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Dear Reader,

Here we are in your midst again even as the Kashmir issue gains intensity sending millions upon millions crashing below the poverty-line. May Allah keep us in His protection and urgently grant us all the good sense to throttle back, and learn to live in peace with dignity like good neighbors, ameen summa ameen.

In these very testing times we have the benefit of **Dr. Frank Peter's** presence in Pakistan on an issue of great relevance to Pakistan's integration into the global economy, that of digital transformation, and this time around he is focusing on finance professionals, and we carry his thoughts on the matter along with his article on business blogging as a well-established way of connecting with prospects and customers.

Uzma Chishti-GRP®, Octara's valued associate, has been prepping the HR professionals on the fine art and science of optimizing the employee-employer interface by ensuring the right person for the right job, and we carry a report on that.

Ron Kaufman, the celebrated international service guru and Octara's prestigious associate, is back in our folds with an incisive piece on service actions that start off a chain reaction. *"The next time you serve someone who is already in a good mood, just keep the good energy flowing,"* says Ron. *"And when someone shows up in a bad mood, step up with your service to shift the mood and solve the problem. Be the person who takes an action that starts a chain reaction."*

Dr. Tommy Weir, an equally prestigious associate of Octara's, has gone on record with his thoughts on getting lonely at the top. *"Your job is to steer the ship, instill confidence and drive results,"* he says. *"In the eyes of your employees and indeed the outside world, you are not expected—or even allowed—to have fears, complaints or insecurities of your own. You, after all, are the boss."* It makes for a very interesting, even riveting read, indeed.

Thank you for the pleasure of your company, and we do hope that you will give us at Octara the thumbs up, and join us as we strive to add value to the Pakistani workplace.

Thank you for letting us into your lives. 😊

JJ

Feedback: info@octara.com

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Adil Ahmad, Special Correspondent, octara.com

Octara seeks to expand its pool of Practitioner & Professional Trainers. Opportunities exist to partner with Pakistan's premier training & event management company - Octara
Write to: janjua05@gmail.com

DT for FinPros!

Pandering to FinTech in the Age of the Acronym!

Dr. Frank Peter was back in town on his third visit. "I do like Pakistan; I like the people here; I like the food here. I always have a good time and enjoy every visit." This time he had the finance professionals in the crosshairs of his digital transformation mandate which he describes as something not new.

"Ever since business has started since the beginning of time they have transformed and adapted to the new environment, and will continue to do so into the future as things change and develop even more. The digital part is also not something new although it's the new buzzword. Companies did transition from paper memos to email memos, from analog to digital.

"Consumers now have more choices by going online so companies are being forced to speed up their digital transformation process, and that is what's being referred to as the Industrial Revolution 4.0 with consumer demand going faster than it was before, and you ain't seen nothin' yet!"

Contrary to some belief one has more time now even though life appears to have speeded up in so many ways. "One can refrain from the mundane things that take up time and energy, like shopping for groceries which can now be ordered online. Recently I ordered detergents for my wife online. We don't have to drive to the mall, find parking and haul all that stuff, time and energy we can invest in something else which is more meaningful to us."

What about the element of mistrust and people not wanting to put their information out in the public domain? **"Everything that happens in the digital world is traceable. The trust issue becomes one of data protection and privacy. With Cambridge Analytica, Google and Facebook incidents people that the virtual world would take a hit, but it didn't."**

Dr. Frank Peter is the author of 'Digital Marketing Strategies for Decision Makers' and associate faculty at the Graduate Business School of the University of Utara in Malaysia, in addition to having 15 years of experience as keynote speaker at international conferences and corporate events. He is also a Certified Google Educator.

"Digitalization of the Company processes is not easy," Dr. Frank warned the finance professionals who assembled for the workshop representing a diverse array of industries both manufacturing and service, asking them to be prepared for a lack of management buy-in and a backlash from employees who struggle.

"Adjusting finance practices to a new world require a lot of restructuring and groundwork, and the main adversaries are human barriers like the ego, politics, fear and sabotage." Whether we like it or not digitalization as the way forward is clear if we want to be a part and parcel of an interconnected and interdependent global village, and Dr. Frank Peter is here to show us how to go about it ■

Report filed by **Adil Ahmad** (Correspondent)



Dr. Frank Peter, Ph.D. is International Expert & Speaker on Digital Marketing & Digital Transformation. He is Certified Google Educator and author of Digital Marketing Strategies for Decision Makers (Book is available at Amazon). He is exclusively working with Octara for his workshops in Pakistan.

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Business Blogging

– How to do it in 3 Steps

By Dr Frank Peter

Many business executives think that blogging is for individuals to share what they had for breakfast, or what they did on their holidays. This may have been true in the early days of blogging, but using this platform for a business to reach out is today a well-established way of connecting with prospects and customers.

Business Blogging itself is part of a social media marketing campaign. The main difference between a website and a blog is that the website is a one-way street - visitors can consume your content and that's it. A blog allows for a two-way street: visitors can consume your content and engage with it by leaving responses, just like a social media post. So why not just use social media?

Let's say you have put a lot of effort and money into establishing a community on i.e. Myspace (one of the earliest major social platforms, some may actually remember it...). Myspace as a social media platform went into oblivion, and so would have your effort in creating a community there. All the effort and money would have been wasted. Who can guarantee that other, currently popular platforms will be around in a year's time? Twitter has experienced a drop in accounts, Facebook is struggling to get young people to sign up, and so on. There is no guarantee that any effort you put into something that is popular today will be giving you benefits in the future. Simply put, I would not put a lot of effort and money into something that I cannot control.

Your business blog, on the other hand, is something you have full control over until the end of time. You set your own editorial guidelines, you can post in as many characters as you want, you post videos, images, infographics, etc., or a mix of it, as you see fit for your business. You are not reliant on other people's guidelines but set your own. Popular social media platforms will play a major role in getting your content out to the world, but they should not be your first priority.

Step 1

Setting up your Business Blog

The blogging platform of choice has to be WordPress. It's free, secure and there are more features available that you could possibly need. It's also the most userfriendly platform out there. If you know

how to write an article in MS Word you can handle a blog post in WordPress. You will need to get your IT people to set it up for you, everything after that you can do yourself without much technical knowledge.

The setting-up should be as a directory under your main domain, for example, www.domain.com/blog or www.domain.com/articles or whatever you fancy. This is a format that Google likes, so your posts have a higher chance of appearing in the Google search results. It should not be set-up as a subdomain, i.e. blog.domain.com, Google doesn't like this as much. Once your web person has set it up it's time to prepare content.

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Step 2

What to post on your Business Blog

The purpose of writing blog posts has to be clearly defined. As a business, your main purpose could be to increase website sales, or possibly to drive more sign-ups or registrations. It could also be to get people to use your website's contact form to get in touch for additional info. Be clear on what you are trying to achieve. Once you have identified the goal of your blog you then only post content that will help you achieve that goal. I wrote another post on that, please read it at this link: [Personal and Corporate Branding thru Social Media - the What and the Who](#).

In a nutshell, your posts need to be well written and highly informative. The purpose is to establish yourself as an authority in your field so that prospects and future customers start to trust you and your company, which will eventually lead to new business.

The next question is: how often should you post. As pointed out in the earlier post I referenced above, there is no such answer as 'once a day' or 'twice a week' or any time metric. The purpose of your blog is to establish credibility, hence you should only post if you have highly valuable content that will provide benefits (=answers) to your most important readers. If you have such content then post it, if you don't have valuable content then don't post. It is much worse to post shallow content then not posting at all. Shallow content will hurt your credibility more than not posting.

Step 2

Getting your Business Blog seen by Prospects and Customers

You may have written the best blog post in the entire world but if nobody sees it it's not worth anything. To get some eyeballs to view your posts there are three tactics that you can employ:

Search Engine Optimization (SEO)

The principle of SEO is to tell search engines, i.e. Google or Bing, what your blog content is all about. Once they know this they are able to feature it in their search results once a user searches for a related topic. Many books, blogs, and videos have been produced on how to do perfect SEO. While there are some technical tips and tricks to doing this, it all boils down to one thing. In the eyes of Google, is your content useful to a Google user who searches for answers related to the info you provide in your business blog post? That's it. If you write a quality post that provides value to a reader then Google will pick it up and feature it prominently. The days of 'tricking' Google into ranking your content are long over. Provide value, and Google will reward you with a good position in the search results. If you want to get a bit more technical, there are some added functionalities (= Plugins) for WordPress that will help. The plugin we use is Yoast SEO, although there is a bit of a learning curve to use this one for its full potential. An SEO plugin is nice to have but certainly not necessary in the beginning.



Social Media

Remember, earlier I said 'don't rely solely on social media to post your content'? That is still true, but popular social media platforms can play a vital role to get your blog posts in front of potential readers. The way we do it is to post an exciting image from the post (or a good video still in case of a video post) on the most appropriate social media platform, together with a very short but intriguing teaser.



The image is there to stop a social media user from scrolling through their timeline. If the image is good it will make the user stop scrolling and reading your text. This text should be short, no more than four lines in a social media post. The last part of your written text is a link to your blog post, something like "Want to know more? Click

here: [followed by your blog post link]. Not everybody will click, but the people who do automatically show an interest in your content, and those are the ones you try to reach.

Digital Advertising

Using SEO will take time - Google has to find your content, index it and present it to its users. This can take weeks. Social media 'teaser' postings have the disadvantage that your content competes with lots of other content on someone's timeline. It has also limited reach in terms of the number of eyeballs that to can attract organically. If you want to get many people fast to your new blog post you will need to spend some money. Advertising via Google Ads and i.e. Facebook ads will give you instant visitors. This works very well, but to do this cost-effectively it is necessary to learn how to do it best. You can easily spend a lot of money without getting the desired results.

Most digital advertising platforms allow your ads to be highly targeted. If done right only people who have an interest in your content will be seeing your ads. This cuts down on the numbers of wasted eyeballs and clicks that you otherwise would have to pay for. The best practices for this are too complex to be covered in this post. A good starting point is Google's own educational section here: [Google Ads Support](#). If you prefer a faster and more direct way to learn about online advertising, I can train you and your colleagues on how to start out with the best practices. If you prefer some help and guidance on how to get started please contact me here at our [Contact Form](#) for a no-obligation chat ■



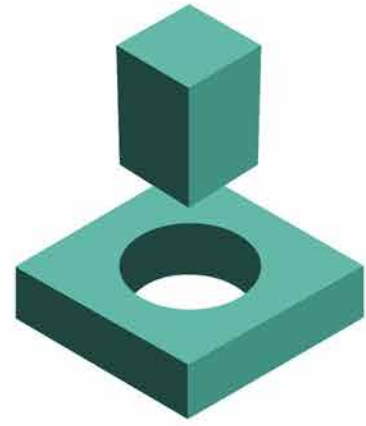
Source: <https://drfrankpeter.com/social-media/business-blogging-how-to-do-it-in-3-steps>



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HR professionals, head hunters, recruiters and hiring managers occupy a pivotal position in the development of any system's human resource, and human resource development in a degraded employment era is a key concern of decision makers today around the world, and increasingly so in Pakistan.

"Managers and recruiters interviewing candidates for jobs often fail because they are either using yesterday's strategies or no strategies at all," says Uzma Chishti, Octara's Course facilitator who is a Certified Change Management Professional, Certified Global Remuneration Professional, Certified Job Evaluator on Hays Methodology, Certified SAP HCM Power User and Certified Trainer.

"Recruiting methodologies have become more sophisticated, and the best employers are constantly changing the way potential employees are being assessed. Everyone needs that Strategic Advantage."

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Report filed by **Adil Ahmad** (Correspondent)



Uzma Chishti is a Certified Global Remuneration Professional in Pakistan. She works as HR Consultant, Advisor & Corporate Trainer. Also a Certified Job Evaluator & Change Management Professional with 20 years of diversified corporate experience. She is working with Octara for workshops in Pakistan.

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Take a Service Action that Starts a Chain Reaction



By Ron Kaufman

*A*s service providers, we go to work each day and think about the customers and colleagues we serve. We listen, ask questions, and try to understand. Then we take action to answer questions, solve problems, and satisfy needs.

When we succeed the result is a satisfied customer, which can be satisfying for a service provider, too. A customer's smile makes you feel better. A colleague's appreciation feels good, too. You might even earn a compliment in person or online – a win-win for both parties. It's a two-way street: your positive attitude and action comes back to you.

But what about when customers and colleagues are in bad moods, impatient or angry, or even hurling accusations? When that happens you need to work harder. You have shift their mood and solve their problems, put a smile back on their face and answer their questions.

This is more challenging, but can also be more satisfying to achieve. Why? Because the good feelings you create will keep on going. Because the next person they meet won't bear the brunt of a bad mood. Your positive service action becomes a chain reaction.

For example: a customer calls you in an angry mood and lets you know how frustrated they are with a problem. Before you tackle the problem, you take time to acknowledge their feelings, listen to all they have to say, and show genuine empathy for their situation. After your patience solves the mood problem, then you go to work on their other problems. Your customer leaves with both problems solved, and the next person your customer meets feels the difference.

For example, a colleague comes to you in a huff and in a hurry. Instead than asking them to calm down, you speed up and say "I can see this really matters to you. Let me do everything I can to get this done quickly." Your colleague sees you working top-speed and their anxiety settles down, and the next person your colleague serves feels the difference.

What if everyone embraced this point of view? What if our measure of success was not just doing our job and getting things done, but working right through the person we are serving now to touch the very next person they meet?

Surely this is a bigger task than is written in your job description. And it's not likely to be captured in your KPIs or your bonus plan. Then, if

it's not mandatory or measured, why put in this extra effort? Why should you care about the next person your customer or colleague sees, or says hello to, or serves? The answer to this question is simple: at some point, the next person down the line is YOU.

So the next time you serve someone who is already in a good mood, just keep the good energy flowing. And when someone shows up in

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Source: www.upliftingservice.com/blog/take-a-service-action-that-starts-a-chain-reaction



Ron Kaufman is the globally recognized Service Guru, Author of New York Times bestseller book, and Founder of U! Your Service. He is exclusively working with Octara for his workshops in Pakistan since 2012.

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It's Lonely at the Top

By Dr. Tommy Weir

*I*n a whirlwind of social media, employee empowerment and #MeToo movements, leaders now find themselves under more scrutiny than ever. Of course, that is unequivocally a great thing. Business leaders should lead by example, they should be held to account and they should act with integrity and transparency. The trouble is, in the campaign to stand up for the “little guy,” protect the public interest, and raise standards in the workplace, we are in danger of forgetting that leaders are people too.

At almost every stage in the organizational food chain, people and policies are in place to protect the physical and emotional wellbeing of employees, but it can be very lonely at the top. It's ironic really: it is only at the highest heights of the tree, where the drop down is at its very longest, that the safety net gets whipped out from underfoot. As a leader, you are simply expected to cope. Your job is to steer the ship, instill confidence and drive results. In the eyes of your employees and indeed the outside world, you are not expected—or even allowed—to have fears, complaints or insecurities of your own. You, after all, are the boss.

The chances are, when doubt or negative emotions do creep in, you manage them with skill and poise. Of course you do; it's that kind of ability that has enabled you to navigate your way to a position of power, and that enables you to handle the crises big and small that periodically threaten to disrupt the internal workings at your firm.

But what happens when you're thrown a curve ball, not from a disgruntled employee or an operational hiccup, but from an external challenge that threatens your personal privacy, your integrity or—God forbid—your feelings? What happens when social media strikes? Or, as was recently the case with Twitter CEO and co-founder, Jack Dorsey, your social media is struck?

On August 30, Dorsey's own Twitter account was hacked by a group that refers to itself the Chuckle Squad. Within minutes, Twitter's finest were onto it, but the hackers still had a window of opportunity to fire off a string of racist and antisemitic tweets from the CEO's account, to his 3.9 million followers around the world. Within two hours, the company reported that Dorsey's account was secure once more and that no breaches had occurred across Twitter's systems.

Through the investigation that followed, it emerged that the phone number associated with Jack Dorsey's account had been compromised, allowing the Chuckle Squad hackers to send out tweets using the good old-fashioned text message. As far as the outside world was concerned, it was case closed, but has anyone spared a thought for Mr. Dorsey?

Without doubt, the incident was a huge embarrassment for the Twitter CEO, as global media outlets have been keen to point out. But not once (to my knowledge) has a commentator referred to the incident as harassment or aggression. Now I might be wrong, but I can't help but wonder whether that's because he is a successful business leader—that curious breed of human regarded by so many as void of emotion and immune to the effects of personal external attack.

Leaders do enjoy certain privileges—power, respect, wealth, a voice—but when it comes to deliberate acts against them designed to embarrass or harass, they often find themselves at a clear disadvantage compared to the average man on the street.

Until perspectives change and the world wakes up to the fact that business leaders are just people like everyone else, leaders will continue to be expected to do what they do best: keep calm and carry on. With no support available from above and often little sympathy from below, what else can they do?

Employees like to know that their leader is strong and stable, but wouldn't they like to know that they are human too? Sadly, the reality on the ground suggests maybe not ■

Source: www.linkedin.com/pulse/its-lonely-top-tommy-weir/



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

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









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Farewell to Fellow Comrades



Naveed Rahim

Deputy Manager, Business Development

Jason Bosco D'souza

Senior Manager, Business Support

Wishing you success with your future endeavours

...You will be missed!

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