



# octara.com

e-Newsletter | November 2019 | Issue - 8



**Jamil Janjua,**  
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*Dear Reader,*

An approach that celebrates a purely for profit paradigm in search for maximum shareholder gratification, it now transpires, can no longer be driven exclusively by bottom-line pursuits that exclude the human factor and deny the role of care, compassion and empathy in the attainment of sustainable success. That is the finding which emerges from a detailed study of Emotional Intelligence and its Quotient that has increasingly replaced the long standing emphasis on the Intelligence Quotient when measuring the human capacity to excel. John Bentley, Octara's treasured associate, is an authority on the subject and has visited our shores on several occasions, including most recently when he imparted his learning to a select group of corporate warriors in search of competitive advantage, and we carry our lead story dedicated to this vital issue in the world today as we grapple with the rat race in a bid to make it more humane. Alongside we carry a short report on John Bentley's engagement with the troops at Greenstar Social Marketing (Guarantee) Limited, and we look forward to conducting many more in-house sessions across the corporate and government landscape in the days and months ahead.

On a somewhat related issue we carry the thoughts of another prestigious Octara international associate Dr. Tommy Weir who dwells on the consumer psychology that affects our brand choices, and how would we choose in the absence of brand logos that turn us into 'two-legged billboards'. Do we 'brand up' to impress others, or do we choose a brand to please ourselves? Hefty questions the answers to which would reveal a great deal about ourselves.

In an interesting exercise Octara looks back at 2010 when its distinguished corporate trainers Baseer Sami, Hassan Bin Rizwan, Ramiz Allawala (Late), Saadi Insha and Sualeha Bhatti fielded a long list of questions and prompted them to highlight their concerns and offer advice on how to improve upon the Training offerings. We share those priceless insights that remain as pertinent today as a decade ago.

Our Octara Calendar is loaded, as usual, with a range of priceless learning to be had from our Associates brimful with hands-on experience on the world stage backed up by case studies that offer invaluable peeks into the manner in which the global titans of trade, commerce and industry operate. More than the brave, the future belongs to the prepared. Happy hunting!

Thank you for letting us into your lives. 😊

*Editorial Compiled by Adil Ahmad,*  
*Special Correspondent, octara.com*

Feedback: info@octara.com

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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



# MIND GAMES! Being Smart With Feelings

## “Emotional Intelligence Imperative for Leadership Excellence” – John Bentley



he world has turned into a most unkind place, and the value systems that enabled the blossoming of great civilizations, if not empires, has taken a hit in the face of an all-pervasive, selfish, me-first culture that celebrates instant gratification and individualism to the great detriment of collaborative effort that requires empathy as a central tenet. John Bentley, a valued Octara international associate, was in town to conduct workshops on Emotional Intelligence which he describes as the most underrated but most important aspect of success and business performance there is today. “I am so grateful to come to Pakistan and share this message.”

John Bentley is the Managing Director of PowerBase Consulting based in Dubai, and says most managers have high levels of expertise on the technical side of their work, but significantly fewer have substantial training in the human side of their jobs, which is dealing with people. “This becomes vital when we consider that 80 to 85 percent of decisions are based on emotions.”





There has been a downward plunge in our ability to collaborate and a steep rise in stress levels, says John. "This finding is the result of research done by Six Seconds and others, and what they have found is exactly that. Emotional Intelligence, actually, is decreasing in the world; compassion is decreasing in the world. We want to rescue that situation, and that is why what we're doing is so important. We want to try our best to slow it down and turn it around if we can." Six Seconds is a California-based international non-profit organization founded in 1997 and dedicated to the awareness of emotional intelligence or emotional quotient.

This is also happening because of the influence of technology, fast pace of life and the fact that change is so rapid. "All of this is causing stress, high levels of stress, and we have to manage that stress under difficult situations sometimes, and that is what emotional intelligence is all about and why it is so important."

John has lead teams in Europe, the Middle East and Africa for multinational companies like IBM, Hitachi Data Systems and Hewlett Packard. He blends his extensive commercial experience with a passion for developing leaders and teams, and believes that Emotional Intelligence is critical for sustainable success, and this theme runs through his workshop and coaching program.

Emotional Intelligence (EI) is defined as the capacity to get optimal results from one's relationship with oneself and others, and includes awareness, intentionality, and self-direction. Relationships are at the core of success, especially in times of challenge and change, and EQ is the science behind powerful and healthy relationships. EQ is not the triumph of heart over the head, but a unique intersection of both which effectively blends thinking and feeling to make optimal decisions.



Daniel Goldman is credited with bringing EQ to the fore through his 1995 bestselling book "Emotional Intelligence; Why It Can Matter More Than IQ." It's a scientifically validated function of the human brain to process and utilize emotional information, a case of 'being smart with feelings'. It predates itself on the premise that an organization's people are its key differentiators rather than its property or processes, and that the emotional skills of its people have a profound effect on the relationship between the organization and its customers. Emotions drive people and it is the people who drive performance ■

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



John Bentley believes that EI is critical for sustainable success. He is working exclusively with Octara for his workshops in Pakistan.

For Inquiries, [info@octara.com](mailto:info@octara.com)

## In-house session by John Bentley for Greenstar

Home
My Network
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Messaging
Notifications

**Greenstar Social Marketing (Guarantee) Limited**  
522 followers  
2d • Edited • Anyone

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"There is no thinking without feeling and no feeling without thinking." — Karen McCown

The most desired cognitive skill today is Emotional Intelligence. The importance of EI increases by many folds when it comes to organization's leaders. Leaders who are responsible for moving themselves, their teams and their organizations forward. Greenstar Social Marketing arranged a workshop on Emotional Intelligence for Leadership Excellence facilitated by Octara – A TCS Company for its Senior Management. The workshop was conducted by John Bentley, an International Trainer.  
#Greenstar #EmotionalIntelligence #2019

15
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Octara is a regular receipt of feedback from its workshop participants. In April 2010, OCTARA went in search of feedback from its corporate trainers to identify ways and means to improve the Training offerings. Baseer Sami, Hassan Bin Rizwan, Ramiz Allawala (Late), Saadi Insha and Sualeha Bhatti fielded a long list of questions that highlighted their concerns and the way look forward.

## Looking back to their views of 2010, Today in 2019. WHAT HAS CHANGED?

Octara looks forward to hear your comments on this. Write to [info@octara.com](mailto:info@octara.com)

# Octara Trainers Hold Forth!



**BASEER**



**HASSAN**



**RAMIZ**



**SAADI**



**SUALEHA**

## Intro of Corporate Trainers

### Baseer Sami's

specialization has been to study human behaviour and find out the best ways to improve its efficiency. **Positive Attitude, Emotional Intelligence, Selling strategies, Leadership, Change Management, Conflict Management, Communication Skills, Teamwork** are few of the areas he has worked in. He has trained around 4500 executives who were entry level executives, middle managers and directors. He has also coached CEOs and Directors in Leadership style. He is researching and writing a book called **"Peace of Mind"**. Baseer Sami is a Northwestern University graduate.

### Hassan Bin Rizwan

is an entrepreneur, management consultant and conference leader with detailed professional experience in management consultancy and HR training both in the U.S. & Pakistan. He specializes in **Organizational Communication, Sales Training and Management Development**. From his unique experience of working with the U.S. military, Hassan brings in an unorthodox yet highly appropriate approach to organizational development and performance improvement.

### Sualeha Bhatti

Chief Consultant and CEO of Winning Edge is one of Pakistan's leading names in the field of training and development. She hold a master's degree in Business

Administration from UK and has the had the privilege of interacting with and learning from some of the best known names in this field such as **Tom Peters, Robert Holding, Robert Benninga, and Ron Kaufman**. She has worked in a number of industries before venturing in the field of training and consultancy. Her practical experience ranges from trading companies to manufacturing and from hospitality to pharmaceutical industries.

### Ramiz Allawala (Late)

consulted and trained widely on **Sales Coaching, Team – Performance and Leadership** for hyper-growth organizations. After running businesses in USA and Pakistan, he had founded Gulfstone Training which highly influenced new thoughts and approaches getting introduced to business training and changing managerial performance.

**We Miss Him! and remember him by dedicating all Leadership Acceleration Program with his name.**

### Saadi Insha

is passionate about helping people reach their highest potential and become their best. Corporate participants throughout Pakistan have described his workshops as **'Superb', 'Inspirational', 'Thought Provoking' And 'Outstanding'**. He packs his trainings with rich, result oriented content, engaging activities and topical humor and is known for communicating with a zest and energy that is highly contagious.

**octara.com:**

What is the best that could happen to the training industry in 2010?

**Hassan:** A sudden boost in the economy, new job creation and requirement for increased productivity and new skills.

**Ramiz:** For companies to realize that when the economy is under pressure only highly trained and evolved leaders and managers can build capabilities to pull companies out of financial binds. So invest more in training and not less.

**Sualeha:** Increased realization amongst local companies of the value of training as an investment. Increase the size of the training market.

**octara.com:**

Are there any particular training niches that need to be filled?

**Hassan:** Dire need for training in sales and customer service. Sales drive the company forward and customer services bring the customers along.

**Ramiz:** Strategic thinking, scenario planning, mediation/conflict resolution, and authentic leadership

**Sualeha:** Very few training programs with strong content focused in specialized areas are being offered. We have a lot of soft skills trainers but not enough who address basic competencies.

**octara.com:**

What are the greatest challenges of a trainer?

**Baseer:** To come down to the level of the participants and transfer the message in a very effective manner.

**Hassan:** To meet the needs of the three major stakeholders: the HR team, the participants and the participants' line managers

**Ramiz:** Getting participants to look inwards, to reflect and to see their true selves without defensiveness.

**Saadi:** Designing and facilitating training that delivers results. Grasping and maintaining trainees' attention and interest with the right blend of content and activities that meet the training objectives is a huge and exciting challenge.

**Sualeha:** To constantly reinvent themselves, and stay ahead of the game, and develop new and original programs.

**octara.com:**

In what ways does training help managers improve?

**Baseer:** Managers realize the importance of positive feedback, delegation, coaching, encouragement and appreciation.

**Hassan:** All training interventions must at the end of the day improve personal and/or team productivity.

**Ramiz:** Builds awareness, imparts skills, encourages experimentation, and creates confidence leading to integrity and competence.

**Saadi:** Effective training removes knowledge, skill and attitudinal gaps, builds critical competencies, and (with the right blend of motivation) inspires participants to become their best.

**Sualeha:** It helps broaden a manager's perspective by introducing them to new ideas and ways of doing things. The real value of training becomes apparent when faced with a challenge or problem.

**octara.com:**

What are you passionate about?

**Baseer:** My passion is to bring a positive change in our society through people. The best channel in our society is the corporate world which is more receptive to change and new ideas.

**Hassan:** Making a difference - changing perception - improving performance and modifying attitude

**Ramiz:** Achievement, knowledge and understanding, and peace.

**Saadi:** Unlocking the power & potential that lies dormant within all of us! I truly believe that most of us are living our lives being much less than what we can be.

**Sualeha:** I am passionate about designing programs which engage the hearts and minds of the participants.

**octara.com:**

What makes you different from other trainers?

**Baseer:** Presently I am writing a book called Success and Peace of Mind. The strategy we use is simply to approach successful people from different walks of life and ask them one question: "Define success and share your experiences with us"? We use such experiences in our book and in our workshops. Hence our workshops become more practical.

**Hassan:** I want to focus more on 'what happens after the training'. I think most trainers tend to look at the training intervention as an 'event' - I want to look at it as a 'process'.

**Ramiz:** Nothing.

**Saadi:** Instead of overloading participants with content or focusing merely on 'fun and games', my approach is to balance the two.

**Sualeha:** My understanding of manufacturing processes, having worked in manufacturing companies and assisted various companies in Pakistan and Sri Lanka in their Continuous Improvement projects, is an edge over many other trainers.

**octara.com:**

What other training issues you have observed that need immediate attention from the corporate sector?

**Hassan:** I think one of the major issues with training in organizations is lack of clarity on the part of HR as to 'why' the training is needed. Most training requirements come from appraisals; I think that's inherently flawed. Training requirements should come from the functions, and the initiator should also consider 'why they want the training' and 'how they will measure the impact of training'

**Ramiz:** Closing the power gap between senior management and lower level employees. Eliminate bossy culture. And address office politics.

**Sualeha:** Just relying on TNA conducted by the line managers to develop the training plan is a major issue. Training is not being driven by HR in many companies, they are merely service providers. Instead of analyzing the gap between existing and expected performance levels, the TNA simply mentions a list of training programs the manager suggests for each person and their repertoire is extremely limited.

**octara.com:**

How do you categorize your training style? **Baseer:** Participants have rated me as energetic and very interactive. I guess I will go with that.

**Hassan:** Participative

**Ramiz:** Demanding and tough, yet informal. Content driven. Needs specific.

**Saadi:** Informal, inspirational, engaging and fun. I believe in facilitating learning and providing 'edutainment'.

**Sualeha:** My ability to conduct content rich training while maintaining an environment of fun is one of the main reasons clients engage me.

**octara.com:**

Has the recession impacted upon the training scene?

**Baseer:** Yes recession obviously hit the UAE and Pakistani markets in 2009. Only recently both markets have picked up well. It has become more difficult for new comers to enter the training scene.

**Hassan:** Yes, of course.

**Ramiz:** Yes, getting more business. Smart clients are using this downtime to prepare for the next uptick.

**Saadi:** Surveys and industry reports from the US and UK suggest that the recession has impacted the training scene there. It may have had some impact here as well but my own personal experience working with some of the leading organizations in Pakistan has been otherwise.

**Sualeha:** Yes it impacted the industry a lot in 2009. However, in 2010 things have really improved as companies realize that putting a hold on trainings is not the way to move ahead in current economic conditions.

**octara.com:**

Do you feel threatened by international trainers; influx of young trainers in the market? If yes/no, why?

**Baseer:** Even in these tough times, training market is huge. Hence if there were multiple new trainers, there will be good business for everyone provided they are good.

**Hassan:** I don't feel threatened at all. I believe competition only brings out the best in you. What concerns me is the reputation that 'training' will earn if people don't deliver value.

**Ramiz:** No. I thrive on competition. Without a number 2, you can't be a number 1. The better your competitor, the better your game gets. The worse your competitor, the worse your game gets.

**Saadi:** No, as in any other industry, the market filters out the average and mediocre leaving the top slots for the very best. As for local vs. foreign trainers, having attended quite a few workshops from both, I can honestly

tell you that our best trainers are second to none.

**Sualeha:** No I don't feel threatened at all. I always focus on myself and let others run their own race. The international trainers bring in a new flavour and most of them bring in new concepts and techniques which is a good thing. After nearly 18 years in this field if I was still threatened by the young trainers then there would be something very wrong with me.

**octara.com:**

What is your advice to participants before they come for training?

**Baseer:** Please google and read a few workshop related articles before coming to the workshop.

**Hassan:** Come with questions about the subject or topic.

**Ramiz:** Do some homework on the topic and ask yourself what do I really want to get out of this and how do I communicate a very clear objective to the trainer? And predict what difficulties you will face in applying the learning.

**Saadi:** Make sure it is relevant, familiarize yourself with the program contents and note relevant questions that you need answered and specific skills you wish to enhance. In short, get interested, get involved and plan to make the most of the opportunity.

**Sualeha:** Come with an open mind not just regarding the content but also the trainers. Each trainer has their own style. Compare the outcome of the session if you must, not their delivery styles. Ask your manager or the training department what the objective of the session is beforehand, so that you know how your participation will help your own goals.

**octara.com:**

What frustrates you most during a training session?

**Baseer:** I Thank God nothing frustrates me. This is my passion. I love every bit of it.

**Hassan:** When there are too many people who don't want to be there.

**Ramiz:** Participants' insistence on fun and games. Boys and girls want to have fun. Men and women work. Simple distinction.

**Saadi:** I wish managers of trainees would let them concentrate on what is being taught by not calling them on their cell phones or pulling them away from the session. This is an issue that we sometimes face mostly during in-house programs held at clients' premises.

**Sualeha:** When participants go out to take urgent calls it is extremely annoying. My biggest frustration is when the observers (usually from HR or Training) start pointing out people who are quiet and urge me to 'involve' them at the outset by asking direct questions. A good trainer knows how to engage the most unresponsive participants.

**octara.com:**

What gives you more satisfaction during and after training?

**Baseer:** Transfer of workshop lessons through both physical and mental activity gives me a lot of satisfaction while the session is going on.

**Hassan:** Participants' response and interaction.

**Ramiz:** The 'aha!' moments. The self discovery. The new options opening up. Going from zero to hero.

**Saadi:** I love the energy, excitement, dialogue, fun, the 'aha' moments - everything really that happens in the training room.

**Sualeha:** When during a session a participant suddenly makes a connection between the learning and their current situation, their expression changes, and to see that is very satisfying during a session. When I meet someone years later, and he or she tells me that they still remember the session, nothing can beat that.

**octara.com:**

Where do you see the corporate sector setting its focus in the days of post-recession?

**Hassan:** I don't think we are post-recession yet. While technically Pakistan wasn't ever in recession but our economy has been stagnant for almost three years now. Corporate sector should focus on sales.



**Ramiz:** Innovation, customer services, investment in enabling technologies.

**Sualeha:** Finding ways of getting more done with less, i.e. better base line results through efficient processes and effective people.

**octara.com:**

What do you sense is the core concern and focus of the corporate sector?

**Hassan:** I think right now the core concern is right-sizing, streamlining, cutting cost and improving productivity.

**Ramiz:** ROI, ROI, ROI.

**Sualeha:** Due to recession many people lost their jobs and the headcounts for companies is not going to rise much this year as well. This means that their people have to be better at multi-tasking and handling increased work pressures.

**octara.com:**

How do you rate the job prospects for HR graduates?

**Baseer:** GOLD MINE!

**Hassan:** Great in the long term but mildly positive in the short run.

**Ramiz:** Excellent. Everything in restaurant industry is location, location, location. In business it's people, people, people.

**Sualeha:** The job market will improve only if more companies especially local firms start developing their HR functions.

**octara.com:**

Would you encourage more trainers/young people to come into this arena? If yes what preparation or qualification should they have?

**Baseer:** My advice to the potential trainers will be to please enter into this field ONLY if this happens be your passion. This will give you a consistent and a long term career.

**Hassan:** Yes, learning and development is a great area. My advice is to pick a subject where you are an expert (through knowledge and/or experience), and then work on your presentation skills.

**Ramiz:** Have a big heart and a hunger to learn everything. Being a story teller helps. Learn to connect the dots and pull from every discipline. Being able to draw stick figures and symbols helps too.

**Saadi:** I always encourage young people to become trainers if they have the desire, talent and persistence. Some youngsters are merely fascinated with the 'glamorous' side of being a trainer and erroneously think that all it takes to become one is the ability to 'talk well' in front of an audience. To paraphrase something I read a little while back - you can impress them for five minutes but after that you better know something!

**Sualeha:** Yes, I would encourage them, but they must have work experience before entering this field. It looks glamorous but it's very hard work. They must be ready to put in a lot of hours in research, design and preparation before delivering. Just having good presentation skills does not make a good trainer. The ability to give all of yourself i.e. your mental, emotional and physical energy to your participants, and forgetting the world outside the training room for those 8 hours makes a good trainer.

**octara.com:**

What is the single largest concern for a participant during training? How do you ensure you engage him or her during the training session?

**Baseer:** The largest concern for a participant during a session is not to SLEEP! And our theme is to keep them energized throughout.

**Hassan:** Relevance is their biggest concern. How does the content/subject relate to my everyday job? I try to address this concern by engaging them in conversations and activities that relate to their work environment.

**Ramiz:** Every participant thinks, how do I apply this? How relevant is this? I stay focused on the relevancy and applicability of the training otherwise I send them home and I hit the beach, surf and wonder where I screwed up.

**Sualeha:** Perhaps the most common concern for participants is that even if they understand the value of the skills being taught, they are not sure whether they will be able to apply them at work. I try and teach most of the skills through their own work related examples and try to show them how they can practically apply these learning at work.

**octara.com:**

How do you go about creating a learning environment in your training session?

**Baseer:** We have short workshop related videos, games, activities, discussions and role plays.

**Hassan:** Well that's a secret (chuckles) but on a serious note, I attempt to engage. A little bit of probing, a little bit of open-ended questions. This always works.

**Ramiz:** By getting to the needs of each participant, connecting heart to heart, revealing my vulnerabilities and weaknesses, in short, by being human.

**Sualeha:** By ensuring the session is non-threatening, non-judgmental, and using multiple training techniques which activate each of the 7 Intelligences, varying the speed, understanding the Break Rest Activity Cycle all helps in creating a learning environment.

**octara.com:**

What are your experiences while working with Octara?

**Baseer:** Presently I am working with companies in Pakistan, Dubai, Oman, Bahrain and I have found Octara to be the best marketing company so far. Octara has done a wonderful work in public workshops and have recently started in-house workshops as well. I am very confident they will prove themselves in in-house category as well. I will rate them as EXCELLENT in marketing.

**Hassan:** Octara is a fun team to work with. They have noble intentions and take their work seriously. They do a great job on training events. They could begin to move toward training projects – complete end-to-end learning & development solutions.

**Ramiz:** Excellent learning curve, open to criticism and feed back.

**Saadi:** I've been working with Octara for quite some time now and have found them to be a closely knit team of talented individuals. They are very supportive, accommodating, willing to try on and introduce new things and always eager for improvement. In addition to arranging quality public workshops Octara is now increasingly providing customized in-house learning solutions to a rapidly growing list of corporate clients. This calls for further strengthening their team and organizing themselves accordingly.

**Sualeha:** Overall experience good. You take away a lot of the pressure from the trainer to sell so that they can focus on design and delivery. You are also good at ensuring that the trainers get paid as soon as possible.

**octara.com:**

Thank you very much!

# The Importance of Corporate Training for Business

In the current economic climate, many companies find training and development opportunities to be too expensive and decide against paying out. However, corporate training is highly beneficial to both organisation and individual employees; the ample benefits make the cost and time invested in training truly worthwhile.

Here are 8 ways corporate training could help your business:

## 1. Increased Performance

74% of employees feel they aren't reaching their full potential due to a lack of development opportunities. Corporate training addresses weaknesses and strengthens existing talents. Employees who have received sufficient training see improved skills, greater competency and increased confidence in their abilities. These employees are therefore able to perform better in their job and produce a higher standard of work.

## 2. Increased Productivity

Companies that invest in corporate training have 37% higher productivity than those that don't. Employees who are good at their jobs are capable of completing work efficiently and are likely to get more done than those who are struggling. The increased confidence achieved through training also results in a greater sense of enthusiasm and translates directly into increased productivity.

## 3. Improved Morale & Motivation

There is currently a huge disengagement crisis in the workplace and job satisfaction has hit an all-time low. 1 in 3 people are disengaged at work. Companies who invest in training, create a supportive environment to work in and show their employees that they are valued. 65% of employees say that training and development positively affects their attitude. Feeling appreciated, helps employees to feel more satisfaction towards their jobs resulting in higher morale and motivation.

## 4. Increased Employee Retention

40% of employees with poor training leave their job within the first year of employment whereas only 12% of employees

who say their company has excellent training opportunities want to leave their job. The provision of corporate training has a direct impact on employee retention and can reduce the costs of recruitment.

## 5. Better Leadership & Decision Making

There are many different types of corporate training but training which caters for leaders is particularly beneficial to a business. Leadership training works to improve the skills of managers, and senior level staff and results in better decision making and informed and intelligent strategies to power the business.

## 6. Improved Company Reputation – attract top talent

A convincing and effective corporate training strategy helps your business to build a good reputation and strong employer brand. Training is often seen as an additional employee benefit and helps to attract top talent to the business. Companies who invest in training and development are attractive to ambitious candidates who seek to improve their skills and progress within their field of work.

## 7. Increased Innovation & Creativity

Continuous training and upskilling of employees can encourage the circulation of new ideas, collaboration and creativity and result in increased innovation.

## 8. Increased Revenue

Companies that invest in training have 21% higher income per employee. When you consider all of the other benefits that corporate training offers a business, all essentially resulting in increased efficiency, it is not hard to see how these can result in increased revenue.



Source: <https://www.workingvoices.com/importance-corporate-training-business/>

# How to Stay Positive at Work

## Express Gratitude

Thinking about the good in your life can help balance negativity. Give your brain extra time to register and remember a positive experience or idea.



## Positive Affirmations

The more a message is heard, the more likely it is to be believed. By repeating a message the brain starts to believe it.



## Deep Breaths and Stretching

Stretching allows blood flow, improving circulation. While deep breaths bring oxygen to the brain, enhancing its performance.



## Ask for Help

Don't let pride in the way of making your work life more positive. Get as much help and support as you can.



## Avoid Gossip

If invited to get involved in office gossip, do not engage. Getting involved will most likely cause tension and anxiety, not to mention how poorly it reflects upon you as a person.







# Leader Acceleration Programs ...only from Octara!!!

**A LEADER ACCELERATION PROGRAM**  
...only from Octara!!!

**Certificate in Maintenance PLANNING**

Superior Maintenance Tactics to deliver Uninterrupted Operations

November 4-5, 2019 - Karachi | 9:30 am - 5:00 pm

**3-Day Practical Program.**

**Certificate in Reliability Centered Maintenance**

November 6-7&8, 2019 - Karachi | 9:30 am - 5:00 pm

**A LEADER ACCELERATION PROGRAM**  
...only from Octara!!!

**21 EFFECTIVE SELLING TECHNIQUES**

How to close more deals?

November 6, 2019 | Marriott Hotel - Karachi | 9:30 am - 5:00 pm

**21 Effective Brainstorming Techniques**

HOW TO GET BETTER IDEAS IN LESS TIME?

November 8, 2019 | Marriott Hotel-Islamabad | 9:30 am - 5:00 pm

**A LEADER ACCELERATION PROGRAM**  
...only from Octara!!!

**JOB EVALUATION AND GRADE STRUCTURES**

Developing Effective Job Evaluation and Grade Structures

November 15-16, 2019 | Marriott Hotel, Karachi | 9:30 am - 5:00 pm

Course Level:

Intermediate ☒

Advance ☒

Facilitated By: **Robert Mesley**

**A LEADER ACCELERATION PROGRAM**  
...only from Octara!!!

**2 Leadership Development Programs**

**Program -1**

**Solving Problems with Design Thinking**

Generate • Understand • Apply

December 5, 2019 | Marriott Hotel-Karachi | 9:30am-5:00pm

**Program -2**

**Leading & Managing Change**

Plan • Drive • Communicate

December 6, 2019 | Marriott Hotel-Karachi | 9:30am-5:00pm

Facilitated by: **Mark Stuart, CSP**

**Octara**  
A PFS Company  
Trainings | Consultancy | Digital Transformation

**2 IMPACTFUL COMMUNICATION WORKSHOPS**

Modern Techniques for Impactful Communication

December 10, 2019 | Marriott Hotel - Karachi | 9:30 am - 5:00 pm

**Day-1 Building Confidence**

December 11, 2019 | Marriott Hotel - Karachi | 9:30 am - 5:00 pm

**Day-2 Creating Impact**

Facilitated by 2 Communication Experts

**Omar Farooq**

**Mehreen Farooq**

**Octara**  
A PFS Company  
Trainings | Consultancy | Digital Transformation

**VISUALLY EFFECTIVE EXCEL DASHBOARDS**

December 11, 2019 | Marriott Hotel, Karachi  
9:30 AM - 5:00 PM

**MICROSOFT POWER BI INCLUDING DAX & QUERIES**

BE EMPOWERED TO BECOME MORE DATA SAVVY

December 12, 2019 | Marriott Hotel, Karachi  
9:30 AM - 5:00 PM

Course Facilitator **IRFAN BARKLY**

★ Attend any 3 Leader Acceleration Programs and the 4th one-day workshop is complimentary in 2019



# BRANDED

Blog by Dr. Tommy Weir

I'm truly curious about something: if all brand identifiers were removed from all products, would you still buy the same things?

For example, if there were no logos on clothes, would you wear what you're currently wearing? What if Nike, Adidas, and Puma were forced to remove their ticks, stripes and symbols? Would you be drawn to their products in the same way? Similarly, if car brands became indistinguishable, would the likes of Mercedes, BMW and Lexus be as popular as they are today?

I was walking through the airport the other day and I decided to take a moment to people-watch. However, instead of observing the human beings all around me, I found myself focusing on a sea of two-legged billboards: people plastered in brand names from Gucci and Louis Vuitton to Ferrari and Rolex, to name a few. Each and every one of them was serving as a walking advertisement, offering free marketing to some of the world's biggest and most powerful brands. I'm guessing that many of the people were wearing knockoffs of the original brands, yet they still strutted their stuff through Departures, displaying a range of iconic logos with pride.



The whole spectacle made me wonder: Why do people buy the brands that they do? Does it come from a love for the product or an emotional connection with the brand? Or, do they want to be identified with the label and recognized by others because of what they are wearing?

My questions made me take stock of my own consumer behavior. As I pondered the topic, I considered what I was wearing, and why. I happened to have on a 10-year-old pair of Ralph Lauren chinos with tiny crests printed all over them, and a pair of retro Nike high-tops.

The question is, why was I wearing those particular items? Well, I'm certain that I bought the chinos because they were cool, though

many would disagree – especially my wife. As for my basketball shoes, they were the re-release of my very first pair and hold great sentimental value. What's more, though notably different to each other, both brands also happen to be my two favorites. So, the odds are high that on any given day I'll be wearing Ralph Lauren, unless I'm working out. Then, I'll be dressed head to toe in Nike. Personally, I have clear rationale for my limited and particular brand loyalty, but I'm still curious about why other people wear the brands they do. Maybe you like a brand, or maybe you want to impress others by wearing it. Either way, I don't think there is a good or bad rationale – but there has to be one.

**If all brand identifiers were removed from all products, would you still buy the same things?**

Now, this is a grave oversimplification, but before you push back and fight me on it, ask yourself this: Should people choose their clothes based on how they think others will perceive them? Maybe the perceived prestige that can come with wearing an expensive or well-known brand means nothing to you, but the same cannot be said for everyone. For many people, dressing in big brands gives them self-confidence, status and satisfaction.

Here, there is a big distinction to be made: merited prestige is very different from manipulated prestige. Wearing a Rolex watch in order to influence someone's opinion of you is fundamentally different to wearing the watch because you really like it, and your achievements in life enabled you to treat yourself.

This is a very intriguing topic, as it cuts to the core of your self-image. While there is no need to defend the choice to wrap yourself in brands, you should be wary of allowing what you wear to define you and shape the way you act. There's nothing wrong with identifying with a brand, as long as that identification is authentic and you retain the courage to act on your convictions. So, whether you're decked out in designer luxury or dressed by the high street, don't let the way others perceive you cloud your judgment ■

Source: <https://www.linkedin.com/pulse/branded-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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