



Jamil Janjua,
ceo, Octara & Chief Editor
janjua05@gmail.com

Dear Reader,

Our lead story this edition profiles **Tahira Khattak**, the Director HR Business Partnering at Telenor Pakistan, the single largest European foreign direct investment in Pakistan. Small changes, she says, can result in huge life transformations when they add up and compound one another. We live in an era of exponential change, however, and can no longer afford the luxury of incremental growth based on small changes. It's the season for "pulling Gs" and readers are well advised to have their G-suits on.

Next up is **Rosemarie Fernandez**, Founder & Transformational Coach at Coaching Worx, Canada, who graced TCS Octara with a webinar on International Women's Day. "The theme for the International Women's Day is 'Break the Bias', and 'Thrive' is my theme word for the year 2022," she said. "Since the day I coined it my life is thriving." That is fantastic news in this day and age of doom and gloom. "You can choose your own way through the power of your attitude and your mindset." Rosemarie opined. "The answer lies in your hands. You have the power to choose. How you see the world is in the lens with which you see the world." In her webinar she shared the secrets of turning scarcity into abundance, and we carry a detailed report of it.

In line with universal concerns, global warming and climate change are top of mind, and we do a review of press reports emanating from Pakistan and elsewhere in the world in our piece titled "Nature Calling for Action Stations".

Stay safe and firmly in the saddle as we negotiate the turbulence in our operating environment.

Eid Mubarak! 

INSIDE:



TELENOR - Digital and Future-Proof Platform

Tahira Khattak,
Director HR Business Partnering at Telenor



MIND GAMES

Feeling abundant and attracting abundance
"Shun Scarcity & THRIVE!"
advocates Rosemarie Fernandez



Nature Calling for ACTION STATIONS!

Adil Ahmad



Lifelong Learning Tips

TELENOR – digital and future-proof platform



“ It’s important to leave the dance floor sometimes and get onto the balcony, to take a breather, to refresh and update perspectives and to allow yourself a pause to re-energize ”

- Tahira Khattak

Director HR Business Partnering at Telenor

Empowering societies

Telenor is a diverse & multicultural organization with offices around the globe, with 16,000 diverse individuals as part of Telenor’s DNA coming together for a singular mission i.e. to empower societies that they operate in, states the Telenor website. Telenor is certainly a pioneer in the field and started off in 1855 as a state-operated monopoly provider of telegraph services named Telegrafverket. Interestingly, the first Norwegian planning for a telegraph were launched within the Royal Norwegian Navy in 1848, but by 1852, the plans were public and the Parliament of Norway decided on a plan for constructing a telegraph system throughout the country. The last 170 years have witnessed Telenor’s evolution into the state-of-the-art platform for information communication technology that it is today.

Fascination with telecommunications

Tahira Khattak has spent the last nine years of her working life with Telenor Pakistan, rising from HR Business Partner – Commercial (2012) to her present position of Director HR Business Partnering at Telenor to which she ascended in October 2020. Prior to that she put in 6 years with Mobilink, one year with DVCOM and 4 years with Applied Excellence Ltd where she started her career in 2001 rising to Manager CRM. With an MBA in Information Technology from the International Islamic University, Islamabad (2001-2003) and HR Diploma from the National University of Science and Technology (2004),

Travelling and exploring mountains

Tahira is a graduate of the Telenor Accelerate Leadership

Development Program from the London Business School, and dedicates her annual breaks to travelling and exploring mountains and all the beauty that Nature has to offer which she terms as her idea of the perfect stress-reliever. Atomic Habits by James Clear is her favorite book which she says emphasizes making constant small efforts for a better tomorrow, which resonates with the work we’ve been doing in the telecom sector. “Small changes can result in huge life transformations when they add up and compound one another.”

Tahira Khattak very generously consented to share her thoughts with TCS Octara.Com.

octara.com: Telenor Group is described as a leading telecommunications company across the Nordics and Asia with 182 million customers and annual sales of around USD 12 billion (2019). In order of importance, where does Pakistan rank in the Telenor Group?

49 million subscribers

Telenor Pakistan is the single largest European foreign direct investment in Pakistan and the second largest mobile operator in Pakistan, with 26.23% market share and 49 million subscribers as of December 2021. One of the fastest growing networks in Pakistan, Telenor has a rich portfolio of products and services, and we continue to offer more exciting offerings, despite a constantly maturing industry.

Each Business Unit maintains a healthy level of competition between each other, such as the Commercial Asia Cup. However, the dynamics of each Business Unit remain completely different and it would not be fair to rank them.

octara.com: In addressing the Future of Work, Cecilie Heuch, Chief People and Sustainability Officer in Telenor, has talked about flexible work in Telenor that has been in place for the past 10 years in Finland, much before the COVID pandemic, and where employees work from home two days in the week on average. What work model do you follow in Pakistan?

Hybrid working model

Flexible working has been a part of Telenor Pakistan for many years now and we pride ourselves in being one of the pioneers in offering flexible work in Pakistan – we see our Telenor family as real people as opposed to ‘employees’ only and this further adds to motivation, as per our experience. The pandemic introduced new ways of working across the globe, but gladly for us, we were already familiar with the remote way of working. During lockdowns, Telenor enabled and improved flexible work from-home solutions, ensuring business continuity and employee safety, and has accelerated digitalisation including implementation of touch free operations and automation. We’re currently following a hybrid working model.

octara.com: Cecilie believes that people will prosper and grow when given trust and responsibility, and cites it as the main reason for introducing flexible work. In Pakistan historically we have faced a low-trust culture in the workplace. What’s the situation like at Telenor?

Effective and efficient work models

At Telenor, we maintain an increased focus on effective and efficient work models, digitalisation and innovation in order to effectively navigate the challenges of a low-trust culture. Telenor Pakistan has taken a range of initiatives to promote trust & responsibility:

A practical and comprehensive communication plan to keep all employees updated with the latest information and health guidelines from credible sources to encourage trust building.

Promoting and implementing a performance-based leadership model. The model, called “Tight-Loose-Tight” or TLT in short, emphasises setting direction and goals early, with leaders subsequently giving employees autonomy on how the task is to be solved. After completion, leaders follow up closely to ensure effective feedback and learning.

“Small changes can result in huge life transformations when they add up and compound one another”

“At Telenor, we maintain an increased focus on effective and efficient work models, digitalisation and innovation in order to effectively navigate the challenges of a low-trust culture”

Awareness sessions and inspections followed by capacity building sessions to ensure the safety of our people.

Care packages containing basic protective gear against the virus were also delivered to employees at their doorsteps, along with offering home COVID-testing facility for affected employees, and emergency hotlines established for necessary facilitation.

Pulse surveys are carried out to gauge employees’ engagement and motivation, periodic advisories and sessions on maintaining effective work-life balance, ergonomics, dealing with anxiety, depression and maintaining a healthy lifestyle while working from home were carried out

On a hybrid work model, extensive research and planning went into finalising the SOPs in order to ensure everyone’s safety and wellbeing at offices, and for business-critical travel, activities and operations. High-risk (in terms of COVID-19) employees were identified and requested to work from home, whereas the rest were divided into two teams, each to come to the office only on their assigned days with no over lapping in order to prevent any further possible spread.

octara.com: Cecilie feels that coming to office is necessary to build social relations, collaborate and support one another. Can’t this be done entirely online? I haven’t seen my TCS Octara teammates in over two years and yet effectively collaborate with them in the very demanding task of publishing a fortnightly e-zine.

Perks of direct human interaction

We believe in the power of hybrid touch points for employees and customers alike, and COVID-19 has reiterated this belief. Indeed, the perks of direct human interaction outweigh the interactions while working from home. However, the right-mix can serve as a reliable mode for work and networking.

COVID-19 has indeed shown the additional benefits of flexible way of work. This was familiar territory for us, where DNA, Finland’s largest mobile operator has been a pioneer.

The new way of work is based on three main pillars:

A flexible way of work where we focus on how we work rather than where we work from. This approach builds on our flexible way of work adopted since 2012 in DNA, and was brought on by the home office requirements following COVID-19.

Moving from open offices to meeting rooms and social zones and maintaining adequate distance between each other on work-islands, along with other necessary COVID-19 protocols – the aim here is to provide a safe space to work, for those who prefer working from office.

Implementation of “Tight-Loose-Tight” or TLT, to ensure greater empowerment organisation-wide.

octara.com: As Director HR Business Partnering at Telenor what sort of challenges do you face?

Human-to-human perspective

“University life, generally speaking, is full of dreams and experiments where you want to change the World and take on life as an adventure”

One of the biggest challenges that I have faced is creating a work environment where every employee feels valued for who they are and is equipped to offer the best care for our customers – a very human-to-human perspective is required to understand this. Another challenge has been to encourage every employee to be part of this effort and to be exactly who they want to be. The goal is to meet each other halfway and work together for the better. The success in managing this challenge has come through facilitating each employee to leverage our facilities such as work from home, or a hybrid arrangement to reach their full potential and accomplish company goals.

Being the second-largest mobile network in Pakistan, we believe that we can serve our customers better when we bring together unique talents, backgrounds, and perspectives to our team – diversity and inclusion, all the way!

octara.com: “Connecting you to what matters most – Empowering Societies” is the Telenor tagline. Could you elaborate on it please?

Secure and resilient network

“Telenor’s strategy is ambitious and focused on driving sustainable value creation”

Customers rely on us to provide them with a secure and resilient network so they can connect with each other and everything that holds value for them. Customers want individual and prudent guidance in choosing the right solutions. Offering the right solutions is where we come in.

How we create connections that matter

To deliver on creating value for our shareholders we continue to modernise; grow through delivering on customer needs and we conduct business responsibly wherever we are. This is what matters most to customers and this in turn helps create value, and it serves as the driver for our strategy.

How we empower societies

The company’s strategy is ambitious and focused on driving sustainable value creation. Telenor Pakistan has launched several programs to connect people to what they need the most, catering to diverse segments of the society. Some of our initiatives under this purpose include (and not limited to):

Hamqadam

Naya Aghaz

Open Mind (Ask about Khudar Pakistan)

Network Resilience during Disasters

Digital Birth Registration

Telenor Internet Champion (iChamp) ([link](#))

octara.com: You have clocked over 7 years at Telenor and before that just over 6 years at Jazz Mobilink. What was it that drew you to the telecommunications sector?

Exciting, thrilling and rewarding

I’ve been fascinated with the sector because almost every individual owns a mobile phone now, or some digital platform, which they use to consume content and connect with their digital lives. The backbone and facilitator of this exchange is the telecom sector, making it the piece that brings it all together, depending on how you look at it.

Evolving consumer preferences of how content is consumed through mobile devices and on demand platforms coupled with rapid digitalization reinforces my fascination of the telecommunications industry. Seeing the telecom sector

evolve over time, I see a new journey beginning, and we are well-positioned to continue our momentum, and I am glad to be a part all the change that our customers rely on.

As a company, we are setting our sights higher and taking on new growth ambitions by building a better cellular network, expanding our addressable markets, and further unlocking synergies. We are leading these initiatives with purpose, energized by the opportunities in front of us to create meaningful stockholder value while simultaneously unlocking the true potential of our network for our customers and our communities. It's a constant, exciting, thrilling and rewarding place to be in!

Q8. The International Islamic University in Islamabad was where you acquired your MBA in Information Technology. Please give us a flavor of university life and the extracurricular activities that you engaged in.

Full of dreams and experiments

That brings back lots of memories and a ton of nostalgia – thank you for that! University life, generally speaking, is full of dreams and experiments where you want to change the World and take on life as an adventure. I was no different, but I would not change anything as part of my journey, and each chapter that made me the person I am today. My degree in itself was very insightful, particularly towards the areas of technology, where perhaps my interest in the same developed. My university life also resulted in my first job, which was a consultation company owned by one of my teachers, Farrukh Khan, who was a great mind, with a very

“Telenor Pakistan is the single largest European foreign direct investment in Pakistan”

Get on the Balcony: One effective strategy that will help make sense during difficult and uncertain times is to periodically step back from the action. Picture this as leaving the “dance floor” where the action is and “getting on the balcony,” so that you can observe the action.

Co-creating products, services and frameworks with your customers bring the best “User experience” – design thinking

VUCA is more than a buzzword! It is a way of thinking and approaching solutions to the problems of our digital and dynamic world.

octara.com: You cite Organizational Design, Change Management, and Digital Transformation as your especial areas of emphasis. How far behind the curve are we in Pakistan in these matters?

We're a developing country, and it is only a matter of time before we catch up. We doubled down on efforts to invest in our people as we navigated through COVID-19, bringing together numerous change initiatives to lead to digital inclusion and transformation. Critical to our success has been our unwavering commitment to health and safety as well as diversity, change management, equity, and inclusion.

We (as Pakistanis, more than anything else) realize the importance of digital progress and are working on promoting the long-term advancement of digital equity and inclusion across the country.

octara.com: Diversity and inclusion, as also global warming and climate change are big issues on the global corporate landscape. What measures are in hand at Telenor in addressing these issues?

Women empowerment

At Telenor Pakistan, we're big proponents of diversity and inclusion and continuously explore and create new opportunities that cater to the diverse market we operate in. Some notable initiatives/programs include:

Open Mind Pakistan: Since 2013, 108 Persons with Disabilities (PWDs) have graduated through this annual program

Disability Job Portal (DJP): In 2019, Telenor Pakistan launched a first of its kind Disability Job Portal (DJP) to support PWDs in seeking jobs and to increase the access to livelihood opportunities for all.

“We have public policy positions on cyber security, spectrum, tax, privacy and data protection, net neutrality, free flow of data and e-SIM and aim to educate masses about these policies”

inspirational role-model personality.

octara.com: You attended the Telenor Accelerate Leadership Development Program from the London Business School. What was the learning that you acquired there?

VUCA is more than a buzzword!

The program was one of the best leadership development programs, designed by Telenor in collaboration with London Business School. And it offered us three key learning:

Digital Inclusion: Telenor Pakistan in collaboration with World Bank on Girls Learn Women Earn (GLWE) initiative has imparted trainings to over 1,000 aspiring women / entrepreneurs to enhance their digital skills and design thinking to promote girls' education and women empowerment in economic workforce of Pakistan.

octara.com: What can we expect next from Telenor going forward?

Driving modernisation

Well in a nutshell, the world will evolve and so will we! As a company we remain relentless in driving modernisation and conducting our business responsibly. And as a responsible, evolving digital telco, we provide our customers with improved services that help them take advantage of all the opportunities that connectivity presents to enable societies to thrive. Our modernisation journey has made us great advisors, and our digital and future-proof platform enables us to deliver to the fast-changing world.

Our general direction towards consistent evolution has three main components:

Deliver growth through clear brand positioning, strong distribution and focused customer offerings that fuel the persistent need for connectivity and related services;

Continue to innovate on our core business and be a leader in modernisation, from how we run our networks to the way we engage with customers across touch points;

Reinforce our strong foundation of responsible business through the way we raise business standards and contribute by providing skills for an accelerated digital future.

Customer and employee framework: We strive to build a strong and trusted brand with high focus on our customers' privacy and security.

Mobile Masts and Health: Telenor will continue to abide by national and international guidelines and regulations, to ensure that all subsidiaries comply with national or global emission standards from the World Health Organization and the International Commission on Non-Ionizing Radiation Protection for network equipment and mobile phones sold through Telenor.

Economic Contribution to Society Ambitions and Targets: We have public policy positions on cyber security, spectrum, tax, privacy and data protection, net neutrality, free flow of data and e-SIM and aim to educate masses about these policies.

octara.com: How do you handle workplace stress, and what do you do for rest and recreation?

Pause to re-energize

“Flexible working has been a part of Telenor Pakistan for many years. We believe in the power of hybrid touch points for employees and customers alike, and COVID-19 has reiterated this belief”

Just as I referred to as a learning from the Telenor Accelerate Leadership Development Program, it's important to leave the dance floor sometimes and get onto the balcony, to take a breather, to refresh and update perspectives and to allow yourself a pause to re-energize – and that's what I do to revive myself! Annual breaks with travelling and exploring mountains, and all the beauty that nature has to offer is my idea of the perfect stress-reliever.

octara.com: Which book(s) would you recommend to our readership?

Atomic Habits by James Clear

The book emphasizes on making constant small efforts for a better tomorrow, which resonates with the work we've been doing in the telecom sector.

Small changes can result in huge life transformations when they add up and compound one another. Habit change is not just 1% improvement at a time, but a thousand of them that each one adds up to a fundamental unit of the overall system of you. If you improve by 1% a day, you don't just become 365% (or 3.7x) better in 1 year. Because of the compounding effect, you actually become 37x better. The scales of life start to move as you continue to stack each small change on the positive side of the spectrum. We tend to prioritize big breakthroughs over tiny improvements. However, it's those small daily decisions and actions that really matter.

A great habit to have as a professional is to strive for continuous improvement, and I believe your readers can learn a lot from this too. ■

Thank you Tahira Khattak

Interview by Adil Ahmad, Correspondent, TCS Octara.Com

MIND GAMES

Feeling abundant and attracting abundance

“Shun Scarcity & THRIVE!”

advocates Rosemarie Fernandez



Rosemarie Fernandez was up and about bright and early before day break in Toronto to compensate for the time difference with Pakistan and engage with her old stomping ground at TCS Octara on International Women's Day wearing Purple which was the color of this worldwide celebration.

Rose-marie Fernandez is a Human Resources expert who has worked with several fortune 500 companies in the South Asian sub-continent, USA and Canada. She has been recognized Professional Certified Coach (PCC) and credentialed by the International Coaching Federation (ICF). Rosemarie is also Founder & Transformational Coach at Coaching Worx, Canada, and working exclusively with TCS Octara for her online trainings.

Find your theme word for 2022

“I have been with TCS Octara since its inception, and it's an honor to be presenting on International Women's Day all the way from Toronto. The theme for the International Women's Day is ‘Break the Bias’, and ‘Thrive’ is my theme word for the year 2022,” she said. “Since the day I coined it my life is thriving. I feel truly blessed given what all is going on in the world around us and what we have had to face and still continue to face. So I say with total humility that this is the year for me to thrive. I would encourage you to find the word that will be your theme word for 2022.”

Are you living your life's passion?

If not, why not? Rosemarie Fernandez shared with her global audience her 10 points toolkit, starting with Victor E. Frankl, an Austrian neurologist, psychiatrist, philosopher, author, and Holocaust survivor who she said was introduced to her by

the CEO TCS Octara Jamil Janjua. Victor E. Frankl says that everything can be taken away from man except his freedom. You can choose your own way through the power of your attitude and your mindset. The answer lies in your hands. You have the power to choose. How you see the world is in the lens with which you see the world.

Tool #2 is that change takes place when it's intentional. “Wayne Dyer talks about the power of intention. Richard Boyatzis has designed the model of intentional change which is a 5 steps model designed to help you achieve your intention. It's very different from goal setting. Intention is where you combine your thoughts with your feelings, your mind with your heart and closing the gap between your ideal self and real self. Changing habits and making that change stick is what it's all about,” she said.

“You can choose your own way through the power of your attitude and your mindset. The answer lies in your hands”

Being at peace

Tool#3 concerns your values and your time said Rosemarie, citing Nir Eyal's book “Indistractable: How to Control Your Attention and Choose Your

To watch recording of Webinar

PLAY


<https://www.youtube.com/watch?v=Nn6piDT13k8>


Life.” Time is not a resource, he says. Instead, time management is about being at peace. We must accept that we can’t do everything. But who we really are is how we spend our time.

“So when you sit back and do a bit of time analysis about how you spend your time you find that you spend your time on things you value the most. If you didn’t value it you wouldn’t be spending your time on it. But if it’s not in keeping with your values then you’re spending your time on the wrong things.”

Resolving dis-equilibrated perceptions

Dr. John Demartini talks about personal vision and says that if you dedicate your life to something that really inspires you and serves others then

“Between the ages of 1 to 5 we have been programmed 85% mostly by our mothers, which resonates with International Women’s Day”

you’ll enjoy your life much more. The Demartini Method is a continuous thinking process and writing action repeated over a course of time that results in a resolution of dis-equilibrated perceptions; a reproducible science enabling individuals to discover the underlying order governing their apparent daily chaos.

Where you spend your time are your values. Dr. John Demartini does not believe that integrity and honesty and other such personal attributes are values. Your values are where you spend your time, and if we start realigning our values we will start attaining so much more out of our lives as we work exclusively on things which are priorities.

Afraid of success

People get distracted because they are afraid of being who they really are. “We are afraid of success. We are afraid of finding our voice and saying this is who I want to be and what I want to do. We all have a unique capability that the world is longing for if only we had the ability to bring it out and show it to the world.” Demartini says that God has given each one of us a billion dollars in intellectual

“We may be leading physically healthy lives, but are we leading a mentally healthy life “We must accept that we can’t do everything. But who we really are is how we spend our time” e?”

property rights. The only thing stopping us from accessing it is ourselves. “Setting up a positive mindset and looking at the world with a different lens will cause us to move forward.”

Mimicking adults

Rosemarie Fernandez said that psychological studies have shown that between the ages of 1 to 5 we have been programmed 85% mostly by our mothers, which resonates with International Women’s Day.

“We watch the adults and we mimic. Another 5% of the programming takes place by age 18 with the neighborhood, school and family contributing. By the time you finish college another 5% is added on and you become the person you are. But with the balance 5% you can change that entire programming to become whichever person you choose to be. You can undo the negative part of the programming.”

Our mind absorbs negative messages that cling to our minds like Velcro, she said, with the good things slipping away like Teflon. “To wipe out one negative message we need 11 positive messages. It’s not easy. We should use positive language since it opens us up to absorbing positive energy from the people around us.”

Every change is a process

Tool #5 was based on the insights provided by Michael Bungay Stanier who is the author of *The Coaching Habit* (1 million+ sold) & *How to Begin*. Stanier helps people be a force for change and says that the first answer is never really the real answer and we shouldn’t resist things. We need to be curious and ask more and not give up just because we are not hearing the right answer. Every change is a process. It isn’t instant coffee.

Personality isn’t permanent

Tool #6 involved Dr. Benjamin Hardy, an organizational psychologist, author, and the world’s leading expert on the application of the

Future Self science. He says ordinary people seek entertainment; extraordinary people seek education and learning. We do things not just for the fun of it but because we want to leave an impact.

Step out of your comfort zone

Personality isn’t permanent, it can be changed. Failure is not a person, only a situation which can be rectified in search of the right way. Try, try, try again, if at first you don’t succeed, try, try, and try again. Every day do something that is extra to your routine and over time the extras will accumulate and make you extraordinary.

When we stretch ourselves on a regular basis then we grow. “Step out of your comfort zone. Help people be the best version of themselves one step at a time is my mission in 2022. I’ve negotiated the highs and lows of life and today feel I’m the best version of myself by helping other people thrive, which is what I’m doing here today.”

Benjamin Hardy talks about brain dump and dumping it by journaling. “It’s not for others to see. Overcome anxiety and overwhelm. Gratitude journaling opens the floodgates of positivity from the universe.”

““To wipe out one negative message we need 11 positive messages. It’s not easy”

Just Do It!

Tool #6 involves the realization that just one tool’s application will enable quantum leaps in your life. So, like Nike says, “Just Do It!”

Courage to be seen and heard

Tool #7 has Brené Brown’s Atlas of the Heart as the anchor which is now streaming on HBO Max, a five-part series where she highlights the link between courage and vulnerability, which she describes as “having the courage to show up when you can’t control the outcome.” Vulnerability is not about winning or losing but having the courage to be seen and heard.

“Women were expected to be seen and not heard. I wanted to be a psychologist and was discouraged while being pushed by conventional thinking of getting married and raising a family. Today I am not married but do spend time in the kitchen with

cooking desi food my favourite hobby. Once you declare who you are and start living your true self people will support you. ‘Break down the bias’ is the theme this year for International women’s day. Show up as the best version of yourself.”

4 human endowments

Tool #8 comprised the iconic Steven Covey and the 7 habits of highly effective people. Rosemarie says that he was introduced to her in 1994 and she attended his 7 habits personally delivered by him. Encouraged by Jamil Janjua and to avoid IPR issues she did the 6.5 habits of highly effective women at the British Council.

Covey talks about the 4 human endowments that separate us from the animal world – independent will and the right to choose what we want to do at any given time is the first endowment. “I have to exercise this gift to stay unique and separate from the animal world. The moment you say “I Will” you become intentional and strong, and will get things done. When you say “I Can’t” you tell your will you cannot”;

Counter your scarcity mentality with abundance mentality

The second gift is that of creative imagination. “It’s infinite. You have to see it first. When you imagine it you can do it. Counter your scarcity mentality with an abundance mentality and everything starts flowing into your life. Abundance is not just about money, it’s about people and love and relationships;

The 3rd gift is that of your conscience. Follow your conscience. Let it be your director; the 4th gift is leaving a legacy. What are people saying about your words and deeds? People remember you for how you made them feel.

No pain, no gain

Tool #9 involves Peter Bregman who is recognized as the #1 executive coach in the world by Leading Global Coaches, and who coaches C-Level executives in many of the world’s premier organizations. “He helped me think about time, feelings and emotions. We want to be so strong that we hide our feelings. “18 Minutes” and

“Failure is not a person, only a situation which can be rectified in search of the right way”

“Leading with emotional courage” are books by him. He says if you are feeling anything you can do anything. If you’re willing to feel the pain to get to where you want then you can do anything. No pain, no gain. Life has pain. We pay the price. Let go and don’t cling.”

Eliminate negative energies

Tool #10 centers around Maria Nemeth’s book “mastering life’s energies” where she highlights the gift of gratitude and being appreciative through the elimination of negative energies. Author, Speaker, Master Coach for purpose-driven people, Founder & Director of the Academy for Coaching Excellence, Maria Nemeth, PhD, MCC offers purpose-driven people simple yet powerful tools for training our brains for success.

“26 pathways to light my way”

It’s our passion that ultimately dictates our destiny, says Rosemarie Fernandez whose new book “26 pathways to light my way” is coming out soon. “Trust is built one step at a time. Focus on what you can control and don’t lose faith.”

Secrets of human longevity

Bringing the webinar to a close Jamil Janjua, the CEO TCS Octara, enticed Rosemarie with an authentic Nihari and Halwa Puri breakfast on her next visit to Karachi, and made his own contribution to her toolkit, advocating Dan Buettner’s book “Thrive – Finding Happiness the Blue Zones Way” published in 2010. Buettner studied the secrets of human longevity in 25 people over 100 years old and listed economic freedom as being necessary for thriving and being happy along with high level of tolerance; avoiding long commutes; seeking out the right boss; upgrading your social network; marrying the right person; engaging in savings; avoiding television and cancelling the cable network; having a pet; meditating; growing a garden; taking sunlight; optimizing on sleep in a quiet and dark environment; finding a hobby; volunteering; and taking music lessons, amongst a host of others ■

Thank you Rosemarie Fernandez

Webinar Recording: 

<https://www.youtube.com/watch?v=Nn6piDT13k8>

Webinar reviewed by Adil Ahmad, Correspondent, TCS Octara.Com

NATURE Calling For ACTION STATIONS!



New Sheriff in Town

Senator Sherry Rehman has assumed the hot seat at the Climate Change Ministry as its federal minister, and says that we need to rethink our policies and coordinate our priorities quickly. She cites public awareness and community buy-in as crucial if we are to combat climate change as a nation (The News, 21st April, 2022). “We are not abandoning the tree plantation project. However, our policies need to be more than that if we are to improve the quality of our lives.”

The senator is working feverishly on a climate change policy for the Cabinet’s consideration and advocating strongly for a climate change council which will maximize policy communication, input and coordination amongst the provinces on what she flags as an existential risk to our country and its future.

Senator Sherry Rehman estimates the potential cost of climate inaction at \$3.8 Billion annually, and says that while Pakistan contributes just 6% of the world’s emissions it is consistently ranked amongst the most vulnerable countries to climate change.

“We as a society don’t really understand that Pakistan will be threatened by even deeper social instability than it faces today without a public plan that focuses on action. First and foremost a policy roadmap beyond planting trees is needed.”

The sheriff will need a very large posse to ride herd on a public left blissfully ignorant of the precipice on the edge of which it treads. There’s clearly a need for large scale deputizing.

“Marketing & Advertising fraternity can help change mindsets & break stereotypes”

Dr. Zeelaf Munir, Chairperson of the Pakistan Advertisers Society (PAS) and CEO/MD English Biscuit Manufacturers (EBM), hit the nail on the head at the 4th Effie Awards that were sponsored by Shan Foods and Unilever Pakistan with 600 invitees representing the creative communications genius of the country (The News 3rd April, 2022).

She emphasized the role that the marketing and advertising fraternity can play in changing mindsets and breaking stereotypes, and the pledges that companies can take for creating a more sustainable

environment.

“It is our responsibility to take on these challenges head-on and shape society for generations to come.” Clearly a public-private

“First and foremost a policy roadmap beyond planting trees is needed” – Senator Sherry Rehman, Federal Minister for Climate Change

partnership between the sheriff and the good doctor would do the nation a whole lot of good.

Climate billionaires needed

Meanwhile Imran Jan writing in the Express Tribune (27th March 2022) has presented an interesting twist to combating climate change. The existing batch of billionaires, he says, has largely come from internet entrepreneurship.

“If human beings are to survive on this planet in the next century then the next generation of billionaires had better come from climate entrepreneurship. Whoever comes up with that brilliant idea which will make people stay carbon free not out of a moral obligation but because it would mean more money in their pockets, would join the future list of billionaires.”



RAISE
AWARENESS



People do paperless billing not because it saves trees but because it means less clutter in their mailbox and easy search in their email instead of sifting through a ton of envelopes. If there is a system which will make carbon neutral life a more comfortable one then people will adopt it in a heartbeat.

“That is why the major help toward solving climate change could very well come from the very private and profit driven greed that created it in the first place. The Earth needs creative entrepreneurs who would not only think differently but make people do things differently without reminding them about morality.”

Plastic plague out-of-control

The newly appointed Climate Change Minister Senator Sherry Rehman has immediately banned the use of plastic bottles in the ministry, says a report in The News (23rd April, 2022). “There are no plastic bottles in daily use in my home or my Senate office. Let us lead by example,” the minister said in a series of tweets on Earth Day. “Save the planet by removing non-renewable plastic from your day, your life. Make the shift at your office, at your home.”

But is anyone listening to the minister? The usage of single-use plastic is a long standing problem in Pakistan, writes Sohail Akhtar in his Op-Ed piece in the Dawn (19th April, 2022) titled 'Plastic conundrum'. He estimates that 55 to 112 billion single-use plastic bags are used every year, and there are no signs of a waste management system.

"Single-use plastics now account for 40% of all plastic products manufactured each year, and plastic pollution is ubiquitous in practically every sector of the capital city, as it is in the rest of the country, no matter how posh a sector is." The most important

"The fact that the use of polythene bags is banned in Islamabad and not in Rawalpindi is another challenge"
– Pakistan Environment Protection Agency's (Pak-EPA) Deputy Director Research & Investigation Sadia Munawar

factor, he says, for stemming the use of disposable plastics was the public that voluntarily switched to more sustainable products such as cloth bags. Creating mass awareness on a war footing that plastics are bad for the environment is clearly the key. Dr. Zeelaf Munir, Chairperson of the Pakistan Advertisers Society (PAS), please note.

According to the Pakistan Environment Protection Agency's (Pak-EPA) Deputy Director Research & Investigation Sadia Munawar, the lack of awareness about the hazards of polythene bags to human health and the environment continued to be a major challenge (Dawn 7th April, 2022).

"The fact that the use of polythene bags is banned in Islamabad and not in Rawalpindi is another challenge," she says, lamenting alongside her department being understaffed with only one field assistant for the entire city trying to enforce the ban. She has put in a request for 18 field officers. Pak-EPA carries out raids with assistance from the district administration, often taking media personnel along.

Celebrating consumer advocacy

At 88 years young Ralph Nader is alive and well and still playing the game on the front foot. He is a high order consumer advocate and environmentalist, an American political activist, author, lecturer, and attorney noted for his involvement in consumer protection, environmentalism, and government reform causes. The

"It is our responsibility to take on these challenges head-on and shape society for generations to come"
– Dr. Zeelaf Munir, Chairperson Pakistan Advertisers Society (PAS) and CEO/MD English Biscuit Manufacturers (EBM)

son of Lebanese immigrants to the United States, Nader attended Princeton University and Harvard Law School. He has run for POTUS four times (Green Party 1996 & 2000; Reform Party 2004; and Independent 2008) obtaining no more than 2.74% of the popular vote but succeeding in highlighting underreported issues.

Ralph Nader appeared recently in The News Op-Ed pages (10th April, 2022) with a bare knuckled piece titled "Corporate Greed" in which he seems to have found a soul mate in US Senator Bernie Sanders, the chairman of the US Senate's Budget Committee. On 5th April 2022, writes Nader, Sanders charted uncensored terrain on corporate avarice with a lead witness, former Secretary of Labor Robert Reich who is now a professor at the University of California, Berkeley.

"Although the hearing covered bread and butter issues, the

**Billionaires
to invest
\$1 Billion
into Startups
to combat
Climate Change**



mainstream corporate media ignored it. Massive coverage of the war in Ukraine does not offend advertisers, while the corporate war on consumers directly involves corporate advertisers." Therein lay the problem 🌍

Column by Adil Ahmad, Correspondent, TCS Octara.Com

Lifelong Learning Tips

■ Don't make the mistake

of canceling your weekly staff meeting because your calendar's too full. If left to smolder, little issues that you can easily address in a weekly meeting will flare into bigger problems.

■ Save the travel checklists

you make prior to a business trip. Shortly, you'll have a fairly foolproof list to help you minimize stress and maximize effectiveness. —

■ Never open a telephone conversation with "I'm using the speakerphone."

Hope you don't mind." Use a speakerphone for conference calls and nothing else. In any other situation it's rude and impersonal. By putting a caller on speakerphone, you're implying that the person isn't important enough to warrant your full attention.

■ Ask "Why me?"

before you begin any task. Delegate anything that doesn't require your personal attention.

■ To speak more authoritatively,

Avoid certain words. Adverbs that are used for emphasis—"so," "such," "really" and "awfully"—can zap your authority. Which sounds more forceful: "It was a productive meeting" or "It was such a productive meeting"

■ If you have employees

for whom English is a second language, communicate important information both orally and in writing. Non-native speakers are often more skilled at reading and writing the language than conversation.

■ Motivate yourself to think, think and think again.

Follow IBM's lead: Before rushing to some-one else to help solve a problem, employees are asked to think about the problem three times. If, after three tries, the person is still in the dark, he can ask a co-worker for help.

■ Monitor new employees' progress

by meeting with them weekly to ask questions such as: "Do you have the resources you need to do your job?" "Is the job what you expected it to be?" "What more can we do for you?"

■ Make sure your co-workers want or need your assistance

before you step in to help. Overzealous office mates—even those with the best intentions—can create resentment when they involve themselves unnecessarily in their coworkers' business.

■ When giving a speech,

your posture has a major influence on the way your audience perceives you. When you stand and sit straight, they assume you are confident and credible. If you slouch or shift your weight from one leg to another, you seem hesitant and unsure of yourself.

■ Apply the "10-minute" e-mail rule:

If it takes you longer than 10 minutes to compose your message, it's probably too long. Messages that take more than 10 minutes to write are probably better suited to a memo, report or private meeting.

■ Develop weekly routines

that will make you more effective. Back up computer files every Friday, clean your in-box twice a day and meet with staff members every Monday morning.

■ Reform employees who consistently

show up late for meetings with this technique: Set up the room

- so that anyone who's tardy will have to squeeze past all of the other meeting attendees.

■ Nothing builds responsibility like giving responsibility.

All employees should be in charge of something they can handle as they see fit, as long as they get results. Ownership of even minor tasks can instill a sense of pride, dedication and commitment.

Extracted from Communication Briefings

*Eid
Al-Fitr
mubarak*

When the Moon of **Eid** arises it brings **happiness** and **excitement** with itself. May your life always stay filled with such amusing excitement and happiness.

On this happy occasion Team Octara wishes you and your loved ones a

HAPPY EID