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Dear Reader,

This issue is dedicated to that small band of professionals that set the ball rolling 25 years ago which culminated in the Trainers Resource Group (TRG) and has grown from strength to strength as the baton has been passed successfully to the newer generations of Millennial and Gen Z who pivoted with speed and a dash of grace to pull off the 1st TRG Digital LearnFest 2020, refusing to roll over and 'die' just because COVID-19 said so.

Hats off to **Umair Jaliawala, Sarah Mashhood, Wajiha Mansuri, Ammar Sheikh, Fawad Safder, and Hammad Saeed** and their Torque Corp umbrella. And a resounding click of the heels for the TRG Founder Members **Alam Halepota, Arshi Aziz, Azhar Iqbal Mir (Late), Ayesha Chowdhry, Cyrus Magol, Syed Nusrat Ali, Jamil Janjua, Kamran Rizvi, Leon Menezes, Shireen Naqvi and Zehra Chinoy** for making it happen in the first place.

What a delightful stroke of luck it's been reconnecting with **Omar Abedin**, the author of the book "Building Brand YOU!" (<http://tinyurl.com/o2q9vxl>) with whom Octara has shared the pleasure of a deep and meaningful association in the past, and we share a report of when back in April 2013 Omar partnered with Octara in a two days' workshop on Building Brand Equity, and followed it up with a seminar provocatively titled 'Brand You!' Personal branding is very much in vogue, more so now than ever before, as people increasingly launch out on their own.

On the blog front **Dr. Tommy Weir** is with us again and this time it's "Automation: It's About Time"!

22nd and 24th of September 2020 are landmark dates for OCTARA as we transition back to the Old Normal with Workshops at the Movenpick Hotel. So check out the details within our pages, grab your masks, and be there in person, please.

*Editorial Compiled by **Adil Ahmad**, Special Correspondent, octara.com
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Pakistan's First Digital Learning Festival Amazing Affair**
Article by Adil Ahmad



BRAND YOU!
Omar Abedin



Automation: It's About Time
- Dr. Tommy Weir

Octara Training Programs in September 2020

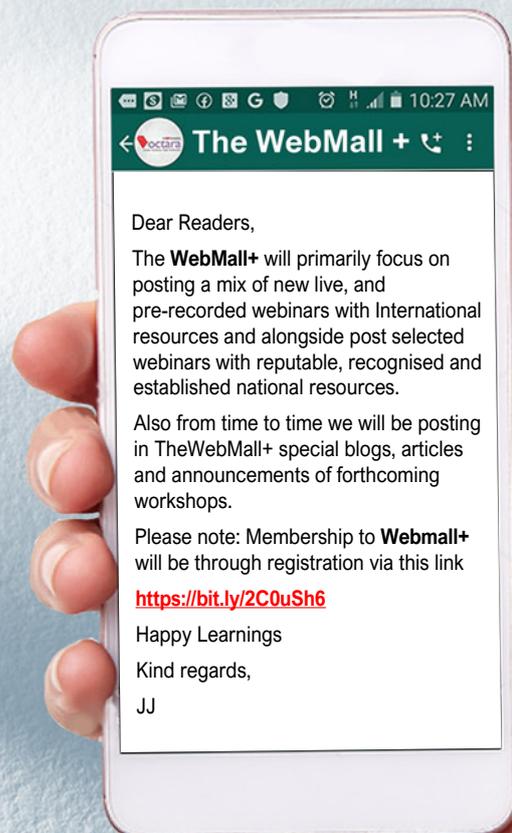
Tuesday, September 22, 2020 - KHI
Selling in Uncertain Times by Haseeb T. Hasan

Tuesday, September 22, 2020 - KHI
Workshop on Effective Business Support Practices
by Zaufyshan Haseeb

Wednesday, September 23, 2020 at 3:00 - 5:00pm PST
Online Training: **From Anxiety and Despair to a place of Abundance**
by Rose-marie Fernandez

Thursday, September 24, 2020 - KHI
Workshop on Managing as Coach in New Normal by Shiraz Ahmed

• **Octara Training Calendar (September- December 2020)**



KEYNOTE
LEARNING TO THRIVE IN NEW REALITY
10:00 pm - 10:45 pm

THE LEARNING DEBATE
10:45 pm - 11:15 pm
HOSTED BY PSTD

DAY 4 DUSK
Thu, Aug 13 | 10:00
Register NOW for your FREE SLICE at www.trg.org.pk

Speakers:
KAMRAN RIZVI (TRG/CARNELIAN), ALI SAEED (PSTD), ADEEL ANWAR (FATIMA GROUP), ATIKA IMTIAZ (K-ELECTRIC), EHTESHAM KHAN (UFONE), SAHIL ADEEM (SOURCE CODE)

LEARNO FEST DIGITAL DAY 3 DAWN
Wed, Aug 12 | 10:00 am - 11:30 am | Slice#7

WELCOME, REFLECTIONS & TODAY
10:00 am - 10:15 am

KEYNOTE: LEADING DIGITAL TRANSFORMATION
10:15 am - 10:45 am

DIALOGUE: TRANSFORM WITH TECHNOLOGY
10:45 am - 11:30 am

Speakers:
SHIREEN NAQVI (TRG/CARNELIAN), AZFAR MIR (AMR), HASNAIN ABBAS (PSTD), IMRAN CELERITAS, ROOFI JAMAL (HEL), SHAHAB

LEARNO FEST DIGITAL DAY 1 NOON
Mon, Aug 10 | 03:00 pm - 03:45 pm | Slice#2

THE POWER WITHIN
10:00 pm - 10:45 pm

HOW GOOD ARGUMENTS LEAD TO BETTER MANAGEMENT DECISIONS
10:45 pm - 11:15 pm

Speakers:
DAVIDA SHENSKY (CAREER PERFORMANCE INSTITUTE), NOORULAIN ZAFER (MIND WORKS INTERNATIONAL), ALI SYED (CARNELIAN), NEVILLE GAUNT (MIGHTY LTD UK), MARGO LOO (SPEAK SMART)

TRG TRAINERS RESOURCE GROUP PRESENTS

LEARN FEST DIGITAL 2020

AUGUST 10-15

LEARNO FEST DIGITAL DAY ONE
12:00 pm - 12:45 pm

KEYNOTE: DEVELOPING VOICE OF INFLUENCE & LEADERSHIP IN UNCERTAIN TIMES

Speakers:
LUCY CORNELL (FOUNDER & CEO CORNELL VOICE ADVISORY, AUSTRALIA)

COACHING FOR GROWTH
10:00 pm - 10:45 pm

CORPORATE HUMOUR
10:45 pm - 11:15 pm

Speakers:
IMAAD RIZVI, FAHEEM AZAM (MULTIPOTENTIALITE)

LEARNO FEST DIGITAL DAY SIX
09:00 pm - 03:45 pm

WORKSHOP: MAINSTREAMING TECHNIQUES

Speakers:
DAVE NELISSEN (FOUNDER MOUNT SCOTT, AMSTERDAM)

DAY 6 DAWN
Sat, Aug 15 | 10:45 am - 11:30 am

ELEVATING SOCIETY WITH

Speakers:
AZFAR AHSAN (NUTSHELL CONFERENCES), FARAZ KHAN (SEED VENTURES), MODERATOR: KMR CH

LEARN FEST DIGITAL 2020

Partners:
DMMIX, Funverks, Octar, Possibilities, SpeakSmart, TE, Impact, TRG, tongue

TRG HITS HOME RUN!

Pakistan's First Digital Learning Festival
Amazing Affair!



LEARNO FEST DIGITAL DAY 6 NOON
Sat, Aug 15 | 03:00 pm - 03:45 pm | Slice#7

PERSONAL FINANCE MANAGEMENT: MANAGE INCOME & INCREASE WEALTH
10:00 pm - 10:45 pm

LEADING WITH TRUST
10:45 pm - 11:15 pm

TALENT IN ACTION
11:15 pm - 11:45 pm

SCRUM/AGILE A JOURNEY TO SUCCESS
11:45 pm - 12:15 pm

Speakers:
YASIR WAHEED (EMPRES), FARHAN ALI JAMALI, DAVE NELISSEN (MOUNT SCOTT, AMSTERDAM), AISHA BELA MALIK (PROFESSIONAL EDUCATION FOUNDATION), SHAHBAZ ISLAM (SSCC), MUHAMMAD ALI (CARNELIAN), ZEESHAN FAHEEM (CORPORATE TRAINER)

... watching us online, join us for full festival and www.trg.org.pk



It's been 25 years since the **Trainers Resource Group**, made famous by its acronym TRG, came into being with no express purpose as such except to informally exchange notes amongst Human Resource Development (HRD) practitioners who were also friends. **Alam Halepota, Arshi Aziz, Azhar Iqbal Mir (Late), Ayesha Chowdhry, Cyrus Magol, Syed Nusrat Ali, Jamil Janjua, Kamran Z. Rizvi, Leon Menezes, Shireen Naqvi and Zehra Chinoy** set the ball rolling and it has gained in momentum ever since.

Clearly there was a need for such an interaction and TRG's ambit has grown with each passing year as HR has gone mainstream with business schools offering it as a subject to major in and in the process expanding the HR fraternity in Pakistan in no uncertain terms.

TRG has demonstrated its true grit and determination by keeping its Monthly Meetings on course on the last Thursday of every month for the last 25 years with a keynote speaker addressing an ever increasing audience that has grown progressively younger as HR has taken root in academia.

While the TRG founders produced the event with **Leon Menezes** occupying the hot seat as the incumbent President of TRG, **Torque Corp** curated the mammoth undertaking spread over 6 consecutive days, from August 10 to 15, thrice every day with sessions at dawn, noon and dusk. **Umair Jaliawala** held the fort as the chief curator with **Sarah Mashhood, Hammad Saeed, Fawad, Wajiha** and **Ammar** providing close-in support to successfully keep the show on the road, and which they did in admirable fashion.

HOW DO WE KEEP LEARNING IN CRISIS?

Responding to the sudden future that had presented itself so quickly in light of Covid-19, Trainers Resource Group (TRG) presented an entirely new festival experience in the form of a 6-day digital "learning buffet." It was the first digital learning festival with the support of over 100 business leaders, management consultants, trainers, facilitators, keynote speakers and coaches.

Professionals from across Pakistan and the world had the opportunity to learn ONLINE from renowned trainers and network with professionals from other industries. The agenda featured 100+ leading national and international speakers including **Abbas Husain, Azfar Ahsan, Azfar Mir, Farhad Karamally, Max Babri, Naseem Zafar Iqbal, Qaiser Abbas** and **Sohail Zindani**. Subjects and topics under fire ranged from Elevating Society with Business, Developing Voice of Influence and Leadership in uncertain times, Leading in the Quantum World and Tech Professional with Global Mindset.

The festival also featured **international trainers such as Lucy Cornell, Dave Nelissen, Luke Salway and Sam Waterfall**. It presented a great opportunity for professionals in the learning and consulting industry of Pakistan to gain significant visibility. The festival aimed to help showcase Pakistan's organizational development and learning industry, share insights and

innovation with professionals, foster mindset and skills of the future, and unite for learning and sharing in difficult times. The conference celebrated August 14th in the spirit of learning and better Pakistan.

Over 50 academic, learning and professional institutions in Pakistan took part, and they included the likes of Pakistan Society for Training and Development (PSTD), Management Association of Pakistan (MAP), Institute of Business Management (IoBM), Karachi School of Business and Leadership (KSBL), Nutshell Conferences and Rotary Club amongst others.

TRIPPING DOWN MEMORY LANE

In 2010 **TCS Express Logistics** had the privilege of partnering with TRG to hold the first LearnFest, a natural outcome of Mr. Jamil Janjua being both the President of TRG and CEO of TCS in 2010! There was a superabundance of learning imparted over 2 days during the weekend at what was then the Sheraton Hotel (now Movenpick). It was a memorable affair that celebrated TRG's 150th Monthly Meeting.

The mood at TRG's Committee of Founding Members was ambivalent as they met to discuss the daunting modalities given that TRG was a case of 'all Chiefs and no Indians'. There were a plethora of opinions, often at odds with each other on how to go about commemorating what clearly constituted a landmark event for this informal assembly of corporate trainers and human

LEARNO FEST DIGITAL 2020

resource development practitioners.

The TRG's 100th Monthly Meeting had exceeded most expectations with Iqra University as the host venue, and an impressive brochure brought out by the TCS Management Development Services at much expense of time, energy and money to mark the occasion. All concerned parties earnestly wanted to be involved with organizing the 150th monthly meet Party in a befitting manner. But nobody, it seemed, had the physical hours to contribute that an undertaking of this magnitude would require for a successful staging.

Then TRG founding member **Shireen Naqvi** stepped into the breach. Over the years she had put together a valuable resource of energetic and intelligent young adults at her School of Leadership (SOL). She also had the requisite experience in pulling off extravaganzas, year after year, given the unqualified success of the SOL's annual Young Leaders Conference that ran for 6 glorious days, playing to some 400



delegates from across Pakistan. She was so obviously the cat that the TRG founding members were looking to bell, and did.

Shireen took up the challenge in right earnest, bringing to bear upon the enterprise her formidable store of energy and talent. Torque, the SOL's spin-off that had event managed the TRG monthly meets of late, was in the hot-seat as well. Reflecting Shireen's energy and commitment were **Umair Jaliawala**, **Sauqib Niaz**, **Sumaira Salamat** and **Zain Goplani**, her able bodied lieutenants running the show at Torque, and in them fine protégés she had developed.

Shireen and her team put together a two days extravaganza that featured 149 training sessions of 75 minutes each, 50 trainers, 13 exhibitors, and 600 attendees, give or take a few.

BACK TO THE PRESENT

Octara contributed to the **First Digital Learning Festival 2020** with two of its international associates. **Lucy Cornell** (Cornell Voice Advisory, Australia) held forth on **DEVELOPING VOICE OF**

INFLUENCE & LEADERSHIP IN UNCERTAIN TIMES while **Dave Nelissen** (Mount Scott, Amsterdam) pitched in with **BRAINSTORMING TECHNIQUES**.

Amongst the others that caught my attention was **Farhad Karamally's** (Funverks Global) **LEARNING IN CRISIS!** TRG Dialogue: **REFRAME THE CRISIS** Moderated by **Leon Menezes** with **Neville Gaunt** (MindFit Ltd UK), **Aamir Niazi**, **Ahsan Jamil**, **Naheed Chowdhry & Wali Zahid** (SkillCity); **DEALING WITH UNCERTAINTY** **Suleman Ahmer** (Timelenders); **DIGITAL MARKETING: BUILDING YOUR ONLINE PRESENCE** **David Shensky** (Career Performance Institute);

STRESS MANAGEMENT **Ali Syed** (Carnelian); **THE POWER WITHIN** Neville Gaunt (MindFit Ltd UK); **CASESTUDY: HOW GOOD ARGUMENTS LEAD TO BETTER MANAGEMENT DECISIONS** **Margo Loo** - Speak Smart (Estonia); **DESIGN THINKING FOR PROBLEM SOLVING & ENTREPRENEURIAL DEVELOPMENT** **Cedric Aimal Edwin** (Change Facilitator); **LEADERSHIP, AUTHENTICITY, FEARLESS, BEST & OTHER MYTHS** **Sohail Zindani** (LearningMinds!); **CREATIVE THINKING TECHNIQUES** **Syed Nusrat Ali** (TRG Founder Member);

LEARN NEW SKILLS Moderator: **Ayesha Chowdhry**, Panelists: **Adil Moosajee**, **Hasan Azhar**; **AGILE THINKING** **Dr Sunil Gupta** (Learning Minds); **EMOTIONAL INDEPENDENCE** **Sualeha Bhatti** (Winning Edge); **HOW TEACHERS CAN TEACH STUDENTS ONLINE** **Rehan Allahwala**; **TEAM ALIGNMENT EXERCISES** Shireen Naqvi (Carnelian); **REIMAGINING THE GRAMMAR OF SCHOOLING** **Dr. Yong Zhao** (University of Kansas) & **Abbas Husain** (TDC); **LEARN TO THRIVE IN NEW REALITY** **KAMRAN Z. RIZVI** (Carnelian);

DELEGATING IN THE NEW NORMAL - MORE SUCCESS BY DOING LESS **Zeeshan Lakhpaty**; **CREATIVE ADAPTABILITY: HAVING FUN WITH ADVERSITY** **Muneeb ur Rehman** (Theatrical Training for Professional Development); **I AM THE CHAMPION!** **Umair Jaliawala** (Torque); **BOUNCE BACK WITH PASSION AFTER**

ADVERSITY **Aisha Bela Malik** (Professional Education Foundation); **LEADING WITH TRUST** **Ayesha T Sethi**.

The above mentioned programs account for maybe one-third of all the sessions that took place. Those who took Pakistan's First Digital Learning Festival seriously enough to stay glued to their screens and not miss even a moment's action over the six days marathon would either have developed the kind of mental muscle with which to move mountains in a display of mind over matter, or, they would have become fit cases for the funny farm by the end of it ■





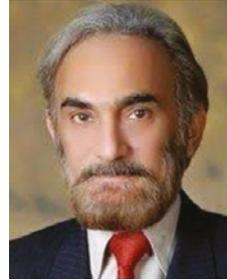
SHIREEN NAQVI



KAMRAN Z. RIZVI



LEON MENEZES



SYED NUSRAT ALI



AYESHA CHOWDHRY



JAMIL JANJUA

TRG FOUNDERS FACE THE PRESS!



Trainers Resource Group (TRG) was founded in 1995 by Alam Halepota, Arshi Aziz, Azhar Iqbal Mir (Late), Ayesha Chowdhry, Cyrus Magol Syed Nusrat Ali, Jamil Janjua, Kamran Z. Rizvi, Leon Menezes, Shireen Naqvi and Zehra Chinoy. They produced Pakistan's First Digital Learning Festival 2020 which was curated by Torque Corp represented by Umair Jaliawala (chief curator) with Sarah Mashhood, Hammad Saeed, Fawad, Wajiha and Ammar providing close-in support. Octara.Com spoke with 6 of the founders who took an active part in the 6 days learning extravaganza. We carry the feedback from the curators in a separate piece.

octara.com: Would you say COVID-19 has had a favourable impact upon TRG's Learn Fest by making it go digital and, in the process, saving TRG considerable organizational expense while increasing its footprint manifold?

AYESHA CHOWDHRY – There's a bright side to everything. The best thing has been that LearnFest brought together a lot of overseas practitioners & so many varied SMEs

for the first time ever, over a 6 day period, which would not have been possible pre-COVID, where logging in and connecting virtually with anyone was not seen as 'the done thing' if you could meet F2F.

SHIREEN NAQVI – There are advantages to both - virtual and real-life. Yes, Learn Fest virtual afforded us a novel experience. We enhanced our capability manifold; learnt new approaches; toyed with what's outside the box; adapted with flexibility to the Zeitgeist and acted on the call-of-the-times. Yes, we saved much in monetary terms and discovered our muscle to do what it takes in the new real. Yet, the real-life experience cannot be replaced. When we meet each other, shake hands, hug, smile, exchange business cards and get into the learning room to feel the experience - the virtual cannot do that. That's what one pays for and spends more on and it is worth it.

JAMIL JANJUA – Certainly! Covid 19 had a very favourable impact. The virus was instrumental in catapulting TRG and in fact the globe into going Digital overnight. What may have taken another year or two for the gradual Digital Transformation from



real to virtual, a droplet forced the pace globally within 2 to 3 months. As for saving expense, it is not yet known as to what kind of expenses were involved, but what is known is that the managing committee of LF2020, a few dedicated and committed youngsters, under the supervision of UJ spent humongous amount of time, put in Herculean effort and survived exhaustive days and nights before and during the event to make the six day LF2020 memorable.

SYED NUSRAT ALI – Covid -19 has certainly created a great impact upon TRG's Learnfest by making it go digital and saving a lot of time and money.

LEON MENEZES – Yes, plus we had trainers from many other countries.

KAMRAN Z. RIZVI – Yes, COVID-19 has presented a remarkable opportunity that has been taken up by the young TRG stalwarts Umair, Sarah, Hammad and their team. Great example of how this Millennial Generation was poised for capturing this opportunity that COVID-19 presented and reinventing TRG in the face of this great disruption. Us 'oldies' could not have done it and would probably have waited for the Monthly TRG Meet-ups to start again. These youngsters showed us the way to another world of possibilities in the digital realm and came up with a tremendous show.

octara.com: Is digital the new normal for TRG going forward even after COVID-19 is a forgotten memory?

AYESHA CHOWDHRY – It has to be a mix. Digital, F2F or a mix will depend upon what best suits the relevant objective, audience & service deliverer. However, digital is likely to be the first 'go to' medium, given everyone's new comfort level and

willingness to learn & use it.

SHIREEN NAQVI – There certainly is that possibility. Personally, I believe in the AND not the OR. We can do both. I have been thinking of a digital TRG since years, but our monthly meets are so special, it is hard to break what is a treasured habit. We surely can do live AND virtual.

JAMIL JANJUA – Quite likely Digital will be the way forward for the next LF, if it is to be a National event. There maybe a hybrid model, a mix of Digital and physical if it is city centric. So the hybrid model can be replicated in the three main cities, thereby providing reach and opportunity to L&D practitioners countrywide. Urdu version of LearnFest could also be an option alongside, focusing on programmes/learning in Urdu with trainers proficient in Urdu or minglish.

SYED NUSRAT ALI – Yes we may call it a new "Normal" and we would continue to take advantage of the digital facility but personal meetings have their own advantages.

LEON MENEZES – It is a possibility, at least for monthly meetings.

KAMRAN Z. RIZVI – As far as TRG is concerned the physical Monthly Meet-ups on the last Thursday of every month will happen as soon as the situation allows. Digital is the 'new real' for TRG and will augment the on-ground presence.

octara.com: 25 years later what, in your opinion, is the impact of TRG and the training industry upon the economic development of Pakistan?

AYESHA CHOWDHRY – TRG was founded in Karachi as a well knit group of like-minded individuals (Trainers & HR Specialists) who were keen to share best practices and positively impact Pakistan's human capital development. When TRG was founded: (1) Karachi was home to almost all of the country's business head offices, so it made sense for it to be a single chapter in Karachi. (2) Multinationals abounded, & were

A Tribute by

& *Celebrating our Heroes* from T&D and HRD Industry

Mian Abdul Ghani
Founder of PSTD
Pakistan Society for Training and Development

Azhar Iqbal Mir
Chairman & Chief Mentor
A.J Mir LLC

Zarrar Zubair
Former Director/ CEO
Pakistan Institute of Management

Ramiz Allawala
Lead Consultant & Corporate Trainer
Octara - A TCS Company
and CEO, Gulfstone Training

Nadeem Chawhan
Founder & CEO
Navitus Private Limited

Sarmad Tariq
Motivational Speaker, Life Coach
and a Writer



preferred employers with the most progressive HR practices. OICCI, FPCCI, MAP, PIM are all formal organisations. *TRG provided an informal forum for sharing best practices and getting/giving feedback quickly to trainers.* (3) The baseline for focused talent development specially in HR itself was low: HR was often titled Personnel or IR in most companies, & primarily performed these functions. New talent was entering HR but there was no degree offering an HR specialization. *TRG's monthly meet ups provided opportunities for trainers, senior HR professionals, and young people to network & learn from each other. Also, the intermingling of HR professionals from both local & multinational companies enabled quicker HR upskilling of local companies.* TRG has therefore informally contributed to meeting the Pakistani industry's human resource development needs. We formalized ourselves much later. Hindsight is always 20:20. Had we done so, we'd likely have set SMART objectives for TRG & measured them too. We do have an opportunity to measure impact better in Pakistan.

SHIREEN NAQVI – What is the economic development of your life due to the last 5 books you read or the previous 5 movies you watched? Can you quantify that? Similar to reading books, meeting people, watching movies, touring the world - one builds character. Growth is a spiritual need. The human soul hungers to learn, to rise, to struggle, to out-do its previous state. When a people do so collectively, it builds the psyche of the community or the people of a nation. Yes, I truly believe, in that sense TRG has contributed to the growth of our National psyche.

JAMIL JANJUA – I personally think that TRG has been instrumental in creating awareness of the need for Training and of Training as an industry by promoting training as a national developmental activity and encouraging a lot of promising youngsters to enter this field as full time professionals after a few years of a regular job to prepare them for the real world.

SYED NUSRAT ALI – TRG's events and festivals do create a long lasting impact as it covers all almost all the topic that is required to improve business/economy and personal grooming.

LEON MENEZES – Can't say.

KAMRAN Z. RIZVI – The impact is indirect and very significant because it has contributed to bringing the role of HR and L&D to the forefront, and today most organizations, both national and multinational recognize the value of people and how their businesses can grow by growing people. If the people are not growing the businesses will not grow. This recognition has been established and now needs to spread across different segments of society beyond the corporate sector and into

academia, non-profit, public sector organizations, government agencies. This is the direction that now has to be taken. Pakistan will grow when people grow. The new generation that is coming up will definitely recognize the need for participation, integrity, accountability, transparency, trust and growing the leadership capabilities across the board. Like the Chinese proverb advocates, grow rice if you're planning for one year, grow trees when planning for a decade, and if you're planning for centuries then you grow people. The Trainers Resource Group is doing just that, growing people.

octara.com: If the training industry had the option to reinvent itself, what would it do differently?

AYESHA CHOWDHRY – I'd say we should consider our pie as the world: As Pakistanis, we are amazingly quick learners & natural English speakers, and our Trainers generally relate very well to those different from them. Focusing on the rest of world will stretch us more, and we will end up upskilling more people. The post-CoViD digital era provides an amazing opportunity to do just that; the Training Industry just needs to figure out how best to make that happen.

SHIREEN NAQVI – If I were the prime minister of the training industry (in some ways, each of us are), I would legislate that training begin with young children, as early as 6-year olds; continue with teenagers; then those about to graduate and those about to marry and have children. This particularly for soft-skills training. Hard, technical skills training can continue as is - the more the better. That's one facet of what I would change. The other being, how to imbed training into the day-to-day actions, decisions, performance of every person in any aspect of service. Training is not a classroom experience only, it must be 'at-hand'. As we wear a watch to tell the time, so should training be bound to us, accessible at the spur of the moment.

JAMIL JANJUA – Training is a process and re-inventing is done after one has first invented. We are still to arrive at the stage of saying we have been successful at inventing completely.

SYED NUSRAT ALI – Using all advertising and promotional media, the training industry should create more awareness about the tangible benefits of the training and development in the society.

LEON MENEZES – More blended courses, part self-study, part classes.

KAMRAN Z. RIZVI – The training industry needs to intensify and magnify its role, and will need to reinvent when it comes to the use of technology as a means of dissemination of learning across borders with great speed and little or no expense. With a click of the Mouse our training industry has a global market now and Pakistan could be exporting learning and development.



octara.com: What in your opinion was the prime learning emanating from the 2020 Learn Fest?

AYESHA CHOWDHRY – There were LOADS of good things and feed forwards (even better ifs!)...too many to put here right now. We'll filter them together at our TRG LearnFest DeBrief, so we can apply them in future.

SHIREEN NAQVI – That we are a strong body; a fraternity that knows its worth and is ready to stand up and serve. That there is a huge audience out there who are willing to learn. I find these to be those who already have achieved a lot. Who have learnt a lot. Who can do a lot. Those are the ones that want more knowledge. It is true for such people that, "To learn is to know that you do not know." The more you learn, the greater the confusion and the more the questions. I felt this at the heart of Learn Fest 2020. The quest and seeking of knowledge, of different perspectives and viewpoints was significant.

JAMIL JANJUA – That if one is committed, providence kicks in with all kinds of support, moral as well as physical.

SYED NUSRAT ALI – The first learning from the TRG Learnfest is that we can convert a threatful conditions into a positive advantage. Secondly we gathered a variety of practical ideas from various parts of the world. Thirdly, it was a beautiful blend of young and experienced trainers.

LEON MENEZES – Too broad to answer.

KAMRAN Z. RIZVI – The prime learning was how quickly such a huge impact can be created. It showed how with passion, commitment and vision you can bring such a large number of people into the learning ecosystem. It was very inspiring to see that a process could be run for 6 days and maintain its integrity and discipline, and connection with people around the country, none of them having to leave their homes to be able to attend. It was a small step for man and a huge step for mankind!

octara.com: Clearly, the HRD practitioners have had little or no say in the matter of making businesses sustainable given the present state of the Planet. What exactly is it that they've been doing all this time, in your opinion?

AYESHA CHOWDHRY – Being an HR Practitioner myself since 1993, I can safely say the HR Practitioners have had a lot on their plate! Business continuity was never as threatened as by CoVID, nor did its scope fall under HR. Previously, the Strategy, Corporate Planning, or QHSE functions were responsible for coordinating Business continuity planning. It's a first for most local HR functions that they had to corporation wide, recommend and drive the execution of how businesses would be engaging with their human capital, when

most were more comfortable F2F. I've experienced remote working and virtual meetings since 2004, and honestly it's just a matter of setting some norms, and getting used to it! If you're referring to the state of the Planet's climate as Greta Thunberg does, that fell (and continues to fall) under the QHSE function in most or all manufacturing/packaging concerns.

SHIREEN NAQVI – I think the question is a bit unfair. It preempts that HRD practitioners had little to do with business sustainability during this crises. If so, I would like to see a research result to confirm this hypothesis - because, I think, that is what it is. In my opinion, HRD practitioners held the pole of the flag of faith during this time and still are. The number of interactions I have had during this time with HRD was invariably about how to boost morale of its people; how to ensure people stay safe and healthy; how to enable the organization to continue to pay its people instead of fire them; what does it take to help them with their stress; teach them new skills of work-life integration; find joy in what we are collectively faced with and hold hands wherever need be. Like doctors were at the front-end of the fight with COVID-19; so the HRD was and is at the frontline to support and uplifts its people. I salute them!

JAMIL JANJUA – That's a question that needs detailed deliberation and debate. HRD practitioners are not to be blamed, it's the archaic syllabus they teach at Business Schools they graduate from, and the Industrial era mindsets the Organizations they work in, wherein HRD is made to impose limits on itself to support positions. That needs to change!

SYED NUSRAT ALI – It varies industry to industry, but in general HR practitioners were busy in laying off their employees to make their organizations leaner and nimble.

LEON MENEZES – Can't say.

KAMRAN Z. RIZVI – Sustainability comes from the resolve of the people in an organization and their commitment to an idea that the organization represents. So long as the vision is alive and powerful then the people, regardless of hardship, will have the capacity to bounce back. There are two kinds of HR practitioners out there. One is doing a job for the sake of the job, and the other comprises those that believe in human resource development. TRG comprises a HRD fraternity that believes in people and their potential to bounce back in difficult times. In that context if we take the stream of HR professionals who are believers in human potential and tap into it, then sustainability is assured. So long as man is alive and doesn't give up you do not fail. HR professionals are at the epicenter of positive change because they are primarily dealing with people and their mindsets. There are quite a few, however, who have unfortunately remained wedded throughout to the status quo. There have been lone voices that are now finding a platform and becoming more vocal and impactful. Just see how the numbers have multiplied on Zoom within a month of COVID-19. The technological growth that might have taken us 20 years has been achieved in months. People are looking for fresh voices. It is a sin to be inefficient in a world where there is so much need, quoting Faith Popcorn ■

THANK YOU!

Interviewed by **Adil Ahmad** (Correspondent, OCTARA.COM)



OCTARA'S SHOW AT TRG'S DIGITAL LEARNFEST!

What happens when you bring together two people who are poles apart both literally and figuratively? Spontaneous combustion! Situated at either end of the weeklong learning festival, the Voice Coach from Sydney, Australia, Lucy Cornell opened the innings on Day 1 while former captain of the Royal Dutch Marines and alumnus of Nijenrode Business University, Dave Nelissen, brought the innings to a close on Day 6. Both contributed highly pertinent stuff from a human resource development perspective, a proper detailing of which could easily run into far too many pages and best kept for another time.



Lucy Cornell on DEVELOPING VOICE OF INFLUENCE & LEADERSHIP IN UNCERTAIN TIMES

For the moment suffice it to say that Lucy Cornell is the Founder and CEO of the Cornell Voice Advisory, and a global specialist on the speaking voice for business leaders. Lucy believes that a free, expressive voice is your birthright and is motivated and inspired by the immense capacity of the human voice. From her 20 years of working with some of the world's most influential leaders and their teams, it is unequivocal that the single most neglected opportunity in business is in the voice of its people. The Cornell Voice Advisory develops business voices to speak with influence and be heard. Lucy Cornell is an esteemed keynote speaker and has spoken in 18 Countries to thousands of business executives at 300+ events globally, and is one of only 200 certified Linklater teachers in the world.

"I work with organizations and leaders all around the world and help them find their voice and stay in voice particularly under pressure when the stakes are really high," says Lucy. COVID-19's silver lining for her has been spending more time with her family, learning new technology, and pivoting her whole business to go digital. "Pivot is the word of the year!"

Mousy Pauline

We all need to have difficult conversations, she says, and the tone and pitch of our voice is determined by the context which in turn is determined by our voice story comprising of our history, ancestry and experiences in life. She relates the story of Pauline, an actuarial executive in her 50s who was fiercely intelligent, independent and strong of personality but who came across as mousy with a light voice, and head tilted to one side that

conveyed the impression that she was going to roll over and submit.

"Pauline was really playing the underdog, the mouse, at the boardroom table. Her real personality wasn't coming across in her delivery because she grew up in England in a culture where little girls were seen and not heard." Her CEO called Lucy who did 6 one hour sessions with her and got rid of her evolved survival mechanisms to manage her voice to fit with her community, i.e. not to be too aggressive, or too loud, or too bold, and not to communicate her fierce intelligence.

"She had to do that to stay safe inside her community as a teenager. She was well into 50 when I was working with her. The psychological, emotional and physical habits of her youth had stayed with her." Lucy helped Pauline find the vibration and resonance in her voice so she could demonstrate her significance and that of her intellect at the table where bold and strong personalities were present.

"Her CEO called up to thank me, and said she had made someone cry! She was wielding a new toy." She changed the paradigm and exchanged her cultured, civilized voice for one that was far more assertive.

Birthright

Think about your voice story and how events in your life may have affected your right to speak, says Lucy. "Do you feel compromised when you're in front of someone more senior than you and you're taking his time? Do you sugarcoat your content? Everyone has the right to speak and your voice is your birthright."

How would you describe your baby's voice, asks Lucy. "High pitched, loud, sweet and gooe? The voice is designed to grab your attention, your visceral attention. Voice is made of vibration



and designed to affect and influence even before words are learnt. At age 2 the civilizing process starts – speak softly, use man voice, toughen up princess.”

Carve space

You may be filled with a fine idea and the fire to put it out there, but you have to get your audience listening first, says Lucy. “Carve space first for your voice to be heard. Own your content. In the words of Shakespeare ‘speak what we feel, not what we ought to say’. Also consider the permission of the room. Even though Pauline had the board’s permission they weren’t really interested because they were jockeying for space themselves. If you’re cut off midway recover the power by looking directly at the chair and ask for permission to speak.”

Lucy quotes from ‘The Little Prince’ – “If you want to build a ship don’t drum up people to gather wood, divide the work and give orders. Instead, teach them to yearn for the vast and endless sea. Give them something that gets them engaged with something that they want, believe in and can invest in.”

She advocates listening to Simon Sinek’s TedTalk and reading ‘Lord of the Flies’ when it comes to setting the rules. “It’s a fabulous book about how humans work in terms of position and voice. You don’t have to be the leader to set some of the rules.”

Lucy parting words of advice concerned the four stages that go into persuasive speech - arrive, breathe, vibrate and speak. Just then her dog took over and brought the session to a close on a fun note! The joys of working from home! No interruptions from her daughter, though, who was downstairs.

BRAINSTORMING TECHNIQUES by Dave Nelissen (Mount Scott, Amsterdam)

A former captain of the Royal Dutch Marines, Dave Nelissen is an alumnus of Nijenrode Business University, experienced and skilled in strategy, media, sales and creativity. He founded Mount Scott (mountscott.com) to stimulate creativity & innovation within organizations, and helps management to cross the bridge between strategy to day-to-day execution.

He has worked with companies like Ajax, WPP, Talpa, Hyundai, Unilever, Olympic Committee, Jumbo, Philips, Douwe Egberts, Loyens & Loeff, and Octara. As moderator he loves to host national and international events, and recently enjoyed traveling across the globe to train hundreds of employees upscaling their creative, presenting and sales skills.

Freeze, fly or fight

“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 Cresis which means decision. So Crisis is actually decision time. You can freeze, fly or fight. What you do will shape your destiny. It’s not the strongest that survive, nor the most intelligent. It’s the one most capable of adapting to 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.”

Unfreeze the organization

Look at the crisis differently, advocates Dave. “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!”

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. The Great Ormand Street Hospital drew inspiration from Team Ferrari to fix the high fatality rate of its emergency-room. Bill Bowerman, co-founder of Nike, was inspired by a waffle to create a 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.

Celebrating the brain

“Everybody thinks their problem is unique, but it’s not true because there are other people who have faced the same problem. So look around and see how other people have solved their problems. Look for inspiration outside your business and country.”

We are all creative but over the years we tell ourselves otherwise, says Dave Nelissen. “Train your brain to be creative. Rethink how you live and work. The brain is your most precious possession ■”

Event Report filed by **Adil Ahmad** (Correspondent, OCTARA.COM)



Pakistan's First Digital Learning Festival

DEBRIEFING THE CURATOR **torque** CORPS

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Umair Jaliawala

Sarah Mashhood

Wajiha Mansuri

Ammar Sheikh

Fawad Safder

Hammad Saeed

Congratulations on pulling off Pakistan's 1st Digital LearnFest 2020!

Please list the lessons learnt and the pitfalls best avoided.

Thank you - It wouldn't have happened the way it did without the full and wholehearted support of TRG learning partners who participated as speakers, assisted in promoting the festival and who gave feedback where and when necessary. The great teamwork made an event that seemed ambitious to many, very much possible. The commendable support of TRG Founder Members made it even more worthwhile and made the event a super duper success!

This was our very first 'virtual' event of such magnitude with a team of five - we hit a homerun, what more could have one asked for! We are proud of the achievement and hope to create and present more of such events for everyone to experience, enjoy and embrace. Having said that, there's always a lesson to be learnt, pitfalls to be avoided and room for improvement. A few lessons learnt are listed below:

1. Time is of the essence. This month long affair could have resulted in an even bigger outreach if we had more time to prepare. Who knows - maybe we could have scored a few big sponsorships too despite pandemic.

2. TRG LearnFest had over 50 learning partners. The main reason behind this partnership is to bring in speakers from all walks of life and to achieve maximum audience participation in each session. We need to ensure that the partners promote not only their own sessions but the entire event as

an industry initiative.

3. TRG LearnFest Digital Team should float the branding collateral to finalized speakers and not take it up on itself. This will help us avoid delays in promoting sessions (especially, the last minute additions). Delays in promotion lead to little or no participation in sessions - which is quite embarrassing for the speaker as well as the team.

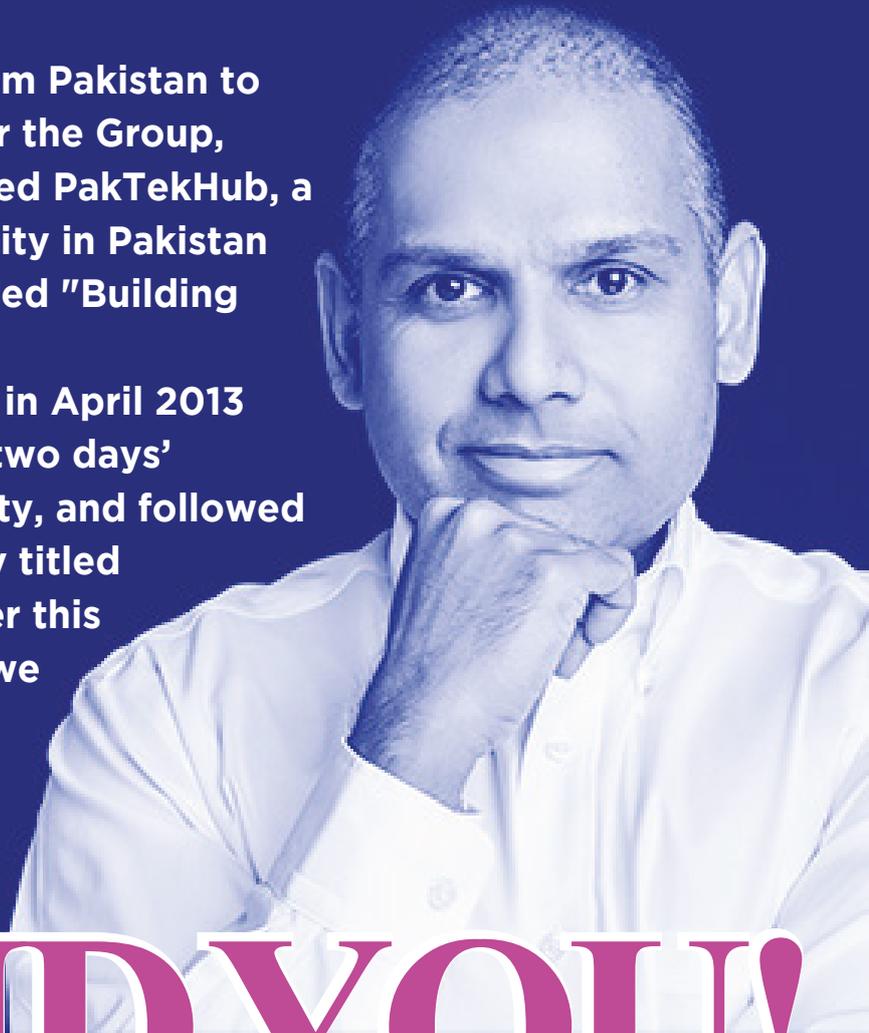
4. Sessions' registrations should be confirmed on payment at least a day before the session itself. Any session with little or no participant registrations must be cancelled or postponed.

5. TRG LearnFest Digital Team reached out to many bloggers alongside media houses but there was hardly any interest. We are in dire need of bloggers who take interest in learning initiatives such as TRG LearnFest, to promote it as a whole, cover various sessions, if not all, and share with their audience. TV channels' objective to create awareness and to bring about change is limited to their morning shows' success. Promoting events like TRG LearnFest reinforces the need and helps fulfill the objective.

A post-event debrief session with all speakers & learning partners will give us more to think about & make changes accordingly ■

Event Report filed by **Adil Ahmad** (Correspondent, OCTARA.COM)

From Director Marketing at Careem Pakistan to Graana.com in the role of CMO for the Group, Omar Abedin has also just launched PakTekHub, a platform for the start-up community in Pakistan and recently published a book titled "Building Brand YOU!". It's available here - <http://tinyurl.com/o2q9vxl>. Back in April 2013 Omar partnered with Octara in a two days' workshop on Building Brand Equity, and followed it up with a seminar provocatively titled 'Brand You!' Seven plus years later this subject is as topical as ever, and we are delighted to revisit the report filed at the time even as we look forward to interviewing Omar for our next issue.



BRAND YOU!

OMAR ABEDIN ON USING BRAND PRINCIPLES TO BUILD YOUR PERSONAL PRESENCE

In the old days of the Wild West cows got branded with red hot branding irons. Even today, outside of the Marketing world, to be branded or labeled is considered a matter of great shame and disrepute. But in Omar Abedin's scheme of things Personal Branding describes the process by which you stand out from a crowd by differentiating yourself from others with the same skills and abilities.

"There are three elements that YOU as a BRAND should focus on," says Omar. "Value proposition – Your value proposition means what YOU STAND FOR, in terms of your personality, appearance, competencies, and strengths. It's everything you provide as a person that will make you stand out. BRAND YOURSELF! Differentiation – differentiation is what MAKES YOU DISTINCT from the crowd. YOU ARE YOUR OWN BRAND! Marketability – Marketability is how compelling YOU ARE AS YOUR OWN BRAND to potential employers. It's what will make them want to hire you, retain you or open up a new opportunity for you. It's never too early to Begin Building a Personal, Powerful Brand Personality — and the earlier you begin in your career, the more professional weight YOU will carry."

At the seminar Omar skimmed through the tools of the trade that one needs to start gaining traction in the corporate space. There are no shortcuts to building a brand, he said. "Brands are built like stalagmites that grow one inch in 100 years. A brand's equity is everything that must travel with it when it moves to a new company. A product is the result of customer insight. Consumer perception leads to consumer attitudes and beliefs that in turn

lead to usage habits and demand. Demand generates channel strength, factory shipments, and profit margins that decide how much you are getting paid. This in turn decides how much you are valued as a brand."

Marvel Comics, with intangible cartoon characters as its assets, was bought by Disney for \$28 Billion. Walmart is the biggest company in the world with \$400 Billion in annual sales, of which \$150 Billion come from China. The US has a \$800 Billion trade deficit with China. "Creating and managing perceptions is job number one for each and every one of us, irrespective of the management hierarchy position. What is your brand capsule? What key benefits do you offer that you own? What aspects of your personality and values make you attractive to prospective employers? How do you compare with competition? What differentiates you from everyone else? Once you have figured out what you want to be, how do you bring it to life? 98 percent of all communication is non-verbal."

Every action you take is either a deposit in, or a withdrawal from the Bank of Brand Equity, said Omar quoting Daniel Adams, and making it perhaps the seminar's best bit of advice. "We love brands and the art of giving them competitive fire. We believe in discipline, creativity, hard work, and at all times keeping it simple. Be aware of your own behaviour and action. Do you have a perception plan? What does your brand stand for?" ■

Report filed by **Adil Ahmad** (Correspondent, OCTARA.COM)

Automation: It's About Time

Dr. Tommy Weir

Published on September 8, 2020



A few years back, the World Economic Forum estimated that automation would replace seven million jobs by 2020, and well, here we are. With a whole quarter still to play out, it's too early to say whether the prediction was correct, and too soon to know what impact COVID-19 has had on the balance of man versus machine, but one thing is for sure; whether the forecast was accurate or not: automation is an unstoppable machine, and it's coming to a workplace near you.

In manufacturing alone, more than 1.7 million jobs have been lost to robots since the year 2000, according to Oxford Economics. That includes more than 260,000 in the United States, and with almost half of American jobs deemed as "highly automatable" by researchers, the angst that the prospect of automation can instil in mere mortal employees is understandable – if misplaced.

Automation is not a science project gone wrong, the act of a rogue professor, or a phenomenon akin to an alien invasion. Humanity has spent decades – centuries even – painstakingly developing technologies that can make life better, easier and frankly more enjoyable. We should be proud of our collective automation achievements, not afraid.

When it comes to all-things automation, sensational media headlines often paint a picture of impending doom, but it's not all bad. In fact, it's not bad at all. Yes, automation takes away, but it gives back so much more in return. In 2018, another report from the World Economic Forum estimated that 75 million jobs might be displaced in the five year period up to 2022, but that 133 million new roles could also emerge as a result of the new division of labor between humans, machines and algorithms.

But it's about more than just job numbers; it's also about time. What automation takes away in processes – the manual tasks, repetitive actions, and drudge work – it gives back in precious hours. It takes on the grunt work and frees people up to spend their time more valuably. So, what's not to like? Who wouldn't trade tedium for free time?

Sceptics need only look back to the Industrial Revolution to see the positive impact that automating work processes can have. Long story short, the introduction of the assembly line alleviated tired workers of wasteful tasks and shortened the working week, freeing people up to spend more quality time with family outside of work, and more productive time in work. What's more, automation has rarely equated to unemployment. Take IT for instance: after the invention of the computer, unemployment actually fell and median earnings doubled.

Automation will inevitably lead to limited job losses in some settings - factory workers or call center employees perhaps - but on the whole, it transforms roles, rather than making them null and void. In short, automation encourages workforces to upskill, not downsize.

This is especially true when AI and machine learning are added into the mix. In media, for example, AI technologies can write news stories just by analyzing raw financial data, with few if any reporters losing their

Automation is not a science project gone wrong, the act of a rogue professor, or a phenomenon akin to an alien invasion. Humanity has spent decades – centuries even – painstakingly developing technologies that can make life better, easier and frankly more enjoyable. We should be proud of our collective automation achievements, not afraid.

jobs, while in the legal profession, lawyers are now using e-discovery algorithms to find documents relevant to their cases, without firing their paralegals. Instead, journalists, paralegals and workers in numerous other sectors are freed up to take on more stimulating and enriching roles that advance their development and add value to their employers.

In essence, by giving us the gift of time, automation is creating a scenario that is less about what we have to do, and more about what we're capable of.

Maybe that is the scary part: the onus is now on us to be more creative, more productive and more valuable at work. Automation relieving us of the tedious tasks that consume much of the working day, means we are left with the question of what to do with all our new-found extra time, and more importantly, how to make it count.

So, what will you do with yours? ■

Source:

<https://www.linkedin.com/pulse/automation-its-time-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

SELLING IN UNCERTAIN TIMES

Improving sales performance by achieving excellence & managing your workforce

September 22, 2020 | Mövenpick Hotel - Karachi | 9:30am to 5:00pm

Key Benefits

- Increased Sales
- Increased "Quality Consciousness"
- Further improved "Customer Care"
- Improved employee morale
- Better customer relations
- Attract additional business from existing clients
- A highly charged up sales team

Course Objective

This workshop aims at motivating participants to increase short-term and long-term sales by equipping them with Effective Closing Techniques. Topics include Negotiation Skills, Communication Skills, Presentations, Role Plays, Follow Up, Belief in Products, Motivation and other important aspects of Sales.

A highly motivational journey!

Who Should Attend?

- **Sales** Professionals responsible for ambitious targets
- **Sales** Professionals who need to motivate and manage their teams
- **Managers** who need a fresh perspective and innovative ideas on Presentations, Selling Techniques and Personal Growth Areas
- **Sales** Professionals who feel that a "low tide" in economy has hit their sales

INVESTMENT

PKR **19,500** +SST per participant

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* For a Group of 5 & More

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- 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

Course Facilitator

Haseeb T. Hasan

CEO - Intek, UAE



Educated in U.S.A. and having worked for almost two decades in Pakistan and Singapore; Haseeb is the driving force behind Intek with intense dedication towards improving personal and organizational performances.

Haseeb brings with him extensive experience with organizations such as British American Tobacco, LU Biscuits and the Merrill Lynch, and is now considered amongst the new breed of dynamic "Management Trainers" blending practical concerns.

Driven by his mission in life, Haseeb embarked on establishing Intek, and imparting his techniques and skills to several fighting survivors of the corporate world. With a nine year track record, Intek, www.intekworld.com is a well established name in the area of Corporate Management Consultancy and Training with offices in Dubai, Singapore and U.S.A.

Haseeb holds a wide portfolio of clientele with over 500 multinationals, private and government companies. Besides this, Haseeb also works on Life Skills development and has benefited numerous CEOs, politicians, celebrities, actors and singers with this training.

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Effective Business Support Practices

for Executive Secretaries
Receptionists
Administrative Professionals

September 22, 2020 | Mövenpick Hotel - Karachi | 9:30am to 5:00pm

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

Course 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 **19,500** +SST per participant

Get **50% Discount & Pay**

PKR **9,750/*** only +SST per participant

* For a Group of 5 & More

Fee Includes:

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 - Lunch & Refreshments • Business Networking
 - Post-Workshop Advisory Services
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Course Facilitator:

Zaufyshan Haseeb

Educated in the area of Human Development & Behavioral Psychology, she achieved her distinction in MSc in 1986. A behavioural psychologist with extensive senior management experience in both the public and private health sectors, helps her to combine her practical knowledge of psychology and management to develop and present programs which meet the changing needs of business.

She had the opportunity of experiencing education in a diverse culture in Singapore, where she studied innovative method of "Imparting Education Without Stress" at all levels of education. She was also involved with psychological counseling for teenagers as well as the faculties of reputable institutions. This helps her develop her inter-personal skills as well as work on her empathetical abilities. She feels pride in changing perspectives of the new generation.

Active participation in charity and humanitarian institutes gave her an edge towards public speaking and communication and developing portfolio of actions for developing countries. Her training portfolio has reputable NGOs. Apart from the administrative and project management responsibilities at Intek, she is the Editor of Intek's self-development Ezine with a vast readership. Being an entrepreneur herself, she prepares individuals towards risk taking, managing change & entrepreneurship. She is skilled in designing and implementing organizational and employee development programs.



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 Registration & Details:

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FROM ANXIETY AND DESPAIR TO A PLACE OF ABUNDANCE

Creating a positive mindset at work & home in times of uncertainty

23rd September 2020 | 3:00 - 5:00PM PST | at ZOOM Meeting Room

Program Overview:

The current pandemic has created another global phenomenon that has the potential of causing more havoc than COVID-19. The fear, anxiety and uncertainty of the future of work and health creates a mindset that gets immersed in a sea of overwhelm and affects our total life performance.

This **two-hour workshop** will equip participants with tried and tested tools that through time will bring about sustainable changes to their life and steer them on to maintaining a positive mindset that can have a lifelong impact. **The content of the workshop will be focused on the 'Cuatro Method' that concentrates on Self Awareness, Self-Acceptance, Self-Actualization and Self-Acceleration.**

After surviving several tumultuous experiences and enduring many a transformation, it is possible to subsist and turn your life around 180 or 360 or 720 degrees. This is in your hands.

Key Benefits

Major takeaways

- **Gain** an understanding of your own emotions and reactive feelings
- **Develop** strategies that will help you eliminate any negative energies
- **Learn** to create rituals that will enhance your creativity
- **Identify** the source of personal motivation and inspiration
- **Build** resilience to face unpredictable situations
- **Step** out of your comfort zone
- **Create** abundance in your life.

Who should attend?

- Middle to Senior Level Managers
- Entrepreneurs
- Anyone experiencing overwhelm

Coach:

Rose-marie Fernandez

- Over 30 years of experience in HR across continent
- As a Human Resources expert, worked with several fortune 500 companies in the South Asian sub-continent, USA and Canada
- Recognized Professional Certified Coach (PCC) credentialed by the International Coaching Federation (ICF)
- Founder & Transformational Coach at Coaching Worx, Canada

For Registration:
<https://bit.ly/326NYfu>

Workshop Investment

PKR **2,500/-** +SST/PST Per Participant

Group Discount Available

Fee Includes:

- e-Learning Material
 - Digital Certificate of Attendance
 - **Membership for TCS Octara WebMall+ (WhatsApp Group)**
 - Virtual Business Networking
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Helping You Succeed!



MANAGING AS COACH IN NEW NORMAL

September 24,
2020
Mövenpick Hotel
Karachi
9:30 am - 5:00 pm

How to get Best Performance from Employees



PROGRAM OVERVIEW:

After Technology, COVID-19 has disrupted not only economies but business-management practices! it has led to huge uncertainty and we know uncertainty leads to anxiety! Employees have experienced a gigantic shift; now they are learning how to adjust in, what we call 'New-Normal'.

This new reality has created demand for managers to move away from push-control-fear practices to a new model in which managers can provide psychological safety, support, hope and guidance. The NEW role of the manager is becoming that of a coach! Hence, COACHING has become an essential competency for managers not only to deliver business results, but also to bring out the best in talent, provide mental wellbeing, unleash energy and foster commitment.

PURPOSE:

This workshop will enable you to Gain the skills, 'how to get best performance from Talent through effective and inspiring coaching in New-Normal'

WHO SHOULD ATTEND:

- Managers of all levels
- Line Managers with responsibility for leading, managing and developing people
- Anyone wanting to enhance their people leadership skills as part of their ongoing personal development plan

Course Facilitator: SHIRAZ AHMED

- Executive Coach, Facilitator, Author, Public Speaker and Business School Faculty
- Coached and trained on Global Leadership Development and Executive Coaching programs by **ICF, CIRBUS, Mercer-Oliverwyman, IFC-Business Edge and British Council.**
- Since 2016, he is associated with **CIRBUS** and has coached senior executives and potential CEOs of Standard Chartered Bank from 10 countries of **ASA, APAC and MENA regions.**

Shiraz is an Executive Coach and Leadership Development Consultant. He has worked with professionals from 20+ countries from ASA, APAC and MENA regions on different projects.

He has trained and coached numerous mid-senior executives and CEOs successors from Fortune-500 company. He is IFC-Business Edge & USAID trained trainer. **Recently, he has coached CRO-ASEAN region based in Thailand, who is now working as COO in global leading bank.**

He is the founder of BLC (Business Leaders Conference), which is attended by CEOs and Senior Executives. He is also an editor of business magazine and teaches in a leading business school. He regularly interviews leading CEOs for his upcoming book. He is doing PhD. in Leadership Development.

These days, Shiraz is coaching senior executives of Standard Chartered Bank from **UAE, Uganda, Zambia, Zimbabwe, Mauritius, Pakistan and Kenya (MENA region).**

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Topic	D/s - H/s	Trainer	Month
September			
Selling in Uncertain Times	1	Haseeb T. Hasan	22-Sep-20
Effective Business Support Practices	1	Zaufyshan Haseeb	22-Sep-20
Online Training: From Anxiety and Despair to a Place of Abundance	2-hours	Rose-marie F.	23-Sep-20
Managing as Coach in New Normal	1	Shiraz Ahmed	24-Sep-20
October			
Webinar: Agile Organizational Transformation	60min	Zeeshan & Saqib	8-Oct-20
Webinar: Productivity Masterclass - Not All Hours Are Made Equal	60min	Michael Tipper	15-Oct-20
Service 4.0 Transforming Customer Interactions	1	Asim Rashid	22-Oct-20
Online Training: Virtual Presentation Skills	2-hours	Mark Stuart	27-Oct-20
November			
Emotional Intelligence for Leadership Excellence	1	John Bentley	3-Nov-20
Business Communications Masterclass	1	Catherine Bentley	3-Nov-20
Webinar: Digital Transformation	1	Uzma Aitqad	10-Nov-20
Workshop on Compliance Essentials & Business Ethics	1	Faisal Anwar	12-Nov-20
Upcoming Programs			
Certificate in Maintenance Planning / RCM	2	Ben Stevens	TBC
Certified Google Adword	2	Dr. Frank Peter	TBC
Channel Management	1	Tony Lewis	TBC
Corporate Governance	1	TBC	TBC
Creativity & Innovation using Design Thinking	2	Rody Vonk	TBC
Crisis Response and Communication Management	1	Ben Pronk	TBC
Cyber Security Management	TBC	TBC	TBC
Enterprise Risk Management	2	Philip Griffith	TBC
Free Webinar - Protecting Financial Assets	60min	Petros Geroulanos	TBC
Health Care Operation Management	TBC	David Ben Tovim	TBC
Key Account Management	TBC	David Vachal	TBC
Learning and Development Management Program	2	Ian Thomson	TBC
Measuring Return on Investment of Training	1	Jack J Philips	TBC
Online Training: Designing Agile Organizations	TBC	Frederik Haentjens	TBC
Online Training: Effective Online Marketing & Selling Techniques	2-hours	Dave Nelissen	TBC
Strategic Marketing	2	Graham Hollins	TBC

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



For Details Contact:

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