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Dear Reader,

What a wonderful trip down memory lane we have as our lead story for you this issue, with the indefatigable Azam Jamil, hotelier extraordinaire and a whole lot else, allowing us a rapturous peep into his life and times which were amazing, putting it mildly.

There has been much ado about Pakistan's potential in tourism for as long as one can remember. But it is a potential that has remained elusive. **Azam Jamil** has hit the nail on the head when he says we need to prioritize the supply side of the equation and fix our touristy offerings like roads, public toilets, accommodation, and the many breathtaking stories that associate with Pakistan's history that have gone unreported and un-marketed, and that too with the domestic tourist in focus, rather than perpetually hankering after international demand arousal that falters at the drop of a hat.

Also in this issue is a very pertinent blast from the past, **Dr. Raj Kumar's** interview on the Blue Ocean Strategy extracted from octara.com Newsletter Issue 21 / Winter 2016-2017. Even as we hunker down and do battle with COVID-19, we have our sights beyond the horizon as we search for uncontested market space so we can get away from cut-throat red oceans and seek a serene swim in pristine blue oceans.

We are happy to report that our TCS International CONNECT edition is back on track carrying news of our overseas forays, and makes another fine example of getting onto the front foot during challenging times.

Also in this issue is Miha's Elevator Talk by **Miha Pogačnik** and a listing of Octara's training programs that include Managing Stress during Uncertain Times (Facilitator: Usman Qazi), Negotiate to Win at Trade (Facilitator: Atif Farooqui), MS Excel for Business Professionals in Admin, Marketing & Sales (Facilitator: Jahangir Sachwani), and a FREE Webinar: Corporate Communication & Your Brand (Speaker: Dr. Valerie A Bram).

So, lots happening as we close in to the end of 2020 that has generally had us on pins and needles that have kept us alive and kicking! Thank you ☺

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TCS CONNECT Int'l e-Newsletter
Inaugural Issue | Nov-Dec 2020



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Octara Training Programs in December 2020

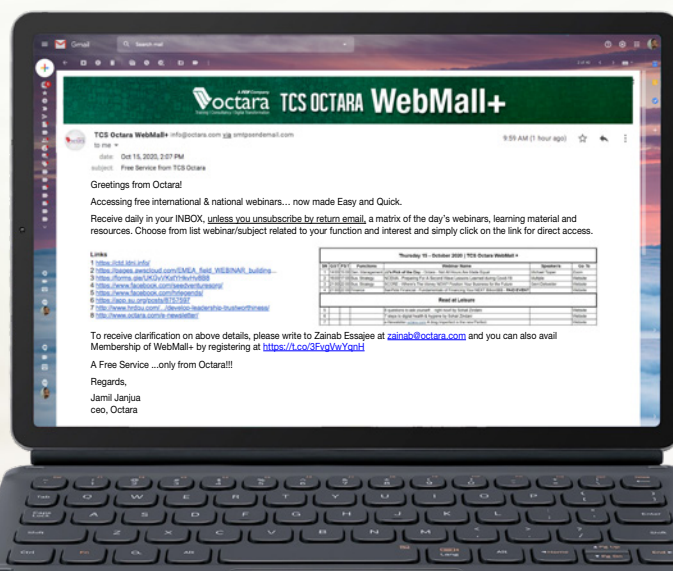
December 9, 2020 | Marriott Hotel, Karachi
Managing Stress during Uncertain Times
Facilitator: Usman Qazi

December 10, 2020 | Marriott Hotel, Karachi
Negotiate to Win at Trade
Facilitator: Atif Farooqui

December 15, 2020 | Marriott Hotel, Karachi
MS Excel for Business Professionals (Admin, Marketing & Sales)
Facilitator: Jahangir Sachwani

December 16, 2020 via Zoom Meeting at 3:00pm PST
FREE Webinar: Corporate Communication & Your Brand
Speaker: Dr. Valerie A Bram

Octara Calendar (December 2020 & Upcoming 2021)





PASSION + PRAGMATISM MAKES THE MAN

“Don’t Clap, Emulate” — AZAM JAMIL Rock Star Refuses To Retire!

He is 67 years young, 6 feet 2 and a half inches tall, and a 100 kg which is 20 more kilos than his fighting weight of many years ago when he terrorized the Pakistan tennis circuit in the doubles format as the national champion, and led the high life as a jet-setting hotel executive, a life-long career to which he was introduced by his doubles tennis partner at the Sind Club, Air Marshal Nur Khan.

As chairman PIA and Pakistan Services Limited, the owning company of the Intercontinental Hotels in Pakistan, the legendary former Air Chief saw in Azam Jamil a gem whose induction into the hospitality industry would help remove from it the social stigma that it suffered from which kept away bright sparks from good families from joining it.

Schooled in Aitchison College (Lahore) and Burn Hall (Abbottabad), Azam acquired a Bachelor’s degree from the University of Karachi and came up to speed with the hospitality industry at the Cornell University in Ithaca (New York) sponsored by the Intercontinental Hotels.

Fine Work-Life Balance

Married to Sharmeen with three kids, daughters Mahnam and Anique, and son Mekaal, and two grandkids from Mahnam (daughter Arya and son Azmair), Azam Jamil has spent an illustrious career spanning over 3 decades in the hospitality trade in various positions that have spanned both ends of the spectrum from the 5 Star intercontinental Hotels in Pakistan to running a 40 rooms self-owned motel with his young bride in the ski resort of Steamboat Springs, Colorado (USA), to a notable stint with the Serena Hotels (South & Central Asia) as Corporate Head of Sales & Marketing during which the 5 Star Deluxe Islamabad property was opened.

In between he worked for the multinational Berger Paints heading up their sales and marketing effort as well as a few years with his family’s textile business. Before joining his father-in-law Azam worked for Sadruddin Hashwani as director marketing for the two Marriott hotels which at the time were Holiday Inns.

His last two formal appointments were as the Chief Operating Officer of the Hashoo Education Division and head of the Hashoo School of Hospitality Management from which he retired on the 20th of August 2020 because the projects he was

directly looking after got delayed by a year or so due to COVID-19. The day he tweeted his exit from the Hashoo Group after 3 wonderful years, the phone started ringing and wouldn’t stop!”

As vigorous as ever!

When one door closes another opens, he says. “Despite me being on the wrong side of 67 in an environment where people would rather talk to a young 35 years old than a baba like me, Allah has been very kind. The chairman of TEVTA (Technical Education and Vocational Training Authority) called and wanted to see me about upgrading the organization.”

Azam appears very far from hanging up his boots. He is as vigorous as ever, Mashallah, following his open heart bypass surgery of a few years ago that seems to have ignited his afterburners in no uncertain manner, and he is to be found tearing up the golf fairways on a regular basis and engaging in the climbing of mountains, a passion that he shares with his son Meekal.

OCTARA.Com caught up with Azam Jamil in Islamabad over WhatsApp, and did a fairly thorough job debriefing him on the many wisdoms and learning he has picked up along the way during a life well lived indeed.

Leveling the playing field with TEVTA

Octara.com: TEVTA appears at the top of your To Do list post-retirement. What is it that you’re getting into?

AZAM JAMIL: TEVTA has 400 technical colleges and institutes that are doing a truly wonderful job with an enrolment of 200,000 girls and boys. These are kids from less-privileged backgrounds learning engineering with a fees structure starting

“If you can’t convince a rich person from Sialkot to go to Moenjodaro then why will someone from Berlin come?”

from 4500 rupees per year which includes pickup and drop. Girls enroll in fashion design as well.

My first job is to include a series of soft skills into the TEVTA curriculum. Obtaining a technical diploma is not enough. The students must know how to dress, eat, speak and communicate. Secondly, I have to introduce Hospitality programs of varying durations into the curricula of TEVTA given its urgent need nowadays. Thirdly, TEVTA has a facility in Murree that the Prime Minister wants to convert into a Center of Excellence, a bit like the Rausing Center at LUMS.

I visited the TEVTA facilities in Jhang and Sargoda that left me truly impressed with their state of the art premises. In Faisalabad there were 5000 disciplined kids in uniform in one college spread over 43 acres. In Sargoda the college is spread over 37 acres. TEVTA does a diploma program with Matric a requirement and also has a graduate program in association with the University of Engineering and Technology, Lahore. It’s truly leveling the playing field.

Knowing one’s limitations

Octara.com: As a notable Pakistani tennis star of your times what would you say limited your progression into the international rankings?

AZAM JAMIL: Economics. Tennis could not sustain me in any form. I had to work. I have always been very honest with myself. I knew I was good, but I also knew that I was not that good. I was doing well in a Pakistani context. I knew my limitations. The last national championship I won was in 1984

which was 10 years after I started working.

Octara.com: Were you ever motivated to try your hand at coaching and producing the next Wimbledon Champion, perhaps?

AZAM JAMIL: I’ve managed Pakistan’s Davis Cup team. Coaching is a skill I don’t possess. TV channels tend to call anybody who can cook a chef. Being a chef requires a degree. My grandmother used to cook but was not a chef. Coaching is a very responsible function. If you say something wrong to an 11 years old you could actually be destroying his career, and I didn’t want to risk that. I was a very good tennis player and Pakistan’s doubles champion and I played internationally. But today when Hameed ul Haq asks me to give tips to the kids, I am very wary. My son is a good tennis player and once a week or so father and son go to the courts and hit a few balls. That remains my connection with tennis.

Changing horses

My prime sport these days is golf, and I play to a good 8 and bad 6 handicap. Strangely enough, my golf improved after my bypass heart surgery two and a half years ago. My life physically improved. The stereotype of not climbing stairs and restricting movement didn’t apply and I was climbing mountains. My son climbs up the Margala Hills to Monal often and I try to keep up.

I started golf in the USA once we shifted to Colorado after marriage in 1984-85. We had invested in a motel and our house was on the fairway of the Robert Trent Jones PGA golf course. Our back garden merged with the fairway and sometimes I had to tell the players that there ball was out-of-bounds. I had the good fortune once of walking behind Payne Stewart and Fred Couples on their practice round a couple of days before a major championship.

Azam Jamil ‘s association with renowned bodies of Pakistan



PAKISTAN
TENNIS FEDERATION



SERENA HOTELS
SAFARI LODGES AND CAMPS
HOTELS • RESORTS

IHG® InterContinental
Hotels Group

Brush with self-employment

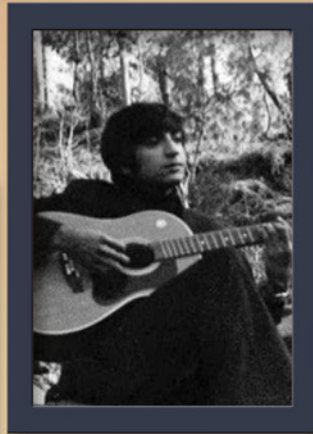
Octara.com: It’s quite intriguing, this shift from 5 Star Hotels to Mom & Pop Motel. How come?

AZAM JAMIL: I got married into a business family and my father-in-law suggested I invest in a motel in the USA that required just 10% down payment. When I got married I was already working for Intercontinental Hotels which I had joined in the mid-1970s, a time when people from good families didn’t work in the hotel industry. It wasn’t the done thing as opposed to now when it’s the flavor of the day. So, my father-in-law figured that I should work for myself.

COLORFUL MEMORIES OF AZAM JAMIL



With PTV's veteran actor
Late Shafi Mohammad Shah



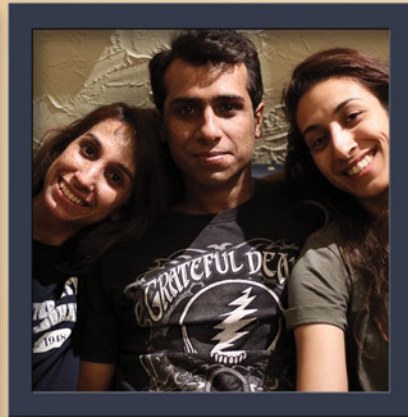
John Lennon Days "Imagine
there's no Heaven"



Performing at New Year's Eve in 1982 at
the Intercontinental Hotels Group, Rawalpindi



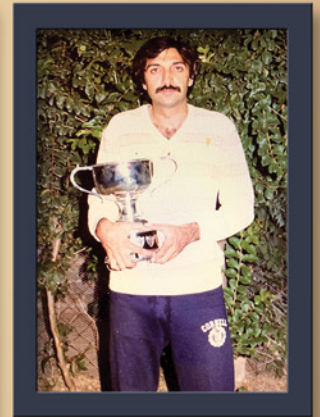
#MeAt20 National
Championships Karachi



My Kids Anique, Meekal and Mahnam



Daughter Mahnam with the Champion Ali,
a close friend of my Father-in-Law



Cornell Tennis Team in 1976



Manager of the
Pakistan Davis Cup Team, Colombo



Receiving the Virgin Airlines Award
in London for the Serena Shigar Fort



Performing at my daughter's dholki event
with son Meekal on the drums

Steamboat Springs, Colorado was the 4th largest skiing resort in the world in the 1980s and home of Butch Cassidy and the Sundance Kid, and we spent a wonderful six years of our lives there, between 1983-89. It was a profitable business but Mom & Pop operations had 60 years as the average age of operator, and we were in our 20s. We were in the wrong business at the wrong

part of our lives, and needed to do this once we had retired. 25 years old don't run such motels, but we said what the heck! We were living very comfortably. I had a Ford Mustang V8 and flying for Air Search & Rescue. I was the County tennis champion and won the State doubles championship. We travelled back and forth to Pakistan twice a year, but didn't save any money.

“Teaching is one profession where the older you are the more respect you get!”

Volunteerism

Octara.com: While in the USA you received “Pilot of the Year Award” from the State of Colorado for search & rescue work. How come?

AZAM JAMIL: In the USA I got a Commercial Pilot’s License with Instrument Rating. In Colorado we were in a small village and its rule was that every permanent resident had to put in 150 hours of community service per year. The chief of police assigned me flying for search and rescue because I was the only one with a flying license, and while everyone else got a new assignment every year I got stuck with flying!

Tiring of the American Dream

Octara.com: – So, what brought you two back to Pakistan?

AZAM JAMIL: Being genetic desis we got too homesick, and couldn’t imagine ourselves living amongst strangers for the rest of our lives. Returning to Pakistan the multinational Berger Paints hired me to head their sales and marketing with 400 people in the field, and I became the youngest in the industry in that senior position, reporting to an English boss with budget meetings in London. 6 months later Vijay Maliya bought Berger Worldwide and since the regional headquarters of Berger shifted to Calcutta I had to go there often.

From Berger I moved to the Holiday Inn (now Marriott) as Director Sales & Marketing, and had been there for 5 months when my father-in-law asked me to join him in his textiles business.

Serena beckons

After 3 years in 1998 I was approached by Serena Hotels and was overjoyed with the opportunity to return to hospitality. Although Serena was not doing well at the time I said yes in no time, and it was one of the best decisions that I have taken in my life. I was subsequently part of a team involved in opening many new Serena properties.

The Serena had properties in Faisalabad, Quetta, Gilgit and Swat. The Gilgit and Swat hotels belonged to PIA that were acquired by Serena while Faisalabad and Quetta His Highness built himself. The question of further investment didn’t arise since the company was in such a bad way. We weren’t in a single primary city and I made my case for opening in Islamabad. Several shuttles to Paris later the go ahead was received but for a 3 to 4 star property. Somewhere during the construction process the decision was taken to make the Islamabad Serena the best in Pakistan. So from 3 or 4 star we went to 5 Star deluxe.

Prioritize domestic tourism

Octara.com: Pakistan is said to be the world’s best kept tourism secret, and when one looks at the contribution of the tourism sector to the GDP one is inclined to believe that assertion. Why has our fabled oriental hospitality failed to find a foothold in the international market?

AZAM JAMIL: Our problem is that we always talk about the demand side whereas tourism is about supply. From Balakot to Naran is a driving nightmare due to the condition of the road. There are potholes that will eat up a Suzuki Mehran. That’s where tourism starts. Get your supply-side working. We have a 5000 years old civilization. What is the biggest asset of our civilization? Our stories! Start selling stories! Stop selling infrastructure. The guide at the Lahore Fort will point out the Diwan-e-Aam and the Diwan-e-Khas, and that’s it. That Fort has more than 3 million stories attached to it. Look at Egypt and the Pyramids. It’s no more than a graveyard and not aesthetically beautiful. All they do is sell their stories and a whole lot of merchandise associated with them. We need to stop selling infrastructure and start selling stories. So fixing the supply side of tourism should become a priority.

The other thing is that we need to prioritize domestic tourism and not hanker after international tourists. We have 230 million people. If you can’t convince a rich person from Sialkot to go to Moenjodaro then why will someone from Berlin come? The Taj Mahal attracts 800,000 foreigners every year. What people don’t realize is that 3 million Indians visit the Taj Mahal during the same period. That’s the cake. International tourism is the cherry on the cake. We have forgotten about the cake and focused solely on the cherry. Tourism is a domestic activity. Once we have done this then we can go looking for the cherry, and preferably the high-end cherry.

“Parathas” and Netflix!

Octara.com: Your YouTube Channel’s tagline “Developing People” is a natural outcome of the 30 years you have spent as a corporate trainer. During this lengthy journey what have you found to be the strengths and weaknesses of Pakistan’s human resource?

AZAM JAMIL: The mistake we make is that we connect learning with our current employment. Customer service people do not see the relevance of finance and other functions in their work. This is the biggest obstacle to learning and corporate growth.

The old interview question of “tell me a little bit about yourself” is passé and replaced with “what did you do during COVID?” Try telling them your life revolved around “Parathas” and Netflix! In these 5 months how much time did you invest in your self-improvement? Did you read books or do online research in your profession?

Companies ask me how I monitor outcome. But that’s their job! I make the interventions and they have to tell me how successful I have been. The line manager is the one who can tell me if the attendee’s training has had any effect. Training has become a profession whereas I have always treated training as a service to society.

Octara.com: How are you involved with FranklinCovey Pakistan?

AZAM JAMIL: FranklinCovey Pakistan is a direct franchisee of FranklinCovey USA which is amongst the top 10 providers of management training in the world. The delivery channel needed

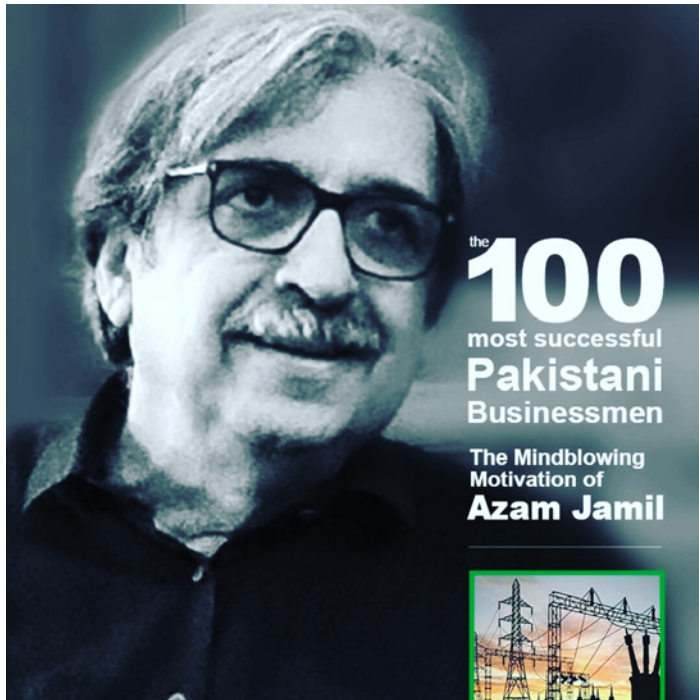
strengthening to deliver a fairly complex program to senior management. Eight years ago while working for Serena and with its approval I had delivered FranklinCovey programs to a few corporates so they knew me.

I am now FranklinCovey's senior consultant engaged by them on a need basis to deliver all FranklinCovey programs on their menu starting with Jaffer Brothers in Karachi to deliver the world famous 7 Habits. It's a 2 days program with 3 habits done on day 1 and 4 habits on day 2.

I am also engaging with Artistic Milliner with whom I have a contract for 2 trainings per month for 1 year, along with Hush Puppies. Other than these contracts there is room for random training. I deliver training to AKUH and Shaukat Khanum on a volunteer basis.

Training was never part of my job description and only became so when 4 years ago I was asked to set up a training division within the Serena chain. Training was always a passion and I did it because I liked doing it. I have worked in operations, sales and marketing as part of my job. Training was always something on the side like my tennis and music. I enjoyed doing it so much that I became very good at it. Ironically, had I not become a trainer in my spare time I would have no job today. Teaching is one profession where the older you are the more respect you get!

You walk into MIT and the average age of the professor is 80.



Whither intellectual content?

Octara.com: You did more than try your hand at acting during the early days of PTV. Share with us some recollections of those days rubbing shoulders with and learning from legends.

AZAM JAMIL: My acting days were very fruitful because a lot of nice people were in the field of arts like Yawar Hayat, Ashfaq Ahmed and Aslam Azhar. They were not just good technicians but were good people, and one learnt a lot from them. Rahat Kazmi and I did a two-man series with him playing Aristotle and I playing Plato, with the make-up people spending an hour to turn us into these Greek philosophers. My own father didn't recognize me! We just sat in one room, two people talking to each other. This was Rahat's idea and when he presented it to the big wigs they actually approved it even though it had no

“TEVTA has 400 technical colleges and institutes that are doing a truly wonderful job with an enrolment of 200,000 girls and boys”

commercial value with no songs, sex, drama or violence. It was just intellectual content over 5 episodes. Now it's all about commercialism with the advertiser deciding.

In the 1960s and 70s there was a lot of contribution to art. Ashfaq sahib and Bano Qudsia exchanged pleasantries and taught you humanity, not acting. Having daal-roti with Amanat Ali Khan was a rare learning experience in itself. Also there was no other channel except PTV which everyone was connected with. We were rookies.

Rahat Kazmi and Shahzadi introduced me to television. Once you were there then it was a very small community, and offers started coming once they saw you perform. But, once again, I was working and had to be at the Intercontinental Hotel at 9am and my involvement with PTV had to be very limited.

Octara.com: Do you ever get the feeling that you missed your vocation as a musician given your passion for it and the presence of huge talent in your immediate family like nephews Rohail Hayat, Ali Noor and Ali Hamza?

AZAM JAMIL: The good news is that I've played music at a very high level but haven't commercialized it. I continue to do so to unwind. Tina Sani and Adeel Hashmi are good friends. It's like tennis and flying which I have done as hobbies and as a volunteer.

Two Thumbs Up!

It would not be an exaggeration to say that Azam Jamil has proved to be a man for all seasons, an all-rounder who has lived life to the hilt and yet succeeded in his role as an enlightened family man who has empowered his wife and two daughters in no uncertain manner, and allowed his son to chart his own route in life which he has done in admirable fashion. Bravo! ■

Thank you, Mr. Azam Jamil.

Interview conducted by Adil Ahmad (Correspondent, OCTARA.COM)

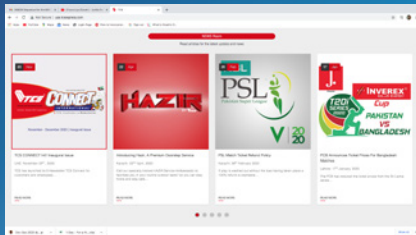
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OCTARA EVENTS FROM PAST

Extracted from Octara.com Newsletter - Issue 21 / Winter 2016-2017

An Exclusive Interview for Octara.com

DR. RAJ KUMAR on BLUE OCEAN STRATEGY

Raj Kumar is the CEO at the UCSI Consulting Group and a certified member of the global Blue Ocean Strategy Community of Practice based in Malaysia.



1. How did you come to specialize in Blue Ocean Strategy?

In 2007, I worked in a company called Creative Technologies, which was based in Singapore. During that time, I was in the company's strategy team and I read the book, Blue Ocean Strategy by Prof. W Chan Kim and Renee Mauborgne, and I was really interested in it. This interest resulted in the implementation of a Blue Ocean Strategy project called "The Learning Factory" and the project was successful.

This eventually led to my meeting with Dato' Peter Ng, who is the founder and chairman of UCSI Group. During that time, UCSI Group had just received a license to develop the consulting practice of Blue Ocean Strategy in 10 countries in 2009. I then joined the group as a certified Blue Ocean Strategy practitioner. It is a natural progression of theory into practical that bears fruits. And for the past 9 years, we have really seen how Blue Ocean Strategy creates an impactful success in businesses and society.

2. In the face of accelerating change caused in no small measure by global warming and climate change, the ability to build alliances with potential competitors has been cited as a key quality in senior management for success in business. The focus here seems to be on turning red oceans blue rather than a search for new blue oceans. Would this qualify for business collusion, and is it ethical?

In today's world, when we talk about forming alliances, it is all about collaboration. I think instead of just competing with each other, collaborating is a form of innovation. If there is a conflict of interest, it is definitely unethical but if there is no conflict of interest, it is an opportunity to synergize with other parties and



create a bigger Blue Ocean instead of competing. Take Target, for example, a big name in the retail industry. It is not easy to innovate in an industry that is very competitive. This can be said for the big players and small retailers alike. Realizing this, what Target did was to build a strategic network that emphasized on collaborative relationships. They worked together and allied themselves with other retailers to develop joint campaigns using pop-up concept with other retailers, creating buzz while driving sales. This resulted in the generation of more sales for Target.

Examples like this showed that there is indeed possibility of a strategic collaboration, even with your competitors, which is not a form of collusion, thus no question on its ethics. Of course, this is true as long as there is no conflict of interest.

3. There is a great deal of emphasis on entrepreneurship these days, but the vast majority remains imprisoned in the employee mindset. How does one effect a change to an employer mindset?

There are 2 points that I would like to address:

First, there is nothing wrong with being an employee. You can still be a blue ocean employee and create blue oceans in your company. For example, you can create new businesses; new streams of business. If you are successful, you can end up being the head of particular division or you might become the CEO and lead the entire company. It is good to become an entrepreneur and I think it is something that we should know because you are given the platform to experiment, develop business prototypes and business models into something beneficial to the company. These days, I think organizations are more open to the idea of having entrepreneur as it could increase the performance of the company and expand the stream of new business.

Secondly, many companies fail to survive these days, especially in the current economy. And in terms of entrepreneurship, it becomes a challenge in the company to survive. That is why we need to have strong value propositions, sustainable business models and positive cash flows to operate the business. It's the ABC of business: Awesome Value Proposition, Business Models that are sustainable, and a strong Cash Flow.

Every great entrepreneur was once a blue ocean employee or apprentice before they become successful. As an entrepreneur, you have to go through the process of maturity to build your own business.

4. Early specialization in the education system has curtailed the ability of the individual to think out-of-the-box, a prerequisite in the search for blue oceans. How would you suggest we switch back the focus to a broader spectrum of study encompassing the social sciences and languages?

What is more important in the education system is the ability to think, which people might lack, and this is very true in many countries. We tend to just teach students to learn within a particular stream and think inside of the box. I think it is okay to specialize in one area but there must be emphasis on balance. The focus should be 50% on the cognitive skills while the rest is on the specialization. For example, even if the students graduate with an engineering degree, having gained the skills to approach a problem with analytical mind, they can go to some other creative industry and explore many other things and not just solely focus on one area. Besides, having been equipped with the cognitive skills, can also complement their engineering knowledge.

So, the ability to think critically, creatively and analytically is the most important thing for me.

About the idea of switching back to the broad spectrum, I think it can be done with a balance. We cannot just develop a broad education system which makes people not to recognize their area of specialty, but we also recognize that narrowing down their focus might not be good for students who are still developing. We must be able to bring something to the table, but at the same time, it must be flexible enough to have a broader perspective. I would say it is about developing a formula and dividing it into 50-50 or 70-30 kind of process.

Balance is the key here.

5. Blue oceans remain blue only until the competition catches up and starts turning them red. Is it therefore necessary to engage in continuous innovation and reinvention with a constant review of the business model? And what percentage of business around the world do that in your opinion?

Creating a blue ocean is a continuous process and every blue ocean will eventually become a red ocean. If we have a look at other industries, it is all about a continuous innovation process. In the Blue Ocean Strategy book, there was a study of 108 business launches. It mentioned that 14% of companies were considered to be in the blue ocean while the rest of them, 86% were in the red ocean. These blue ocean companies had 38% revenue impact and 61% profit impact, while the red companies (86%) had 62% revenue impact but only had 39% profit impact.

As said by the authors of the book Blue Ocean Strategy, Prof W Chan Kim and Prof Renée Mauborgne: "There's no such thing as a permanently great company or a permanently great industry. All industries rise and fall as do companies. However, there are permanently smart strategic moves".

6. Please share with us your school, college, and university days, subjects you excelled in and your favorite extra curricular pastimes.

I enjoyed subjects that deal a lot with thinking and cognitive skills. I excelled at all of my favorite subjects. Science subjects were always my favorite subjects. In university, I liked physics but I also like management strategy subjects and I am a big fan of Michael Porter.

My favorite extra curricular activity is swimming but I also like reading, meeting people, travelling and understanding different cultures.

7. What books are you reading these days and do you have a favorite author?

My favorite author is Clayton Christensen and I love his books on innovation. These days, I read a lot about social enterprise and "impact investing". Currently, I'm reading this book called Doing Good Great and it talks about businesses that have a very strong purpose, not just doing great but also doing good. The businesses, while creating values for themselves, also transform the society around them. I firmly think that this is the future for sustainability.

8. Please render your impressions of Pakistan and your experience with Octara.

In the beginning, I was very conservative about Pakistan, but as I went there, there was a paradigm shift and I met people who are smart and very hungry for knowledge. Pakistanis are very serious about developing their country and building blue ocean business.

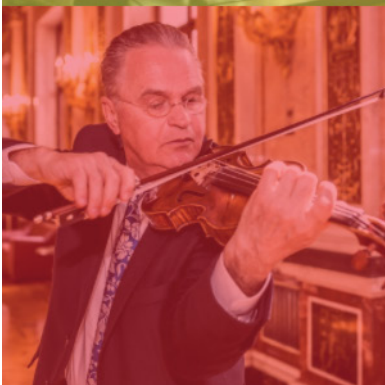
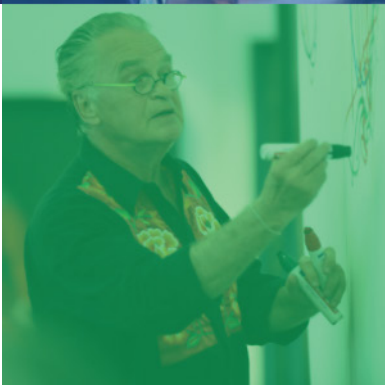
My experience with Octara has been tremendous, because I think that they are very customer-centric and they are very keen to give the best to the people in the country. Octara is a purpose-driven company, very experienced with their role and they are doing it very well ■

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



Miha's Elevator Talk



We are in the elevator and an unknown person, probably an executive in a global brand company, turns to me and says:

– “Is that a violin in your case? Performing a concert tonight?”

(Here we are: I am pigeonholed: violinist = glorified entertainer!)

– “No. I am on my way to an event to help executives like you find their own solutions for their problems.”

– “With violin??? Serious?”

– “Dead serious. I will help them to listen to the process of a genius masterpiece, get them passionate with out-of-the-box solutions emerging from musical complications and empower their own solution-sparks to jump the line back to their leadership dilemma, surprise, surprise: resolving, implementing. Creative detour – the fastest road to the goal! With 100% engagement, like true artists, no SMSing during my session! At the end I will perform, and they will hear the performing organisation! And my promise: they will never forget those change messages...”

(we are approaching the ground floor.)

– “But my team does not necessarily like classical music!”

– “Brilliant starting point: Art is not about liking, it is about real change and transformation!”

– “But I am afraid my boss will not like it...!?”

– “Well, then you might better get yet another PowerPoint presentation!”

(Uhhhhhsh, the doors open.)

– “May I have your business card... CIO, Chief INSPIRATION Officer...???”

– “Yes, you need inspiration if you want your change event to hit the bottom line!”

Gone in the crowd... gone? ■

Source:

<http://mihavision.com/mihaselevatortalk/>



Miha Pogačnik is a Cultural Entrepreneur, Social Activist and Ambassador of Culture of the Republic of Slovenia.

His vision is to awaken the artistic principle in every human being. Miha is known for using violin - a unique artistry which enables him to navigate across multiple fields from Business & Economy to Politics & Social Activism to Culture & Education

For Inquiries, info@octara.com

Managing Stress during Uncertain Times

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

Overview

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

Key Benefits

By attending this program, Participants will:

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

Who Should Attend

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

Agenda

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



Course Facilitator Usman Riaz Qazi

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

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

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

Fee Includes:

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

*Entitles card holder to 15% discount on all future Octara Trainings

Send your cheque in favor of Octara Private Limited
To: **Umair Tariq, Admin & Accounts Executive**
Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-34520708, Cell: 0343 5940485

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

Bring this program In-house at attractive discount

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

For Details & Registration contact

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

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Course Facilitator: **ATIF FAROOQUI**

- Expert in converting retailers' into brand buyer
- Pioneer of shopper marketing program in Pakistan
- Integrate consumer, customer and shopper marketing activities
- Representative of emerging markets practices in Europe
- Trade Marketing consultant to various companies in Pakistan, Africa & Lithuania

Atif holds galactic experience in field of Category Management and Trade Marketing. He is impeccably pronounced as pioneer of Shopper Marketing in Pakistan. Atif helped countless businesses as consultants and discovered opportunities to achieve better brands result. Having worked in Pakistan and Europe enhanced his cross market understanding to build brand at retail. This also equips him to perform the following function on turn-key basis:

- **Key Account Management** • **Trade Marketing** • **Shopper Marketing**

After 15 years of experience in Pakistan & UK for multiple sales and marketing positions, Companies he worked; **GWC Consultancy UK, Unilever, Continental Biscuits JV Kraft Foods, Ulker International and CEC UK Ltd.** Atif redirected energy towards founding MAK blue as Global Consultancy and for the last 6 years working as integral part of same companies. His commitment and passion to cascade knowledge took him to multiple global trade marketing forums in Europe, where he graduated professionals about different strategies to handle trade structure in various markets.

Atif carries unique training style. He encourages practical one to one discussion on ground market realities; this addresses challenges faced by the participants in no time. Breaking the stereotype, Atif's believes in real time case study that transforms participants' basic knowledge about the topic into functional knowledge.

INVESTMENT

1 - 3 Participants

INDIVIDUALS

PKR 12,500 +SST
per participant

4 + Participants

CORPORATE TEAMS

PKR 10,000 +SST
per participant

Fee Includes:

- 5 Star Hotel Venue for Training
- Course Material • Certificate of Attendance
- Lunch & Refreshments • Business Networking
- **Post-Workshop Advisory Services**
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Negotiate to **WIN** at Trade



How to Get The Best Deal Every Time!

December 10, 2020 | Marriott Hotel, Karachi
9:30am – 5:00pm

Course Overview:

Marketing and selling used to be very simple in early 80s and 90s. We developed powerful products, attained the depth of distribution and job was done. However, dynamics are changed. In today's time bargaining power has been shifted to retailer. Although, we sell to shopper but brands are channelized through retailers. **In this competitive time, before you Win at shopper, you have to Win at customers / retailers.** Most of the FMCG / CPG companies face great amount of challenges while negotiate with these customers. Eventually, end up throwing away their margin to these customers.

Smart companies train their interface to negotiate well with these customers. They not only safe guard companies' margin but also develop strong relationship with these customers.

This workshop is a functional course, designed for business professional to understand entire trade dynamics. The core objective of the course is to push business professionals to negotiate well and end up saving desired margin for the business.

Who Should Attend?

All the managerial cadres from sales & customer, trade marketing, shopper marketing and marketing department's specific to FMCG / CPG, Pharmaceutical, Fashion, Electronics and Electrical industries.

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For Details & Registration contact

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

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MS EXCEL

for BUSINESS PROFESSIONALS (Admin, Marketing and Sales)

December 15, 2020 | Marriott Hotel, Karachi | 9:30am-5:00pm

COURSE OVERVIEW

Microsoft Excel has always been a top recommended application for business users for making simple to complex calculations, data presentation, analysis and on top work efficiently and productively.

There are numerous events when you have to do repetitive tasks which are of a very little value but consume your precious time; yet engage you in less productive activities, which Excel may do automatically with a feature of MS Excel Power Query.

This hands-on workshop addresses all aspects of day to day issues related to Microsoft Excel and will equip participants with different solutions, plus they will get after session services for their person queries.

PRE-REQUISITES:

Participants must know these functions and features to get maximum benefit from this training:

- File & Folder Management
- Basic Formulas & Functions
- Formatting worksheets
- Data Sort / Filter
- Printing & previewing data quickly
- Working with Multiple Workbook / Worksheets
- Correct use of different cell referencing schemes i.e. Absolute, Relative & Mixed
- Identify the right type of Chart to use for available data & create the same

TRAINING OBJECTIVES:

At the end of this course, delegates will be able to:

- **CREATE** effective and professional data summaries
- **LEARN** quick ways to search, join and filter data
- **GATHER** and transform data from multiple sources
- **DISCOVER** and combine data in mashups
- **ANALYSE** data in different ways



Course Facilitator
JAHANGIR SACHWANI

Microsoft Power BI Certified

Microsoft Certified Office Specialist
for Excel 2010 and 2016

Microsoft Certified Office Specialist
for PowerPoint and Word 2016

20 years of training experience
in 10 Countries

Delegates must bring their
OWN LAPTOP for hands-on
activities with Excel 2016



Intended Audience:

Professionals from Admin, Marketing, Sales, MIS and Finance departments of any corporate industry and everyone who wants to learn MS Excel.

INVESTMENT

1 - 3 Participants

INDIVIDUALS

PKR 12,500 +SST
per participant

4 + Participants

CORPORATE TEAMS

PKR 10,000 +SST
per participant

Fee Includes:

- 5 Star Hotel Venue for Training
- Course Material • Certificate of Attendance
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FREE TO ATTEND

WEBINAR →

CORPORATE COMMUNICATION & YOUR BRAND

Wednesday 16th December 2020

11:00am UK Time | 2:00pm Dubai Time | 3:00pm Pak Time

Speaker

Dr. Valerie A Bram

BA(Hons) DipEd PhD MIOD

MD of T2 Linguistics

(<https://www.t2linguistics.com/>)

30 years experience in world-wide consultancy

Specialist in Psycho-Linguistics

Worked in Africa, America, Asia, Europe,
Middle East, UK

Overview

Brands are unique and are designed to set organisations apart from one another. There is little point in investing in a brand if it's not reflected in all aspects of corporate behaviour and every facet of corporate communication.

So all written and spoken messages should employ a range of sophisticated psychological and linguistic strategies that project the personality of a company, along with its values and attitudes - which are carried in its distinct Tone of Voice.

One organisation. One persona. One voice.

Key Takeaways

This Webinar Will Explore How To:

- **Measure** the delivery of your brand across all aspects of your corporate communication
- **Implement** a strategy to close any gaps that emerge
- **Equip** your teams with enhanced psychological and language skills
- **Remove** barriers to essential changes that may be needed
- **Measure** the impact of improved communication on performance and profitability.

Who Should Attend

Anyone who wants to deepen their understanding of how language and psychology can transform corporate messages.

Zoom Registration Link:

<https://bit.ly/36v47gV>

For Details & Registration contact

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

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Topic	D/s - H/s	Trainer	Month	Loc.
December				
Managing Stress during Uncertain Times	1	Usman Riaz Qazi	9-Dec-20	KHI
Negotiate to Win at Trade	1	Atif Farooqui	10-Dec-20	KHI
MS Excel for Business Professionals (Marketing, Admin & Sales)	1	Jahangir Sachwani	15-Dec-20	KHI
FREE Webinar: Corporate Communication & Your Brand		Dr. Valerie A Bram	16-Dec-20	Zoom
Upcoming Programs in 2021				
Online Training: Smart Selling Skills	TBC	Faizan Ahmad	Jan-21	Zoom
Business Writing Skills	1	Kanwal Akhtar	Jan-21	KHI
FREE Webinar: Introduction to Blue Ocean Strategy	60min	Dr. Raj Kumar	Jan-21	Zoom
Social Media Marketing Tactics	TBC	Dr. Frank Peter	Feb-21	Zoom
Management Masterclass	TBC	Haseeb Hasan	Feb-21	KHI
Online Training: Effective Brainstorming Techniques	TBC	Dave Nelissen	Feb-21	Zoom
Performance Management	TBC	Hussain Adenwala	Feb-21	KHI
FREE Webinar: Protecting Financial Assets	60min	Petros Geroulanos	TBC	Zoom
Job Evaluation & Grade Structures	TBC	Robert Mosley	TBC	Zoom
Emotional Intelligence for Leadership Excellence	TBC	John Bentley	TBC	TBC
Designing Agile Organizations	TBC	Frederik Haentjens	TBC	TBC
Online Training: Engage Remote Employees for High Performance	TBC	Ayesha Tariq Sethi	TBC	Zoom
Certificate in Maintenance Planning / RCM	2	Ben Stevens	TBC	TBC
Online Training: Digital Transformation with Cultural Alignment	TBC	Uzma Aitqad	TBC	Zoom
Impact of Future of Supply Chain Management	TBC	Thorsten Mebs	TBC	TBC
Channel Management	1	TBC	TBC	TBC
Corporate Governance	1	TBC	TBC	TBC
Creativity & Innovation using Design Thinking	2	Rody Vonk	TBC	TBC
Crisis Response and Communication Management	1	Ben Pronk	TBC	TBC
Corporate Etiquettes for Sales Professionals	1	Ghaus A. Jafri	TBC	TBC
Cyber Security Management	TBC	TBC	TBC	TBC
Enterprise Risk Management	2	Philip Griffith	TBC	TBC
Health Care Operation Management	TBC	David Ben Tovim	TBC	TBC
Key Account Management	TBC	David Vachal	TBC	TBC
Learning and Development Management Program	2	Ian Thomson	TBC	TBC
Measuring Return on Investment of Training	1	Jack J Philips	TBC	TBC
Strategic Marketing	2	Graham Hollins	TBC	TBC
Successful Product Launching and Brand Positioning	TBC	Jerome Joseph	TBC	TBC



For Details Contact:

Karachi: 021-34520093, 34547141, 34520708

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Attend any one Octara workshop in year 2020 & avail complimentary TCS Octara Loyalty Card which will entitle you to a flat 15% discount on regular fee to all Octara workshops (online & classroom) & 'MORE' during the whole year 2020.