



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

Dear Reader,

It's that time of year when we simultaneously mourn and celebrate the great Good Samaritan **Ramiz Allawala**. Celebrate because he lives in the hearts of the multitudes whose lives he touched pretty much around the world with his training workshops, taking them to ever higher levels of comprehension and effectiveness in their personal and professional lives; and mourn because now as never before the world needs his conflict management skills both at the micro and macro societal levels. In our lead story this issue we revisit our cover story of three years ago when, in the freshness of the moment words took on a life of their own in expressing sentiments and emotions of a cross-section of Ramiz's ardent fans and followers.

Our second lead this issue focuses on Octara's workshop with **Shahzad Akhtar** in the hot seat navigating a path through some extreme VUCA turbulence in the world of sales leadership. Some 30 mid and senior level executives were the focus of Shahzad Akhtar's attention, and even though Pakistan struggles on the economic front, the atmosphere was upbeat and optimistic about the future.

OCTARA Associate **Dr. Frank Peter** has put out a very interesting blog on how the Cookie is crumbling at Google and it's entirely to Google's benefit as it seeks to monopolize the data market by phasing out web-tracking cookies, officially to alleviate privacy concerns.

OCTARA Associate **Uzma Chishti** has contributed an article on "Managing a Multi-Generational Workforce and OCTARA Associate **Dr. Tommy Weir** holds forth on the urgent-important matrix, and the need to stay away from the trap of allowing what is important to others become urgent to you.

Bringing up the back-of-the-book is a review of **T. Harv Eker's** self-help book "Secret of the Millionaire Mind" that analyzes the relationship between people and money, and the psychology at work that keeps people from making enough of it.

Thank you very much for sharing your time with us, and we hope that our efforts prove useful in aiding and abetting your own pursuit of excellence.



INSIDE

End of an Era

- Re-Produced
Ramiz Memorial Day



Sales Leadership in VUCA Times

- Shahzad Akhtar



Google to phase out web-tracking cookies

- Dr. Frank Peter



Managing Multi-Generational Workforce

- Uzma Chishti GRP®



2AM

- Dr. Tommy Weir



Secret of Millionaire Mind

- T. Harv Eker

Octara Training Planner

- February to April 2020

Octara's Customized In-House Trainings for your Workforce

Octara Design House

- Solution for all your Designing and Printing needs

Ramiz Allawala
(1 9 5 8 - 2 0 1 7)

END OF AN ERA

And the Beginning of a New One

**In memory of Ramiz's
3rd Anniversary 2020**

**Reproduced: Memorable Day
organized by Octara in 2017**

You Tube <https://youtu.be/AXwdo1pIWEQ>

While Hillary Clinton and the US State Department may have faltered and failed in their multibillion dollars campaign to win hearts and minds in Pakistan, Ramiz Allawala succeeded beyond all measure as evidenced by the outpouring of affection for him from pretty much around the world once he had passed on to his immortal abode. He reveled in repartee, his razor sharp wit drawing upon a formidable store of knowledge that he kept updated, relishing an engagement with formidable minds. And yet he was a simple man with few needs and a heart of gold.



Born into a wealthy community of seasoned and highly respected entrepreneurs, the Punjabi Saudagars of Delhi, Ramiz Allawala was an outlier and followed in the footsteps of his dad, the formidable Ahmad Allawala, breaking away from the pursuit of material wealth, and bringing to bear his phenomenal store of passion driven energy on the pursuit of knowledge and adding value to the lives of fellow human beings. By most accounts Ramiz was a saint with a mischievous glint in his eyes; a warrior saint who found opportunity in adversity to better oneself. With all this talk of disruption and reinvention that has recently become the fad of the corporate world, Ramiz was disrupting and reinventing corporate lives much before the gurus began talking about it.

As CEO of Gulfstone Training for 18 years and 2 months, Ramiz was committed to bringing major shifts in current leadership capabilities. His firm's core strength being the helping of client organizations and their employees apply critical learning rapidly and effectively. That is one agenda that needs rolling out across the board on a war footing if Pakistan is to blast its way out of the restrictive and handicapping quagmire of the Third World suffering from a perpetual paralysis of analysis.

Ramiz Allawala's specialties were strategic thinking, conflict resolution, problem solving and solutions, values based decision making and corporate ethics, negotiations and persuasive communications, all vital for the establishment of prosperity, peace and progress in a world gone VUCA – Volatile, Uncertain, Complex and Ambiguous.



Mushy and teary eyed remembrance

The Pakistan Society of Training and Development (PSTD) first floor hall was packed with Ramiz's pals, colleagues and family. Karen, Alina, Alisa and Zach were there as also was Mr. Iqbal Allawala, Ramiz's uncle. Azeez Allawala, the eldest and only surviving sibling of Ramiz, and a dear old friend, spoke on behalf of the family along with Ramiz's daughter Alisa who made the audience feel mushy and teary eyed with her very personal remembrance and tribute to her father. Knowing Ramiz one can only hazard a guess at the kind of bond he shared with his kids, the depth of which became evident as Alisa spoke, with her siblings Alina and Zach sitting quietly and discovering through other people's eyes what a great chap their father was, something they already knew.

"Unless we celebrate such people we will not be able to capture the essence of their contributions" – Khalid Awan

Mr. Khalid Awan, the Chairman TCS, was lost for words when asked for his thoughts on Ramiz's passing, and then came back forcefully, declaring that we must ensure Ramiz's agenda is vigorously promoted and pursued to enable the dawning of a new era. Referring to a recent publication, 'The Rise and Fall of Nations', he said that the strengths and weaknesses of a society could be ascertained by looking at their rich and famous and how they attained their preeminent positions – by making great bets; through political patronage; or by building institutions and focusing on developing other people. "Mian Abdul Ghani, the man behind the PSTD, was a great Pakistani. Unless we celebrate such people we will not be able to capture the essence of their contributions. Ramiz inspired and motivated thousands of people."

"I knew he had what it took to be a first rate trainer" – Jamil Janjua

Jamil Janjua, the CEO Octara and co-host with the PSTD of Ramiz's remembrance day, emceed the occasion, and spoke of his own association with Ramiz that dated back two decades and more. "In the early 1990s I was working with TCS, and we had differences amongst the leadership which is normal in progressive organizations. One day Mr. Khalid Awan invited Ramiz to speak to us all. He walked into a boardroom full of senior executives, slowly took off his jacket, loosened his tie and rolled up his sleeves. The body language was clear. It was time for action! For the next two and a half hours he mesmerized all of us. He talked about the value of empathy and listening with a view to understanding and not just framing a reply, and the centrality of teamwork and pulling together in the pursuit of excellence. At the end of it the atmospherics inside the boardroom had undergone a qualitative change for the better. That is my first recollection of Ramiz. I knew he had what it took to be a first rate trainer. Later when I joined the British Council and put together a leadership series I asked him to come onboard, and that started him off in the corporate training field, becoming the most asked for trainer in the corporate world."

Ramiz could engage in equally earnest dialogues at the CEO level as with the tea-boy level, said Jamil Janjua, and on a more personal note he said that Ramiz had a voracious appetite and was an unusual dresser who complimented the clothes that he wore rather than the clothes complimenting him.

"Ramiz helped us out of a serious jam at the Habib Bank in 2001" – Zafar Usmani

Zafar Usmani, a valued enabler of the Pakistan Society of Training and Development (PSTD), was there on the 5th of March 2017

when Octara organized a Memorial Day for Ramiz at the beautifully appointed and very impressive premises of the PSTD. "Ramiz helped us out of a serious jam at the Habib Bank in 2001.

At the time HBL had one of the most difficult labour unions in its history, representing some 18,000 members and prone to getting violent. I was in a flap and told Ramiz I had never before dealt with such people. He came up with the perfect solution, and organized a negotiating skills training workshop which was attended by the management team and the labour union leaders, two sets of diametrically opposed participants acutely hostile to each other, sitting face to face for two days while Ramiz took our class with a focus on achieving win-win outcomes, which we did, to the amazement of all people."

"He helped us out in our darkest hour" – Zaufi and Haseeb Hasan

Then there were those colleagues, friends and admirers of Ramiz who sent in their condolences and remembrances via video, not being able to grace the occasion themselves. Rehan Allahwala sent Ramiz's career synopsis that highlighted his many achievements. Kamran Rizvi spoke of him as a giant of a man, and his first meeting with him in 1998 at the British Council workshop where he spoke of ethos, pathos and logos, leaving an indelible mark on his mind. Zafar Ahmed referred to him as his buddy, a word that summed up his relationship. Hammad Siddiqui called him a very helpful, great soul, and Haseeb T. Hasan saluted the man who had helped him out during the darkest period of his life. "Ramiz and Karen were there for Zaufi and I in Karachi those days, and we owe them so much. They recommended that both of us start our own business and today, by the grace of Allah, Zaufi and I have been working for 21 years based on their advice."

"Less grief and more disbelief" – Crystal Heart Kazmi

Imran Owais Kazmi, also known as Crystal Heart Kazmi, called Ramiz public property that was attached to everybody, and said that he felt less grief and more disbelief, with a part of him not willing to accept that Ramiz was no more. Zaufishan Haseeb called Ramiz a true warrior and spoke of his unconditional acts of giving to those in need.

When Ramiz relocated to Northfield in Minnesota (USA) true to form he developed some tight friendships. Wayne Eddie, former president of the Minnesota Broadcasters Association, and anchor of The One 95.1FM, brought together some of Ramiz's friends there to reminisce. Major (R) Bruce W. Morlan (USAF) spoke of him as the most curious person he had ever met, and Teri Knight said that Ramiz's light is so bright still that it shines through the valley of death. Jeff Johnson was struck by Ramiz's ability to make people feel good about themselves and the world which is something one cannot replace.

"My Bible group as a Christian prayed for him to our God" – Wayne Eddy

Wayne Eddy interviewed Ramiz in depth and spent 24 hours in continuous conversation with him cut up in two hours segments. "In one of our interviews we came up with the idea of chronicling his trip through cancer treatment, never anticipating that it would end on his death. He would come in every other Friday if he was strong enough

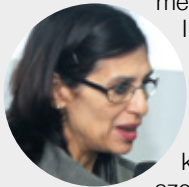
after chemotherapy, and he would tell us what it was like and what he was going through. It gave him something to look forward to because it's such a downtime when you're taking chemotherapy. We would not just talk about his cancer, but about everything and anything.



My Bible group as a Christian prayed for him to our God to help him get through this. When I went through some surgeries he prayed to Allah for me. I think we are both blessed for those prayers. I have done over 2000 interviews or more in my lifetime, and I would say Ramiz was the very best of all. I've done senators, athletes, politicians, doctors, criminals, and all sorts of people, and Ramiz is on the top. He was quite the guy. He loved his second home away from his beloved Karachi. We talked about Pakistan and he told me all about it. We didn't talk about war and peace between countries. We just knew that he being a Pakistani and me being an American liked and loved each other, and that was good enough for us."

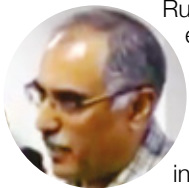
"He made sense of all the dashes and dots that I was not familiar with" – Shireen Naqvi

Shireen Naqvi, trainer and motivator extraordinaire, was there in person at the PSTD on the 5th of March, 2017 to pay tribute to a man she summed up in three words – Ahan! Fear, and Azmat. "I first met Ramiz at a Trainers Resource Group session, and all I could do was say ahan, ahan, ahan! So that's what life's all about! He made sense of all the dashes and dots that I was not familiar with. I am still running his courses that he created, designed and initiated. I feared him. I was scared when I saw him, not knowing how to react to him because he was so azeem. I felt he had every right to ignore me, and yet he was there with his hypnotic voice and charming smile. His message is find out who you are and live the life you're supposed to lead."



"We worked hard and played harder" – Khurram Khwaja

Khurram Khwaja was Ramiz's childhood friend, and spoke of always living in the shadows of their elder brothers, and making their own brotherhood! "We worked hard and played harder. We scuba dived, went swimming and played rugby, the hardest game one can think of. We formed the Pakistan Rugby Union. In 2015 we got recognition at the world level, and my brother Fawzi attended the World Rugby Awards that brought forth special praise and encouragement from Ramiz."



Sarfraz Rehman went to school with Ramiz and confided that Ramiz wasn't very good in his studies in school. "His attitude towards those who were good in their studies was that when he grew up he would run a business and the rest would work for him! In my periods of indecisiveness Ramiz encouraged me to follow my conscience. He has been a wonderful influence on many people." Rofi Jamil was another childhood friend of Ramiz's and said that his legacy is his values, fondly remembering him sitting in the last row in class and throwing pellets at his friends! She spoke of his smile and courage with which he braved his cancer, insisting on getting up on his feet each time she went to meet him.

Waqar, a fellow HRD practitioner, recited an emotionally charged passage from Inshajee Chalo. He said that Ramiz loved his Karachi and his Sind Club, and came back here to live out the last days of his life. "We should institute a Ramiz Memorial Lecture and engage weighty personages to deliver it."

Fahad Ahmed, Ashok Kumar Sanjwani, Abdul Rafay and Kamran Ahmed Ansari were also people whose lives Ramiz touched, and they spoke of their personal experiences with him and how he changed their lives.



2017
The tree planted by
Karen in Ramiz's honor
at PSTD Karachi



"Over the past year I have taken his advice and never been happier" – Umair Jaliawala

Umair Jaliawala, leading the new generation of trainers who have already left their mark in the realms of youth empowerment, was the last speaker on the roster, and spoke of the advice Ramiz gave him in his final few days. "Do not fear anything. Go out and live. Go out and love. And then go out with honour and your head held high." That is exactly how Ramiz led his life. "Once I was very despondent for not being able to bring people together on the TRG platform, and he asked me why I had taken it upon myself to do so? He advised me to go out and enjoy life and concentrate upon myself. Over the past year I have taken his advice and never been happier."



"God doesn't employ accountants" – Clay Christenson

The last item on the agenda, before we all went out to plant trees in memory of Mian Ghani and Ramiz, was a four minutes video clip by Clay Christenson on 'How to Measure Your Life.' How do you measure the profitability and success of your life is the question Clay posed in the video. "We aggregate, and hence have this sense of hierarchy, wealth and so on. The reason I concluded that God doesn't employ accountants is because He has an infinite Mind. He doesn't have to aggregate up above the level of individual people in order to have a perfect understanding of what's going on in this world. So when I have my interview with God at the end of my life He is not going to ask me how high I went in anybody's organizational chart, or how much money I left behind in the bank when I died. He will say I put you in such and such circumstance, now can we talk about the individual people whose life you helped become better because you worked with them, or because they were members of your family, or you just met them and they needed your help. Let's talk about the individual people whose life you blessed because you used your talents I gave you to help them. I realized that that is the way God will measure my life by the number of individual people whose life I blessed. It's actually very important that you succeed at what you're succeeding at. But that isn't going to be the measure of your life. God doesn't count. He doesn't aggregate. He is going to assess you on how much you helped other people be better people."



Bonanza!

By the above reckoning Ramiz has hit pay dirt in a very big way in the Afterlife. May Allah bless his soul and grant him a place in Heaven, ameen, summa ameen ■

Report filed by **Adil Ahmad** Correspondent, octara.com

For viewing his interview and event's video, go to our YouTube channel "Octara Private Limited Pakistan" and Facebook Page "In Remembrance of Ramiz Allawala"

I have known Ramiz for many years now, and had the privilege of penning the biography of his illustrious father, the legendary Ahmad Allawala, during the course of which my interactions with Ramiz were substantial. Ramiz made the transition to his celestial abode on the 13th of February, 2017. He fought the cancer tooth and nail, almost vanquishing it on more than one occasion. His loving and supportive family, along with his legion of students and fans provided him with positive energy as they prayed for his well-being.



At the appointed moment, however, the Lord's work had to be done even if it were to leave behind a

huge emptiness in the hearts and minds of his family and friends who flocked to his funeral to bid him farewell. For me, I did not feel the emptiness, for even in his absence I could sense him loud and clear. Ramiz was a warrior through and through, and his conquests were legendary as they ignited the minds and fired the imaginations of corporate leaderships across the board.

Ramiz's work and remembrance will carry on of that there is no doubt. His specialties were strategic thinking, conflict resolution, problem solving and solutions, values based decision making and corporate ethics, negotiations and persuasive communications, all vital for the establishment of prosperity, peace and progress in a world gone VUCA –

Volatile, Uncertain, Complex and Ambiguous.

Ramiz understood that it was all about mindsets. What he taught was not rocket science; what he taught was unadulterated commonsense that has regrettably become most uncommon in the mad dash of life as we know it today. He beguiled us to stop and ponder that which sat on the tips of our nose evading our attention. It

was a treat to see the light switch on in the eyes of the participants as the penny dropped, revealing the solution in all its simplicity. Pure genius. Such was Ramiz.

As CEO of Gulfstone Training for 18 years and 2 months Ramiz was committed to bringing major

shifts in current leadership capabilities. His firm's core strength is helping client organizations and their employees apply critical learning rapidly and effectively.

The likes of Ramiz are not to be mourned. They are to be celebrated. He has enriched our lives and left us much the wiser. To each of his students to whom he was a river of knowledge and self-awareness the time is now upon us to put his many thoughts into action and make this world a better place.

Rest in peace, my friend, and may Allah bless your soul and grant you a place in Heaven, ameen, summa ameen.

EULOGY

by **Adil Ahmad**, Correspondent, octara.com



KAREN'S Tribute

Karen thanked everyone for the great support that the family received every step of the way. "Thank you to PSTD, Khalid Awan, Jamil Janjua, Arif, Jason and their wonderful staff for putting together this great tribute to my husband. My Chacha Iqbal Allawala, Beenish, Adeel, Alina, Alisa and Zach, and a special thank you to Stewart for giving us the transportation to fly from Rochester to New York City. It was Ramiz's fond request before he died to have the opportunity to say goodbye to his family and friends here in Pakistan. He wanted to be placed with his Abbu and Ammi. Finally, he wanted his life celebrated just as we are doing today.

Being amongst Ramiz's dearest as we have been over the last few weeks has illuminated the sincere impact he had on people he came in contact with. His capacity to really listen and empathize, and read between the lines and hear even that which is not being said, made him a great source of advice, encouragement and motivation. He belonged to everyone. He drew people to him with his down-to-earth charisma and extraordinary sharp wit.

Ramiz often referred to his cancer as a gift. For the first time in decades he was able to sit back and let others take care of him, something he never felt comfortable with. He was at peace in the company of his kids Alina, Alisa and Zach, and his grandson Kaya.

I was blessed beyond my wildest dreams to spend the last 33 years with this great man. He taught me so many lessons. He was a great instructor on my life and in my life. Ramiz took his last breath on February 13th, 2017 at approximately 4am. The heavens lit up and a bright new star was once again seen, and his journey continues."



SALES LEADERSHIP IN VUCA TIMES

“Increasing competition and declining market share are realities” - Shahzad Akhtar



OCTARA primed the corporate Sales Force by deploying Shahzad Akhtar from Lahore, for the One Day's war gaming of Sales Leadership, and what it needs to combat the competition in a VUCA operating environment, placing top premium on mental and physical agility.

“The sales team is the revenue driver and delivers the profit. The frontline makes the bottom-line. Increasing competition and declining market share are realities as well as the shift from sales driven to consumer driven cultures, with the customer having a lot more information these days. How can companies grow in these conditions is the question we addressed in this Workshop.”

Shahzad Akhtar is a Mechanical Engineer (UET, Lahore) with an Executive MBA (Punjab University IBA) with 28 years under his belt working with the corporate sector, small and medium enterprises, and family owned businesses. He says that SMEs provide 95%+ of Pakistan's GDP and 60% of them are family owned, and that tech-based startups are disrupting traditional businesses in a big way. “We need to gear up our leadership competencies to meet and

overcomes these challenges.”

Some 30 mid and senior level executives were the focus of Shahzad Akhtar's attention, and even though Pakistan struggles on the economic front, the atmosphere was upbeat and optimistic about the future.

Dealing with ultrafast moving environment

“The sales team is the revenue driver and delivers the profit. The frontline makes the bottom-line. Increasing competition and declining market share are realities as well as the shift from sales driven to consumer driven cultures, with the customer having a lot more information these days. How can companies grow in these conditions is the question we addressed in this Workshop.”



Shahzad Akhtar has played squash at club level and knows all about anticipating the opponent's next move and with lightening reflexes get to the ball early and put it away with the nick or the forehand smash! Equally importantly, getting the ball out of tight corners where the sidewall meets the back wall.

It's not just for the exercise that global executives play squash; keeping your wits about you when under pressure and turning the tables on the competition in an ultrafast moving environment is something you learn on the squash court, and not on the cricket field.

Less is more?

Shahzad Akhtar rightly pointed out that the quality of the sale is of

paramount importance, and not just the quantity. In an age characterized by global warming and climate change the sheer quantity of our lives is under serious question, and the proposed solutions are causing a paralysis of analysis, or worse, outright denial that a problem exists. Our top minds must devise a passage that leads to sustainable growth.

Shahzad Akhtar styles himself as a Marketing & Sales professional certified by Dr. Philip Kotler. He is the implementation expert of Jack Welch management program based on which he has helped a number of companies to become "Winning Organization®" and is certified as the master sales trainer by Mike Weinberg of the American Management Association.

Innovative mentor

Shahzad has over 28 years of experience in the corporate sector, SMEs and family businesses. He is the innovative mentor who helps training sales & management teams to achieve their set goals and their capabilities to improve the company's growth and activate customers' faith in the organization.

He is a Leadership Breakthrough Transformation Professional who has extensively worked with Dr. Ranjan Das for several organizations in Pakistan & abroad. Shahzad is a renowned Strategy Management System and Execution Expert in the region. He has delivered several strategic transformations to a number of organizations from various industries in the region.

"Times are tough; the rules have changed, sales heads must now 'make things happen' by almost creating something beyond what the organization initially required," he says. "This program gives sales professionals the knowledge and skills they need to overcome real-world business challenges for sales and lead with greater purpose by questioning assumptions, disrupting their usual ways of doing business, and introducing unexpected ways of thinking. Participants return to their companies with the skills, mindset, and confidence they need to immediately impact short and long-term performance."

Reading to rejuvenate

Shahzad studies and reads books to rejuvenate, and takes a brisk daily morning walk of 5 kilometers. He has two kids with his



daughter completing her BBA and engaged in content writing, while his son works for a Geo Group startup for funding called Khuddi Ventures.

Our youngsters comprising 60% of our population have fantastic ideas for entrepreneurship provided they get proper opportunities and an enabling environment, says Shahzad. "The business ecosystem needs to be fixed, and the youth needs to be mentored and coached, for only then can they contribute to the growth of the nation." Indeed ■

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



Shahzad Akhtar is a Marketing & Sales professional certified by Dr. Philip Kotler. He is a renowned Strategy Management System and Execution Expert in the region. He is working with Octara on management training programs.

For Inquiries, info@octara.com



to phase out web-tracking cookies

Blog by Dr. Frank Peter

Google is to phase out web-tracking cookies, officially to alleviate privacy concerns.

A 'cookie' is a small file that is stored on your device (desktop, laptop, phone, console) within the browser (Chrome, Explorer, Safari, Opera, etc.) that allows any website owners to track your usage behavior on their sites. However, since a cookie is operating system

Now they can talk big about protecting your privacy from other website owners who are dependent on cookies. By disallowing cookie-based tracking in their Chrome browser Google effectively gains a monopoly on web analytical data

and browser-specific it is impossible to track you as the same individual if you visit a given site first with your phone (i.e. for product research) and later with your laptop (i.e. for a purchase). Since these are two separate cookies you will be seen as two separate individuals. To add to this, cookies can easily be erased from your browser, which makes the tracking of your past browsing behavior impossible.

What Google has NOT mentioned in their announcement is their newest tracking feature: cross-browser tracking. We have been discussing this in my Digital Marketing courses for the last year and a half or so, ever since Google first started talking about cross-browser tracking in developer circles. This new feature has since been implemented in real-world 'beta' tests.

Ever wondered why Google gives away a superior email client like Gmail for free? Because they are a freaking visionary company, that's

why. When I hold my courses or speak at an event I often ask for a show of hand as to who uses Gmail. Without miss virtually all hands go up. Now, to use Gmail you have to be logged into all your devices with your user ID. This then allows Google to see that you are the same individual in your desktop, laptop, and phone - in contrast to the cookie scenario described above. Getting the whole world to sign-up for Google user IDs allows Google (and Google only!) to track your behavior without the need for cookies.

Now they can talk big about protecting your privacy from other website owners who are dependent on cookies. By disallowing cookie-based tracking in their Chrome browser Google effectively gains a monopoly on web analytical data.



In terms of privacy, Google now knows more about you than ever before, and if others want some of this info they have to ride with Google ■

Source:

<https://www.freemalaysiatoday.com/category/business/2020/01/15/google-to-phase-out-web-tracking-cookies/>



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.

For Inquiries, info@octara.com



Article by Uzma Chishti GRP®

Managing a Multi-Generational Workforce

Managing a multi-generational workforce successfully has become a business imperative that several organizations in Pakistan are either not aware of or are choosing to ignore.

Every time I am in a discussion with clients who seem concerned about the “Culture” of the Company and aim to “transform” it, my usual first question is “how many generations do you currently employ?” The general response that I receive is, “Mixed generations, but a constantly increasing number of Millennials and Gen Z” and thereafter follows a long list of “issues” either with the younger generation or with the preceding ones. I often leave them with some food for thought that they probably don’t have a cultural concern, their bigger concern seems to be equipping their workforce with the right skills to manage employees or co-workers belonging to a different generation than theirs. A good measure is not how many millennials were you able to attract, but how many were you able to retain.

While almost all Corporations in Pakistan are now familiar with the concept of Diversity & Inclusion and some are also aware of the actionable items to address the “Gender” or “Differently Abled People” gap from the D&I pie in their respective Organizations, somehow, very few companies have been able to crack the code to the obscure, but growing challenge of generational diversity; that too in an increasingly competitive global marketplace.

Within teams, baby boomers offer strategic wisdom, discipline and corporate savvy while Millennials are digital natives and commonly share the enthusiasm to jump into various projects and experiment, even if they fail. Gen Xers are a great combo of the old and young,

and often act as a bridge between them. Gen Zers have now started to enter the workplace and as they leave childhood and mature into their adolescent and adult identities, they have the entire universe to explore, but at their own terms. Having said that, millennials and Gen Zers are often open to guidance from those with more experience but they also crave to be understood and taught in their own language. In exchange, they are able to teach older generations how to stay abreast with evolving technology, newer trends and how to appeal to the younger consumer personas.

The larger world has the perception that Millennials are lazy, entitled, impatient and want to climb the corporate ladder without paying their dues. The truth is, they just want different things from their workplace which is slightly difficult to comprehend to our more traditionalist Corporates. The question to the millennial critics is, why don’t you write on wooden or stone tablets instead of paper, like your forefathers? That’s because you were naturally exposed to a more advanced, more informed and a more revolutionized world as compared to them, just like millennials are as compared to you. By understanding each generation’s workplace beliefs, managers are better equipped to know what they are looking for in a job and what they need to excel. There are certain things all generations want from the workplace, they want to be challenged, appreciated, and respected. For Millennials and Gen Zers, managers need to offer growth opportunities by leveraging on their strengths, and guiding them how to overcome their areas for development; have regular transparent communication and career progression conversations; be a mentor to them and consider them for reverse mentoring. While managers are dealing with a variety of generations, they need to be mindful that age is just one aspect, everyone has unique strengths and talents they bring to the table, irrespective of their generation. As leaders, we need to nurture a collaborative environment instead of a competitive one; as well as leverage on diversity as well as inclusion to reduce our unconscious biases ■



Uzma Chishti is a Certified Global Remuneration Professional (GRP) in Pakistan. She is a HR Consultant, Advisor & Corporate Trainer. She has 20+ years of diverse experiences in HR, External & Internal Audit and Education. Uzma is working with Octara for management trainings.

For Inquiries, info@octara.com

2AM

Blog by Dr. Tommy Weir

I woke up at 2AM on December 27 feeling wired – borderline anxious you could say – about my to do list. As I lay in bed staring out the window at the city lights, a stream of thoughts began running through my mind, only I wasn't focussing on what I had to accomplish before the year end. No, I was obsessed with a different date: January 28.

Don't worry, there isn't a major event you're missing. Rather, the date is of great personal significance to me. I'm probably not supposed to share this and our PR agency will chastise me for it, but I can't contain my excitement. On January 28, my co-founders, team and I are going to break out of stealth mode and officially say "hello world," with the public introduction of our company, enable: AI-powered leadership. Simply put, through enable, we will show how AI can make you a better leader.

Knowing that what we are about to do will transform the way leaders lead and shape human productivity, we've attempted to avoid alerting our competitors, but anyone who knows me well, knows I'm not very good at keeping my mouth shut. In reality, enable has been the worst kept secret.

Needless to say, I'm enthusiastic about the impending date and all it represents, but what woke me from my deep sleep that night back in late December, was the thought of what could happen immediately after. Until now, we've been very selective in inviting customers to use enable, but that is set to change. What's more, we will soon be raising our Series A equity round.

Where am I going with this? You might be thinking. Well, it's not a business pitch. Rather, the message I want to get across is that after my 2AM panic, I changed the way I lead. Specifically, given my profound awareness of what needed to be accomplished in the lead up to enable's official launch, I instantly became protective of my time and determined to be more decisive.

I've recently noticed that I'm guilty of allowing other people to determine how I use my time. While I learned decades ago about the urgent-important matrix, I still slip into the trap of allowing what is important to others become urgent to me.

Here, I'm reminded of the words of the late Dr. Steven Covey, "*What is important is seldom urgent, and what is urgent is seldom*

important." In other words, you shouldn't allow others to decide how you use your time. Instead, you need to lead others to align their time with your priorities.

In my case, my priorities were and remain clear. What's changed is that I am now prioritizing importance over urgency. We all have a limited number of hours per week and, while we can't create more, we can control how they are used by aligning our time expenditure with our priorities.

In my case, my priorities were and remain clear. What's changed is that I am now prioritizing importance over urgency. We all have a limited number of hours per week and, while we can't create more, we can control how they are used by aligning our time expenditure with our priorities.

Recently, I set my new approach into action. During a conference call, I headed straight to the decision that needed to be made. In the past, I would have pondered the options and spent time blue-sky brainstorming, sometimes just for the fun of it, but on that occasion, acknowledging the preciousness of time made me cut to the chase.

Here I should point out that being decisive isn't a justification for being dictatorial. Great leadership requires the input of others and discussion remains important, provided it relates to the priorities and doesn't just amount to talk for the sake of it.

As the clock counts down to January 28, I am taking more notice than ever of how I lead. But this leaves a developmental question in my mind: why did I need a 2AM wakeup call as a catalyst? I should have made the changes simply because they were right to make.

What are you waiting for? Don't delay what you can start today ■

Source: <https://www.linkedin.com/pulse/2am-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.

For Inquiries, info@octara.com

SECRET OF MILLIONAIRE MIND

by T. Harv Eker

“NO AMOUNT OF MONEY, OR ANYTHING ELSE FOR THAT MATTER, WILL EVER BE ENOUGH FOR PEOPLE WHO FEEL THEY ARE NOT GOOD ENOUGH THEMSELVES.”

— T. HARV EKER



*S*ecrets of the Millionaire Mind is exactly the kind of self-help book which angers intellectuals the most: Eker capitalizes words that don't need to be capitalized, coins phrases for things which really don't need their own trademarked phrase, and repeats the same idea over and over for several paragraphs in a row, and ends the book with a sales pitch for his mastermind class.

Despite all that, though, Eker's writing was very powerful for me. Underneath all the sales-y language and Camel Cased Phrases were very old, very powerful lessons about how your financial life is determined not by your financial skill, but by the fundamental beliefs you hold about money. For example:

1. Some people unconsciously believe money is difficult to get, so they are less able to see opportunities to get it
2. Some people unconsciously believe those who have money tend to be bad people, so they unconsciously keep themselves from having money so they are good
3. Some people unconsciously believe they are not very good at their work and don't deserve to have a lot of money, so they don't charge as much for their work as they should
4. Some people unconsciously believe that getting money is a zero-sum game, so they feel like if they have money, they are depriving someone else

The point is, at the end of the day, everyone's financial situation is a product of their mindset around money.

The value of Eker's book is that once he demonstrates this is true, he spends the rest of the book deconstructing the beliefs people have that hold them back from money.

The point is, at the end of the day, everyone's financial situation is a product of their mindset around money.

And, like deconstructing any other dysfunctional beliefs you have, deconstructing your dysfunctional beliefs around money will help you achieve new levels of personal and professional success ■

Source:

<https://medium.com/mind-cafe/5-books-that-changed-my-life-in-2019-6f220b864ca2>



Thomas Harv Eker is an author, businessman and motivational speaker known for his theories on wealth and motivation. He is the author of the book *Secrets of the Millionaire Mind* published by HarperCollins

For Inquiries, info@octara.com

Upcoming OCTARA TRAINING PLANNER 2020



PROGRAMS IN FEBRUARY 2020

February 4, 2020 - Karachi

Mastering Contract Management

to Maximize Efficiency and Financial Performance

Syed Amjad Wahab

February 7, 2020 - Karachi

Effective Business Support Practices

Zaufyshan Haseeb

February 7, 2020 - Karachi

Building Effective Teams

Haseeb Hasan

February 12-13, 2020 - Karachi

Compensation & Reward Management

Robert Mosley

February 14, 2020 - Karachi

Managing Pay-for-Performance and Merit-Pay

Robert Mosley

February 28, 2020 - Karachi

21 Effective Brainstorming Techniques

Dave Nelissen

February 29, 2020 - Karachi

Crisis Leadership

Ben Pronk

FEBRUARY 2020

S	M	T	W	T	F	S
*	*	*	*	*	*	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

PROGRAMS IN MARCH 2020

March 10-11 & 12, 2020 - Karachi

Understand the FinTech Space

Innovate your Business Model with Fintech Components

Petros Geroulanos

March 18, 2020 - Karachi

Develop Problem-Solving, Creative Thinking & Innovation Mindset

Ayesha Sethi

March 26, 2020 - Karachi

Transforming Customer Interactions

Asim Rashid

March 30-31, 2020 - Karachi

Designing Employee Experience

A Design Thinking workshop for HR professionals

Frederik Haentjens

MARCH 2020

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	*	*	*	*

PROGRAMS IN APRIL 2020

April 2-3, 2020 - Lahore

Designing Employee Experience

A Design Thinking workshop for HR professionals

Frederik Haentjens

April 2020 - Karachi

Intro to Blue Ocean Strategy

Raj Kumar

April 9-10, 2020 - Karachi

Digital Marketing Masterclass

Dr. Frank Peter

April 14, 2020 - Karachi

Managers as a Coach

Shiraz Ahmed

April 15-16, 2020 - Karachi

Business Communication Masterclass

Catherine Bentley

APRIL 2020

S	M	T	W	T	F	S
*	*	*	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	*	*

...only from Octara!!!

For details, please contact:

Sarim Atique (Assistant Manager Business Development)

Tel: 92-21-34547141, Cell: 0345-8949470

✉ info@octara.com 🌐 www.octara.com 📱 teamoctara 📞 teamoctara 📺 octaratrainings

Customize In-House Trainings for your workforce with Octara Global Consultants

Expert in	Consultants	Topic of Expertise
Leadership	 Roger Harrop	<ul style="list-style-type: none"> Managing the Leadership by "Staying in the Helicopter®" Leadership Development Masterclass "CREATIVITY, SPEED & CHANGE"
	 Ranjan De Silva	<ul style="list-style-type: none"> Mastery of Self through Neuro Linguistic Programming Mind Programming for Sales Success A Better Way to Sell – Sales Mastery through Self Mastery
	 Dr. Peter Senge	<ul style="list-style-type: none"> Leadership & Innovation for a Sustainable Future
	 Kate Sweetman	<ul style="list-style-type: none"> Reinvention - Accelerating Results in Age of Disruption
	 Dr. Tommy Weir	<ul style="list-style-type: none"> Leadership Dubai Style Leading for Future
Blue Ocean Strategy (BOS) & Leadership	 Raj Kumar	<ul style="list-style-type: none"> Blue Ocean Strategies for Leaders Creativity & Innovation
Business Communication & Leadership	 Lucy Cornell	<ul style="list-style-type: none"> Women, Power and Voice with Lucy Cornell Connect to Inspire
Digital Transformation	 Dr. Frank Peter	<ul style="list-style-type: none"> Digital Marketing for Masterclass Digital Transformation for HR People Social Media Marketing Tactics Digital Transformation for Finance Professionals
Lego® Serious Play® (LSP)	 Pete Smith	<ul style="list-style-type: none"> Team Building using LEGO SERIOUS PLAY®
	 Per Kristiansen	<ul style="list-style-type: none"> Creativity @ Workplace using LSP Methodology
Creativity & Innovation	 Dave Nelissen	<ul style="list-style-type: none"> 21 Effective Brainstorming Techniques 21 Effective Selling Techniques
Exponential Organisations	 Dr. José Cordeiro	<ul style="list-style-type: none"> Business Transformation Via Exo Models Future of Business Management & the Millennials
Emotional Intelligence	 John Bentley	<ul style="list-style-type: none"> Emotional Intelligence for Success Emotional Intelligence for Leaders Emotional Intelligence for Technical Manager
HR Training, SHRM & CIPD	 Tom Raftery	<ul style="list-style-type: none"> Aligning HR Business Case
HR & Training and General Management	 Soraya Sarif	<ul style="list-style-type: none"> Embracing the Millennial Mindset
Remuneration, Compensation & Benefits and HR	 Robert Mosley	<ul style="list-style-type: none"> Compensation & Reward Management Performance Management Performance Appraisal & Pay-For-Performance Job Descriptions and Job Evaluation Compensation for Sales & Sales Incentive Plans Advanced Pay Benchmarking and Total Pay Design
Information Technology	 Fred Van Leeuwen	<ul style="list-style-type: none"> Certificate in Business-Aligned IT-Strategy
Customer Service	 Ron Kaufman	<ul style="list-style-type: none"> Uplifting Service
Sales & Marketing	 Bob Urchuck	<ul style="list-style-type: none"> Disciplined for Life: You are the Author of Your Future Motivate Your Team in 30 Days
	 Brian Tracy	<ul style="list-style-type: none"> High Performance Selling
Communications	 Jeremy Parsons	<ul style="list-style-type: none"> Crisis in Action Crisis in TALK
	 Catherine Bentley	<ul style="list-style-type: none"> Business Communication Masterclass Win Customers through Effective Communication
Operations & Quality Management	 Alan Power	<ul style="list-style-type: none"> Strategic Quality Management Measuring, Monitoring and Improving Customer Experiences
Maintenance Management	 Ben Stevens	<ul style="list-style-type: none"> Certificate Maintenance Masterclass Certificate in Best Maintenance Practices Project Management Essentials Certificate in Reliability Centered Maintenance
Crisis Management	 Jim Truscott	<ul style="list-style-type: none"> The Art of Crisis Leadership Incident Management in The Digital Age
Supply Chain Management	 Bob Forshay	<ul style="list-style-type: none"> Supply Chain Leadership Development Program

Bring these programs In-house at Huge Discounts

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

Helping You Succeed! with **Creative Ideas & Designs**

Octara Design House

**Solution for all your Designing, Printing
& Production Requirement**

We offer services including ID Development for Corporate & Brands

- Product Packaging Designs • Brochures • Flyers • Product Catalogues
- Annual Reports • Newsletters • Greeting Cards • Business Stationery
- Events related Themes and Promotional Material • Digital Solutions

Enjoy **25%** discount on the above services with your TCS-Octara Loyalty Card



Octara Design House

For details, please contact: Nazim Ansari (Manager Creative & Design)

Tel: 92-21-34536312, Cell: 0300-2012689

🌐 www.octara.com [teamoctara](#) [teamoctara](#)