



Jamil Janjua,
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Dear Reader,

As we cut to the chase we find productivity at the very heart of the matter even as all manner of turbulence and turmoil rocks the boat and threatens the appcart. The old established order that was dealt a body blow by COVID-19 is now under reinvention, but the disruptions are ceaseless and unrelenting, and each new day that dawns brings with it a new set of challenges that promise to either bury us or make us more agile and resilient. So far we have managed to stay ahead of the curve and it is something most people attribute to the Will of Allah rather than the nimble-mindedness and integrity of our leadership in recent times.

Greatly valued Octara International Associate and Peak Performance Productivity Specialist **Michael Tipper** shows us how this can be done in our Cover Story this issue.

However, all manner of doubts persist on the question of productivity in this our new normal world of business where work-from-home is the dominant issue, and here another extremely valued Octara International Associate **Dr. Tommy Weir** comes to the rescue with his piece "Remove the Productivity Mystery" in which he argues that labor productivity has decreased by 2.5% during the pandemic and, according to Gartner, 82% of remote teams underperform expectations.

Also in this issue is a piece by **Henry Coutinho-Mason & Rohit Bhargava** titled "The Future Normal: What if we could trust online content?" In this article the authors state that deep-fakes have become mainstream but it is just one strand of a far bigger issue facing societies in the digital era. How do people know what is real? How do fake or manipulated media erode the public's trust? Read all about it in the pages that follow.

Bringing up the rear are Octara Training Programs in November and December 2020 and we certainly hope that you will be able to join us for them.

Here's toasting the New Normal where productivity is in the crosshairs and doing more with less is the qualifier for champions 🍷

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REMOVE THE PRODUCTIVITY MYSTERY

- Dr. Tommy Weir

Octara Training Programs in November & December 2020

November 18, 2020 in Karachi

Agile Organizational Transformation

Facilitator: M. Zeeshan Ali & Saqib J. John

December 9, 2020 in Karachi

Managing Stress during Uncertain Times

Facilitator: Usman Qazi

December 10, 2020 in Karachi

Negotiate to Win at Trade

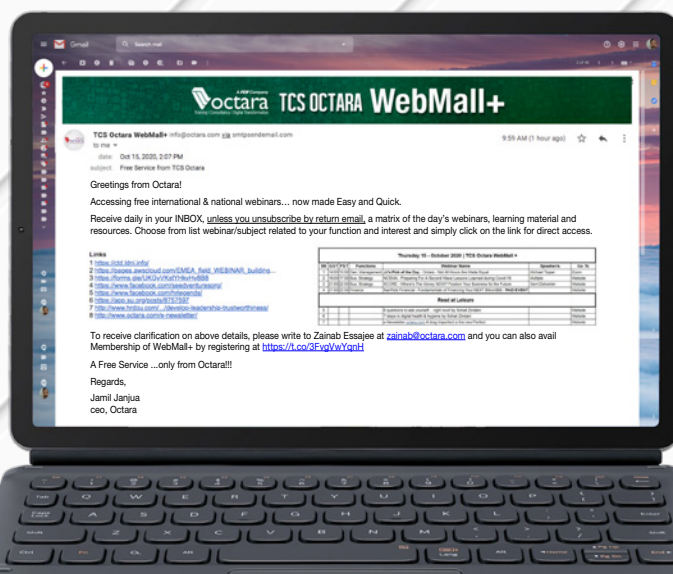
Facilitator: Atif Farooqui

December 15, 2020 in Karachi

MS Excel for Business Professionals (Admin, Marketing & Sales)

Facilitator: Jahangir Sachwani

• Octara Calendar (November - December 2020)



EATEN A FROG LATELY!?

Peak Performance Productivity Specialist
Michael Tipper Shows You How!



A very well attended Octara's Free-to-Attend Webinar Intro to Productivity Masterclass conducted over - Zoom by Michael Tipper put Productivity in the crosshairs as executives flocked to learn how they could be more Efficient, more Effective and get the Results only the top 1% manage to achieve.

What if you could get another hour's work out of your busy day without working any longer or any harder is the question Michael Tipper poses? "When you understand how your brain works, a couple of simple shifts in how you structure your day and that extra productivity is yours for the taking."

Multitasking waste of precious time!

Tipper showed how the brain's hardwiring and neurochemistry worked AGAINST you being productive and what you can do about it, and demonstrated why trying to multitask is a waste of precious time and what to do instead. He also explained why we procrastinate and how we can defeat it with a few simple steps. He then provided a 3 step plan that could be immediately implemented to get more from one's day WITHOUT working any harder or longer.

Habit, said Tipper, equals Behavior plus Repetition. He quotes Tony Robbins who said "It is not knowing what to do, it is doing what you know." Do more important work in a more focused way more often, and for longer is the advice on offer. Tipper is dead set against multi-tasking and a strong proponent of sustained laser beam focus. Resistance is often the lack of clarity he says, quoting Chip and Dan Heath, and explains how to banish the feeling of being overwhelmed.

Eat the Frog!

The 1st Step is to "Go and Hide" and get away from all the distractions that keep you from focusing on what's important and

needs to be done; the 2nd Step is to "Eat the Frog", or in other words tackle the most difficult task first. Tipper quotes Mark Twain who advocated that if it's your job to eat a frog then it's best to do it first thing in the morning. And if it's your job to eat two frogs then eat the bigger one first! Step 3 is "Munch Munch Munch" and just keep on munching until there's nothing left to munch on!

The session was aimed at anyone who tends to leave his or her important tasks to the end of the day and is usually too tired to do them, and designed for busy professionals working from home or the office.

"Learn, Laugh and Leave Inspired"

Michael Tipper is a writer, speaker, trainer, facilitator and coach with a wealth of expertise and nearly 20 years of experience in Learning & Memory Improvement, Personal Productivity and Leadership Development. His tag line is to help people **"Learn, Laugh and Leave Inspired"** He is also the author of 7 books including:

- Finding An Hour A Day - How To Free Up An Extra 60 Minutes From Your Busy Day...Every Day
- Memory Power Up (Published by Duncan Baird Publishing)
- Instant Recall (Published by Watkins Media)
- The 77 Habits of Highly Effective Students
- Super Speed Study Skills – the Secrets of Successful Students
- Easy Memory Improvement For You

Over 100,000 people have directly experienced his live presentations and more than a million young people have benefited from programs he has developed for schools and colleges.

15 minutes of fame

Tipper's corporate clients include major blue chip organizations (including IBM, Shell, Eircom, EDF Energy, Pfizer, the Prudential & Royal Sun Alliance) Professional bodies (including CIPF, CIPD & PFS), as well as hundreds of schools and colleges across the UK.

His 15 minutes of fame includes appearances on The Big Breakfast, The Guinness Show, Sky News, BBC Breakfast and Amazing People and has featured in articles in The Daily Mail, The Sun, Men's Health, Wired Magazine, The Guardian and The Times. He regularly appears on national and local radio shows around the English speaking world.

The SUBMARINER - Early Professional Career

Michael grew up and was educated in Shrewsbury, Shropshire and at the tender age of 16 joined the Royal Navy as an Artificer Apprentice. Following his early technician training and time in HMS PENELOPE which included a trip to the Falklands, Michael was selected for a commission and began his officer training at the Britannia Royal Naval College Dartmouth in 1986.

of International Grand Master of Memory. Michael then went on to organize and run the World Memory Championships and put in place the groundwork that has helped make it the international event it is today.

After coming second in the World Memory Championships, Michael has written a number of books on How to Learn and How to Improve Your Memory. He is considered to be one of the UK's leading Memory Development Specialists.

Making a Difference to Kids

Shortly after leaving the Navy, Michael helped set up Positively MAD, a company dedicated to bringing personal development and accelerated learning techniques and strategies to students across the UK and Europe.

Michael was the Director of Training and head presenter and as well as delivering hundreds of highly entertaining and interactive workshops to students, he built a presenter team and designed development programs delivered to over half a million pupils.

During this time Michael wrote 2 study skill books for students.

He left Positively MAD at a natural break point to concentrate on working with adults in the business and corporate arenas.

Speaking Success

Michael now combines the energy of his success working with teenagers with the ideas and concepts vital to help the modern professional survive and thrive in this information driven world. Michael's strength comes not only from his deep knowledge of his

subject but from his enthusiasm and ability to convey relevant ideas and concepts to people at all levels in an entertaining, enjoyable and practical way.

Leadership Development

Since 2011, Michael has been actively involved in developing leaders in the Nuclear Industry. Drawing on his own experience of working in a Nuclear environment, together with his project management, engineering and people development experience, he was perfectly suited to help run the flagship Nuclear Leadership Academy for a major utility company. For 4 years he helped develop, deliver and manage an award winning series of leadership programs for leaders at every level in a large organization.

He has since gone on to share that successful leadership development knowledge and experience in other areas of the Nuclear Industry as well as across a wide range of other sectors.

Salute!

Commander Tipper may not carry the Double O rating in Her Majesty's not-so-secret service, but just like his undercover fellow officer of the silver screen he has a worldwide theatre of operation but in an infinitely more benign assignment to raise humanity's humane component and make harmonious coexistence a functional reality through raising the human consciousness manifold. Salute! ■

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

Octara A PZC Company
Training | Consultancy | Digital Transformation

FREE TO ATTEND
WEBINAR →

Mark Your Calendar
Thursday - October 15th, 2020
2:00pm (UAE Time)
3:00pm (PAK Time)

AN INTRO TO PRODUCTIVITY MASTERCLASS
Not All Hours Are Made Equal

Speaker
Michael Tipper

After his Midshipman's time in HMS CARDIFF he read a Bachelor of Engineering (hons, first class) degree at the Royal Naval Engineering College Manadon graduating in 1990. Following rigorous submarine selection and training Michael was posted to HMS COURAGEOUS, where he earned the coveted Submarine Dolphin Badge and then to HMS SPARTAN for 2 years as one of the Weapons Engineer Officers.

Becoming a Chartered Engineer Michael spent 3 years in Project Management in the Procurement Executive, buying and helping design training simulation equipment for the Royal Navy. After promotion to Lieutenant Commander, Michael worked in Logistic Support before leaving the Royal Navy in 1999 after 16 ½ years in service to pursue a career in people and organizational development.

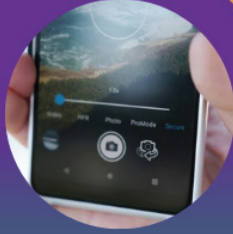
World Memory Championships

Although an average student at school, Michael believed his memory was poor when he encountered the modular training regime of a Naval apprenticeship at the start of his career. Struggling to keep pace with a form of learning new to him and under the potential threat of being thrown out of the Navy, he purchased a memory course advertised in a Sunday newspaper.

By working through this course, Michael discovered there was nothing wrong with his memory, he just did not know how to use it properly and that the belief he had formed about having a poor memory was wrong. Over time Michael refined his application of the techniques he had learnt and won the Silver Medal at the World Memory Championships earning the rarely awarded status

What if...

We could trust
information online?



Can Truepic protect the truth and restore trust in online media?

The Future Normal: Certified Media

It started with porn. Of course it did. In November 2017, an anonymous Reddit user launched the /r/deepfake subReddit message board, where they published a series of AI-generated videos that mapped the faces of Gal Gadot and Scarlett Johansson onto porn stars, creating fake but near-believable videos. The deepfake genie was out of the bottle.

Fast forward to late 2020 and deepfakes have become mainstream. During the pandemic, broadcaster Hulu created an ad campaign called 'The Deepfake', putting the faces of professional football players onto actors bodies to highlight the brand's inability to shoot a traditional commercial. Last week, the creators of South Park launched a brilliant deepfake-based YouTube satire, Sassy Justice. If you always wondered how Mark Zuckerberg would sell dialysis treatment, then this will make your day.

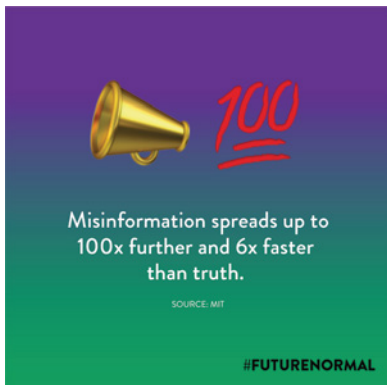
Lawmakers in California and China don't typically agree on much, but fears around the risks and impacts of deep fakes have caused them both to act. In late 2019, California passed two laws focused on deepfakes. Law AB730 makes it illegal to distribute deepfakes of politicians within 60 days of an election, while AB602 allows subjects of deepfake pornography (still the most common use of the technology) to sue its creator. Meanwhile, the Cyberspace Administration of China issued regulations requiring any content that was made with or manipulated by AI to be clearly labeled.

Fake news and distrust

Deep fakes are just one strand of a far bigger issue facing societies in the digital era. How do people know what is real? How does fake or manipulated media erode the public's trust? Until Donald Trump, few had heard the term 'fake news'. Now, the Edelman Trust Barometer found three quarters of global respondents worry that fake news is being used as a weapon to undermine their society.

The rise of social media and the fact that anyone, anywhere can produce and distribute media is overwhelming people's ability to assess whether the information they encounter is trustworthy. In 2018, MIT researchers reported that misinformation spreads up to 100 times further and six times faster than truth, and political falsehoods spread three times faster than other misinformation.

The volume of 'synthetic media' (that produced or manipulated by AI) will only increase as new, more powerful tools spread. In June 2020, the research lab OpenAI released a beta of its GPT-3 tool, a radically more powerful AI that can generate largely coherent text. The Guardian newspaper published an op-ed generated by the tool. A student used GPT-3 to generate self-help blog posts, some of which were upvoted by human users to the top of Hacker News.



The certified media arms race

Just as the tools of content production are being transformed, so too are the tools of authentication. Truepic is a startup based in San Diego that aims to make smartphone photos and videos more trustworthy. The startup recently announced it was partnering with Qualcomm to embed metadata about when and where an image or video was taken directly into the firmware of the chip. This is a very big deal for three reasons. First, Qualcomm makes the chips that power almost all non-Apple phones. Think Samsung, Google, Xiaomi, Microsoft, LG, OnePlus, and Motorola. Second, embedding the metadata at the firmware level means it is untamperable. Third, adding this functionality at the chip level means that users don't have to find or download another app. The companies' demonstration showed someone simply choosing 'Secure' mode in the same way they choose 'Portrait' or 'Panoramic' modes.

It doesn't take long to imagine potential use cases. NGOs and citizen journalists are already using Truepic's standalone app to capture verified images from conflict zones. Similarly, insurance companies have a vested interest in confirming the authenticity of images. But other sectors should watch with interest: ecommerce, peer-to-peer platforms (dating, property listings) to name a few.

Given how media-rich our lives are, the benefits of being able to trust media are huge. Sherif Hanna, VP of R&D at Truepic notes that, "85% of the photos taken are on smartphones. If you want to restore trust in videos and photos, you need to figure out a way to get this into people's hands." Social media wasn't a factor a generation ago when Francis Fukuyama wrote *Trust: The Social Virtue and the Creation of Prosperity*, but his central argument still holds. A society riddled with distrust can not be an economically — or indeed a socially — prosperous place.

We don't have universally authentic media, yet. Indeed, events in the next few days might make you question if this will ever be possible. But when you're thinking about Certified Media, try the questions below as a starting point. How would you fare if it became the Future Normal?

Now, over to you

The Future Normal is our attempt to give you a simple, accessible and deeply practical guide to the biggest opportunities of the next decade. But we don't want to do this alone. We're connected to thousands of smart people working at the frontiers of literally every industry and market in the world. We know you know the instigators that will change our world for the better ■

Source:

<https://www.linkedin.com/pulse/can-truepic-protect-truth-restore-trust-online-media-coutinho-mason>



Henry Coutinho-Mason and Rohit Bhargava, Masters of the Futurist Power pose – are bringing together our 20+ years immersed in trends in order to try and make sense of this current moment.

The Future Normal will give you a simple, accessible and deeply practical guide to the biggest opportunities of the next decade.

Remove the *Productivity* Mystery

Dr. Tommy Weir

Published on July 28, 2020

One of the big surprises to emerge from life under lockdown has been our apparent ability to work effectively from home. In recent months, as office doors slammed shut and the mass exodus of workers began, employers and employees alike feared that the distractions of home would act as a drag on productivity. But, a string of surveys suggests otherwise. In fact, a whopping 90% of respondents in one Fortune 1000 company's survey claimed they were just as productive now as they were before – if not more so. Great news, right? Well, not so fast.

I hate to put a dampener on things, but the productivity picture isn't all that rosy right now. The facts contradict what employees say. So far, labor productivity has decreased by 2.5% during the pandemic. And according to Gartner, 82% of remote teams underperform expectations.

Let's start with the glaringly obvious – a perennial problem with workplace surveys, which is that people are biased, oftentimes in their favor. Think about it: very rarely do employees voluntarily hold their hands up and confess to their bosses that they are

As economies teeter on the brink of recession, now is the time to plunge into the world of AI and emerge from this COVID-19 coma with deeper insights and greater productivity than ever.

underperforming. Why would they? Those who want to continue working from home are not about to draw attention to the fact that household chores, noisy kids, and the allure of the back yard on a sunny day are all eating into their working hours. As for those who would rather return to the office, so precarious is the economic climate right now, many keep their mouths shut through fear for their jobs. After all, if they can't work effectively within the parameters of the new normal, maybe their employers will take the view that they shouldn't be working for them at all.

So, underneath the veneer of all this effortless, home-based productivity, trouble is brewing. Survey statistics say one thing, but executive can't help but feel that something isn't quite right,

and they lack the tools and insight to pinpoint the problem. Now more than ever, companies need productivity to increase margins and boost profitability, but only few are accurately measuring it. Employees may say they're working productively, but are employers supposed to simply take them at their word?

A recent research brief from enable underscored just how big the discrepancy is between the overwhelming need for productivity on the one hand, and the business-critical ability to measure it on the other.

In enable's survey of more than 200 corporate executives, over 60% of respondents said they were pursuing productivity "very aggressively" in order to improve profitability, while an even larger proportion – almost 83% – claimed that employee productivity would play a big role in the immediate future of their organizations. So far so good you might think, but here's where the discrepancy lies: less than 5% of survey participants said that they were using a quantitative, standardized productivity score, with more than 32% admitting that they rely purely on instinct and general observation to measure employee productivity. So, no wonder the confusion.

Here's the thing: even if company productivity concerns are misplaced and employees are working their socks off from home, it doesn't matter. What matters is that the doubt exists and so long as the boss calls the shots, that perception is all important.

So, while some companies risk their futures by relying on gut instinct the word of remote workers, here is an idea: why not answer your burning productivity questions once and for all with a quantitative productivity score? Thanks to developments in AI and other advanced technologies, solutions are hitting the market that can measure productivity in real time and provide actionable recommendations on how to help it grow.

As economies teeter on the brink of recession, now is the time to plunge into the world of AI and emerge from this COVID-19 coma with deeper insights and greater productivity than ever.

This new world of ours is full of unknowns, but the productivity of your workforce does not have to be one of them ■

Source:

<https://www.linkedin.com/pulse/remove-productivity-mystery-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

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*

*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

Bring this program In-house at attractive discount

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

For Details & Registration contact

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

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...only from Octara!!!

Helping You Succeed!

Managing Stress during Uncertain Times

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

Overview

This one-day training program will cover the causes of stress and stress management difficulties and offers specific and practical solutions. By managing stress effectively, participants will be able to make a greater contribution not only to their organisation's goals but it will also help them to manage stress in their personal life too— they will be more effective at work but will still be able to achieve a sensible work / life balance.

Key Benefits

By attending this program, Participants will:

- Have a clear understanding of stress and what causes it
- Learn highly effective personal strategies, plans and techniques to deal with stress effectively
- Gain a clearer and better picture of their priorities, both in work and in personal/social life
- Learn how to link their short, medium and long-term goals
- Make better use of their time by making fewer lists but doing more of the things on them!

Who Should Attend

- Managers • Supervisors • Team Leaders • Team Member
- Anyone who wants to reduce stress in their lives

Agenda

- **Stress & Stress Management**
- **Understanding Stress**
 - What Is Stress?
 - What Is Stress Management?
 - Benefits of Stress Management
 - How Do You Currently Manage Your Stress?
 - What's Actually Happening When You're Stressed - "Flight or Fight" 21st Century Stress - what are your 21st Century Stressors?
- **Facts about Stress & Burnouts**
- **Stress Management Exercise**
- **Stress Management Approaches**
- **Why Stress is harmful**
- **Deep Relaxation Exercise**
- **Tips for Stress Management**
- **Practice the 3 A's of Stress Management**
- **Skills of an effective Stress Manager**
 - Critical role of the line manager
 - Stress management skills and competencies
 - Small group exercise, individual reflective and action planning exercise
- **Food for Stress Relief**
- **Sequence of Change**



Course Facilitator Usman Riaz Qazi

Mr. Usman Riaz Qazi is a business Graduate Psychometric Expert, Certified Human Resource Management Professional, Organization Development Specialist and currently doing CIPD Level VII Certification (membership number 52376370) in HR, OD and Learning & Development from ICS Scotland, having more than 15 years of professional experience. He has worked / consulted a diversified range of organizations for developing their Corporate & Business Strategies, Balanced Scorecards, Structures, HR Policies and Procedures as well as designed their Key Responsibility Areas (KRAs) and Key Performance Indicators (KPIs) based Performance Management Systems.

He has conducted number of training sessions on Customer Services, Service Quality, Stress Management, Power Talks, 5 S, Internal Risk Assessments and many more for the clients like **Worldlink Communications Nepal, Ravi Autos, Urbansole, PPCBL, Bareeze, Minnie Minor, Kayseria, Akhuwat, Naveena Exports Limited, Ayesha Group of Companies, Samson Group of Companies, Vocational Training Institute, University of Central Punjab, Superior University, Cross Stich etc.**

Workshop Investment
PKR 12,500/-
+SST Per Participant

Fee Includes:

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

Note: The program will be held keeping in view the social distancing guidelines as well as other SOPs related to the COVID19 risk.

Bring this program In-house at attractive discount

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

For Details & Registration contact

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Helping You Succeed!



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
- 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:

- 5 Star Hotel Venue for Training
- Course Material • Certificate of Attendance
- Lunch & Refreshments • Business Networking
- **Post-Workshop Advisory Services**
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Please contact Sarim Atique at 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 Details & Registration contact

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

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Helping You Succeed!

MS EXCEL

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
- **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

Bring this program In-house at attractive discount

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

For Details & Registration contact

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Topic	D/s - H/s	Trainer	Month	Loc.
November				
Agile Organizational Transformation	1	Zeeshan & Saqib	18-Nov-20	KHI
December				
Managing Stress during Uncertain Times	1	Usman Riaz Qazi	9-Dec-20	KHI
Negotiate to Win at Trade	1	Atif Farooqui	10-Dec-20	KHI
MS Excel for Business Professionals (Marketing, Admin & Sales)	1	Jahangir Sachwani	15-Dec-20	KHI
Upcoming Programs in 2021				
Online Training: Smart Selling Skills	TBC	Faizan Ahmad	Jan-21	Zoom
Business Writing Skills	1	Kanwal Akhtar	Jan-21	KHI
FREE Webinar: Introduction to Blue Ocean Strategy	60min	Dr. Raj Kumar	Jan-21	Zoom
Social Media Marketing Tactics	TBC	Dr. Frank Peter	Feb-21	Zoom
Management Masterclass	TBC	Haseeb Hasan	Feb-21	KHI
Online Training: Effective Brainstorming Techniques	TBC	Dave Nelissen	Feb-21	Zoom
Performance Management	TBC	Hussain Adenwala	Feb-21	KHI
FREE Webinar: Protecting Financial Assets	60min	Petros Geroulanos	TBC	Zoom
Job Evaluation & Grade Structures	TBC	Robert Mosley	TBC	Zoom
Emotional Intelligence for Leadership Excellence	TBC	John Bentley	TBC	TBC
Designing Agile Organizations	TBC	Frederik Haentjens	TBC	TBC
Online Training: Engage Remote Employees for High Performance	TBC	Ayesha Tariq Sethi	TBC	Zoom
Certificate in Maintenance Planning / RCM	2	Ben Stevens	TBC	TBC
Online Training: Digital Transformation with Cultural Alignment	TBC	Uzma Aitqad	TBC	Zoom
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
Corporate Etiquettes for Sales Professionals	1	Ghaus A. Jafri	TBC	TBC
Cyber Security Management	TBC	TBC	TBC	TBC
Enterprise Risk Management	2	Philip Griffith	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
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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