retailers. **In this competitive time, before you Win at shopper, you have to Win at customers / retailers.** Most of the FMCG / CPG companies face great amount of challenges while negotiate with these customers. Eventually, end up throwing away their margin to these customers.

Smart companies train their interface to negotiate well with these customers. They not only safeguard companies' margin but also develop strong relationship with these customers.

This workshop is a functional course, designed for business professionals to understand entire trade dynamics. The core objective of the course is to push business professionals to negotiate well and end up saving desired margin for the business.

Who Should Attend?

All the managerial cadres from Sales & Customer, Trade Marketing, Shopper Marketing and Marketing Department's specific to FMCG - Fast-moving Consumer Goods/CPG – Consumer Packaged Goods, Pharmaceutical, Fashion, Electronics and Electrical industries.

 **Message from Atif Farooqui**
YouTube https://youtu.be/hgU-W6mYr_w

For details & registration, please contact:

Sarim Atique at: sarim.atique@octara.com, Mobile: 0345-8949470, Ph: +92-21-34520093

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Helping You Succeed!

Effective Business Support Practices

for Executive Secretaries
Receptionists
Administrative Professionals

March 18, 2021 | Marriott Hotel - Karachi | 9:30 am to 5:00 pm

Highlights of the Workshop

- **Furnish** participants with practical tools, post COVID19, on handling their administration challenges
- **Make** people aware of their own communication styles and how it affects their relationships with colleagues, juniors and internal/external customers
- **Enhancing** the time management of the attendees by helping them prioritize better after Lockdown
- **Helping** the participants learn to cope with the stresses on the job in "Uncertain Times"
- **Establish** trust between members to maintain a team spirit and open communication
- **Motivate** participants to become more aware of themselves to improve for the better
- **Create** a wave of motivation in the attendees on a professional as well as personal level

Workshop Objective

This workshop is intended for business support professionals, who, apart from taking a refreshing break would acquire time saving techniques and be extremely motivated to return to their work places. It would act as a refresher to all the organizing skills, which were left behind during the daily fire-fighting activities. Bosses will indeed witness a positive change in skills and attitude and performance of their nominees, upon return from this highly motivational program.

Who Should Attend?

- Executive secretaries
- Executive assistants
- Personal assistants
- Administrative executives
- Office manager's assistants
- Office professionals / assistants
- Receptionist, executive support
- All who want to brush up their organizing skills & acquire new time saving techniques? Even the more experienced executives will indeed benefit from this program.

INVESTMENT

PKR **15,000** +SST per participant

Group Discount 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

Workshop Facilitator:

Zaufyshan Haseeb

An experienced Life Coach, Zaufyshan lives her life **empowering individuals** globally to excel beyond their own 'perceived abilities' and enjoy the career and life they 'wish' for. Her practical and inspiring coaching / training programs help people tap into their '**potential**' so they can improve performance at work and achieve success in all aspects of our life, namely, Individual life, Family life and Professional life maintaining a fine and healthy balance, for a more content and happier life.

Zaufy helps people gain clarity on what they want and how to achieve it. Through an individualized coaching program, she works with them in their journey of self-awareness to assess where they are now, where you want to be and "**Action Points**" to bridge the gap. Zaufy helps people overcome any barriers, roadblocks, challenges or fears standing between dreams.

Zaufy was educated in the area of '**Human Development & Behavioral Psychology**', she achieved her distinction in MSc in 1986. A behavioral psychologist with extensive senior management experience helps her to blend 'practical knowledge of psychology' and 'management experience' to 'design and conduct' coaching/training programs.

Her mission in life is to assist individuals flourish and progress even during extreme stress and adverse circumstances and also be a source of positivity and inspiration for the community, family and colleagues around them.

In her coaching projects, Zaufy believes that a **Coach / Coachee relationship** is for life, and not limited to the official time frame. She develops a personal connection with her coaches that provides them comfort to keep returning to her on a personal level even after several years.

What Participants have said about Zaufyshan Haseeb

“ Zaufyshan is a superb and an inspirational facilitator and made us learn on how to be more conscious at workplace and gave insight on modern business techniques. ”

Sadia Rana, Coordinator/ Secretary, Unilever Pakistan

“ I have learnt how to bring positivity in every approach and maintain work-life balance in this full-day workshop by Zaufyshan ”

Charlene Pascal, Administrative Assistant, Pakistan Petroleum Limited

“ Zaufyshan managed to refine our creative and presentation skills with different activities during workshop. ”

Sameera Awaiz, Executive Coordinator, Hub Power Services

“ I have learned new behaviour habits in this workshop ”

Carol Sen, Communication Officer, BASF Pakistan

Bring this program In-house at attractive discount

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

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Helping You Succeed!

Classroom Training

MANAGEMENT MASTERCLASS

Essential Approaches & Contributions to Organizational Success

March 18, 2021 | 9:30 am – 5:00 pm | Marriott Hotel, Karachi

Workshop Facilitator:
Haseeb T. Hasan

Workshop Overview:

Research has proved that the single most important factor that determines an employee's performance is dependent on the way he or she is managed by his/her immediate manager or supervisor. Getting the best out of people is an art as well as a science. **COVID-19 has significantly impacted the management practices of organizations and led to a decline in performances of employees.**

This full-day workshop on **Management Masterclass** will equip participants with new effective management tools to motivate and facilitate their teams, either remotely or in the physical world. Prime areas of focus include **Leadership, Delegation Skills, Team Building, Leadership, Communication, Stress Management and Motivation.**

Who Should Attend:

- Managers, who require a refresher
- Ideal for Technical Executives, who would like to learn people management skills to get the best from them
- Progressive Professionals, who are being considered for higher managerial responsibilities
- Also for Managers, who wish to take back some practical tools to get the most from their teams and maximize their true potential further

Organizational Impact:

In sending delegates to this workshop, the organization will gain the following benefits:

- Have a clear understanding of management essentials
- Be better able to train and improve productivity
- Better understand their own strengths and weaknesses
- Be more confident to take bold decisions
- Have a better knowledge of dealing upwards in an organization
- Return with renewed energy and passion for managing their team

INVESTMENT

PKR **15,000** +SST per participant

Group Discount Available

Fee Includes:

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Helping You Succeed!

Life Long Learning Lessons

Contributions from TCS Octara!!!

Turn Positive-Thinking Power

Blog by Ayesha Tariq

Going through the communication briefings, an article titled as TURN POSITIVE-THINKING POWER caught my attention. Not just the title but also the very starting line “when you find yourself in what else can go wrong mood” motivated me to write this blog to get out of “Monday Blues”, reducing the stress and learning new approaches of communication with teammates.

The First Tip: Express Admiration for others'

Admiring other works' and appreciating their advanced skill will not only help creating a bond between your teammates but also help you do the same work with changed approach or might introduce a new approach of accomplishing tasks. Another way of expressing admiration is by remaining calm even if you find some error and do not claim that you are only person who can fix this rather encourage the team mates to volunteer for owning the task brining the best solution to the problem. Expressing admiration will cultivate collective productivity at the workplace.

The Second Tip: Listen without Lecturing

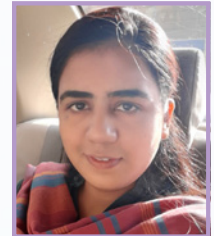
As most of the communications experts say 'Listening' is one of the most important and effective tool in communication, it works perfectly if someone is stuck and unsure what to do in a particular situation. When you listen to someone uninterruptedly, the person while speaking can pinpoint the

actual problem him/herself and showing interest and asking the person to list and assess different options without giving advice help the person analyze the possible solutions. Thirdly “Replace here's what you should do” by telling them what you have tried so far, may help in opting the best option for themselves.

The Third Tip: Assume the Best

To remain positive, it is advised to be non-judgmental towards your peers and boss in all situations, especially if you are unaware of the reason for their current action. If something apparently seems to be negative or undesirable, try to replace it with positive thoughts and avoid making negative assumptions to remain unbiased.

Although these tips may not boggle your mind or something you have never heard of, but adopting them will certainly help you in reducing the stress, building good relationship with team members and remain positive and productive at workplace.



Ayesha Tariq

Product Specialist Training
Octara Pvt. Ltd. - A TCS Company

Solving Your Workplace Problems

Organization provides ways such as internal newsletters and suggestion boxes for employees to ask management questions or suggest improvements.

While most people use them appropriately, a few use them to anonymously point fingers at gossip on or “backbite” other employees, or make mean suggestions that are not in the spirit of improvement.

How should management respond to these negative employees and their comments?

Schedule a meeting to communicate your concern. Explain the suggestion box is to help the company each employee succeeds. Include an example that will help the company improve.

Communicate employees that if they disagree or conflict with others, they should discuss their concerns privately with the parties involved and/or their supervisors.

Respond to finger pointing by asking that the “pointers” talk to their supervisors. Complainers deserve an answer that addresses their complaints with facts. Don't ignore those folks. You may uncover a serious problem that's affecting productivity and morale.



Contribution by **M. Shahzad**

Office Support,
Octara Pvt. Ltd. - A TCS Company.
Sources - Communication Briefings

Make way for Satisfaction

You want people to complete their assignment on time and on budget. That means you need to communicate exactly what you want and follow through. Here's how:

Paint a clear picture: In your mind of the outcome and what you will gain.

Example: "I'll be able to track expenses by region after Ginger organizes the data in spreadsheet."

Define precisely: How you and the person will know when the project's done.

Example: "Please write a two-page, double-spaced report that explains the top five benefits of our product."

Keep people informed: The development that affects their work. If the task takes on more-or-less importance due

to recent events, say so. Don't wait for the employee to turn in the assignment to say "Things have changed so that's not a priority anymore."

Set a due date: That allow you to follow up immediately. People resent rushing to finish a task by the deadline only to see you sit on the project for weeks with no action.



Contribution by **M. Umair Tariq**
Admin & Accounts Executive,
Octara Private Limited - A TCS Company.
Sources - Communication Briefings

Two Methods for Lowering Stress

A big change in looming and rumors are running rampant. How do you cope with the stress until you find out what's really going to happen?

Stay Busy by setting ambitious daily and weekly production goals. Avoid idle periods when you're apt to ponder worst-case scenario and other negatives that change might bring.

Remove uncertainty in your personal life. Example: Don't

embark on major home remodeling or move to another neighborhood during highly disruptive periods at work.



Contribution by **M. Nazim Ansari**
Creative Manager
Octara Pvt. Ltd. - A TCS Company.
Sources - Communication Briefings

Convey criticism with class

Blog by Zainab Essajee

This week another interesting piece clicked me while reading another Communication Briefing Issue disseminated by JJ from his library for our life long learnings at TCS Octara. The article "Convey criticism with class" is basically giving feedback to your teammates for better performance.

We can follow following four techniques when you have to alert someone of a performance problem:

1- **Prepare by identifying** at least 5 traits you admire in the person. That prevents you from focusing solely on negative issues and allows you to view the person's contribution in perspective.

2- **Launch the conversation** by explaining what you want to achieve. Like you can mention that your intention for him/her was to produce not just good work but

extra-ordinary work. You can add-on like we can discuss ways to increase your productivity separately.

3- **Gain Agreement** on your expectations. You can say that my understanding of your role is that you're handling well. In return, you may ask from the person that "Are you having same understanding too"? Let employee discuss what they expect from themselves and how they track their progress.

4- **Compare notes** on the person's performance. Ask "How do you think you're doing in this area?" before you offer your opinion.



Zainab Essajee
Senior Conference Producer & Marketing Lead
Octara Pvt. Ltd. - A TCS Company

Readers are encouraged to share their learnings for others with us at **zainab@octara.com** for inclusion in our upcoming issues.

Don't forget to send your recent picture and complete contact details.