



**Jamil Janjua,**  
CEO, Octara & Chief Editor  
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*Dear Reader,*

After a brief lull in the storm the red flags are out again on the Corona front as COVID-19 shakes a leg with the onset of winter, the smog season, and a public gone complacent with all the crowing about defeating the virus. Well, it's back to battle stations, and a belated realization that if we don't regulate ourselves we will get externally regulated, may Allah preserve us, ameen.

This issue we have reached out across the seven seas to **Neil Christy**, son of one of Pakistan's favorite sons, the late war hero **Squadron Leader Peter Christy (Sitara-e-Jurrat)** listed as missing in action. Neil is settled in Washington D.C. and is a mighty fine exponent of the advertising and communication function whom we have had the privilege of debriefing in detail and bringing to light in the process some very valuable thoughts that will help us navigate these volatile, uncertain, complex and ambiguous times that we live in.

We also carry a piece from **Fortune Magazine** on the 'Most Powerful Women of 2020', and a stern admonishment by **Dr. Tommy Weir** in his article 'The Ultimate Excuse' not to use the Corona crisis to try and justify poor service, but instead use it to redouble your effort and up your game. Indeed.

We are all set to roll out the red carpet for in-person workshops with Bentleys' and National Trainers in Karachi & Lahore exclusively in the month of November 2020.

Stay strong and stay safe. 🍀

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

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November 4, 2020 at 3pm PST via Zoom  
**Online Training: Virtual Presentation Skills** - Facilitator: Mark Stuart

November 10, 2020 at 3pm PST via Zoom  
**FREE Webinar: Digital Transformation with Cultural Alignment**  
Speaker: Uzma Aitqad

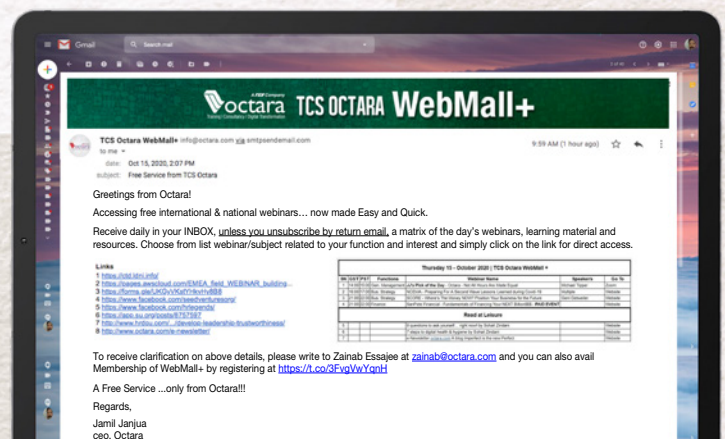
November 12, 2020 in Karachi  
**Wheels of Compliance©** - Facilitator: Faisal Anwar

November 13, 2020 in Lahore & November 18, 2020 in Karachi  
**Agile Organizational Transformation** - Facilitator: M. Zeeshan Ali & Saqib J. John

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# Neil Christy

## SLAYER OF THE MUNDANE



**Neil Christy** a prime Pakistani export to the US of A. An advertising man, Neil styles himself as **Art & Film Director with 10+ years of award-winning copywriting and content creation experience**. He has helped agencies and brands all across the world grow bigger and better with ideas that not just stand out, but also make sense, saving the world from ordinariness one idea at a time. It's his firm belief that the future of Mankind depends upon communication.

Some brands and companies Neil has helped differentiate include **Unilever, Pepsi, Nokia, DHL, Emirates Airlines, Citibank** at agencies like **Ogilvy** and **DDB South Asia** and **Head Lion**. From driving a big project (a multi-channel campaign) or handling a small task (a social post), Neil is killing it with his diverse experience and expertise, ensuring exciting, cutting-edge, brand-focused writing for various traditional and digital projects.

Besides being an award-winning copywriter, he is a trained Art Director, a Film Director, a Strategist and is certified in Digital Marketing and Social Media, enabling him to adapt to any platform or media to tell a great story. A curious thinker who wants to create a better future and save the world, the people whose lives and businesses he has touched are convinced that the world needs more people like Neil - the survival of mankind depends on it.

The son of war hero **Squadron Leader Peter Christy (Sitara-e-Jurrah)**, Neil is based in Washington D.C. Metro Area, and took time out from tending to his mother to engage with Octara.Com in a long distance chat over the email.

**octara.com:** If indeed, as you say, "The Future of Mankind Depends on Communication", then, given the state of the world, the communication people have failed miserably. Your comments please.

**Neil:** I disagree with your statement. Barring the pandemic, the world is better than it was a few decades ago. Even if you talk about the pandemic, I believe the most unsung heroes of the pandemic have been the communication experts. The only way to survive and also the biggest threat to this pandemic has been awareness. The difference between life and death has literally been the right or wrong communication. While no one can belittle the role of the first responders, doctors, and other professionals directly in the line of fire, no one should deny the part played by communications experts in building awareness and literally saving lives.

**octara.com:** Given that there's never a dull moment in Washington D.C., your tagline SLAYER OF THE MUNDANE appears quite appropriate even as the world yearns for the mundane away from the constant hurly-burly of our times. Would you agree that the world might have gone too far in its pursuit of glitz and glamour?

**Neil:** "...too far" is subjective. The measure of this pursuit of glitz and glamour varies and is dependent on geographical, religious, economic and cultural contexts. For example, in the USA where an individualistic culture and a capitalistic mindset reigns, it is important to focus on one's own self, pursuing glitz and glamour is nothing short of mandatory. In Pakistan where a collectivistic culture prevails, we think of this as an extravagance, for example, we do not enjoy life if the entire family is not enjoying it. No one is right or wrong, in fact I am all for pursuing glitz and glamour.

**octara.com:** Some brands and companies you have helped differentiate include Unilever, Pepsi, Nokia, DHL, Emirates Airlines, and Citibank at agencies like Ogilvy, DDB South Asia and Head Lion. In terms of COVID-19 impact on global supply chains how mightily or not have your clients been affected?

**Neil:** Depends on the industries, for some it has been hell but for many this is the best year they have had in a long time. Take for example tech industry, Zoom profits ballooned to \$185.7 million from just \$5.5 million in the same quarter last year. Then there is Pharma that saw exponential growth and once the vaccine is announced will see astronomical demands. Restaurants suffered initially but those with delivery options made up for it and are doing well now. Amazon's stock price at the beginning of the COVID-19 lockdown was around \$600, and closed at \$1,676.61 by the end of June, nearly \$1,000 higher than it was just a few months prior. FMCGs producing products like hand sanitizers, cleaning goods, tissues etc almost doubled their sales. It will be naive to say that businesses have not suffered, but smart businesses are not sitting around waiting for things to get better, they are innovating in more ways than one.

**octara.com:** How has the pandemic affected your own business, if at all?

**Neil:** Adapt Or Die that is the mantra I suggest for all the businesses out there, including mine. This pandemic has changed the human race in many different ways and these changes are not temporary. You cannot sit and whine and hope that everything is going to be fine eventually. You have to go out there and make it work. There are always opportunities for those who can see and have the vision, but even if there are not then you have to create one. For communication experts and content specialists this is a great time to rise and shine - the world needs them.

**octara.com:** As an award-winning copywriter, trained Art Director and Film Director, a Strategist and certified Digital Marketing and Social Media professional, what are your priority projects these days going forward in a world that is volatile, uncertain, complex and ambiguous?

**Neil:** My book. I am at the last stages of my first book which hopefully will be published in 2021. Based on advertising, it is a thriller. Let's just say it is John Grisham meets Mad Men.

“Adapt Or Die that is the mantra I suggest for all the businesses out there, including mine”





“There is no other city in the world like Karachi, although I am glad I missed the monsoon season this year”



**octara.com:** As an Art and Film Director which have been your most memorable projects?

**Neil:** For DHL we did Missing Ease which won an award at the DHL Sales Conference. I also conceived and directed a TVC that launched UBL Ameen. It changed the way Islamic Banking was advertised in Pakistan. A self-profiling ad for Headlion won an Aurora award for the best copy. It was very controversial as it used the 'F' word in the headline (Yes, published in Pakistan) Please don't ask me to spell the word, but I will send you a visual.

**octara.com:** Your qualifications enable you to adapt to any platform or media to tell a great story. You also describe yourself as a curious thinker who wants to create a better future and save the world. With China already risen in what is being described as the Asian century, is a return to your roots in Pakistan part of your future plan?

**Neil:** Who said I left Pakistan. The world is digital now and I am regularly present on many digital forums in Pakistan, including KAMN Facebook group which I created. It has become the most well-known group for marketing and advertising in Pakistan.

**octara.com:** You did your Bachelor of Arts (B.A.) from the Karachi University in Mass Communication and Media Studies. Please share with us your time spent at KU, your extra-curricular interests, and the highs and lows of Karachi life during that period.

**Neil:** I dropped out of the University of Engineering & Technology Lahore where I was pursuing Electrical Engineering and joined the advertising world. Six years later I did my BA at Karachi University because I wanted my children to know how important education is. I finished another bachelor degree from George Mason University Virginia, and am currently finishing my

Masters there. I love and miss Karachi a lot. I was very much involved in the theater scene in Karachi and sponsored many plays including plays for Shah Sharabeel, Nida Butt, Usama Qazi and others. I also miss Bar BQ tonight and a chaat gol gappa place near Laraib Video store. There is no other city in the world like Karachi, although I am glad I missed the monsoon season this year.

**octara.com:** What books presently occupy your reading list?

**Neil:** I finished The Silent Patient recently which I loved and am currently reading The Water Dancer. Both very different from each other, both highly recommended.

**octara.com:** Do you have a favorite movie star? Amongst all the movies that you have seen which one would you recommend?

**Neil:** There are too many good movies but from a few recent ones that I saw, I would recommend Tenet and The trial of the Chicago 7.

**octara.com:** Why have blood and gore become so central to the plot of Hollywood movies going back quite a few years now?

**Neil:** It always was and that is because it is basic human nature for example there is a traffic jam whenever there is an accident. Most of the time it is not because of the accident but because of the people staring at the victims and the crash site.

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

**Neil:** For many years to come our generation will define time as Pre-Covid and Post-Covid eras. Pre-Covid I don't remember unwinding or de-stressing, now we are being forced to unwind. I have never spent so much time with my family as I do now. I have started playing Table Tennis, Tennis, Badminton and Poker. I am reading like crazy. I have also started Mindfulness sessions and of course, life is nothing without music. The only thing I am missing is a little bit of stress these days.

**octara.com:** Please share with us your memories of your war hero father, Sq. Ldr. Peter Christy, decorated with the Sitara-e-Jurrat and listed as Missing In Action.

**Neil:** I was one year old when it happened so I don't have any memories of my father. I feel what is important to remember is the contributions of Christians and other minorities for their homeland. Something many in Pakistan need to be reminded about. My father was on a deputation to PIA and he volunteered to come back and go on the mission almost immediately. He did not return to his family and loved ones not because he was paid a salary but because he was extremely patriotic and loved Pakistan. A trait all his course mates vouch for. The contribution of my mother is also commendable. She was a Headmistress at the PAF School and she was there for over 30 years. She taught many officers who are now at commanding positions in the PAF. My sister served as a Doctor in the PAF Base Masroor and I fought with anyone who said India is better than Pakistan ■

Thank you Neil Christy!

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

# MOST POWERFUL WOMEN

## International 2020

By Maria Aspan, Eamon Barrett, Katherine Dunn, Erika Fry, Brett Haensel, Naomi Xu Elegant, and Claire Zillman

Every year for the Most Powerful Women International list, Fortune scans the globe to highlight the most powerful women in business based outside the United States. And every year, happily, the task gets harder. While women remain vastly under-represented in C-suites around the world—helming just 13 of the [world's 500 largest companies](#) there are markedly more female executives each year taking their place at the highest ranks of corporate power?

For this list too we [shook up the methodology](#) to reflect the unprecedented crises sweeping the globe this year—the pandemic, economic turmoil, and climate change. Fortune's MPW list was founded two decades ago on four metrics: the size and health of a woman's business, the arc of her career, and her societal and cultural influence. **This year we considered not just how much power a woman had amassed, but how she's using it to shape the world around her.**

This year's list features 17 newcomers, many of whom are leading companies in traditionally male-dominated industries like mining, steelmaking, and oil and gas. Others are the driving forces behind some of the fastest-growing, most innovative, and highly valued startups of the day.

The year 2020, of course, has surprised and tested business leaders like few others—and so this year we've looked not just at which women

hold power, but also at how they've used it. That's why you'll find **GlaxoSmithKline, CEO, Emma Walmsley**, who has directed many of her drug company's resources to the fight against COVID-19 (all while keeping up her thriving pharma business), at No. 1. Ping An, the massive insurer No. 2 **Jessica Tan co-leads**, played a pivotal role in responding to China's outbreak. Others on this list have made meaningful progress on diversity or de-carbonization strategies. More women leading well is a trend we're rooting for.

The **women hail from 21 countries**, and there are a whopping **17 newcomers on the list**, many of whom were tapped to lead companies in the midst of turnaround efforts. Take our new No. 7, for instance. **Martina Merz** joined the supervisory board of Thyssenkrupp, the storied but troubled German conglomerate, in December 2018 and became interim CEO last October after the previous chief executive was ousted after 14 months. She won the job on a permanent basis in April after selling the group's most profitable elevator business for \$18.9 billion and capturing the support of shareholders who'd previously been at odds: the Krupp family foundation and activist investment funds.

Merz's work continues, as does that of all the women on our list as they face a business climate unlike any other. You can learn more about what they're up against—and what they've achieved so far. **See the full list here.** <https://fortune.com/most-powerful-women-international/2020/>



**Emma Walmsley**

[For Details](#)

Title	Company	Country
Ceo	GlaxoSmithKline	U.K.



**Jessica Tan**

[For Details](#)

Title	Company	Country
Co-CEO and Executive Director	Ping An Group	China



**Ana Botín**

[For Details](#)

Title	Company	Country
Executive Chairman	Banco Santander	Spain



**Helena Helmersson**

[For Details](#)

Title	Company	Country
CEO	H&M Group	Sweden

**Jessica Tan**[For Details](#)

Title	Company	Country
Chairwoman & President	Gree Electric Appliances	China

**Jessica Tan**[For Details](#)

Title	Company	Country
CEO	Aviva	U.K.

**Martina Merz**[For Details](#)

Title	Company	Country
CEO	Thyssenkrupp	Germany

**Martina Merz**[For Details](#)

Title	Company	Country
CEO	NatWest Group	U.K.

**Shemara Wikramanayake**[For Details](#)

Title	Company	Country
CEO and Managing Director	Macquarie Group	Australia

**Belén Garijo**[For Details](#)

Title	Company	Country
Deputy CEO; VC of the Executive Board	Merck KGaA	Germany

**Maggie Wu**[For Details](#)

Title	Company	Country
CEO	Alibaba	China

**Isabel Ge Mahe**[For Details](#)

Title	Company	Country
VP & MD, Greater China	Apple	China

**Catherine MacGregor**[For Details](#)

Title	Company	Country
CEO Designate	Engie	France

**Dominique Senequier**[For Details](#)

Title	Company	Country
President and Founder	Ardian	France

**Jean Liu**[For Details](#)

Title	Company	Country
President	Didi Chuxing	China

**Nicke Widyawati**[For Details](#)

Title	Company	Country
President Director and CEO	Pertamina	Indonesia

**Elizabeth Gaines**[For Details](#)

Title	Company	Country
CEO	Fortescue Metals Group	Australia

**Joey Wat**[For Details](#)

Title	Company	Country
CEO	Yum China	China

**Anne Rigail**[For Details](#)

Title	Company	Country
Deputy CEO; CEO, Air France	Air France-KLM	France

**Ho Ching**[For Details](#)

Title	Company	Country
CEO and Executive Director	Temasek	Singapore

**Wang Fengying**[For Details](#)

Title	Company	Country
Exec. V. Chairman and GM	Great Wall Motor Metals Group	China

**Michelle Scrimgeour**[For Details](#)

Title	Company	Country
CEO	Legal & General Investment Management	U.K.

**Hanneke Faber**[For Details](#)

Title	Company	Country
President Foods and Refreshment	Unilever	Netherlands

**Hilde Merete Aasheim**[For Details](#)

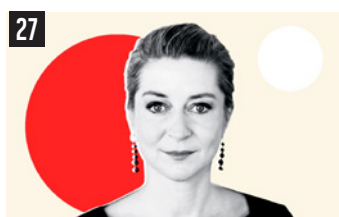
Title	Company	Country
CEO and President	Norsk Hydro	Norway

**Sarah Davis**[For Details](#)

Title	Company	Country
President	Loblaws Companies	Canada

**Ilham Kadri**[For Details](#)

Title	Company	Country
CEO; Chairwoman of the EC	Solvay	Belgium

**Helle Østergaard Kristiansen**[For Details](#)

Title	Company	Country
CEO	Danske Commodities	Denmark

**Allison Kirkby**[For Details](#)

Title	Company	Country
CEO and President	Telia	Sweden



**Jessica Uhl**[For Details](#)

Title	Company	Country
CEO	Royal Dutch Shell	Netherlands

**Sharon White**[For Details](#)

Title	Company	Country
Chairman	John Lewis Partnership	U.K.

**Susanne Schaffert**[For Details](#)

Title	Company	Country
President, Oncology	Novartis	Switzerland

**Allison Kirkby**[For Details](#)

Title	Company	Country
Executive Board Member	SAP	Germany

**Fama Francisco**[For Details](#)

Title	Company	Country
CEO, Baby and Feminine Care	Procter & Gamble	Switzerland

**Emma FitzGerald**[For Details](#)

Title	Company	Country
CEO	Puma Energy	Switzerland

**R. Alexandra (Alex) Keith**[For Details](#)

Title	Company	Country
CEO, Beauty	Procter & Gamble	Switzerland

**Han Seong-Sook**[For Details](#)

Title	Company	Country
CEO and President	Naver	South Korea

**Maki Akaida**[For Details](#)

Title	Company	Country
CEO, Uniqlo Japan; Group SVP	Fast Retailing	Japan

**Anne Richards**[For Details](#)

Title	Company	Country
CEO	Fidelity International	U.K.

**Belinda Wong**[For Details](#)

Title	Company	Country
CEO and Chairman	Starbucks	China

**Jane Jie Sun**[For Details](#)

Title	Company	Country
CEO	Trip.com	China

**Paula Santilli**[For Details](#)

Title	Company	Country
CEO, Latin America	PepsiCo	Mexico

**Phuthi Mahanyele-Dabengwa**[For Details](#)

Title	Company	Country
South Africa CEO	Naspers	South Africa

**Laura Cha**[For Details](#)

Title	Company	Country
Chairman	Hong Kong Exchanges and Clearing	Hong Kong

**Cristina Junqueira**[For Details](#)

Title	Company	Country
Cofounder	Nubank	Brazil

**Paula Santilli**[For Details](#)

Title	Company	Country
CEO	ByteDance	China

**Nancy McKinstry**[For Details](#)

Title	Company	Country
Chairman and CEO	Wolters Kluwer	Netherlands

**Wei Sun Christianson**[For Details](#)

Title	Company	Country
Co-CEO, Asia-Pacific, & CEO, China	Morgan Stanley	China

**Natascha Viljoen**[For Details](#)

Title	Company	Country
CEO	Anglo American Platinum	South Africa

**Sarah Al-Suhaimi**[For Details](#)

Title	Company	Country
Chairperson, Tadawul; CEO, NCB Capital	-	Saudi Arabia

**Mpumi Madisa**[For Details](#)

Title	Company	Country
CEO	Bidvest	South Africa

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# THE ULTIMATE EXCUSE

Dr. Tommy Weir

Published on August 25, 2020

**T**here is an unreported side-effect of COVID-19 and from what I can see, there's no let-up in sight. Before you start to panic, it isn't a serious health condition or incurable disease, in fact it's not a medical complaint at all. What I'm talking about is the rapid and indiscriminate spread of shoddy service and a prevailing sense that the good practices we abided by pre-March, no longer apply.

For most of humanity, coronavirus has been catastrophic, but for some companies, it's the gift that keeps on giving: a perfect excuse to charge more, offer less, deliver slower, and squirm out of commitments. Making matters worse, it's an excuse that compassionate consumers dare not challenge. This is a global pandemic, we remind ourselves. I must be patient because companies are doing their best.

Only they're not. Or at least, that's how it's starting to feel. I don't mean to tar every business with the same brush; only a minority is at fault, but it's a sizeable minority and the anecdotal evidence is growing by the day.

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**There is a pattern emerging, with companies usually choosing one of two strategies: either they tug on consumer heart strings, or they take the shoulder-shrug approach – it is what it is, and it's out of our hands, without so much as an apology.**

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Delivery schedules haven't just been slightly adjusted to allow for reduced workforces or disrupted supply chains, they have fallen off a cliff edge and into oblivion. I have a string of infuriating examples myself, but let me just give one.

Back in early June, I ordered some summer clothing from a large online marketplace, with an estimated delivery time of 3-5 working days. A week later, the weather outside was heating up and I was starting to get twitchy. With the customer service line out of action (you guessed it, closed due to COVID-19) I resorted to the only option available: an automated portal that instructed me that my order would now be arriving on 26th September, three-and-a-half months later than promised.

With no complaints department to reach out to, I took to social media and hounded the company for a reply. After a cursory and insincere apology from a suspected automaton, I was informed that the items had already been dispatched and as such, the company could neither offer a refund nor halt the delivery. I was, however, welcome to return the items once they arrived – at which time the autumn leaves would be falling and the new clothes no longer required. Great.

The problem is not just rampant in online retail. It's everywhere, from clients who take the opportunity to drag their feet in paying suppliers, to holiday destinations that hold customer money to ransom, simply because they can – and despite a surge in bookings as virus-weary populations clamour to secure last minute escapes. And don't even get me started on customer service lines. Almost without exception, every call to every company I can think of begins with an unapologetic message informing customers of two things: First, they're experiencing extremely high volumes of calls (to which you're contributing). Second, response times are longer because of the measures introduced to protect the health and wellbeing of their staff (and no-one with a heart could argue with that).

There is a pattern emerging, with companies usually choosing one of two strategies: either they tug on consumer heart strings, or they take the shoulder-shrug approach – it is what it is, and it's out of our hands, without so much as an apology.

I totally get the stress and uncertainty that has befallen the world of business – I feel it myself – but there's something that doesn't add up. One of the surprises of COVID-19 is that pent up customer demand for a whole range of products and services is through the roof, so why aren't companies putting their best foot forward and rising to meet it? Instead of laying employees off, now is the time to get people back in to work, restore consumer confidence, and make up for lost time.

This crisis has brought the best out in some people, but the worst out in others. Don't use coronavirus as an excuse for poor service, use it as an excuse to up your game. ■

Source:

<https://www.linkedin.com/pulse/ultimate-excuse-tommy-weir/>



Dr. Tommy Weir is the founder & CEO of enable: AI-powered Leadership and author of best-sellers including Leadership Dubai Style. 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](mailto:info@octara.com)



# Emotional Intelligence for Leadership Excellence

November 3, 2020 | Marriott Hotel, Karachi | 9:30am -5:00Pm

**"Emotions drive people and people drive performance"**

Emotional Intelligence(EQ) is a critical skill for organizational leaders and contributors to develop and sustain. Multi-national organisations such as American Express, Schlumberger, L'Oreal and Sheraton Group have all used EQ Learning and Development Program with outstanding results in increased sales, customer and employee satisfaction.

It is fair to say that now, more than ever, Post COVID Emotional Intelligence is critical for Leadership Excellence.



**Course Facilitator  
John Bentley**

## Course Overview

This stimulating workshop provides insights into the power of Emotional Intelligence and the tools which are essential for transforming managers into true leaders. The major focus is on the vital drivers of performance, balancing the operational and the people side and the outcomes required to move themselves, teams and organisations forward, particularly in challenging times.

The program is designed to provide participants with best-in-class leadership education and knowledge with a solid foundation of Emotional Intelligence and the latest research in neuroscience.

## Who should attend:

- Leaders at all levels – experienced, as well as new managers
- High Value Individual Contributors and Team Members who recognize the importance of people skills for outstanding performance

## Key Benefits

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

- **IDENTIFY** personal levels of Emotional Intelligence
- **EXPLAIN** the meaning of "Emotional Intelligence" and adopt a model for using the framework to deal with the uncertainties in personal and work lives
- **APPRECIATE** how Emotional Intelligence improves leadership effectiveness, decision- making, influence, relationships and career status
- **INCREASE** self-awareness by learning about emotions and patterns; the ability to act with intention; the power of purpose
- **IDENTIFY** ways to leverage strengths / develop in areas for improvement
- **DEVELOP** a Professional and Personal Development Plan for improving and applying EQ on the job and in life generally

### Exclusive Offer:

Participants will get complimentary six seconds EI assessment before the workshop (Mandatory Pre-req of Workshop)

### Workshop Investment

**PKR 34,500/-**  
+SST Per Participant  
Group Discount Available

### Fee Includes:

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

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

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

For Details & Registration contact

Sarim Atique at: [sarim.atique@octara.com](mailto:sarim.atique@octara.com), Mobile 0345-8949470

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*Helping You Succeed!*

# BUSINESS COMMUNICATION FOR **Impact**

November 3, 2020 | Marriott Hotel, Karachi  
9:30am -5:00pm

- **Clarity**
- **Impact**
- **Credibility**



## FACILITATOR: CATHERINE BENTLEY

- Masters' Degree in English Language (University of Edinburgh, UK)
- Diploma in Marketing - Chartered Institute of Marketing - UK
- Qualified TESOL (Teaching English to Speakers of Other Languages) facilitator
- 16 years' business management experience within UK Financial Services Industry - including Royal & Sun Alliance, MBNA International Bank, Royal Bank of Scotland

## Program Overview

The past 15 years have seen an explosion in the volume and type of communication channels at home and in the workplace. **In the commercial context, individuals are now expected to be able to communicate effectively in person, by telephone, Zoom, Skype, Teams, email, reports, in presentations, webinars - not to mention the plethora of social media platforms.**

COVID-19 has changed the working environment - many more people are working remotely and organizations and teams need to bridge any real or perceived communication gaps that this may present.

The challenge is further compounded by the fact that the majority of the workforce is required to communicate in a language other than their first language.

According to research the development of a greater understanding of communication at all levels within the organization has a direct correlation to the levels of performance achieved by the organization.

The aim of this program is to develop the knowledge, skill and attitude of colleagues in order to improve all aspects of business communication skills and developing personal presence within the organization.

## Who should attend

- Individuals required to communicate in a commercial environment both verbally and written formats
- Anyone wishing to improve the professionalism and effectiveness of their business communication to support career progression

## Key Benefits

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

- **UNDERSTAND** the differences between verbal and non-verbal communication
- **RECOGNIZE** the principles of persuasion in all business communication types
- **APPLY** assertive style in communication
- **APPRECIATE** the Power of Language and Plain English for impactful communication
- **IMPROVE** listening skills
- **RECOGNIZE** different forms of non-verbal communication
- **IMPROVE** their ability to deliver and receive constructive feedback
- **ELIMINATE** common communication roadblocks
- **ENHANCE** levels of empathy in interaction internally and externally
- **EVALUATE** their own strengths & development areas
- **INCREASE** confidence in communication skills

## Workshop Investment

**PKR 29,500/-**  
**+SST Per Participant**  
**Group Discount Available**

## Fee Includes:

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

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# VIRTUAL PRESENTATION SKILLS

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

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

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

## LEARNING OBJECTIVES

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

## WHO SHOULD ATTEND?

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

## Workshop Investment

**PKR 5000/-**  
+SST Per Participant

## Fee Includes:

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

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



**Speaker**

**MARK STUART, CSP**

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

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

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

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# DIGITAL TRANSFORMATION *With* CULTURAL ALIGNMENT

How to build digital culture for organizational success?

## Speaker: UZMA AITQAD

Organisational Change and Culture Design Specialist

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

### About the Webinar:

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

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

### Who Should Attend?

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

### Key Takeaways:

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

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




**Zoom Registration Link:**

<https://bit.ly/3jA15we>

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# THE WHEELS OF COMPLIANCE®

**"And How To Keep Them Well-oiled In The Journey To Excellence!"**

November 12, 2020 | Marriott Hotel-Karachi | 9:00am to 5:00pm

## PROGRAM OVERVIEW:

**"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."—Alvin Toffler**

This program delves into the importance of the Compliance function, the key responsibilities handled by it, its place in the GRC framework, and linkage with Ethics. It also explains the key areas to be covered in an effective ethical compliance program and how to inculcate a robust compliance and ethics culture. Many people misconstrue that Compliance is concerned only with the AML/CFT programs; while these programs are a critical component of any Compliance agenda, there are various other important issues that the organizations of today have to grapple with, e.g., third-party/vendor risk management, information security, fraud risk, reputational risk, conduct risk, organizational culture, etc. The program covers these topics, and more!

In line with the quotation above by Alvin Toffler, the participants should expect to UNLEARN some concepts while gaining NEW knowledge as well as RE-LEARNING of others.

## LEARNING OUTCOMES:

This program will enable the participants to:

- Better appreciate the role of Compliance
- Weigh the benefits of Compliance versus potential consequences of Non-Compliance
- Understand the Lines of Defense Model
- Relationship Between Business Ethics and Compliance
- Risk management of third-party/vendor relationships
- Become aware of the various elements of fraud.
- Contribute towards strengthening the compliance culture.
- Acquire understanding of ethical issues involved in various activities of the organization.
- Gain some practice in resolving ethical dilemmas
- Hopefully, to have some fun as well, while learning from each other!

## Who is it for?:

Professionals from Compliance, HR, Risk, Legal, Procurement, Operations, Internal Control, Finance, Audit. Also, relationship managers and product managers. Although, the program is primarily for bankers, participants from other industries may also benefit from attending this course. Additionally, Board Members who want to learn about compliance and business ethics could benefit.



## COURSE FACILITATOR:

### FAISSAL ANWAR, CCEP-I

- Independent Consultant/Advisor & Trainer
- Former Chief Compliance Officer & Head of Global Compliance Group, HBL
- Former Chief Operating Officer, ABN AMRO and RBS, Pakistan
- Member, International Task Force on Integrity & Compliance, B-20/Saudi Arabia

## Workshop Investment

**PKR 14,500/-**

**+SST Per Participant**

## Fee Includes:

- 5 Star Hotel Venue for Training
- Course Material
- Certificate of Attendance
- Lunch & Refreshments
- Business Networking
- Post-Workshop Advisory Services
- Octara Loyalty Card

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# AGILE ORGANIZATIONAL TRANSFORMATION

**Classroom Training**

**November 13, 2020 in PC Hotel, Lahore**

**November 18, 2020 in Marriott Hotel, Karachi**

**9:30am to 5:00pm**

## COURSE OVERVIEW:

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

## LEARNING OUTCOMES:

- Understand fundamentals of Agile methodologies
- Comprehend values, rituals and practices of Agile
- Different roles and their responsibilities in Agile
- Know what it means to operate as a self-organizing team
- How to adopt Agile into the team for their routine work
- Be lean and reduce waste
- Improve performance and productivity

## WHO SHOULD ATTEND?

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

## Course Facilitators



**MUHAMMAD ZEESHAN ALI**  
PMP, PMI-ACP

- A Project Management Professional (PMP®) and PMI Agile Certified Professional (PMI-ACP)™.
- Over 19 years' experience in managing mid-large scale, high visibility projects in Public & Private sectors.
- Co-Authors of ten (10) Project Management related books including PMP, ACP, RMP, ITIL, Inside Familiar Management and Agile Beyond Boundaries.



**SAQIB JAVED JOHN**  
PMP, PMI-ACP, ITIL

- A Project Management Professional (PMP®), PMI Agile Certified Professional (PMI-ACP), ITIL Certified, Sun Microsystems Certified (SCJP & SCWCD).
- Over 19 years' experience in developing & managing human behavior, process engineering and optimization, risk management, conflict management, performance maturity audits and policy making.
- Co-Authors of ten (10) Project Management related books including PMP, ACP, RMP, ITIL, Inside Familiar Management and Agile Beyond Boundaries.

## Workshop Investment

**PKR 9,500/-**

**+PST/SST Per Participant**

**Group Discount Available**

## Fee Includes:

- 5 Star Hotel Venue for Training
- Resource Book (Lecture notes, Q&A & Workbook); Free Book & Discount Coupons (OGMC Publications)
- Certificate of Attendance • Lunch & Refreshments • Business Networking
- **Post-Workshop Advisory Services** • **Membership for TCS Octara WebMail+ (WhatsApp Group)** • **Octara Loyalty Card\***

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## Course Facilitator: **ATIF FAROOQUI**

- Expert in converting retailers' into brand buyer
- Pioneer of shopper marketing program in Pakistan
- Integrate consumer, customer and shopper marketing activities
- Pioneer of shopper marketing program in Pakistan
- Representative of emerging markets practices in Europe
- Trade Marketing consultant to various companies in Pakistan, Africa & Lithuania

**Atif** holds galactic experience in field of Category Management and Trade Marketing. He is impeccably pronounced as pioneer of Shopper Marketing in Pakistan. Atif helped countless businesses as consultants and discovered opportunities to achieve better brands result. Having worked in Pakistan and Europe enhanced his cross market understanding to build brand at retail. This also equips him to perform the following function on turn-key basis:

- **Key Account Management** • **Trade Marketing** • **Shopper Marketing**

After 15 years of experience in Pakistan & UK for multiple sales and marketing positions, Companies he worked; **GWC Consultancy UK, Unilever, Continental Biscuits JV Kraft Foods, Ulker International and CEC UK Ltd.** Atif redirected energy towards founding MAK blue as Global Consultancy and for the last 6 years working as integral part of same companies. His commitment and passion to cascade knowledge took him to multiple global trade marketing forums in Europe, where he graduated professionals about different strategies to handle trade structure in various markets.

Atif carries unique training style. He encourages practical one to one discussion on ground market realities; this addresses challenges faced by the participants in no time. Breaking the stereotype, Atif's believes in real time case study that transforms participants' basic knowledge about the topic into functional knowledge.

### INVESTMENT

**1 - 3 Participants**

**INDIVIDUALS**

**PKR 12,500** +SST  
per participant

**4 + Participants**

**CORPORATE TEAMS**

**PKR 10,000** +SST  
per participant

### Fee Includes:

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### 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](mailto:sarim.atique@octara.com) or call at 0345-8949470

# Negotiate to **WIN** at Trade

How to Get The Best Deal Every Time!

December 10, 2020 | Marriott Hotel, Karachi  
9:30am – 5:00pm

## Course Overview:

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

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

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

## Who Should Attend?

All the managerial cadres from sales & customer, trade marketing, shopper marketing and marketing department's specific to FMCG / CPG, Pharmaceutical, Fashion, Electronics and Electrical industries.

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**for BUSINESS PROFESSIONALS**  
(Admin, Marketing and Sales)

**December 15, 2020 | Marriott Hotel, Karachi | 9:30am-5:00pm**

## COURSE OVERVIEW

Microsoft Excel has always been a top recommended application for business users for making simple to complex calculations, data presentation, analysis and on top work efficiently and productively.

There are numerous events when you have to do repetitive tasks which are of a very little value but consume your precious time; yet engage you in less productive activities, which Excel may do automatically with a feature of MS Excel Power Query.

This hands-on workshop addresses all aspects of day to day issues related to Microsoft Excel and will equip participants with different solutions, plus they will get after session services for their person queries.

**PRE-REQUISITES:**

Participants must know these functions and features to get maximum benefit from this training:

- File & Folder Management
- Basic Formulas & Functions
- Formatting worksheets
- Data Sort / Filter
- Printing & previewing data quickly
- Working with Multiple Workbook / Worksheets
- Correct use of different cell referencing schemes i.e. Absolute, Relative & Mixed
- Identify the right type of Chart to use for available data & create the same

## TRAINING OBJECTIVES:

At the end of this course, delegates will be able to:

- **CREATE** effective and professional data summaries
- **LEARN** quick ways to search, join and filter data
- **GATHER** and transform data from multiple sources
- **DISCOVER** and combine data in mashups
- **ANALYSE** data in different ways



## Course Facilitator

# JAHANGIR SACHWANI

**Microsoft Power BI Certified**

**Microsoft Certified Office Specialist  
for Excel 2010 and 2016**

**Microsoft Certified Office Specialist  
for PowerPoint and Word 2016**

**20 years of training experience  
in 10 Countries**

Delegates must bring their OWN LAPTOP for hands-on activities with Excel 2016



**Intended Audience:**

Professionals from Admin, Marketing, Sales, MIS and Finance departments of any corporate industry and everyone who wants to learn MS Excel.

## INVESTMENT

### 1 - 3 Participants

## INDIVIDUALS

PKR **12,500** +SST  
per participant

## 4 + Participants

## CORPORATE TEAMS

PKR **10,000** +SST  
per participant

**Fee Includes:**

- 5 Star Hotel Venue for Training
- Course Material • Certificate of Attendance
- Lunch & Refreshments • Business Networking
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Topic	D/s - H/s	Trainer	Month	Loc.
November				
Emotional Intelligence for Leadership Excellence	1	John Bentley	3-Nov-20	KHI
Business Communication for Impact	1	Catherine Bentley	3-Nov-20	KHI
Online Training: Virtual Presentation Skills	2-hours	Mark Stuart	4-Nov-20	Zoom
FREE Webinar: Digital Transformation with Cultural Alignment	1	Uzma Aitqad	10-Nov-20	Zoom
Wheels of Compliance	1	Faisal Anwar	12-Nov-20	KHI
Agile Organizational Transformation	1	M. Zeeshan A & Saqib J. John	13-Nov-20	LHE
			18-Nov-20	KHI
December				
Negotiate to Win at Trade	1	Atif Farooqui	10-Dec-20	KHI
MS Excel for Business Professionals (Admin, Marketing & Sales)	1	Jahangir Sachwani	15-Dec-20	KHI
Upcoming Programs				
Certificate in Maintenance Planning / RCM	2	Ben Stevens	TBC	TBC
Certified Google Adword	2	Dr. Frank Peter	TBC	TBC
Channel Management	1	TBC	TBC	TBC
Corporate Governance	1	TBC	TBC	TBC
Creativity & Innovation using Design Thinking	2	Rody Vonk	TBC	TBC
Crisis Response and Communication Management	1	Ben Pronk	TBC	TBC
Cyber Security Management	TBC	TBC	TBC	TBC
Enterprise Risk Management	2	Philip Griffith	TBC	TBC
Protecting Financial Assets	60min	Petros Geroulanos	TBC	TBC
Health Care Operation Management	TBC	David Ben Tovim	TBC	TBC
Key Account Management	TBC	David Vachal	TBC	TBC
Learning and Development Management Program	2	Ian Thomson	TBC	TBC
Measuring Return on Investment of Training	1	Jack J Philips	TBC	TBC
Online Training: Designing Agile Organizations	TBC	Frederik Haentjens	TBC	TBC
Online Training: Effective Online Marketing & Selling Techniques	2-hours	Dave Nelissen	TBC	TBC
Strategic Marketing	2	Graham Hollins	TBC	TBC
Successful Product Launching and Brand Positioning	TBC	Jerome Joseph	TBC	TBC



## For Details Contact:

Karachi: 021-34520093, 34547141, 34520708

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