



Jamil Janjua,
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Dear Reader,

Even as we mourn the loss of our lead trainer **Ramiz Allawala** who's been gone 4 years now on the 13th of February, we celebrate the countless numbers that Ramiz inspired and upon whom the nation depends to break through in the world as a strong, independent and God fearing people seeking to live their lives with dignity, Pakistan Zindabad.

The focus this edition is on **Syed Adeel Azhar**, celebrated RJ extraordinaire for SAMAA FM107.4 and our very own Director Customer for TCS, who is engaged in a huge pushback against COVID, taking a leaf out of Charles Darwin's philosophy that it's not the strongest who survive, nor the most intelligent. It's the one most capable of adapting to change that makes it in the world where change is the only constant.

Brainstorming the way forward in an ever-changing world is **Dave Nelissen**, Octara's greatly valued overseas associate from Holland, who recently had 100+ attendees for his Zoom affair on "Effective Brainstorming Techniques: How to get better ideas in less time?" and we carry a fairly detailed report on it.

TCS Octara International Associate, **ROBERT MOSLEY** is listed in The 100 Global Thought Leaders – 2021. A trawl of our archives has yielded "The Man from Lemon PIP!", a detailed exchange with **Robert Mosley** on Disruption published in octara.com e-Newsletter - Issue 1 - April 2019. Pre-COVID times those were, and oh so joyous, face-to-face over an over-laden table at Barbeque Tonight with a feast fit for many Kings!

Then we have the very profoundly titled piece "Uncertainty is Certain" contained in the

Blog by **Rose-marie Fernandez**, and a reminder that there's a special 70% Discount for Pakistan based applicants, courtesy Octara, for the Pre-Recorded Online Masterclass - Cornell Voice™ - with **Lucy Cornell** facilitating.

Bringing up the back-of-the-book there's a host of free webinars and online trainings, as well as classroom sessions that are making a comeback slowly but steadily. So, winter's come and gone, and spring is in the air with flowers a bloom everywhere and flower shows pretty much the rage with social distancing protocols throwing a bit of a COVID wet blanket on the proceedings. But not to worry, for just as night follows day, surely the good times are just around the corner, and the light at the end of the tunnel is daylight, and not an onrushing train. Stay well ☺

Editorial Compiled by Adil Ahmad, Special Correspondent, octara.com
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4th Anniversary of Ramiz Allawala
– Commemorated on 13th February, 2021



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OCTARA EVENTS FROM PAST
THE MAN FROM LEMON PIP!
ROBERT MOSLEY ON DISRUPTION



Uncertainty is Certain
Blog by Rose-marie Fernandez

TCS Octara Online Training Programs in February 2021

A **Special 70% Discount** for Pakistan based applicants via courtesy Octara
Online Pre-recorded: Cornell Voice™ of Influence Masterclass
Facilitator: **Lucy Cornell**

February 24, 2021 | 2:00 pm GST | 3:00 pm PKT

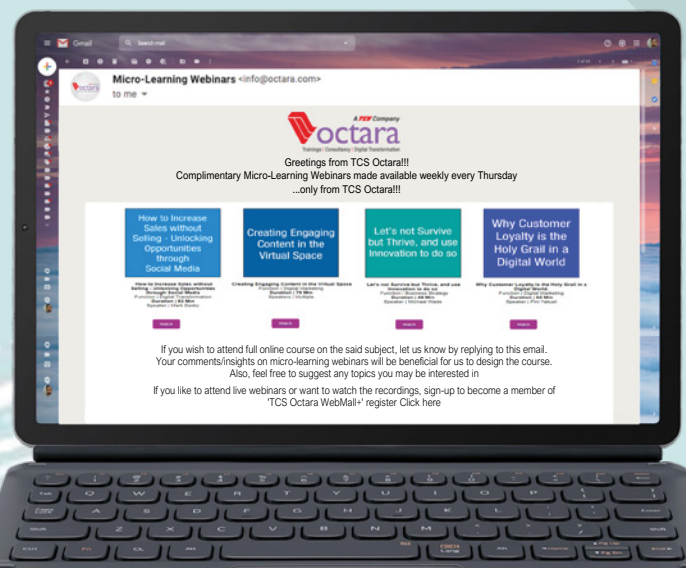
Complimentary Webinar: Effective Logistics Leadership for POST COVID Supply Chains
Speaker: **Bob Forshay**

February 25, 2021 | 10:00 am GST | 11:00 am PKT

Online Training: Social Media Marketing Tactics
Facilitator: **Dr. Frank Peter**

TCS Octara Training Calendar (February - March 2021)

A Life Long Learning ...only from TCS Octara !!!





SYED ADEEL AZHAR

SAMAA RISE & RISE TCS!

7.20am on weekdays and Syed Adeel Azhar launches into his high energy routine that will take him to 9am on SAMAA FM107.4 where SAMAA RISE is the name of his morning show that Adeel has been hosting for the last almost 8 years, and before that with APNA KARACHI FM 107 (Jan 2005 to April 2013), making it a grand total of 16 years spent ruling the airwaves in fairly comprehensive manner.

BALANCING ACT

But he has always seen this Radio Jockey's role as his secondary indulgence, his primary bread and butter pursuit is where he puts his MBA degree to work, starting with the banking sector and then switching to logistics almost six years ago where he is today gainfully employed as Director Consumer at TCS Private Limited.

An early riser for sure Adeel's day starts much before the crack of Dawn with a 5km run in the neighborhood park followed by a Veggie Omelet and fruit-based milkshake that he makes himself, softly padding around the house so as not to disturb the rest of

his household that comprises his mother, his wife of 15 years and their 3 kids Sara (6 months), Ahyaan (8) and Ahmed (14), with Ahyaan and Ahmed being homeschooled for the last three years in a radical departure from the social norm that is proving to be very successful.

Octara.Com tuned into SAMAA FM107.4 nice and early on successive wintry early mornings and thoroughly enjoyed the multifaceted SAMAA RISE even as the sun struggled to rise through the morning mist. Nothing quite like an early running start to the day with Adeel prepping his not inconsiderable audience with the latest on the national front and from around the world.

We had our own set of questions for Adeel, and he was very generous with his time as he got into the nitty-gritties of what makes him tick, and a whole lot else.

COLLECTIONS SUPER-HUB

Octara.Com: In your present role as Director Consumer what are the challenges and opportunities that you are presented with?

ADEEL: We are present in every market of Pakistan and that presents us with huge opportunity. Our retail business has been totally reliant upon the boxes and envelopes. We strongly feel that

our boxes and envelopes are secure and we have been improving on our topline numbers. As Director Strategy and now as Director Consumer what I'd like to see happen is diversification and new revenue avenues opening up that can contribute more to the bottom line of the company. These may not sound like huge projects revenue-wise, but insurance, financial services, digital payment collections, and so many other things that are on their way as well are making a spectacular contribution to the bottom line because for many of these projects we do not require operations. TCS needs to be a one-stop-solution for all digital payments. We are not going to ignore our unique selling proposition that is TCS Express and Courier, but we should be a collections super-hub whether it is the school fee, mobile recharging, utility bills, etc.

Digital payment players want to integrate with TCS. We have already mobilized with JazzCash. EasyPaisa is just around the corner. They are providing the technological infrastructure, but let's not forget that 85% to 90% of the Pakistani market is still cash based so you still need a brick and mortar presence. The banks are closing down their branches and going onto the smart model and reliance on additional partners and TCS is strategically placed to carry out that role.

Octara.Com: Was there much re-tooling required in your shift from the banking to the logistics sector?

ADEEL: Not exactly. I've been a business and product manager throughout whether it was auto finance, mortgages, debit and credit cards. The overriding principles of marketing and management remain the same. The transition was very smooth and I was fortunate to work with some fine people who gave me the space.

SAMAA RISE

Octara.Com: Please share with us the composition of your morning FM Show, the name it goes by, and do people really tune in that early in the morning at 7am?

ADEEL: The Show is called SAMAA RISE. The secret of the Show's longevity is that I try and make complex issues comprehensible for the lay listeners. I discussed in some detail over 2 shows the IPPs agreement with the government. What is circular debt and why does the government want to renegotiate it? I do my own research and then convey it in simple terms. It's a light show with tongue in cheek comments. International affairs, economics, sports and Pakistani soft pop music comprise the stock in trade.

"The IBA totally transformed me as a person. It gave me so many opportunities to express myself"

CONSTANTLY LEARNING

For my interest in current and world affairs I credit my father. He joined PIA in 1974 during the tenure of Air Marshal Nur Khan when PIA was at its peak. We travelled overseas quite regularly, at least once a year and sometimes more. So when you start travelling at a very young age your perspective of the world is quite different from the boy next door with a broader horizon. In the 1980s and early 1990s the dish antenna hadn't yet arrived, but PIA had a treasure trove of magazines, and the expired ones would find their way to us like Times, Newsweek, Readers Digest, Naunehal, Ankh Mein Choli, etc. I've grown up reading these.

I'm not much of a fiction reader, but love non-fiction stuff. Our house was the first in our neighborhood to get the dish antenna

because father wanted us to watch BBC and CNN. When the Internet arrived I was the first in my family to make use of it.

So today when I get some news I don't need to go into the details of it. I just need to read the first few lines to know the entire background. Even today I'm a sponge for news.

While running in the morning for about 35 minutes I am listening to BBC. While in the car I switch on to FM stations and online radios. I'm constantly learning. So I don't have to work very hard for the show for I'm fairly updated in real time. You can't do this without being passionate about it.

"Only carry opinions for which you have strong supporting facts"

Octara.Com: A report released by the media research and consulting firm Jacobs Media Strategies found that radio again tops the pile as most-listened-to platform — but that TV/video and the smartphone are not far behind. Do you think radio is being accorded the importance it deserves?

NO CONCEPT OF SYNDICATION

ADEEL: No, in Pakistan radio has not been accorded the importance it deserves. In Pakistan the radio models are flawed. Radio is a very regional thing and is now changing its form by going digital. In Pakistan RJs are paid a very low salary and the advertisement rates are very low, and there is no concept of syndication. Some excellent RJs do their thing and depart and people do not even know they existed. I've been doing radio for 16 years and if somebody recognizes me in a restaurant or in the mall then I would go to him or her and thank them! Now imagine someone doing television for 16 years and the level of recognition he or she would enjoy.

In the USA National Public Radio is one channel that can be heard throughout the country. But FM channels have a very limited range. NYC probably has 90 FM channels, but not all of them produce their own programs. Instead they'll buy my program and pay me a fee while collecting the advertisement revenue. In Pakistan if you want to survive as a radio station you have to be on the network. Apna Karachi was an exception. I've been rewarded quite handsomely by my channel, but a News anchor on TV would be paid 3 to 4 times more than an RJ.

Octara.Com: You have been a Radio Presenter for the last 16 years, with APNA KARACHI FM 107 (Jan 2005 to April 2013) and then SAMAA FM 107.4 since then. What made you shift channels and is hosting a television show a future option?

SEARCH FOR NATIONWIDE FOOTPRINT

ADEEL: I switched channels to gain a nationwide footprint. The issues under fire were not Karachi specific but related to Pakistan. SAMAA FM 107.4 was a new channel and it started as a really big professional organization. APNA KARACHI FM 107 was run by three business partners and they were planning to grow to Lahore, Islamabad and Bahawalpur, but they sold their licenses for these 3 cities to SAMAA who made me an offer and when I saw their facilities it was a no brainer for me. It was paying me well and giving me outreach to most parts of Pakistan.

My relationship with SAMAA is such that if I want I could get a TV show without much effort. But when I started with media I was quite clear about it remaining my 'doosridhiari' (option #2). It's

“ Got invited to Adidas Pakistan Office in Sialkot. Good to know the numbers of listeners there. Felt like a child in the candy shop with so many sports goods around! They even gave this child a Euro 2020 matchball! Face with tears of joy. Thanks @ahmedshafkat for the invite. Truly Humbled ”

Feb 11, 2021



extremely Target Rating Point (TRP) driven. My job remains my priority #1. So the time TV will demand from me will make my job suffer and more importantly my family time will be compromised.

Octara.Com: Please share with us your memories of school and college.

HAKIM MOHAMMED SAID FAVORITE PERSONALITY

ADEEL: I did my Matriculation from Hakim Mohammed Said's Hamdard Public School. Growing up I was a very shy person and didn't easily open up in front of people, but I did take part regularly in extracurricular either hosting events or participating in them which was a bit of a contradiction. I ranked in the top 20% in the class, and my knowledge of current affairs was acknowledged by my teachers even if they thought I was lagging academically. That made me popular in the school as the guy who knew stuff. Grades were okay.

It took 45 minutes getting to school in the bus and another 45 minutes getting home. We got used to the long drive and enjoyed it. We had two circles of friends, one from class and the other from the bus. In 2019 I visited Dallas and met an old school friend who was my best friend from the bus! Beautiful memories.

There were lots of interactions with Hakim Sahab and I got the opportunity to learn a lot from him. He is amongst my favourite personalities. I liked history, geography and Pakistan Studies, and played cricket and a little bit of football, realizing at an early age that I was not an extraordinary sportsman.

“TCS needs to be a one-stop-solution for all digital payments”

BHAI LOAG!

After school I joined Adamjee Science College pre-engineering, and after Inter I joined the 4 years BBA/MBA program at the IBA. It was the best time of my life. The IBA totally transformed me as a person. It gave me so many opportunities to express myself. At the IBA some friends and I formed the BhaiLoag theatre company. Living in North Nazimabad I saw the BhaiLoag up close, and growing up in the 1990s made for a lot of stress and anxiety but I got to see both sides of the picture. I could never have dreamt that I would be a founder member of a theatre company at the IBA! The culture that Dr. Wahab had left at the IBA was a great

mix of academics and extracurricular. The 'me' who went into the IBA and the 'me' that came out of the IBA were two entirely different individuals.

Octara.Com: Which memorable titles have occupied your reading list?

FACTFULNESS

ADEEL: I'm more into reading articles on current affairs. Presently I'm reading "Factfulness: Ten Reasons We're Wrong About the World--and Why Things Are Better" written by Hans Rosling, Anna RoslingRonnlund, and Ola Rosling, a Swedish father and his two daughters. It breaks a lot of myths about the world, and advocates the stress-reducing habit of only carrying opinions for which you have strong supporting facts.

Octara.Com: Do you have a favorite actor?

ADEEL: Growing up like Amir Khan and Michael J. Fox a lot. Adam Sandler was a favorite. Saw his 'Uncut Gems.'

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

ADEEL: Morning run and radio show. My morning 2 hours is Me Time.

Octara.Com: What's your B.H.A.G? (Big Hairy Audacious Goal)

ADEEL: I want to become a licensed pilot. It's an unfulfilled dream.

Octara.Com: Do you have a message for our readership?

BE POSITIVE

ADEEL: There are so many positive things happening in Pakistan. Please remove the lens of your political affiliation. This is a country of great opportunities. Rather than criticizing it be part of the progress and development, and be positive about the future ■

Thank you Syed AdeelAzhar!

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

Wednesday, February 24, 2021

2:00pm (UAE Time)

3:00pm (PAK Time)

Register Here, Now:
<http://bit.ly/38D7Om2>

Effective Logistics Leadership for POST COVID Supply Chains

Overview

Supply Chain Management around the world, and Logistics specifically has seen dramatic changes, challenges and new uncertainty during this past year of COVID 19. This webinar will highlight key elements to focus on for the recent times, rethinking strategies the coming months, enabling better leadership and risk management.

Key Takeaways

- ❑ What can we learn now from how the world-wide economies have been impacted?
- ❑ How are supply chains changing now as a result?
- ❑ What does on-going recovery look like?
- ❑ What can/should we do differently from the past?
- ❑ What strategies must we adjust?
- ❑ What tools are available to aid us in Logistics and Supply Chain Management?
- ❑ Different focus points to better align each level of the business need to be adjusted;
 - Strategy Design and Strategy Delivery must be linked
 - Balanced ScoreCard is ever more important
 - Cross-Functional KPIs over Silo management
 - Operational Metrics that are aligned



Speaker:

Bob Forshay

Over 24 years of experience in Management Consulting in the field of Supply Chain

Principal at Mastermind Group – Consultant to Fortune 500 firms

Master Instructor of APICS & ISCEA Certifications

Certified Instructor for CPIM, CIRM, CSCP, CLTD, LEAN-Six Sigma and Sales & Operations Planning

Worked as Supply Chain and Operations expert in different industries

Video Message from Bob Forshay

<https://youtu.be/uDKHafyGSc0>

Who Should Attend ?

All levels of Logistics and Supply Chain Business Leaders, Managers, Operations Managers Transportation, Distribution Network, Demand Managers and Risk Managers.

...only from Octara!!!

For Details & Registration contact

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

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Helping You Succeed!

Effective Brainstorming Techniques: How to get better ideas in less time?

Dave Nelissen in Capsule Format Packs a Punch!



What happens when COVID strikes and a 2 days program has to be condensed into 1 hour, and delivered remotely with little if any participant energy to feed off? You send for the Marines, preferably the Royal Dutch Marines, and they send you their former captain Dave Nelissen to pull off the impossible! Once a captain always a captain, and since 1994 'Captain D' has been working in media & communication with JCDecaux, Radio 538, and Endemol, prepping the public to become more nimble and agile in its responses to the unexpected, having gazed into his crystal bowl and seen a future full of disruptions in a world increasingly cramped for space and Mother Nature flexing her muscles inflicting climate change and a host of accompanying miseries on a largely unrepentant public refusing to see the light as that cast by an onrushing train.

In 2001 Dave Nelissen founded the agency De Stemmingmakerij specialized in youth communication, and in 2009 he started Mount Scott to stimulate creativity within organizations. As a facilitator Dave helps to discover unexpected solutions to business and communication challenges. In the second half of 2020, with COVID applying the brakes to the world as we knew it, Dave made an appearance on Octara's behalf at the TRG Learnfest that made its digital debut, speaking on Brainstorming Techniques. In the 'new normal' that we find ourselves saddled with, Dave's content was highly pertinent then as indeed it is now.

On Wednesday the 10th of February 2021 Octara brought together over 100 participants on Zoom, and 'Captain D' did a fine job holding captive their attention, sharing learning that could well make the difference between success and failure in their lives.

Innovation on fire

"It's a myth that Crisis comprises of two Chinese words Danger and Opportunity," says Dave. "That's not true. Crisis comes out of the Greek word Crisis which means decision. So Crisis is actually decision time. You can freeze, fly or fight. What you do will shape your destiny. Charles Darwin is on record as having said that it's not the strongest that survive, nor the most intelligent. It's the one most capable of adapting to change."

The only thing constant in life is change. Change is what we're experiencing right now in our jobs and in our environment. Innovate or die is how the CEO of Walt Disney felt. 'It should be in our survival DNA, both as a company and person. Yellow Pages and Nokia didn't do anything at all in the face of change and expired. Change is the only constant.' So, change is nothing new to us, with a crisis only adding urgency to change.

Unfreeze the organization

Look at the crisis differently, advocates Dave, recommending that we read Robert Iger's book 'The Ride of A Lifetime'. "Rethink the way we do things. Think inside the box. Apollo 13 needed to build an air filter with the material available on site in space. We are challenged to see the system differently. Diving masks were altered to ventilator masks with 3D printing."

Unfreeze the organization, he says. "Because of the urgency digital classrooms have been accelerated into happening, bulldozing resistance. The pandemic has created a bias towards action. Just do it NOW!" When the going gets tough the tough get going! Billy Ocean's song which Dave played to emphasize the message brought back some priceless memories.

Creativity + Action = Innovation

To fix the problem with the Bullet train and the tunnel its engineer took inspiration from the Kingfisher's sharp, elongated beak which enabled its smooth penetration into the water without a splash.

Bill Bowerman, co-founder of Nike, was inspired by a waffle to create new sole and revolutionized running shoes.

"You need to learn fast. Innovation in general is not just a straight line. The perfect solution does not immediately follow on the heels of an idea. With design thinking you make a minimal viable product and test it. It's a learning experience because your first prototype will probably fail. But it's not failure. It's a learning opportunity. It's a loop." You test it and learn from it, then repeat the process until you get it right. Innovation is not an event, it's a mentality.

Advantage in adversity

Something good always comes out of a crisis. In Italy, for 30 years under the Borgias, they had warfare, terror, murder and bloodshed, but they produced Michelangelo, Leonardo da Vinci and the Renaissance. In Switzerland they had brotherly love, they had 500 years of democracy and peace, and what did that produce? The cuckoo clock!

70% of the executives surveyed by McKinsey and Company felt that COVID-19 would make for one of the biggest opportunities for growth in their industry. "Of course, seeing the opportunities emerging from this



To watch recording of Webinar [PLAY](https://youtu.be/A4LEZYAbUoE) <https://youtu.be/A4LEZYAbUoE>

crisis is not the same as being able to seize them," says Dave as he lists 6 predictions for the post COVID-19 period. "Remote work will become the default setting; Telemedicine will flourish, as also will online shopping; digital events will be here to stay and there will be increased reliance on robots; personal fitness will flourish amidst a focus on staying healthy."

The next opportunity already presenting itself is climate change. Dave's advice is not to get bogged down by the idea killers and nay Sayers, seek inspiration from related worlds, and revolutionize through random links.

Diverge & Converge

Effective brainstorming requires that we first DIVERGE and expand the playing field by creating choices through exploring, going big and wide, followed by CONVERGENCE where we narrow the playing field by making choices through categorizing, refining, clustering, selecting and rating before bringing into play the Impact Feasibility Chart.

The large number of attendees who showed up for the seminar was proof of the seriousness with which the Pakistani executive cadre is taking the urgent need to evolve from a reactive mental state to one that is proactive and capable of anticipation and innovation. We can either ride the crest by staying ahead of the curve, or take a dunking by clinging on to our nonperforming reactive ways ■

Thank you eL Kapitan Dave Nelissen!

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

TCS Octara International Associate ROBERT MOSLEY is listed in The 100 Global Thought Leaders – 2021



Robert Mosley • 2nd

Global C&B Expert, Conducting Public Training Courses and Consulting Projects and Owner of Lemon Pip Consulting Limited.

• Wraysbury, England, United Kingdom

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Wow. I am truly amazed and honoured to be in this incredible list of "The 100 Global Thought Leaders that Will Inspire You in 2021". Amazing! I really am honoured and flattered, and happily surprised.



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The 100 global thought leaders that
will inspire you in 2021



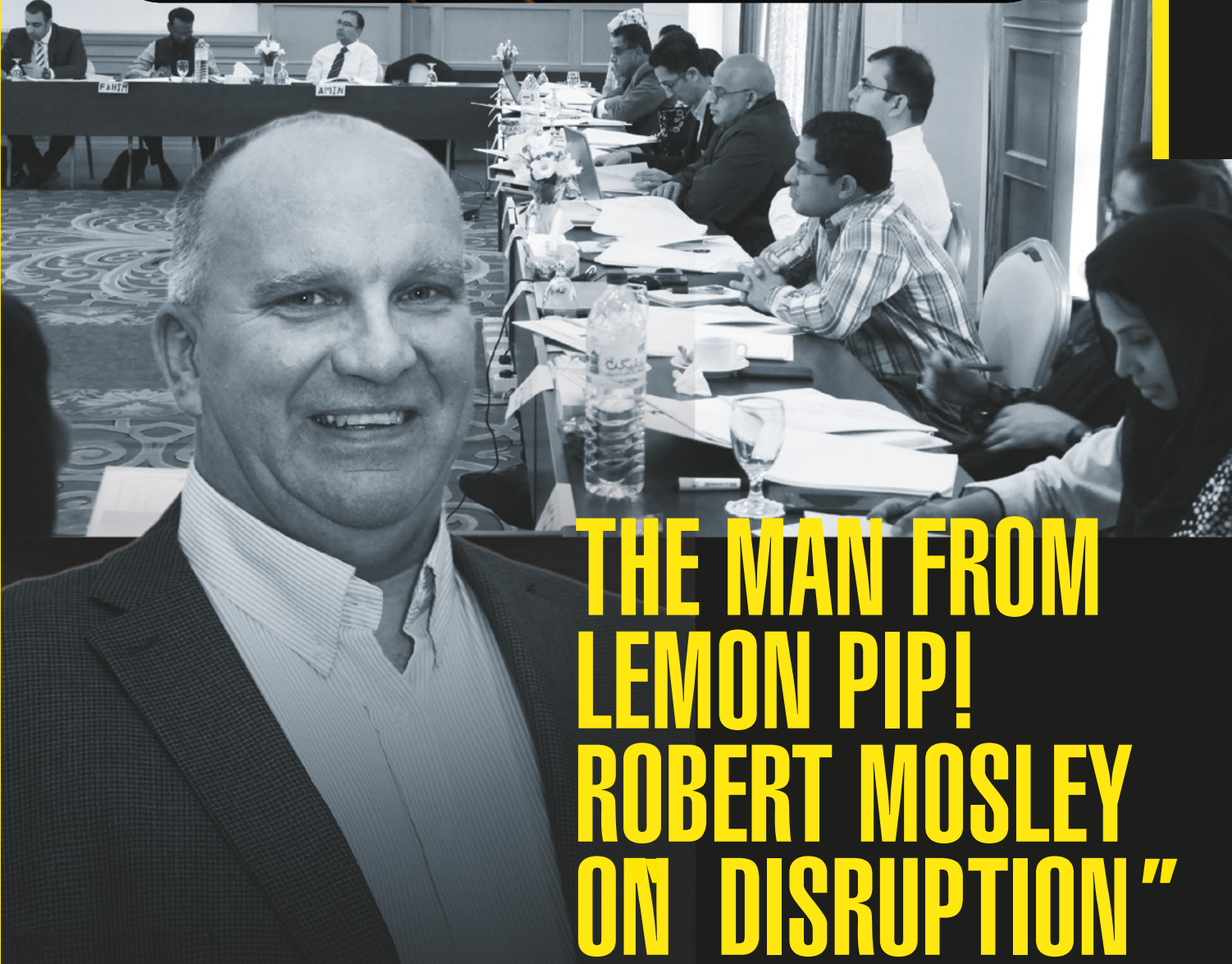
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OCTARA EVENTS FROM PAST

Extracted from Octara.com e-Newsletter - Issue 1 / April 2019



THE MAN FROM LEMON PIP! ROBERT MOSLEY ON "DISRUPTION"

Causing Chaos?

I have to say I hate people talk about disruption. Why do we want to disrupt everything? Why do we want to cause chaos? It's just a buzz word. We don't live in a disrupted world. We live in a world which is a little bit more variable, with a little bit more freedom of choice and a little bit more flexible. But disruptive sounds so negative. Like a naughty child in class who is disrupting everybody and being a nuisance. It sounds like a bad thing.

Doing things better

"Breaking with old habits is not disruptive, it's constructive; it's how we do things better; it's how we do things with more flexibility to meet people's needs. So it's getting everybody to do better. I don't like this word disruption. I hate it."

Over engineering

"I would say for the last 10 years there have been too many people trying to over engineer things, and trying to make things look more complicated or professional than they really are. Like performance management. What we did 20 years ago was pretty minimal."

Impractical

“It was all these new ideas of ‘do this and do that’. And the thing that came through was KPIs. But people went to such an extreme until it wasn’t practical anymore. It became a process but no one actually asked is it really working? Everybody said okay they are doing it, and they are doing it, so we better do it as well. And it became extremely process driven, and so forced on the employees by HR.”

Questioning the outcome

“Finally 2 years ago one company IBM had the guts to say why are we doing this? And then everybody started asking why are we doing this? Thank goodness they did because now, with a slightly better idea, things are easier, more practical and make sense. That’s good for everyone.”

Back to basics

“So we went too extreme, and we over engineered process and over complicated human resources. It wasn’t called human resources to begin with. It was called personnel department. Then it became human resources, and then it became human capital, and then it became just people.”

“It’s human resources. Keep it simple!! We don’t need fancy terms like human capital. Recruitment became talent acquisition and learning and development has become talent management. It’s all about flavor of the day. It’s just all about making it sound more important than it really is. We have got to get back to basics” ■

www.lemon-pip.com

Interviewed by Adil Ahmad (Correspondent, OCTARA.COM)

Robert Mosley is the globally recognized Remuneration Expert and HR Consultant. Robert is the recipient of “Global HR Leadership Award” by the World HR Congress in 2017. He is exclusively working with Octara for his workshops in Pakistan.



CEO Octara, Jamil Janjua presenting 5 day Special “Leader Acceleration Programs” Certificate to the participants



Participant Feedbacks on YouTube about Robert Mosley

Sana Mesia - Mitsubishi Corporation

<https://youtu.be/INSx6YS-IS8>

Ozair Syed - International Steel Limited

https://youtu.be/_tcxmf1hHg

Hamza Ali Sharif - Engro Corporation

<https://youtu.be/GiGso-XSrwY>

M. Bilal - International Steel Limited

<https://youtu.be/fBot0-Ke2g4>



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.

Uncertainty is Certain

Blog by Rose-marie Fernandez

In March 2019, a client came to me totally distraught. She was unhappy at work and wanted to change her work environment. In her mindset she was not willing to let go as her paycheck afforded her a certain lifestyle and there were golden handcuffs of a cushy retirement fund. The universe joined forces with her energy, and she called me one morning in June 2019 informing me of her dismissal from her high paying position. The weeks that followed put her in a fog. She did not have a clue as to how she was going to move forward in her life. Her focus had always been on the pay check and the lifestyle that this opportunity had afforded her. What was she going to do without it??? She had taken for granted that she would continue working for another 5 years and avail of her early retirement benefits. Her vision had not carried her beyond that time. What seemed to her like the end of the world was also the beginning of a new and wholesome life.

True, it was the end of an old world and a great opportunity to open doors and to create a new one. This time one of her own choosing with no strings attached. Of course, the pandemic hit and the same old story No one was hiring. My client soon came to the realization that her skills were obsolete. She decided to embark on a journey of self-awareness and discovery and get her act together. Through our coaching relationship, she soon realized how she had trapped herself in a web of paycheck living a life half filled. Her courage took her to many new places, some sad and painful but more often to experiences of joy and fulfillment. The pandemic break facilitated her exploration in to the unknown and today she is at peace with herself, focusing on family and creating opportunities for herself as an entrepreneur. Her life has new meaning.

This is how it feels to move steadily from Overwhelm to Abundance and to experience the **Cuatro method**. Yes, Uncertainty is Certain but you can make Certain that you have an Abundant mind set ■

Rose-marie highlighted about The 'Cuatro Method' which explains about Self- Awareness, Self-Acceptance, Self-Actualization and Self-Acceleration in a webinar conducted by TCS Octara in July 2020.

FREE TO ATTEND
WEBINAR →

"From Overwhelm to Abundance"

Building a Tough Mindset

Mark Your Calendar
Tuesday, July 28, 2020
 2:00 - 3:00 pm (PAK Time)
 1:00 - 2:00 pm (UAE Time)

Speaker:
Rose-marie Fernandez

To watch recording of Webinar https://youtu.be/Z_HJ6f70wzM

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TRAINING PROGRAMS

in March 2021



March 10, 2021

2:00 pm UAE | 3:00 pm PKT

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What Motivates Me
– Put Your Passion to Work

Speaker: **Saqib Mansoor Ahmed**



March 16, 2021

Marriott Hotel, Karachi

Classroom Training:
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Facilitator: **Atif Farooqi**

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March 18, 2021

Marriott Hotel, Karachi

Classroom Training:
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Practices

for Executive Secretaries, Receptionists, Administrative Professionals

Facilitator: **Zaufyshan Haseeb**

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March 18, 2021

Marriott Hotel, Karachi

Classroom Training:
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Facilitator: **Haseeb Hasan**

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March 25, 2021

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Survival Skills to Live By

Blog by Ayesha Tariq

When I was handed over the publication by one of my colleague Ms. Zainab Essajee, who I call the 'Iron Lady', I felt a bit nostalgic and at the same time privileged to have something from the personal archive of our mentor & ceo Octara, Mr. Jamil Janjua, (known as JJ) who founded the organization based on his deep passion for leaning and development with a slogan 'helping you succeed'

Though the journal was published almost two decades ago, I found the entire publication to be relevant giving bits and pieces to deal with various situations that occur in our daily work life. However, one particular snippet titled as **"Survival Skills to Live By"** took my interest to the most and invoked me to share my learning in this piece of writing. I found the article it to be extremely relevant and relatable especially with current situation of Coronavirus that has drastically changed the economy and the labor force.

The article emphasizes on developing survival skills in a competitive and keeping the current circumstances, unpredictable environment. The first skill is **"Don't seek only upwards moves"** urges you to explore your potential and abilities in different functions/departments rather than sticking to one linear career path and how moving upward can be a rigid path that could vanish in a downsizing thicket. I think this skill is important, because of the current titanic shift in the job roles and remote working culture.

The second survival skill **"Don't keep your ambitions to yourself"**, motivates you for opening up and sharing ideas about what you think and feel about your existing work and how you are ready to take chance of growth in new assignments. This survival skill was accompanied



with a very useful tip to seek out for jobs which allows you to closely work with organization's core business, to avoid being a victim of downsizing and job cuts.

When I read the 3rd survival skill **"Don't tie your fortunes to today's market job"** I instantly recall the findings shared in the currently published article in 'Harvard Business Review' which stated how the jobs and roles will drastically evolve in future, let alone there will be 21 new jobs in HR, predicted over 5 and 10 years respectively. This skill emphasize to keep an eye on trends on public and private sector giving examples for future trends in the job market and what services and product will be required in the future.

The fourth and last survival skill **"Don't live by the adage"** highlight on how you create and manage your personal brand and project it within and outside your organization. The excerpt suggested that this can be achieved by imparting your knowledge through the platform of your organization or own your own. I feel in today's time LinkedIn can best serve the purpose for practicing/applying this particular skill.

In my opinion, all of the above mentioned skills can be learned and practiced, one-by-one or all together depending on; what is it that we want by learning these skills, how we prioritize them and, how honestly we dedicate ourselves to learn them. However using any of above mentioned skills, it is possible to find new avenues and explore different spectrums of work.

Ayesha Tariq

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

QUOTE:

“Even if you are on the right track, you'll get run over if you just sit there.” – Will Rogers



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

Don't Fall Prey to these Four Promotion Myths

1. “People are only promoted because they earned it.”

Reality: Timing also plays a role.

Example: Someone may win a promotion if he or she can relocate.

What to do: Show your boss that, when the timing is right, you're the person for the job. Volunteer to take on new responsibilities or head a team project.

2. “People who have the skills best suited for the position will win the promotion.”

Reality: Many jobs are created or tailored to fit the person.

What to do: Determine what additional jobs your company needs to reach its goals. If you're qualified, suggest that you create and fill a position.

3. “People who have excellent performance reviews are the ones who win promotions.”

Reality: Employers also promote on their instincts and others' opinions.

What to do: show the boss—and others—that you can change your performance based on their feedback.

4. “People who are promoted share the same principles.”

Reality: Displaying a strong work ethic and the ability to complete the job are important. But politics—your communication style and business savvy—are also important.

What to do: Make sure your organization's decision-makers know about your successes.

Quick tip

Think opportunity, not defeat.

When you're under pressure, reframe the situation in positive terms. Say to yourself “Here's an opportunity to...,” not “This too much to take.” – Adapted from Fitness, USA Publishing



Contribution by **M. Nazim Ansari**
Creative Manager, Octara Pvt. Ltd. - A TCS Company.
Sources - Communication Briefings – Ideas that work

Spark Creativity

Use the “Until now/From now on” technique to come up with creative solutions to an old problem. Here’s how:

- Introduce the Problem with “Until now” to let your creative team members know that you intend to solve the problem today.

Example: Until now, we’ve been unable to process online orders in a timely fashion.

- Follow with “From now on” to describe the outcome you want, and when you want it.

Example: From now on, we will process online orders within 24 hours.

- Open the floor to ideas with “I have a couple of suggestions. But does anyone else have any ideas?”

Contribution by **Zurk A. Hussain**
Senior Graphic Designer / Motion Graphic Artist, Octara Pvt. Ltd. - A TCS Company.
Sources - Communication Briefings – Ideas that work



Think Positive

Nobody can be good at everything. Don’t expect it of yourself or your people. But do excel at the things you are capable of – there’s no excuse for doing everything badly.

What Do I Say When ...someone asks me to do the IMPOSSIBLE?

It happens all the time – people ask us to take an extra work when we’ve got too much already or they want us to be at two different meeting at the same time or complete a task that’s beyond our capabilities

There’s one word you can use in all these situations – HOW ONCE you ask someone, how they suggest you should do it, they really have to think through.

- Don’t be aggressive while saying it – just point out the problems and ask what they suggest.
- Chances are they’ll come up with something really helpful or ask from someone else
- What’s more, your response has been positive
- You’ve shown you’re willing to help if it’s humanly possible
- And you haven’t let them down by making promises you can’t keep

Contribution by **Zainab Essajee**
Senior Conference Producer & Marketing Lead, Octara Pvt. Ltd. - A TCS Company.
Sources –BUSINESS NOW – Your Shortcut to Management Excellence



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