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*Dear Reader,*

Even as COVID raised its ugly head for the third time in Pakistan, the women of Pakistan and indeed the world rallied their ranks to celebrate International Women's Day as many a gallant knight shed their shining armor to stand alongside in solidarity with these damsels certainly not in distress. But empowered women still remain the exception rather than the rule, a situation that will no doubt remedy itself going forward as an increasing emphasis on the education of the girl child and instant worldwide connectivity courtesy high technology move the empowered female cadres towards the gaining of critical mass.

This issue we carry detailed reports of two virtual assemblies on International Women's Day 2021, one courtesy Standard Chartered Bank in which the Vice-Chair and President of TCS, **Saira Awan Malik**, participated alongside other women in top management positions, and the other organized by TCS Octara featuring the heavyweights from the **world of HR**.

Given that the issues under fire relate predominantly with the world of HR, we have engaged the Director HR of TCS Holdings Private Limited, **Zarrar Nasir Khan**, in a revealing interview that we are sure you will find interesting.

Then, as usual, at the back-of-the-book we have Octara Programs in March 2021 & April 2021 with Management Masterclass (Facilitator: Haseeb T. Hasan), Effective Business Support Practices for Executive Secretaries, Receptionists, Administrative Professionals (Facilitator: Zaufyshan Haseeb), and Complimentary Webinar: Servant Leadership (Speaker: Junaid Akhtar).

Finally, we have the 'Life Long Learning Lessons' with Contributions from TCS Octara People. ENJOY!😊

Editorial Compiled by **Adil Ahmad**, Special Correspondent, octara.com  
Creative & Design by **Zainab Essajee & Nazim Ansari**

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## INSIDE



"TCS is a 40 years old company and we are trying to equip it for the next 40 years"

**SAIRA AWAN MALIK**

Vice-Chair & President, TCS Holdings Private Limited  
at Virtual session on IWD2021 by Standard Chartered Bank



'Sher Ki Nazar Aur, Sonay Ka Niwala!'

**ZARRAR NASIR KHAN**

Group Director Human Resource - TCS Holdings Private Limited  
- Interview conducted by Adil Ahmad



TCS Octara's Leader Acceleration Program Seeks Women in Leadership Roles

**Empower, Evolve, Excel & Achieve Gender Equality in a Post COVID World**

## Octara Programs in March 2021

March 18, 2021 | Marriott Hotel, Karachi

**Management Masterclass**

Facilitator: **Haseeb T. Hasan**

March 18, 2021 | Marriott Hotel, Karachi

**Effective Business Support Practices**

for Executive Secretaries, Receptionists, Administrative Professionals

Facilitator: **Zaufyshan Haseeb**

March 22, 2021 | 3:00 pm – 4:00 pm PKT via Zoom

**Complimentary Webinar: Servant Leadership**

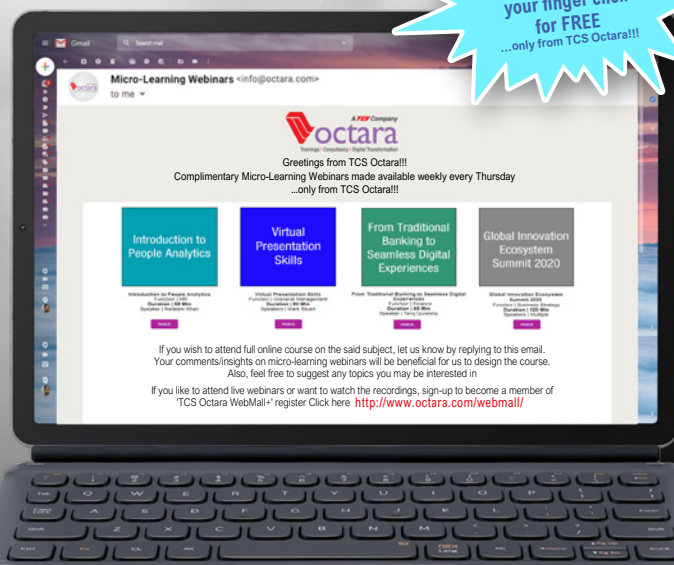
Speaker: **Junaid Akhtar**

## Octara Programs (March - June 2021)

Life Long Learning Lessons

**Contributions from TCS Octara People**

Life Long Learning  
Webinars available on  
your finger click  
for FREE  
...only from TCS Octara!!



#IWD2021 | #ChooseToChallenge

“TCS is a  
40 YEARS OLD COMPANY  
AND WE ARE TRYING TO EQUIP IT FOR THE  
NEXT 40 YEARS”

- SAIRA AWAN MALIK

(VICE-CHAIR & PRESIDENT, TCS HOLDINGS PRIVATE LIMITED)

at the Standard Chartered Bank  
interactive virtual session on  
International Women's Day 2021.

Saira Awan Malik is unique in more than one way, not the least of which is the fact that she effectively heads Pakistan's largest logistics sector enterprise where women are a rarity, leave alone one in such a prominent leadership role. Naturally enough, given her exceptional level of empowerment, Saira was invited as a panelist by Standard Chartered Bank to celebrate International Women's Day 2021 where the topics under discussion were 1. Drive for positive equality; 2. Social change; and 3. How the industry leaders are building on this for future generations.

## PIVOT FAST AND SURGE

“Do away with the bad, keep the good and make it better,” said Saira, articulating the framework within which the new and robust TCS Management that she heads is striving to excel in a VUCA world where change, and that too often precipitous, is the only constant, and disruption a way of life that has made the ability to pivot fast and surge at breakneck speed an inbuilt, natural reflex essential for creating and thriving in blue seas within fast spreading red oceans.

## SOLID FAMILY ENABLEMENT

“When you set a goal for yourself the person who is challenged the most is yourself because you're the one who has to do the heavy lifting,” said Saira. “My parents really enabled me which is quite different from support. The enablement that has come from my parents throughout my journey is quite an overarching theme in my life.”

## UNCONVENTIONAL JOURNEY

Saira says that she is very proud of the fact that she has had a pretty unconventional journey and hasn't followed a very linear path to where she is right now, with many twists and turns. Finishing her undergrad

degree in the US she chose to get married quite young, but her dream of law school was very much alive, and with her husband's support 7 months into her marriage Saira decided to move to England and start her law degree while expecting her first child at the time.

## ADDING VALUE BEYOND EXPECTATIONS

“All this sounds very unconventional and shocking to people. When my girls were 3 and 5 I was living in London and started working at an American law firm. The joke is that American law firms are much harder taskmasters than their British counterparts. I chose to work in the capital markets which was the toughest job on the menu. It was a challenge I set for myself. My senior partners at the law firm really supported my career development. I want to emphasize that getting a good partner is a two-way street. You have to be really proactive and put yourself out there and show to people that you can add value beyond what the immediate staff is expecting of you. As a junior associate I took on some really important business development initiatives, for example, that went down well with senior leadership.”

## CREATE & OWN YOUR SUCCESS

In a recent interaction with the female staff at TCS Saira said to them that when they are working with male counterparts they should not be afraid to step up and volunteer for challenging roles, put their hand up, for only then will people will notice them. “The onus is very much on you to create and own your success.”

## CHALLENGED AND EXCITED EVERY SINGLE DAY

Family businesses are not handed down on silver platters. In coming to this leadership role at TCS not only does Saira have to live up to the very exacting standards that her father has set for her and to which he holds



# Standard Chartered Bank

## ► This International Women's Day, let's #ChooseToChallenge ◀

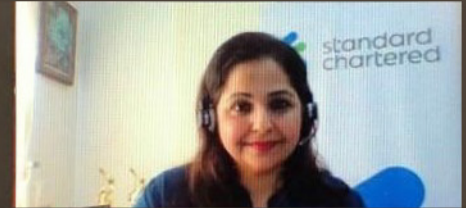
### Live Webcast



**Rehan Shaikh**  
Chief Executive Officer  
Standard Chartered Bank (Pakistan) Limited



**Sima Kamil**  
Director General  
State Bank of Pakistan



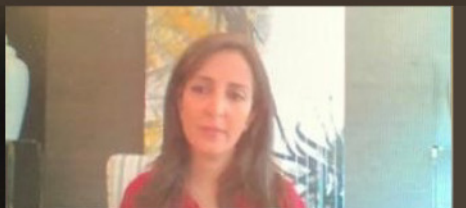
**Khadija Hashmi**  
Head, Corporate Affairs, Brand & Marketing  
Standard Chartered Bank (Pakistan) Limited



**Spenta Kandawala**  
Independent Non-Executive Director  
Standard Chartered Bank (Pakistan) Limited



**Erum Shakir Rahim**  
VP & GM  
GSK Pakistan Limited



**Saira Awan Malik**  
President  
TCS Private Ltd.

Date: Wednesday, 10th March 2021

Time: 10:00 am to 11:00 am

her to account every single day, but she is being judged by people you have seen her father's journey. *"It's a place where I feel challenged and excited every single day. It's a huge privilege. But unlike starting your own business where you are starting with a clean slate, here you are inheriting the good and the bad. TCS is a 40 years old company and we're trying to equip it for the next 40 years.*

*So we're doing away with the bad, keeping the good and making it better."*

## GENDER LENS

TCS is looking at its product offering through a gender lens. *"TCS is a logistics company with a female president and we have recently recruited a female CFO, so we have got a strong female leadership in place and are better able to service our female entrepreneurs who are our clients across the country."*

## HIGH-POWERED PANEL

The high-powered Panel comprised of State Bank of Pakistan's Deputy Governor Sima Kamil; Spenta Kandawala (Independent Non-Executive Director, Standard Chartered Bank); Erum Shakir Rahim (VP & General Manager, GSK Pakistan Limited); Saira Awan Malik (Vice Chairperson &

President, TCS Holdings Limited); and Rehan Shaikh (CEO, Standard Chartered Bank).

*"Almost half of SCB's total workforce is comprised of women with a strong representation in our management teams. Providing them training, coaching and mentoring are key aspects that we take very seriously"* – Rehan Shaikh.

*"We must move from a gender Neutral view where women have an equal chance and products are for women and men, to gender Intentional wherein the SBP is going to make all financial institutions incorporate a pro-women mindset"* – Sima Kamil.

*"Joined the business at 21 and thrown into the deep end. There were no perks for being the boss's daughter. No sitting in a/c offices for me, I started at the bottom. I stood on the factory floor for hours. I knew the furnace rooms where the ambient temp was 130F. my father's logic was it was not enough just to know the production process but also what it felt like to work in that environment"* – Spenta Kandawala.

*"Started working at 16. It's okay to be yourself. One has to work extra hard to establish your credentials so people take you seriously"* – Erum Shakir Rahim. ■

Event reviewed by **Adil Ahmad**, Correspondent, [OCTARA.COM](http://OCTARA.COM)



International Women's Day 2021 was celebrated at TCS where President, **Saira Awan** and Chief Financial Officer, **Muneeza Kassim** shared their views on Women's Day with female staff across the network.

It was an interactive session and the female staff spoke candidly and appreciated the efforts made by the management to ensure better and safe working environment for them.



INTERNATIONAL  
*Women's Day*  
8<sup>TH</sup> MARCH, 2021



#IWD2021 | #ChooseToChallenge

# **‘Sher Ki Nazar Aur Sonay Ka Niwala!’**

## **ZARRAR NASIR KHAN**

**Group Director HR, TCS Holdings Private Limited**



For two years now Zarrar has held the HR reins at TCS and overseen not just the generational succession at the top with the visionary co-founder of TCS, Engineer Khalid Awan, handing over the Company's stewardship to his daughter and chosen successor Saira Awan Malik, but also negotiating the thin ice of an unprecedented pandemic that has turned topsy-turvy the world's economic order, sounding the death knell of many a fabulous shop across the globe. TCS, however, has proved nimble footed and prevailed in staying afloat in stormy, heaving waters and, as Zarrar very proudly points out, not even in the most dire situation of the pandemic TCS did not layoff even a single employee nor did TCS deduct or delay their salaries. Bravo!

Along with his ability to generate a laser beam focus on the issues at hand, Zarrar has the capacity to take the broad view as well and his education gives us a clue about this for while at the Forman Christian College, Lahore, he studied Economics, Journalism and Persian. In his career that has spanned over 15 years, Zarrar has had some tough nuts to crack, most notable during his five plus years spent with K-Electric during its transformation from KESC.

**octara.com:** caught up with Zarrar and got an inkling of what the HR function is all about.

**octara.com:** As Group Director HR at TCS Holdings what is a typical day like?

**Zarrar:** Keeping the work force aligned with the Company's vision and motivating them is a major objective

every day. Each day brings in new challenges and learning which keeps us excited and productive, and to meet such requirements we need to go through brainstorming sessions with the HR and cross functional leaders, Interviews, Training Sessions, HR analytics, advisory to Management, and a lot more.

**octara.com:** How hard has the COVID pandemic hit TCS?

**Zarrar:** COVID gave a hard time to all, but if you have visionary leadership and loyal manpower you can face hard times in a much more constructive way. Even in the most dire situation of the pandemic, TCS did not layoff even a single employee nor did TCS deduct or delay their salaries. Resultantly, TCS employees contributed their full effort in supporting the business of the company. This balance from both sides kept the TCS ship sailing.



**“TCS is taking steps to increase its women workforce. We are an equal opportunity employer. We are taking steps to introduce a project whereby we will induct and train female riders”**

**octara.com:** What tactical and strategic measures did TCS take in hand to counter this massive disruption?

**Zarrar:** TCS handled it with the philosophy that “every threat brings a fresh opportunity”. Mostly it has been observed that in case of any issue, companies have a knee jerk reaction and embark on a cost cutting spree without analyzing the long term adverse effects of this reaction. This sort of a reaction ends up affecting not only the long term efficiency of a company but also negatively impacts the morale of the workforce.

**octara.com:** When most people hear the words ‘climate change’, they think of the environmental impact that global warming is having on the planet. Climate change is not, however, limited to environment-related issues; it reaches into many other areas, including the workplace. While the relationship between climate change and employment is a relatively new issue in the world of work, it is one that will have ramifications for future generations of employees. What measures are in hand in this regard at TCS?

**Zarrar:** Every change in the environment has an impact on the workplace and employees. Companies are working to provide a healthy work environment to their employees. Countries like Pakistan have serious effect of climate change upon employment and especially when you are in the Logistic sector where most of the business is outdoors you need to

provide an environment to your employees where the change in climate doesn't impact their productivity to any great extent. Like other areas TCS is leading in this area as well where we provide proper uniforms keeping in view hot summers, extreme winters, heavy rain, and safety gadgets, and train our staff on how to act in such conditions of extreme weather. This in turn keeps our employees motivated to serve our customers.

**octara.com:** In the global fight against climate change, countries and companies must achieve a socio-ecological transition. It is vital for the future of our planet to change our production and consumption patterns in order to minimize our environmental footprint. Digitalization is a major step in this direction that TCS has taken over the last year or so. Is there other good news to report?

**Zarrar:** TCS is again leading in the platform of Digitalization, where we have just launched a mobile application “TCS OneApp” with the initial features of “HR Helpdesk” & “TCS Awaz” where all the employees voice their issues. Apart from this, the TCS team is also working to completely integrate and digitalize all its processes which will ultimately help us in creating a paperless environment which will ultimately positively affect our consumption pattern.

**octara.com:** Logistics is a very male dominated Industry with barely any female drivers and riders. What steps can be taken to encourage more women representation in these roles?

**Zarrar:** Unfortunately, we don't have a culture of Female Bike Riders available in the market. Therefore, we are taking steps to introduce a project whereby we will induct and train female riders. Significant backend work has been completed and this project will hopefully be realized very soon. This will also encourage females to ride a bike in their routine life which is also a need of the time.

**octara.com:** Women are well represented in Sales, Marketing, and InfoTech. What percentage of the overall TCS workforce do women comprise?

**Zarrar:** TCS is taking steps to increase its women workforce. We are an equal opportunity employer and not only have we identified various positions where female employees will be inducted but we are also taking steps to create women only express centers which will not only provide an opportunity to female employees but will also provide an environment to a particular female segment of the society which feel more comfortable in dealing with women.

**octara.com:** Your employment in the banking sector didn't pose you much of a challenge it appears, given the

length of time you spent there. But you did succeed in clocking 5 years and 5 months with K-Electric as Head of Industrial & Employee Relations, a nightmare posting going by news reports. Please share with us some of the challenges you faced in that job.

**Zarrar:** My early years in the banking industry gave me a great insight to the Financial Sector. Both these assignments were by no means easy as at that time there was a lot of frenzy in the banking sector with new players coming in, old players trying to retain their positions while striving for growth and mergers and acquisitions happening. This generated a very high turnover for employees who had a lot of opportunity to move and retaining talent was the biggest challenge at that time.

K-Electric or KESC (when I joined in 2009) was a totally different ball game. Even though it was privatized in 2005 but the actual transition from a public sector mindset to a private Company did not take off initially. It was only from the start of 2010 when the new leadership and the new HR team undertook this initiative of transforming K-Electric to a modern Privatized company that the elements who were resistant to this change created a very negative environment which was rife with threats, intimidation and vile offers. But as they say “where there is a will, there is a way” and Allhumdulillah, not only did I succeed but the entire management of K-Electric created history by turning around a loss making, public sector mindset entity.

**octara.com:** At Pakistan Cables you were employed as Head of Human Resources & Administration and enjoyed ample success in your dealings with the Collective Bargaining Agent, successfully negotiating and signing the Charter of Demand, and establishing the writ of the management by initiating disciplinary actions and following through. You also identified and took action against chronic cases of absenteeism thereby managing and bringing the overall trend of high absenteeism to a manageable level. What was it that made you successful where your predecessors had clearly lost traction?

**Zarrar:** This is just one aspect of my role. My main focus was on developing a proper HR which would be more in tune with the modern way of managing a concern that was more than 60 years old. This was done through a lot of in-house & external trainings, awareness sessions, team building exercises and by bring in solid reward policies which focused on a “pay for performance culture” and automation of HR systems. Moreover modern concepts of management such as flexi timings for employees, offsite retreats, family galas, picnics etc all helped in making the team gel together which ultimately helped boost performance through employee satisfaction & motivation.

**“The TCS team is working to completely integrate and digitalize all its processes which will ultimately help us in creating a paperless environment”**

**octara.com:** What extracurricular activities did you pursue in school and college?

**Zarrar:** Cricket and football.

**octara.com:** How do you de-stress and unwind?

**Zarrar:** By reading, and spending time with my family which helps me to relax.

**octara.com:** Do you cook and have a favorite food?

**Zarrar:** I do cook occasionally and the request from my children is for me to cook Spaghetti & Mutton Karahi.

**octara.com:** What books appear on your reading list?

**Zarrar:** My favorite book is Shogun followed by The Good Earth. I also like to read books authored by Harold Robins.

**octara.com:** Do you have a message for the young HR professionals entering the field today?

**Zarrar:** There is no shortcut to hard work.

**Thank you Mr. ZARRAR NASIR KHAN. Much obliged ■**

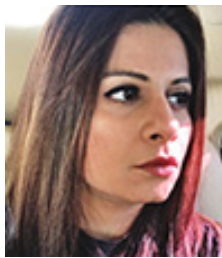
*Interview conducted by Adil Ahmad, Correspondent, OCTARA.COM*

## International Women's Day 2021

# Octara's Leader Acceleration Program Seeks Women in Leadership Roles



Zaufyshan Haseeb



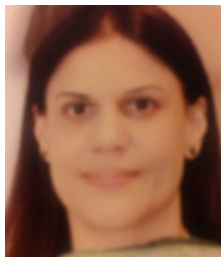
Sania Sattar



Jalal Curmally



Rose-marie Fernandez



Tehmina Shafi Khan



Syed Sajjad Raza



Faiza Yousuf

The Octara Zoominar brought together over 40 ladies at the cutting edge of women's emancipation and their gallant knights in somewhat faded and dented armor to hold forth on the topic under fire, namely ***"The changing role of women in professional and personal life during post COVID times"*** on March 8, 2021.

The empowerment of women through digital transformation and the key challenges for HR in managing remote teams were the flagged talking points with seasoned corporate trainer, educationist, psychologist and philanthropist **Zaufyshan Haseeb** moderating an all fired up panel of senior management drawn from across the corporate spectrum.

**Sania Sattar** (GM – Head of Communications, Sustainability & Special Projects at FrieslandCampina Engro Pakistan Limited); **Jalal Curmally** (Assistant GM HR at EFU Life Assurance); **Tehmina Shafi Khan** (Head Learning & Development at MCB Bank Ltd); **Rose-marie Fernandez** (Professional Certified Coaching by the International Coach Federations); **Syed Sajjad Raza** (Organizational Development Manager at Sui Southern Gas Company and **Faiza Yousuf** (Founder WomenInTechPK & Co-Founder CodeGirls) spoke with clarity and conviction, and it's evident that the ranks of the

empowered women in the workplace is fast approaching critical mass, and that can only be a good thing given the desperate need for emotional quotient and the instilling of empathy in a world of stiff, cutthroat competition for dwindling resources yielding bloodied red oceans.

## Equitable Hiring

*"How do we localize the rise of women in the context of our culture and country?"* asked Sania Sattar (GM – Head of Communications, Sustainability & Special Projects at FrieslandCampina Engro Pakistan Limited). *"Diversity isn't just a buzzword to pepper corporate literature with. It shows a shift in how corporations innovate and go about their business. All of us need to have a diversity agenda which not only sees women in leadership but ensures that hiring is equitable as well."*

## Sustainable Change

Sania feels that it has to be a sustainable change otherwise it won't work. "Women constitute a large percentage of the population and are economic contributors at every strata of



society from rural villages to urban centers. Women need to fight twice as hard to be here and work twice as hard for opportunities and prosperity. This is in addition to the other issues of gender based discrimination and harassment. Women should be safe whether driving a car or walking on the street without fear of objectification or harassment. Laws should mandate education for the girl child and prohibit child labor. Women make excellent entrepreneurs and we need to encourage them to stimulate our micro economy.”

## Women Leadership

Jalal Curmally (Assistant GM HR at EFU Life Assurance); was of the view that there is no such thing any longer as women leadership; there is only leadership, and both men and women are equally prone to being either good leaders or bad leaders. *“There is scientific evidence emerging that proves that women are actually more amenable to being taught and coached and make better students of leadership. That is very interesting. Once women pass a certain career threshold and enter into the leadership pipeline their rise to the top becomes quite smooth, provided you have transparent and equitable leadership development structures in place. I emphasize the words transparent and equitable. At this point inclusivity becomes less of a question and the quality of the pipeline dominates.”*

## Remote Work & Flexible Timings

Faiza Yousuf (Founder WomenInTechPK and Co-Founder CodeGirls) has graduated over 600 women and found placement for 120 in the tech industry. *“COVID has been a disaster for working women what with schools being closed and the kids being home. A lot of women had to resign from their jobs. Tech was one of the very few sectors that thrived during the pandemic and a lot of openings came up in the local tech ecosystem. Another silver lining is corporates getting comfortable with remote work and flexible timings. PASHA has been very active. Lots of work being done in gender diversity.”*

Rose-marie Fernandez ( Professional Certified Coaching by the International Coach Federations); is a veteran Octara associate and greatly valued for her workshops when she was in Pakistan. Now she's a Canadian in Toronto with a noticeable change in her profile, and was up at 5.30am to meet up with old friends across the seven seas on a matter of utmost urgency.

## Roots of Gender Equality Start at Home

*“Women face the same issues in Toronto,” says Rose-marie. “It's not an area specific thing. We are programmed 85% by the time we are 5 years old. That's the period when we spend most of our time with our mothers. They're the ones who do the programming by teaching us that girls can cry but boys don't cry, etc. By the time we're ready to enter the work force we are at 95% programming-wise. The roots of gender equality start at home.”*

## Black Lives Matter

Rose-marie's mother had a very dominant role in the family, and she had just one brother who was quite accepting of his three sisters. *“COVID has made Canadians more human with the man and woman working together at home looking after the kids. Post COVID the part time jobs that will emerge will be done by women, with men going after the full time jobs. The impact from the USA has been huge with 'black lives matter' the whole idea of diversity and inclusion has literally exploded in every field. It's not just about hiring women but more about developing them in right earnest. It takes three generations to affect real change according to psychologists. The voice of women is getting louder and louder, and that's a good thing.”*

Syed Sajjad Raza (Organizational Development Manager at Sui Southern Gas Company) stated the obvious when he said that the biggest challenge is the mindset and belief system that holds us captive. *“What will people say? When you get home at 11pm what will people say? You have to listen to your inner voice. Know thyself. What do you want? What are your inner challenges? The mindset of the women is the biggest barrier. The man's ego makes for conflict. Men don't cry. Why are you crying like a woman? This kind of stereotyping which the Ego does is stopping you from breaking the glass ceiling.”*

Tehmina Shafi Khan ( Head Learning & Development at MCB Bank Ltd) felt that post-COVID women have taken advantage of tech, even in the fitness sector through online classes. *“Social media has enabled women whose conservative backgrounds make it difficult to physically engage with the public. Smartphones and Wifi have enabled the outreach of YouTube both as marketing and coaching platforms. We have a long way to go yet. Social Media has given women that voice which they didn't have earlier, and I know from personal experience that women in even far off Sahiwal have gained in*



**PANEL DISCUSSION: WOMEN IN LEADERSHIP ACHIEVING GENDER EQUALITY IN A POST COVID WORLD**  
 Monday - March 8, 2021 | 3:00 to 4:30pm (PKT) @ ZOOM  
 Speakers: Zaufyshan Haseeb, Sania Sattar, Tehmina Shafi Khan, Jalal Curmally, Syed Sajjad Raza, Rose-marie Fernandez, Faiza Yousuf

To watch recording of Webinar  <https://www.youtube.com/watch?v=WVgZukEWun4>

confidence over the years. The journey has begun. Women are good at multitasking, but the big question is about what role will men play in creating that necessary enabling environment for women?"

## Rounding Up the Discussion

Sania Sattar said that unconscious bias is the biggest barrier, and the environment has a huge part to play. Jalal Curmally quoted a survey that found that the mother-in-law was the single biggest reason for women not rejoining work after producing kids, and hoped that with time more mothers-in-law would find their way into the work place and matters will improve. Rose-marie Fernandez made no bones about it when she said that women themselves were the biggest barrier for women moving upwards and forward. Faiza Yousuf opined that not being able to accurately communicate what they're thinking is a big spoiler for women, and advocated the ability to continue learning new things.

## Only Empowered Women can Empower Women

Zaufyshan Haseeb provoked considerable thought with her two-bits that men needed to get done cultural lobotomy! She expressed the strong belief that for women marriage shouldn't be the only goal in life, and that only empowered women can empower women. Agreed.



## Mad Men!

TCS Octara, CEO Jamil Janjua came on to thank the panelists and participants, and made a reference to the television series Madison Men, better known as Mad Men in which women play a secondary role, putting it very mildly, in the corporate world.

Clearly JJ was having issues calling a spade a spade on Women's Day, so here's a quote from Marie Wilson, in an op-ed for The Washington Post, to get across the crux of Mad Men's message, keeping in mind that its fictional time frame runs from March 1960 to November 1970.

## Difficult and Painful

*"It is difficult and painful to see the ways in which women and men dealt with each other and with power. It's painful because this behavior is not as far back in our past as we would like to think. Our daughters continually get the messages that power still comes through powerful men. And unfortunately being pretty is still a quality that can get you on the ladder—though it still won't take you to the top."* JJ also spoke of Adam and Eve and what got them the boot out of Paradise, and their ensuing trials and tribulations on Earth from which more than a few lessons can be learnt. Indeed ■

Zoominar Reviewed by **Adil Ahmad**, Correspondent, **OCTARA.COM**



# SERVANT LEADERSHIP



Speaker

**JUNAID AKHTAR**

Corporate Turnaround & Executive  
Coaching Professional, USA

- Over two decades of experience in leadership development and corporate turnaround
- Recipient of Transformer Award from General Motors – transformation from bankruptcy to profitability
- Diverse experience with global Fortune 500 firms – Americas, Europe, Asia-Pacific
- Educated at Harvard Business School & Lawrence Tech

## HOW A SERVANT LEADERSHIP STYLE CAN BENEFIT YOUR ORGANIZATION?

- When people feel valued, they strive to become their very best
- Humility and care from leaders require efforts but foster long term success
- Firms with servant leaders enjoy high talent retention and constantly outperform peers
- Servant Leader builds higher levels of trust and employee engagement
- Organizations exist to serve - leaders execute by serving teams and stakeholders

## WHO SHOULD ATTEND?

- Professionals in management cadre or at the threshold of joining it
- Technical executives within engineering, operations, and manufacturing
- People leaders and anyone with a keen interest in self-actualization

## ABOUT THE WEBINAR

With the modern-day workforce diversity and the need for a work-life balance, major corporations of today are faced with the challenge of sustaining talent, profitability, and success. Servant Leadership offers a proven way to overcome that roadblock when leaders and teams continue on the path of self-actualization. This webinar will address the subject at a macro level and provide some insight based on experiential know-how acquired from a multitude of Fortune 500 firms.




Click Here to Register:

<http://bit.ly/38i14L5>

...only from Octara!!!

For details & registration, please contact:

Sarim Atique at: [sarim.atique@octara.com](mailto:sarim.atique@octara.com), Mobile: 0345-8949470, Ph: +92-21-34520093

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*Helping You Succeed!*

# Effective Business Support Practices

for Executive Secretaries  
Receptionists  
Administrative Professionals

March 18, 2021 | Marriott Hotel - Karachi | 9:30 am to 5:00 pm

## Highlights of the Workshop

- **Furnish** participants with practical tools, post COVID19, on handling their administration challenges
- **Make** people aware of their own communication styles and how it affects their relationships with colleagues, juniors and internal/external customers
- **Enhancing** the time management of the attendees by helping them prioritize better after Lockdown
- **Helping** the participants learn to cope with the stresses on the job in "Uncertain Times"
- **Establish** trust between members to maintain a team spirit and open communication
- **Motivate** participants to become more aware of themselves to improve for the better
- **Create** a wave of motivation in the attendees on a professional as well as personal level

## Workshop Objective

This workshop is intended for business support professionals, who, apart from taking a refreshing break would acquire time saving techniques and be extremely motivated to return to their work places. It would act as a refresher to all the organizing skills, which were left behind during the daily fire-fighting activities. Bosses will indeed witness a positive change in skills and attitude and performance of their nominees, upon return from this highly motivational program.

## Who Should Attend?

- Executive secretaries
- Executive assistants
- Personal assistants
- Administrative executives
- Office manager's assistants
- Office professionals / assistants
- Receptionist, executive support
- All who want to brush up their organizing skills & acquire new time saving techniques? Even the more experienced executives will indeed benefit from this program.

### INVESTMENT

PKR **15,000** +SST per participant

Group Discount Available

### Fee Includes:

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

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

### Workshop Facilitator:

## Zaufyshan Haseeb

An experienced Life Coach, Zaufyshan lives her life **empowering individuals** globally to excel beyond their own 'perceived abilities' and enjoy the career and life they 'wish' for. Her practical and inspiring coaching / training programs help people tap into their '**potential**' so they can improve performance at work and achieve success in all aspects of our life, namely, Individual life, Family life and Professional life maintaining a fine and healthy balance, for a more content and happier life.

Zaufy helps people gain clarity on what they want and how to achieve it. Through an individualized coaching program, she works with them in their journey of self-awareness to assess where they are now, where you want to be and "**Action Points**" to bridge the gap. Zaufy helps people overcome any barriers, roadblocks, challenges or fears standing between dreams.

Zaufy was educated in the area of '**Human Development & Behavioral Psychology**', she achieved her distinction in MSc in 1986. A behavioral psychologist with extensive senior management experience helps her to blend 'practical knowledge of psychology' and 'management experience' to 'design and conduct' coaching/training programs.

Her mission in life is to assist individuals flourish and progress even during extreme stress and adverse circumstances and also be a source of positivity and inspiration for the community, family and colleagues around them.

In her coaching projects, Zaufy believes that a **Coach / Coachee relationship** is for life, and not limited to the official time frame. She develops a personal connection with her coaches that provides them comfort to keep returning to her on a personal level even after several years.



### What Participants have said about Zaufyshan Haseeb

“ Zaufyshan is a superb and an inspirational facilitator and made us learn on how to be more conscious at workplace and gave insight on modern business techniques. ”

**Sadia Rana, Coordinator/ Secretary, Unilever Pakistan**

“ I have learnt how to bring positivity in every approach and maintain work-life balance in this full-day workshop by Zaufyshan ”

**Charlene Pascal, Administrative Assistant, Pakistan Petroleum Limited**

“ Zaufyshan managed to refine our creative and presentation skills with different activities during workshop. ”

**Sameera Awaiz, Executive Coordinator, Hub Power Services**

“ I have learned new behaviour habits in this workshop ”

**Carol Sen, Communication Officer, BASF Pakistan**

### 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

...only from Octara!!!

For details & registration, please contact:

Sarim Atique at: sarim.atique@octara.com, Mobile: 0345-8949470, Ph: +92-21-34520093

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*Helping You Succeed!*



## Classroom Training

# MANAGEMENT MASTERCLASS

Essential Approaches & Contributions to Organizational Success

March 18, 2021 | 9:30 am – 5:00 pm | Marriott Hotel, Karachi

Workshop Facilitator:  
**Haseeb T. Hasan**

### Workshop Overview:

Research has proved that the single most important factor that determines an employee's performance is dependent on the way he or she is managed by his/her immediate manager or supervisor. Getting the best out of people is an art as well as a science. **COVID-19 has significantly impacted the management practices of organizations and led to a decline in performances of employees.**

This full-day workshop on **Management Masterclass** will equip participants with new effective management tools to motivate and facilitate their teams, either remotely or in the physical world. Prime areas of focus include **Leadership, Delegation Skills, Team Building, Leadership, Communication, Stress Management and Motivation.**

### Who Should Attend:

- Managers, who require a refresher
- Ideal for Technical Executives, who would like to learn people management skills to get the best from them
- Progressive Professionals, who are being considered for higher managerial responsibilities
- Also for Managers, who wish to take back some practical tools to get the most from their teams and maximize their true potential further

### Organizational Impact:

In sending delegates to this workshop, the organization will gain the following benefits:

- Have a clear understanding of management essentials
- Be better able to train and improve productivity
- Better understand their own strengths and weaknesses
- Be more confident to take bold decisions
- Have a better knowledge of dealing upwards in an organization
- Return with renewed energy and passion for managing their team

#### INVESTMENT

PKR **15,000** +SST per participant

**Group Discount Available**

#### Fee Includes:

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

#### 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](mailto:sarim.atique@octara.com) or call at 0345-8949470

For details & registration, please contact:

Sarim Atique at: [sarim.atique@octara.com](mailto:sarim.atique@octara.com), Mobile: 0345-8949470, Ph: +92-21-34520093

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# Training Calendar

## Programs in March-June 2021

Topic	D/s - H/s	Trainer	Loc.
Negotiate to Win at Trade	1	Atif Farooqui	KHI
Management Masterclass	1	Haseeb Hasan	KHI
Effective Business Support Practices	1	Zaufyshan Haseeb	KHI
Webinar: Servant Leadership	60 min	Junaid Akhtar	Zoom
Webinar: LinkedIn Challenge	60 min	Hammad Siddiqui	Zoom
Webinar: Happiness Affair-Leading Meaningful and Content Life	60 min	Sanam Fatima	Zoom
3D Ramazan- Direction, Drive & Discipline	3-hours	Umair Jaliawala	KHI
Webinar: Weekly Spiritual Session in Ramazan	60 min	Abbas Husain	Zoom
Webinar: Email Writing Essentials	60 min	Catherine Bentley	Zoom
Webinar: The Science of Selling	60 min	John Bentley	Zoom
Communication Skills for Finance Professionals	3-hours	Zaid Kaliya	KHI
Key Performance Indicator for HR	1	TBC	Zoom
Building Organisational Change Capability	1	Uzma Aitqad	KHI
The Science of Selling	5-hours	John Bentley	Zoom
Email Writing Essentials	5-hours	Catherine Bentley	Zoom
Customer Service	1	Faizan Ahmad	KHI
MS Excel for Business Professionals (Marketing, Admin & Sales)	1	Jahangir Sachwani	KHI
Understand the FinTech Space	2	Petros Geroulanos	TBC
Design Thinking	2	Mark Stuart	TBC
Building a Winning Supply Chain Team	1	Amir Aziz	TBC
Effective Brainstorming Techniques	2	Dave Nelissen	TBC
Designing Agile Organizations	2	Fredrick Haentjens	TBC



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For Details & Registration contact  
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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 2021.



# Life Long Learning Lessons

Contributions from TCS Octara People!!!

## Do You Sabotage Your Success?

- A blog by Ayesha Tariq

Adapted from **Fifth Wave Leadership: The internal Frontier**, a book written by **Morris Shechtman**. He also runs management consulting firm specializing in human capital development in USA. This article highlight three reasons for Managers who are working hard and doing everything right, but their career isn't just taking off. Though the article is intended for managers, but I felt to be equally relevant for anyone who is stuck and seeking career counseling for moving up the ladder. The article starts with asking you a question "**could you be subtly sabotaging your own efforts**", contrary to what majority of us think about how much effort and hard work we are doing to get our work done. This article unveils the hidden practices/behavior that is blocking the upward path.

### Avoiding Conflict

Despite many of us have studied functional and dysfunction conflict in our MBA's, and how healthy it is to have functional conflict for the organization, the reality is that we tend to avoid conflict. The excerpt explained conflict from an effective or I would say personal perspective by stating that people can't grow without challenges and challenges don't exist without conflict. For managers, it is pertinent to confront their employees on the negative and behaviors and attitudes, because telling people what they want to hear you lose your credibility and ultimately going round in circles.

### Refusing to get involved in your employees' personal lives

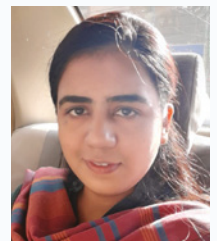
At first glance I was surprised to read this point, which has the opening line "Consider this truth: All business is personal". As the Managers are trained to keep a professional attitude with colleagues, they often tend to ignore the personal side of their

employees which sometimes could be the main hurdle in getting the outcome. This point further strengthens the importance "Empathy" for managers to understand employees' problems and to address personal issues in an appropriate manner which may benefit in building relationship of trust with them and for achieving desired outcome at work.

### Intervening too early in people's struggle

This could be the most critical reason in your way to success to enable people with right amount of guidance and instruction. Here the question is how much is too much? Keeping in mind a fine line in between briefing guidelines to employees and giving them enough room to make mistakes and learn from them. This point suggests that jumping too early and rescuing employees will never enable to tap their inner resources and in this exercise the employee might work according to your instructions but would never find out what works best for them. The article ended with a particular tip for correcting employee's mistakes by offering choices, instead of telling them directly what to do give choices.

In a nutshell, the article pointed out three behaviors' that are usually found as an impediment to growth and success of Managers. By rectifying these behaviors/practices we can build healthy relationship with our colleagues which may benefit in personal and organizational capacity.



**Ayesha Tariq**  
Product Specialist Training  
Octara Pvt. Ltd. - A TCS Compa

## Keep Track of Important Decisions

How many times have your meetings bogged down while attendees debated what the group did and didn't decide last time?

Create a meeting log that lets you concentrate on important topics. Assign a scribe to take notes on three separate pages bases based on these categories:

**Page 1: Decisions reached** - Include the reasons for each decision, a summary of objections and all voting results. Also note who makes what commitments.

**Page 2: Action items** - List assignments made, who's responsible for following up and a timetable for action. If you delegate a task to someone who's absent, have the jib so it's clear what he must do.

**Page 3: Tabled issues** - List unresolved matters that merit future discussion that prevents potentially critical topics from getting lost in the shuffle.

Whenever someone says "We can discuss that later" or "let's gather more data on that first," have the scribe record the issue.



Contribution **M. Shahzad**  
Office Support,  
Octara Pvt. Ltd. - A TCS Company.  
Sources - Communication Briefings

## How to Deal with Conflict

To handle conflict among your team members:

- **Ask those who disagree** to paraphrase one another's comments. This may help them learn if they really understand one another.
- **Work out a compromise.** Agree on an understanding source of conflict, then engage in give-and-take and finally agree on a solution.
- **Ask each member** to list what the other side should do. Exchange lists, select a compromise all are willing to accept and test the compromise to see if it meshes with team goals.

- **Have the sides** each write 10 questions for their opponents. This will allow them to signal their major concerns about the other side's position. And the answers may lead to a compromise.

- **Convince team members,** they sometimes may have to admit they're wrong. Help them save face by convincing them that changing a position may well show strength.

- **Respect the experts** on the team. Give their opinions more weight when the conflict involves their expertise, but don't rule out conflicting options.

## Never Say These Things

If you want to be considered a "STAR" performer, consider this list of "Nevers."

### Never say:

- **"They didn't** get back to me." Or, "They are getting back to me." Both are equally disastrous. Expecting someone to get back to you stops the action. Take the initiative.
- **"I thought** someone else was taking care of that." Excuses indicate a roadblock to action. Always ask questions to keep things moving.
- **"No one** ever told me." Let a supervisor hear you talk this way very often and you will have made a very clear statement about the way you work. You operate in a

tunnel, obvious to everything that is going on around you.

- **"I didn't** have time." And don't bother with "I was too busy," either. If you find yourself saying things like this you are writing you employment obituary.

- **"I didn't** think to ask about that." An inability to see to down the road may indicate that you lack the ability to understand and grasp relationships.

Contributions by **M. Umair Tariq**  
Admin & Accounts Executive,  
Octara Private Limited - A TCS Company.  
Sources - Communication Briefings



## Choosing the Best Typeface

What mood do you want the typefaces in your publications to convey?

These guidelines form typography experts could help you choose the right ones:

- **Friendly** - Simple yet lively optima tells readers you mean business but on a personable level.
- **Playful** - Consider round and jolly Hobo for fliers such as those that deal with relaxing and having fun at the company picnic or other outing.
- **Informative** - For a non-nonsense, tell-it-like-it is typeface for annual reports and newspapers, with Times Roman
- **Traditional** - Traditional but contemporary Bookman provides a personal touch for in-house reports and booklets.

- **Nostalgic** - Recall the past in historic profiles and anniversary pieces with the delightful and romantic Bodoni

- **Aggressive** - Pushy Helvetica Condensed offers an excellent choice for attention-getting headlines in fliers, brochures and ads.

- **Trendy** - To depict your organization as on the leading edge in technology or fashion, use the contemporary Avant Grade.

Contribution by **M. Nazim Ansari**  
Creative Manager  
Octara Private Limited - A TCS Company.  
Sources - Communication Briefings





## Encourage PRIDE in your workplace

- A blog by Zainab Essajee

Happy employees are productive employees, we have learnt in our business schools as well as in while attending trainings in the corporate world. While reading an article from Communication Briefings Issue, I came to know that if you want to motivate your staffers to give their best, adopt the PRIDE system.

### Provide a positive working environment

When it comes to managing your employees or working in teams, I think the most important thing both managers and teammates can do is setting the right tone at work. We've all heard some of the horror stories about terrible jobs or bad managers, and the one thing each of these stories has in common was the negative workplace environment.

I have learnt from my 15years of working experience that an employee's motivation to work is heavily influenced by his or her environment, I am lucky to be associated with organizations where an employees get respect & freedom —there is no fear to you. Creating a positive work environment will yield far better results for your employees and your company.

### Recognize everyone's efforts

Always reward an employee who does a good job. Recognition encourages employees to work hard and keeps them motivated too. It also instills the notion that hard work is acknowledged and appreciated, and encourages other employees to strive for the same recognition.

Glue Meeting meetings or an announcement emails is the best time to acknowledge the work your employees do. Managers can take two minutes out of the meetings to bring attention to their employees' accomplishments. There are rewards that are cost-efficient, which involves letting your hard working employees either leave work early or come in later, or present them with a prize such as a gift card.

### Involve everyone

The team mates themselves should understand that each one of the employee is with your company for a reason. Even if the idea may need some work, it's still important that everyone has his or her say. This will show that each member of your team is valuable and his or her input is just as important as a fellow

coworker's. I have always been encouraged to voice out my ideas at my workplace; it's a sign of a trust by your managements that you should lead the way.

When we initiate any project, we make sure to make an announcement and set up specific time for the team to bounce ideas off for brainstorming. It's a practice learnt from my mentors to especially encourage quiet employees more, by asking for input directly—that will help cement the fact that everyone's input is important. At TCS Octara, we all are encouraged to share ideas for business innovations in our weekly glue weekly meetings. This lets us learn from each other and also helps the lookout for more ideas to share within the team.

### Develop skills & potential

Training and education motivates people and makes them more productive. Learning never stops and training continues throughout your lifetime, in the form of knowledge or practical training. I can firmly comment that TCS Octara slogan "Helping You Succeed" has been created by keeping in mind the PRIDE system.

### Evaluate & measure continuously

Never keep your employees in the dark about their performance. Are they hitting or missing the mark? Yearly evaluations are important but employees shouldn't have to wait until year end to find out that management is unhappy with their level of productivity. Always share bi-monthly feedbacks to your staff which can also become a post project feedback and will help them to accelerate accordingly for next project.

After reading my blog, I would like to know what else you have been doing to encourage your team mates and creating a pleasant space at work? Write to me at the email address given below.



**Zainab Essajee**

Senior Conference Producer & Marketing Lead  
Octara Pvt. Ltd. - A TCS Company

Readers are encouraged to share their learnings for others with us at

**[zainab@octara.com](mailto:zainab@octara.com)** for inclusion in our upcoming issues.

Don't forget to send your recent picture and complete contact details.