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Dear Reader,

People are breathing easy once more as COVID-19 gets driven onto the back foot by a concerted effort of the governed and the government, a very reassuring sign that while we may squabble and bicker amongst ourselves, when push comes to shove we waste no time in closing ranks and uniting, and presenting a formidable front against the enemy be it an unseen virus or a barely visible two-legged variety intent on engaging in 5th Generation Warfare.

Against the wrath of Nature too we have put up a credible front even though we had to summon our boys in uniform to do that which their civilian counterparts should have done in the first place. The rains have come and gone, and they may well come again for we no longer have a reliable pattern thanks to climate change.

While human lives and possessions have been sacrificed at the altar of civic incompetence which has also generated the inevitable chaos and confusion, we thank Allah for the life nourishing downpour that has filled our reservoirs and made fertile the soil for the sowing of crops and planting of trees. The Indus Delta and its flora and fauna, the mangroves in particular, are alive and well, and bursting with life as the fresh water surge come gushing downstream, leveling the playing field.

In the midst of all this Yin and Yang we celebrate **Sana Mesia**, a high order corporate warrior in search of new challenges away from the multinational fold, and intent upon adding value to the Pakistani landscape.

Then we have "The Death of Management by Walking Around", a Blog by **Dr. Tommy Weir** reminding us of the paradigm shifts that have taken place thanks to COVID-19, and how we must adjust to them.

"Are you Moody as Funk?" is what **Katrina (Tina) Olivero** wants to know, and presents 7 easy steps to ensure your mood is not sabotaging your results. Next up is the weekly newsletter "New World Same Humans" with an article by **David Mattin** in which he discusses Twitter, modernity, and an old argument about what humans are worth, as well as the formula that governs life inside a consumer society.

Thank you for partaking of our Fortnightly offering, and we hope you will peruse our Training Calendar and give Octara Design House the opportunity to be of service to you.

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The Death of Management by Walking Around
- Dr. Tommy Weir

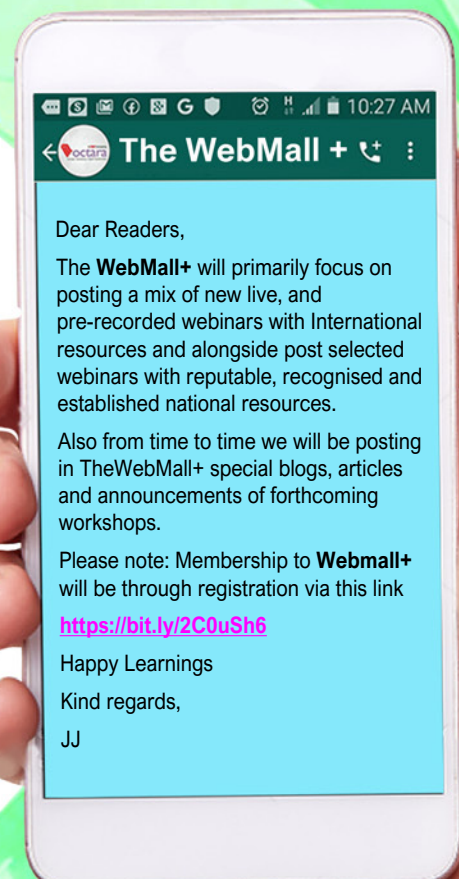


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SAYONARA!

Sana Mesia Bids Farewell to Mitsubishi Corporation

Healing the Dysfunction

She styles herself as 'Chief Human Resource Professional growing organizations through innovative solutions', just what the doctor ordered for a world experiencing the very alarming condition of a runaway population growth and a shrinking economy. Listening to Stephen Sacker quiz Naturalist Chris Packham on the BBC Hard Talk program recently sent shivers down my spine. How many humans can this planet sustain was the question posed. Currently we are at 7.4 billion according to Chris Packham and this could go to over 10 billion by the end of the century, God forbid. The problem is further compounded by the fact that countries like the USA consume 4 planets worth of resources while people in Somalia get a fraction of what they need to lead a dignified existence.

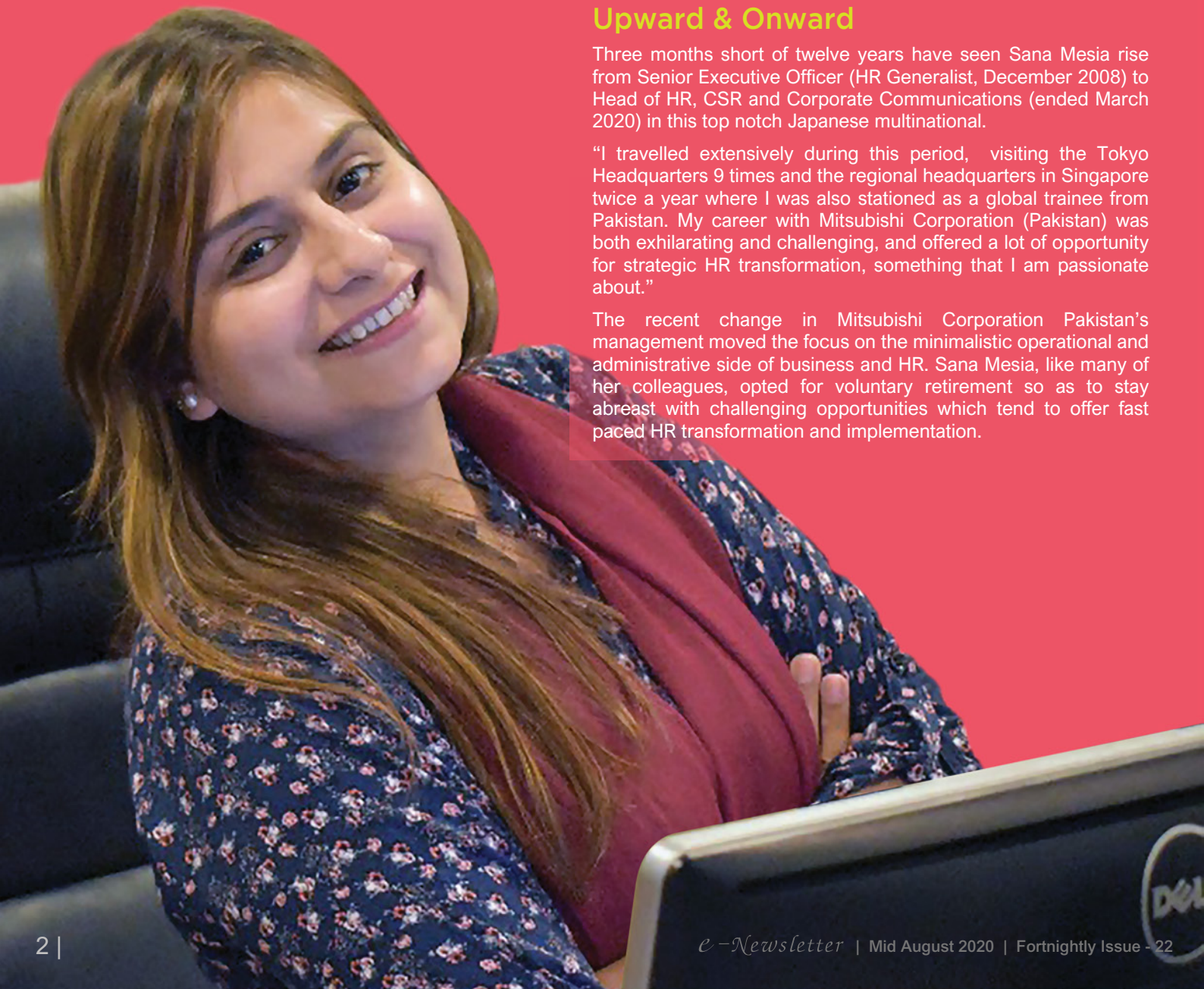
These are issues that hopefully will agitate Sana Mesia's mind in her post Mitsubishi Corporation days where, until recently, she had Kimihide Ando as her chief executive in Pakistan (2010 to 2019) who was a very popular member of the Corporate Pakistan Group (CPG) and the recipient of an endless series of farewell dinners.

Upward & Onward

Three months short of twelve years have seen Sana Mesia rise from Senior Executive Officer (HR Generalist, December 2008) to Head of HR, CSR and Corporate Communications (ended March 2020) in this top notch Japanese multinational.

"I travelled extensively during this period, visiting the Tokyo Headquarters 9 times and the regional headquarters in Singapore twice a year where I was also stationed as a global trainee from Pakistan. My career with Mitsubishi Corporation (Pakistan) was both exhilarating and challenging, and offered a lot of opportunity for strategic HR transformation, something that I am passionate about."

The recent change in Mitsubishi Corporation Pakistan's management moved the focus on the minimalistic operational and administrative side of business and HR. Sana Mesia, like many of her colleagues, opted for voluntary retirement so as to stay abreast with challenging opportunities which tend to offer fast paced HR transformation and implementation.



Reinventing herself

Equipped with an impressive array of academic credentials and hands on corporate experience, Sana is looking forward to working with organizations offering a challenging role, engaging in academia once it reconvenes after the COVID-19 break sometimes in September, Inshallah, as well as making her debut as a corporate trainer.

Sana has a MS in Psychology & Human Behavior (Karachi University, 2005-07), is a Certified Human Resource Professional HRM (Pakistan Institute of Management, 2008-09), and Certified Project Management Professional (PMI Lahore Chapter, 2018). Sana is also certified by Narejo HR in 'Train the Trainer' and 'Workplace Investigation'.

Student life

Her academic life she describes as tremendous and clearly it was full of achievements, with a Gold Medal accompanying her First Class First as she graduated from the DHA College for Girls, majoring in Psychology and Human Behavior, subjects in which she carried on to do her Masters in from the University of Karachi. She shone both in academics and co-curricular activities, combining her inquisitive mind with her writing skills while serving as the editor and writer for the college magazine.

Sana attended Gulistan Shah Abdul Latif Bhitai School and was very active in the Dramatics & Events Society, finding acting, content writing and events campaigning to be very satisfying experiences. Once she received an award from the legendary Anwar Maqsood for playing Khalida Riyasat's role in his famous play "Half Plate." On the sports front she loves watching tennis and cricket on television, in particular India versus Pakistan encounters. While in college she played Badminton and took aerobics classes thrice a week. During University life Sana took several mind science courses that included meditation, yoga, healing energy (Chi), neurolinguistic programming and counseling. Learning and advancing in self-development is what Sana continuously seeks through trainings.

Working life

Sana's professional areas of focus include organizational development, talent management, psychometric profiling and

"Keep a balance in everything you do and never let go of patience and perseverance"

cultural transformation, and she very generously sat down with Octara for a wide ranging interview full of priceless insights.

OCTARA: How much opportunity did you have at MITSUBISHI CORPORATION to grow the organization through innovative solutions?

"We need to have fathers supporting their daughters in their quest for higher education and professional excellence"

SANA MESIA: Mitsubishi Corporation is an ultimate platform for learning and implementing solutions. Being a world class Japanese firm, it highly values technology, continuous improvement and human feedback, enabling HR practitioners to develop and implement solutions for holistic growth of employees and organization. I had great opportunity to transform the organization in various facets of Human resources and lead change management.

OCTARA: Tell us a moment of great satisfaction that you experienced in your career.

SANA MESIA: There were so many. The wonderful diversity and novel assignments, the drive to transform the organization from strategy to Employer branding, the cultural transformation, it was all indeed very satisfying especially when every project of Mitsubishi Corporation Pakistan was recognized and applauded at regional forums.

I had the opportunity to travel across the globe to Dubai, India, Manila, Vietnam, Singapore, Tokyo and the United States and graduated several Mitsubishi Corporation regional and global business Development as well as HR Management Workshops.

The best was attending my dream come true "Neuro Leadership Summit: Rethink the Organization" in New York in November 2016 where I was the only Pakistani out of 700 delegates, and learnt the power of neuroscience principles shaping the future of organizations.

Likewise, in Manila in 2015, the exuberant experience of Ateneo De Manila University's Management Development Program where Mitsubishi Corporation Pakistan brought home awards for best business plan and top performer 2015.

OCTARA: Please share with us a typical day in your life at work pre-COVID-19 and post-COVID-19.

SANA MESIA: Pre Covid-19 work life was robust amidst making use of the physical environment, collaborating with teams and accessing tools in traditional ways upon the premises. The team meetings would always take place with face to face discussions a normal routine.

Post Covid-19 life at work has been really re-lensed. Though the digitization and communication through technology did exist earlier, the actualization of the hi-tech approach manifested itself during Covid-19. We could really get to make use of communication tools in a handy way. A lot of functions shall aptly be done considering necessity of available resources at given locations.



Pictured with Kamran Rizvi (Senior Consultant, Carnelian) and Kimihide Ando (CEO Mitsubishi Corporation Pakistan) at the conclusion of the Competency Graduate Program.



Pictured with Kimihide Ando (CEO Mitsubishi Corporation Pakistan) after a day spent delving into Emotional Intelligence courtesy NAREJO HR.

Critical thinking has definitely been sharpened; People would strategize one or the other way to make work possible. The flexibility to work from home, something which was on the HR agenda in most companies, moved from being a novelty and became a necessity and hence far easier to adopt.

OCTARA: What are your views on the COVID-19 pandemic and the ways in which it has changed the world?

SANA MESIA: I am an optimist and I firmly believe change brings out the best in us. Covid-19 has significantly affected the human psyche both in good and tough ways. It has shaken us out of our comfort zones and honed our many latent skills of coping with the unexpected, and adapting to new strategies of survival. It has challenged the orthodox and welcomed creativity.

Many families and people across the globe have come closer in compassionate manner and realized the beauty and indispensability of human relations. It has and will further give a boost to the tech industry and enable Generation X and Z to excel as they are born techies. Lastly, the lockdowns have provided us with opportunity for reflection and bonding with the family which the fast pace of pre-COVID-19 life had denied us.

OCTARA: As an HR practitioner are you optimistic about the future of Pakistan's so called demographic dividend, the youth bulge?

SANA MESIA: Youth is our hope for a prosperous Pakistan. I have seen immense talent in our youth waiting to be nurtured and harnessed. Covid-19 has exposed the significant need to develop IT, Tech and digital industry to reshape the business and world economy. 75% of our population belongs to that age bracket that is born in the digital era and poised for a head start.

If we want the economy to boom, we have to reshape our education system and trust our youth to employ their skills and strengths to better transform and drive the changing business needs, whilst continuing to provide them the experience and

support of the older, more mature generations.

OCTARA: What measures do organizations and governments need to adopt to ensure greater representation of women in the C-Suite?

SANA MESIA: The role of internal and external corporate communications is pivotal to create awareness of the strengths that women possess which contribute to positive corporate strategic outcomes. This gender sensitivity needs to become part of every company's mission statement and core values. Periodically successful women need to be highlighted and celebrated. Above all, we need to have fathers supporting their daughters in their quest for higher education and professional excellence.

OCTARA: How do you deal with stress?

SANA MESIA: I make sure that I have "my time" every day and reflect during this precious sitting with my own self. I try to spend most of my time with family and close friends to unwind and share meaningful conversations. Often I lean on a good read and feel energized.

OCTARA: Which books occupy your current reading list?

SANA MESIA: "Prophet Muhammad's (PBUH) Biography"; "Insight, The Power of Self-Awareness in a Self-Deluded World" by Tasha Eurich; and Simon Sinek's "Start With Why".

OCTARA: What is your message for Pakistani youth poised to enter the workforce?

SANA MESIA: There is always an end to every road. To make the end successful, always believe in helping others and remain optimistic. You will find your positive attitude and invested relationships will pay you off positively. Keep a balance in everything you do and never let go of patience and perseverance.

Thank you Ms. Sana Mesia ■

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

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Programme Format: Each episode module is 120 minutes with additional panels, Q & A and exercises.

Episode 1 - 23rd AUG, Time: 17:00 to 19:00

Led by Tariq Qureishy & Paul Epping

Awake Session & Exponential Dynamics:

The Banking & Finance world post COVID
COVID-19 is disrupting industries as we know it. Exponential Crisis needs and exponential response. Preparing you for a “new reality”.

- Outlook 2030 - Global Futuristic View on World 5.0 post COVID-19
- Implications of Exponential Technologies and processes to deliver 10x results
- Exponential thinking to tap into abundance. Finance 5.0 will be based on foundational principles of banking & finance.

Company diagnostic survey

Episode 4 - 13th SEPT, Time: 17:00 to 19:00

Led by Tariq Qureishy & Paul Epping

Connecting the dots. Preparing for the exponential future

The world beyond COVID-19 will be our new reality & equilibrium. Key takeaways for financial professionals to build resilience to thrive post COVID-19.

- Bring it all together: New rules, new mind set, new methodologies, new leaders.
- Tapping into abundance: Expected impact of Finance 5.0 on our ecosystem.

Practical exercises for future readiness and resilience

Pledge for transformation. Ready to thrive!

Expert panel:

Extended faculty and experts.

Episode 2 - 30th AUG, Time: 17:00 to 19:00

Led by Emilie Sydney-Smith, CEO Exo Works

The Financial World being disrupted The exponential future, pivoting & case studies

Emerging technologies and business models to be adopted at scale and in real time, ready for the world economy to transform

- They will transform our everyday lives, each creating trillion dollar new industries—and many monopolies
- Most existing companies simply iterate on their existing core products and services, many will soon be obsolete. They are happy with 10% improvements while others overtake them with 10X innovations.
- Business models, DAO's (Distributed autonomous organizations), startups, cases

Expert Panel

Discussing blockchain, fintech, digital banking, Creation of digital only bank, virtual banks, ExO economies, new tech in adjacent areas

Episode 3 - 6th SEPT, Time: 17:00 to 19:00

Led by Dr Terence Tse & Rajeev Kakar

Financial Resilience, AI in Finance

Growth in emerging markets, new leadership imperatives, transformation of existing institutions.

The financial services industry is trying to respond to an increasingly turbulent business environment, post covid. New leaders need to embrace new attributes & mindset with the new ecosystems.

What percentage is likely to die and who/what will replace them?

- Impact on legal, accounting and financial firms & new platforms & models
- Governance, ethics, trust & transformation
- Transition from traditional banks to future banks

Expert workshop/panel:

AI in Finance, Fintech & emerging market solutions

All the above Programs will be held from 18:00 to 20:00 (Pakistan Time)

YOUR FUTURE TRANSFORMATION PLATFORM

Simplify your life to Live your Life Alive

Saturday, August 22, 2020

11am - 12pm (UK Time)

2pm - 3pm (Dubai Time)

3pm - 4pm (Pak Time)



Speaker: Dr. Zsuzsanna Fajcsak-Simon (Dr. Zsu) Ph.D., M.A., M.Sc., CNS.

- Dr. Zsuzsanna Fajcsak-Simon is The Leader in Integrated Health
- She is the founder of ALIVE – Live your Life Alive program, which brings complete transformation in people's lives
- Author of the best-seller book “The Secret of Happiness Locked in Your Fears”, published in USA in 2019
- Dr. Zsu with 3 masters and a PhD (Physical education, Exercise physiology, Nutrition and Education), she is certified in Functional diagnostic medicine, NLP and yoga master trainer
- Over 25 years of work experience extends to 4 different continents and different cultures (Europe, USA, Australia, Asia including Malaysia and Pakistan)

Dr. Zsu teaching is all about bringing you an experience, so you can feel better and realize that feeling better, living more peaceful, healthy and happy with high meaning is possible, it is simple and it is all within your hands. Visit her website www.drzsu.com for in depth knowledge

Program Overview:

Did you know that by simplifying your...

- Environment you will simplify your life and feel better?
- Life you work on your health and you step on the road to happiness?

The Question is:

How to simplify your life when you don't have time, your life is so complicated and you are so afraid of change?

Key Highlights:

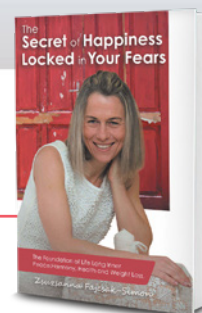
How to simplify your environment and life in such small bite sized steps that all difficulty becomes an easy to do task?

Who Should NOT Attend:

- Who are waiting for a miracle to happen for their life to change
- Who are expecting others to fix their lives
- Who expect their happiness from others
- Who depend on others to fulfill their emotional needs and use them as a compensation for their lack of self-love

Key Takeaways:

- Experience inner calm and start seeing life with more clarity
- Start prioritizing among your needs, your life and seeing the real value
- Getting rid of the clutter and feeling much better
- A healthier diet and more active life
- Less fatigue, more concentrated work, conserving energy
- Able to express genuine acceptance and gratitude for self and others
- Live with genuine loving-kindness and compassion
- Be a better human being and add to social change



The Secret of Happiness Locked in Your Fears:

The Foundation of Life Long Inner Peace, Harmony, Health and Weight Loss.

by Dr. Zsuzsanna Fajcsak-Simon

This book outlines Dr. Zsu's international program “Live Your Life Alive.”

Coming Soon!!!

Virtual Masterclass
“Simplify your life to Live your Life Alive”
by Dr. Zsuzsanna Fajcsak-Simon.

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Helping You Succeed!

The Death of Management by Walking Around

Dr. Tommy Weir

Published on August 11, 2020



In recent months, I've touched upon the idea that crisis doesn't so much create change, as speed it up. Well, if that is the case, then someone needs to inform the managers. Since the arrival of COVID-19, innovations in science and technology have skyrocketed as humanity searches for ways to ensure its physical, psychological and economic survival. Yet, when it comes to the tricky business of managing people and their productivity, we seem to be stuck in the past.

In decades gone by, the job of a manager was to physically monitor the tangible output of employees who were present and accounted for in their places of work. And that worked fine, then. But not anymore. Increasingly, companies are basing their business models on a virtual offering produced by virtual employees, and all the while leaders are still trying to manage the way they always have: with physical monitoring and old-school techniques that rely on visibility that's no longer there.

Just as society is adapting to a new way of life, management practices need to as well. Instead of clinging to the past, managers need to start looking forward and reflecting the virtual world of work that was thrust upon us almost overnight.

'How do I know my employees are working if I can't see them?' is a common complaint of today's remote manager. The answer is, you can see them, if you look in the right places.

To gain the visibility they crave, managers need to overhaul not just their systems of operating, but their ways of thinking too, and that means addressing some key questions, starting with what work actually means and what it looks like in today's world. Back in the days when offices were filled with the sound of chattering voices and the rapid tap of fingers on keyboards, being physically present counted as "working". As a manager, the sight of a room packed with busy-looking people might have filled you with satisfaction, but did that scene translate to optimal productivity? Probably not.

With remote working now a non-negotiable reality, it's time to re-visit your definition of work, unpack what exactly you mean by productivity and think carefully about how to monitor both. Here, clarity is key: once you get your head around these essential components, you will feel more confident about managing your people, and your employees will feel happier too, relieved that they understand the what, when and how of what is expected of them.

In fact, keeping your people onboard will be critical to success, and that means resisting the temptation to compensate for physical absence by piling even more work and reporting responsibilities on your team. Remember, your employees are probably as anxious as you are, so ramping up the pressure won't

help.

The same goes for monitoring. It is vital now more than ever that you focus on accomplishment, not activity. Tracking keyboard activity or observing a worker's every move via webcam won't deliver results, it will demoralize. In any case, if you distrust a worker to that extent, then maybe you need to re-evaluate the way you hire.

The big question is not 'how do we catch the slackers?' Or 'how do we replicate office-based work habits in the comfort of our own homes?' It is, 'how do we help our remote workforces become the best they can be?' And here, the answer lies squarely with AI.

The big question is not 'how do we catch the slackers?' Or 'how do we replicate office-based work habits in the comfort of our own homes?' It is, 'how do we help our remote workforces become the best they can be?' And here, the answer lies squarely with AI.

There is a plethora of AI-driven tech solutions out there that provide much-needed feedback, support and encouragement to remote workers and similarly important insight to employers on how their people are performing, and where improvements can be made. Managers may not be able to see their employees with the naked eye, but thanks to artificial intelligence, we now have tools at our disposal that offer all the visibility we need.

AI is about helping people to work smarter, not harder – and as a manager, that goes for you too ■

Source:

<https://www.linkedin.com/pulse/death-management-walking-around-tommy-weir/>



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

For Inquiries, info@octara.com

Are you Moody as Funk? #2

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

Feeling moody? It happens!

Here's 7 easy steps to ensure your mood is not sabotaging your results.

The week before, we set our goal to exercise, and it went great for about a week. Then our mood changed. All of a sudden, we aren't so excited about it.

We wake up moody as funk and at that moment, we decide to stay in bed and let ourselves be over-ruled by our moods instead of our goal of exercising.

And that's when it all starts to fall apart. Skip a day, turns into two....and you know the drill.

What if it wasn't exercise that was the issue? Perhaps it's our mood.

MOODS ARE PREDISPOSITIONS FOR ACTION

Moods are predispositions for action. So if we "don't feel like it", we don't do it, and ultimately it ends up costing us our goals and our dreams!

Moods often lead to procrastination, lack of exercise, eating poorly, online distractions, drama diversions, and often addiction. Ever notice that in others?

And when times are tough and stressed, especially in a time like a pandemic or an economic downturn, we can justify our moods because of the severity of our circumstances. Only problem is the more we justify the more it doesn't support us.

Ironically, in tougher times, we need to manage our feelings, emotions and moods even more because the most important thing we can do during stressful times is to be more diligent, more focused, and more self-aware. That's what gets us through! What's in the way, is the way.

Our mood is not a good indicator of, if we should do something or not, because moods swing high, low, up, down, positive, negative, frustrated, stressed, happy, and sad. In the run of a day, we are all over the place.

A hot mess of emotions is bound to funk up the best of plans. So mood mastery is where it's at.

So in the case of committing to walk every day, it would make sense that we don't need to master exercise as much as we need to learn to master our mood, thoughts, and emotions.

MANAGING YOUR MIND IS THE GREATEST ASSET YOU WILL EVER HAVE

Managing our minds is probably the greatest asset we have in obtaining our goals and creating the life we want to authentically live.

Ok, got it. So how do we master our emotions and manage our moods?

Here are seven easy steps to un-funk yourself and rise above your emotions.

1. As soon as you hear yourself saying anything that resembles an excuse, it's right there. Some garden variety excuses sound like this:

- i Oh, it's not nice out, I'll turn over and get another hours sleep.
- ii. Oh, my knees hurt, I think I better keep off them today.
- iii. I have other things I need to do. That's ok; I'll exercise tomorrow.
- iv. I'll go on FB and see what's happening, and next thing you know, it's an hour later, and your walk window of time is up!

2. Your job is to catch yourself in your excuses. And the best way to do



that is to have an accountability partner who won't let you off the hook. A best friend, spouse, or family member who loves you enough to call you on your BS and is willing to speak up for your highest good. The ones who say, "Oh poor, you.... you better stay home." They aren't helpful.

3. Join a group of like-minded people with the same purpose and keep each other motivated. Or even better, learn it yourself and then teach it to others. That keeps it alive and accountable.

4. Read up on that goal and continuously improve. Learn creative ways of achieving it. Create variety around it. Hike in different locations and with different people. Keep it interesting.

5. Articulate your emotions and moods when they don't serve you. Tell your excuses to someone and let them know you are being lazy or taking the easy way out. Call yourself out. That's your best defence against mood madness! As soon as you tell someone else, you're sabotaging yourself, it loses power, and you're much more likely to get on with it.

6. Envision the end goal. Keep that always in your vision. Create it on a vision board. Could you put it on your laptop screen? Post it on your fridge and mirrors. Health apps are great for reminders. Watches and iPhones all have health apps for steps as well. Use technology to keep you on track and accountable, no matter the goal.

7. You're already a fantastic person. You have goals, dreams, and aspirations. We don't want anything to get in the way, so address your moods and feelings head-on, and where possible, have fun doing it! Make it a personal challenge not to listen to feelings that keep you from your goals. Decide to fix it because nobody will fix it for you. Take responsibility by being ABLE TO RESPOND to your emotions and feelings and ensuring you don't coddle them when they are letting you down.

MOOD MASTERY IS DOPE

You will thank yourself for mastering your moods, because your goals will come to fruition. Not to mention the confidence you gain from overcoming your procrastinator; that's huge! Above all, the most powerful thing you can do for yourself is to master your moods and be disciplined to follow through. Doing this over and over again forms the habit of your creative self. After a while, you won't be asking, 'can I do this'? You will be saying, "I'm going to do this, no matter what. And then you do!"

Imagine if the people of the world had mood and emotional awareness. Imagine the road rage we could avoid. Imagine the car accidents we could prevent. Imagine professions that could benefit from mood management like policing, addiction counselling, and any other job where burnout is a factor. Imagine how efficient we would be. It's actually mind blowing.

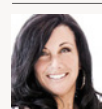
Imagine the power that mood awareness would impact on your friends, family, and relationships. Ahh how peaceful life would be!

Our bodies, minds, and emotions are all connected. We need to honour them all and keep them balanced. Doing so requires not only learning, skills but it also included emotional intelligence and mood management.

So go out there peeps and Un-funk those feelings, get in the right mood, and have a blast executing your dreams. Because what ever you seek is seeking you! ■

Source:

<https://thephoenixfuture.com/f/are-you-moody-as-funk>



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

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NEW WORLD



SAME HUMANS #26

David Mattin

Global Head of Trends and Insights at TrendWatching.

Member of the World Economic Forum's Global Future Council on Consumption

Twitter, modernity, and an old argument about what humans are worth. Also, the formula that governs life inside a consumer society.

Welcome to New World Same Humans, a weekly newsletter on trends, technology, and society by David Mattin.

If you're reading this and you haven't yet subscribed, then join 10,000+ curious souls on a journey to build a better shared future

Revolution in the head

The original culture war, or Kulturkampf, was a late 19th-century dispute between Chancellor Bismarck and the Catholic Church over the role of religion in German society. Today, it's become commonplace to say we're living inside another culture war. But the battlefield looks rather different.

In our 2020 culture war Twitter is the digital frontline, and lately it can feel like one never-ending round of hostilities. World-famous authors and ordinary citizens alike are scrutinised and condemned; Harry Potter author JK Rowling is among those to have recently felt the wrath of the crowd. Two weeks ago 150 eminent authors, scientists and journalists signed an already-infamous open letter to Harper's Magazine that argued that all this amounts to a 'cancel culture' that threatens free speech. Their opponents say that any cancellations are the product only of a refusal to tolerate prejudice. Their message: yes, a reckoning is here, and it's long overdue.

Meanwhile, back in May the racist killing of George Floyd sparked global Black Lives Matter protests. They morphed into something broader: a mass upsurge of anger against racial oppression and structural unfairnesses embedded deep in our societies, and against the legacy of our colonial past.

These tensions are nothing new. So it's impossible to divorce this new flare up from the pandemic.

The economic consequences of the crisis are only now becoming tangible; the social and political consequences remain as yet almost entirely unrevealed. But they will surely be many. Those prosecuting this culture war are often young, and often graduates; the pandemic has severely diminished their life chances. Here in the UK, around 50% of young people attend university. But even before the crisis, the exciting, affluent, metropolitan lifestyles that these graduates expect were increasingly unavailable to them. Now that expectation gap will become a chasm. There's going to be a lot more anger.

That's the immediate context. But New World Same Humans is, of course, also interested in the long view. So here's one thought about all this that's been much on my mind recently. Modernity is a revolution that sweeps all before it. And the central idea of that revolution is equality.

We all used to talking about revolutions inside modernity; the

French Revolution, the Russian Revolution, and so on. But draw back the camera lens far enough and it seems to me that modernity itself is the revolution; one that unceasingly severs the bonds that tie us to a shared history, dismantles traditional social structures, and remakes the world anew. And at the heart of that project is equality. The radical, explosive, transforming idea that all humans are of equal value.



For almost all of human history, it was considered self-evident that this was not the case. Every human society before our own built itself around a set of hierarchies: masters and slaves, aristocrats and commoners, men and women, and so on.

Only we moderns insist on the equality of all people. But the truth is that we're still a long way from having realised that idea in practice. The implications of a world in which everyone is truly seen as equal are yet to become clear to us.

I think one implication, though, is emerging into view. We tend to associate equality with the liberal democratic system. Freedom, democracy, equality: they all go together, right? In fact, it's becoming clear there are deep tensions between the liberal democratic system as we practise it and the idea that all humans are of equal value. Our democracies are representative democracies, built on the idea that we choose some of the best among us to represent us in the business of government. Historically, judgements about who to choose were informed by a set of beliefs that, in reality, some people – people who are men, or of a certain social class, or of a certain race – are better than others. When we start to believe, really believe, that all humans are of equal value, the representative system starts to break down. Who is the 'best among us'? Why should we think that any one person's judgement is better than any other? There are ways to answer those questions, but they start to become highly contentious. Over time, the very idea of representation can start to seem arcane, even offensive; 'why should anyone be able to tell me what to do?'

It seems to me that what we face now isn't only a problem concerning our current politicians and structures of power and authority. But with the very idea of those things.

Seen from that distance, the current culture wars – and all the past ones – are only one tiny fragment of a single, coherent, and centuries-long story. Modernity is a revolution that is still playing out. Equality is an idea inexorable in its logic. There is much more to come.

Time slips away

Four snippets to arm yourself with this week:

- Democracy is due an internet-age update, according to this intriguing article in Noema Magazine. The trouble, say the authors, is that we're using 19th-century voting mechanisms in a 21st-century world; we should instead experiment with 'quadratic voting', a weighted system that allows minority voices to be properly heard.
- Google has been working to 'decode how consumers decide what to buy'. Their new report, Decoding Decisions, says people often make online purchasing decisions via a set of cognitive biases that are embedded deep in the human psyche.
- BA have retired their fleet of Boeing 747s. The move comes earlier than planned, amid a cataclysmic year for the aviation industry. The key message for long-haul travellers: expect fewer flights and far less choice.
- The Atlantic magazine have translated an essay by the Chinese artist Ai Weiwei on how time has lost all meaning during the pandemic. Read to get his take on living through an age when 'time can restart and begin anew, or it can hide entirely, get cut off, disappear.'

New patented formula

The current culture war, and its foundation partly in economic distress, reminds me of a formula I first wrote about a few years ago.

That formula says that consumer societies are founded on a promise that they make to their inhabitants:

Work hard → Get paid → Buy stuff → Feel good → Repeat.

That chain models the way life inside a consumer society is supposed to work. Get a job, work hard, earn money, and spend. Crucially, the chain is intended to work for each of us individually and for the collective as a whole. Individuals can hope over time to increase the value they bring to the economy, earn more, and so be able to access better objects and experiences. And collectively, via all this economic activity, we'll build a prosperous society that promises even more for our children.

Back in 2018 I wrote that every link in that chain was breaking down. Halfway through 2020, that breakdown feels exponentially worse.

Work hard → Get paid: Even before the pandemic, US and European wages were stagnant. Now, we're facing an unemployment crisis of historic proportions. Here in the UK unemployment stands at 1.3 million; the independent Office for Budget Responsibility forecasts that as furlough schemes are withdrawn it could hit 4 million. The sacred promise that a consumer society makes to its inhabitants – that hard work is the route to prosperity – is breaking down.

Get paid → Buy stuff: When work doesn't pay, and when millions don't have work, then incomes collapse. The result is a chronic lack of demand. One analysis of the underlying sluggishness of western economics: rising automation combined with low wages mean that the productive capacity of our economies is outstripping the ability of consumers to buy. A consumer society can't function properly when people can't or won't consume enough.

Buy stuff → Feel good: Consumption increasingly does not make people feel good. Instead, millions are increasingly aware of the negative impacts of much of their consumption on the planet, other people, and themselves.

Work hard → Get paid → Buy stuff → Feel good → Repeat is a simple model of the good life in a consumer society. In 2020, every relationship in the chain is breaking down. Work no longer pays the way it used to, and many don't have it. Consumers can't spend fast enough to support growth. And consumption increasingly makes us feel not good, but guilty.



the emergence of whatever comes next. And that feeling, surely, will be intensified by the long economic winter that lies ahead.

So what does come next? The outlines of a new model can be found in the exploration of the fundamental relationship that underlies the formula I've laid out here. That is, the relationship between labour and value. Or, to put it in more practical terms, between work and pay.

New technologies are eroding this relationship. Via automation and other advances we are starting to build economies that can be immensely productive without the need for much human input. So we need to acknowledge that the link between work and value is breaking, and look to definitions of 'work' – new ways for people to spend their lives in meaningful action – and new ways to grant people economic power that have nothing to do with their economic input in any traditional sense. And yes, that could mean some variant of a Universal Basic Income: money that you don't have to work for. That means selling the idea that people deserve economic power simply by dint of being human beings, and not because they worked for it.

We've talked in recent months about the chance we have for a Great Reset. A lot hinges, I think, on our ability to find a new orientation towards the twin gods that rule over so much of our lives: work and money.

Fix up look sharp

Thanks for reading this week.

New technologies may be eroding the link between work and value, but no machine can do what we, the New World Same Humans community, are trying to do together. That is, to look out to the world, make sense of it, and find ways to build a better shared future.

It's a project that I've become obsessed with, and I know some of you have, too. We're like:

Whether you're a founder, innovator, product designer, marketer, policy maker, or much else besides, New World Same Humans wants to provide content and tools that will help you sharpen yourself, and empower you to ride the trends set to reshape the decades ahead.

Soon, we'll all be learning from one another in a NWSH community platform.

So if you found today's instalment useful, please forward this email to one person – a friend, family member or colleague – who'd also enjoy it. Or share New World Same Humans across one of your social networks, with a comment that lets people know why you find this newsletter valuable ■



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Topic	D/s - H/s	Trainer	Month
TRG LearnFest 2020: Developing Voice of Influence & Leadership in Uncertain Times	45 min	Lucy Cornell	10-Aug
TRG LearnFest 2020: Brainstorming Techniques	45 min	Dave Nelissen	15-Aug
Free Webinar: Gateway to Future of Finance 5.0	2-hours	Tariq Qureishy & Paul Epping	16-Aug
Free Webinar: Simplify your life to Live your Life Alive	60min	Dr. Zsuzsanna Fajcsak-Simon	22-Aug
Free Webinar: Leading & Managing Change during COVID-19	60min	Mark Stuart	Sep
Classroom Training: Smart Selling Skills	TBC	Faizan Ahmad	Sep
Online Training: From Overwhelm to Abundance (Donation)	2-hours	Rose-marie Fernandez	Sep
Online Training: Designing Agile Organizations	TBC	Frederik Haentjens	Sep
Free Webinar: How to Stay Sane during Uncertain Times	60min	Sayed Habib	Sep
Managers as Coach in the New Normal	2-hours	Shiraz Ahmed	Sep
Free Webinar: Mindfulness Management	TBC	Omar Tauseef	TBC
Free Webinar: Protecting Financial Assets	60min	Petros Geroulanos	TBC
Online Training: Effective Online Marketing & Selling Techniques	2-hours	Dave Nelissen	TBC
Service 4.0 Transforming Customer Interactions	TBC	Asim Rashid	TBC
Health Care Operation Management	TBC	David Ben Tovim	TBC
Successful Product Launching and Brand Positioning	TBC	Jerome Joseph	TBC
Agile Project Management	2	Kevin Charlesworth	TBC
Business Communications Masterclass	1	Catherine Bentley	TBC
Certificate in Maintenance Planning / RCM	2	Ben Stevens	TBC
Certified Google Adword	2	Dr. Frank Peter	TBC
Channel Management	1	Tony Lewis	TBC
Corporate Etiquettes for Sales Professionals	Half-Day	Ghaus A. Jafri	TBC
Corporate Governance	1	TBC	TBC
Creating Content that Sells	1	Hira Saeed	TBC
Creativity & Innovation using Design Thinking	2	Rody Vonk	TBC
Crisis Response and Communication Management	1	Ben Pronk	TBC
Cyber Security Management	TBC	TBC	TBC
Digital Marketing Masterclass	2	Dr. Frank Peter	TBC
Emotional Intelligence for Leadership Excellence	1	John Bentley	TBC
Enterprise Risk Management	2	Philip Griffith	TBC
HR Leadership Using HR Metrics & HR Analytics	1	Talha Asim	TBC
Interviewing Tomorrow Workforce	1	Uzma Chishti	TBC
Key Account Management	TBC	David Vachal	TBC
Leadership Code	1	Kate Sweetman	TBC
Learning and Development Management Program	2	Ian Thomson	TBC

* All training programs are subject to change as per the guidelines from GoP on CoVID_19



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