



*Dear Reader,*

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**W**e are back in your midst with the 2<sup>nd</sup> edition of our e-Newsletter, but with a heavy heart as we announce the sad demise of our very illustrious international associate Tony Buzan. To say that Tony was one of a kind would be an understatement. His brilliance radiated brightly and very powerfully all around the world, and even though we met briefly he left more than a lasting impression on us, forging an uncommon bond as only those can

who genuinely feel for humanity at large and its development to its optimum potential. In our cover story we have revisited Tony's visit to Pakistan on February 18th, 2013, a visit that will forever remain etched in our minds. Rest in peace, Tony, and thank you for sharing your brilliance with us.

Also in this issue we have some thoughts on the forceful digital transformation of Marketing, as also some excellent pointers from sales guru Ron Kaufman on setting effective service standards. Affan-ul-Haq has written about becoming an empowered sales performer.

Thank you very much for your time, and we look forward to engaging with you in person sometime soon in one of our workshops and seminars.

Ramzan Mubarak 🌙

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# Tony Buzan

## Bids Farewell To The World

"Sad News," wrote Chris Day, the General Secretary of the World Memory Sports Council. "We have lost a great mind." Anthony Peter "Tony" Buzan died at 3am on 13th April 2019 after complications arising from a fall at home. He was 76.

Tony was universally celebrated English author and educational consultant who popularized the idea of mental literacy and a thinking technique called mind mapping, inspired by techniques used by Leonardo da Vinci, Albert Einstein, and Joseph D. Novak's "concept mapping" techniques.

Although he was an expert in many academic and creative fields, it was his skill in explaining the most complex of theories in easy and accessible ways that endeared him to his students and co-workers.



Mind Maps are the distillation of 50 years of experimentation. As Tony Buzan delved deeper into the twin disciplines of Learning and Memory he uncovered many universal truths in how humans think, remember, create and evolve intellectually – this distillation he referred to as “Human Language” – the true language of thinking that all humans have in common.

Mind Maps are a reflection on paper of the brain’s internal thought processes – he recently referred to them in the press as “the flowers of intelligence” representing as they do the budding and blossoming of a human’s innate intelligence as they understand the wonderful genius hidden just beneath the surface of us all.

“He took a less than average student, peeled away the layers of self-doubt and lack of confidence, shared the gift of the Mind Map and created an unstoppable thirst inside me for learning for learning’s sake. He heard my dreams and gave me the skills to achieve them” Elaine Colliar, 5 X World Mind Mapping Champion said.

His legacy lives on in the students with whom he has shared his gift and with the world-wide network of Instructors that continue his goal of “Global Mental Literacy” and also in the formation of the World Memory Championship that enters its 28th edition in December 2019 with a predicted record-breaking number of competitors in Wuhan, China.

Above all Tony Buzan felt that learning and life should be fun. His greatest joys lay in travelling and connecting with colleagues around the world and in planning future projects to be explored.

## OCTARA & TONY BUZAN

On February 18th, 2013 Tony graced Karachi and Pakistan for the first time with his signature program “Improving Productivity with Mind Maps” staged at the Sheraton Hotel & Towers that is now the Movenpick Hotel.

Think Ingeniously; Enhance Creativity; Boost Productivity. These were Tony Buzan’s three building blocks. In measured manner the father of Mind Maps put forth his treasured thoughts that have brought about a global revolution in the way the human brain can be optimized for knowledge retention.

Over 200 high powered delegates registered for this one-of-a-kind seminar, representing a cross section of Pakistani trade, commerce and industry. Most were familiar with the content on offer. Mind Mapping has been around for the last four decades. But the occasion was unique for it offered the privilege and pleasure of hearing it from the horse’s mouth, as it were.

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three building blocks.*

This was Tony’s first trip to Pakistan, a long overdue trip he said. He had traveled to 75 countries around the world, and Pakistan was the latest addition at number 76. As an Englishman he had met many people from Pakistan in England, but somehow his visit failed to materialize. Travel advisories from his government to the contrary, this time Tony had decided to see for himself what this enigma called Pakistan was all about.

Tony’s audience was alive and radiant throughout the day as it imbibed with relish his illuminating discourse, peppered as it was with entertaining and informative examples from his vast store of experience. A day earlier Tony had been given the nickel tour of Karachi by Octara CEO Jamil Janjua, and it included the Karachi Literature Festival, whose caliber impressed him immensely.

## Best Restaurant in the World!

The nickel tour also included dinner at the Barbeque Tonight restaurant that seems to have floored Tony completely, but in a good way! “It is the best restaurant around the world that I have ever been to in my entire life,” he had said. “The food was phenomenal, and the smell captivating. The place was full with families and children, and I felt totally secure. I was very happy, and I ate, and I ate, and I ate some more, course after course after course! It was some of the most delicious food that I have ever had.” High order praise indeed which Sardar Rahim and his high performance crew at Barbeque Tonight can justifiably feel proud of.

Map out your thoughts, said Tony. “The memory system is based upon imagination and association, and was practiced by ancient Greeks many centuries ago. I realized that one-colour monotonous note-taking was creating a gigantic logjam in the individual and the collective global brain that needed a new note-taking and thinking tool to unblock it.”

Information overload is an illness of the Information Age and causes stress, he had said, talking about ‘death by power-point’! Knowledge management required managing the mind. “We use less than one percent of our brains. The brain’s potential is phenomenal.” Tony’s been a winner of the World Memory Championship. Recently a 45 years old man memorized 202 digits to win it, and remembered those digits ten hours later, repeating them backwards! And this man, said Tony, had been called stupid in school!

*The memory is an infinite database and Tony’s objective was to help other people help themselves.*

The memory is an infinite database, and Tony’s objective was to help other people help themselves. In school the teaching of memory is the opposite of how memory works. “Leonardo Da Vinci said that in some way everything connects with everything else. Children are interested in everything. They’re the fastest learners and the most creative. Babies are a beautiful example of scientists given their curiosity and eagerness to experiment.”

I finally got to sit down with the man himself for an interview after the day’s proceedings had come to an end, amidst some apprehension that he might be too tired to engage with me. But Tony was fresh as ever. When passion and purpose intersect, they make for an inexhaustible store of joyful energy. Everything about him was available in the public domain, a fact that he alluded to gently, but humored me nonetheless, and took me down memory lane to how it all began.

## Wither Brain Manual?

As a young child, said Tony, he had loved the idea of taking notes and of learning. But by the time he was a teenager his thinking was already getting into a mess, and he began to hate anything to do with study, especially note-taking. He noticed the extraordinary paradox that the more notes he took the worse his studies and memory became. He went to the librarian looking for a book that would help him memorize better, and was directed to the medical section! While there was a manual on how to use all manner of gadgetry, there was no manual available on how to use the brain.

In an effort to improve matters Tony began to underline key words and ideas in red, and to put important things in boxes. Magically, he said, his memory began to improve. Tony said that while taking notes he had been taught to use one colour and write in lines, which he found boring and rigid, and so his grades fell. It led him to explore how his brain really worked. That led him to the use of colours that helped him remember better, and to the use of keywords that connected the ideas together.

“So, I got better and better, and my grades improved and time spent studying grew less and less. I was trying to rescue myself by using a learning tool, a note-taking method that was clearly helping me. I used to say to my friends ‘hey! Look at this! Try this!’ and they would try it and say ‘it really works! From near failing marks I am now getting B’s and A’s!’”

## Bomber Planes & Doodle Bugs

Tony Buzan was born in London on the 2nd of June 1942, and notwithstanding his teenage academic crisis which the inventor in him successfully overcame, he went on to become Head Prefect of his school. He remembered the Second World War when at the age of 2 years his little bedroom was in an area under the staircase, considered the safest place in the house during air raids. He remembered the bomber planes and Doodle Bugs that made a whistling sound as they approached the ground before detonation.

Tony finished secondary school and went to university on a scholarship to the University of British Columbia (UBC) in Vancouver, Canada. There he told them that he wanted to study everything! And was politely told that that would not be possible! Tony said that he found everything interesting, in particular History which he saw



as the memory of the nation and tribe, and indeed the human race. He became interested in History as a hobby. Four years at the UBC and Tony joined Simon Fraser University where he became charter student president, and studied and taught Psychology, English Literature, Mathematics and Statistics, a most unusual combination of subjects.

## BBC lends a hand

He did not have a branding business plan, said Tony. *I realized in the late 1960s that every student needed to know mind maps, so I taught at schools and universities, and did radio interviews.* In 1973 the British Broadcasting Corporation (BBC) found out what he was doing, and asked him if he would do a half hour program on the brain and note taking techniques.

*"I went to a meeting with the head of education at BBC Television. He said they wanted something on brain cells, memory, problems with memory, how to use the memory system, reading, reading faster, concentration, note taking and mind map. I told him we would need to do 10 programs! He said 'Jolly Good! Ten programs it is!' Each branch of the brainstorming session's mind map generated a half hour program in a ten part series. He then asked if I could write a book on that as well, and I said yes. He said 'Jolly good! Ten programs and a Book!' and we shook hands. This was in 1974. These 10 programs went on air 3 times a year on BBC from 1974 until 1989. People were calling me from around the world asking if I would give a lecture, or teach their children, or work with the government, or work with Fortune 500 companies. So I have traveled around the world from 1974 to 2013, and the end of the road is so far in the distance."*

The end of the road for Tony finally arrived amidst a general feeling that he died young at the age of 76. Tony had been partial to rowing on the sporting front, in particular sculling, which he called motion yoga. Living near Marlow-on-Thames, he was inspired by Sir Steven Geoffery Redgrave, arguably the world's greatest rower with 5 Olympic gold medals (1984 to 2000), and who had been world number one for 25 years. Asked how he did it, Redgrave said rowing is all about the brain, and the way the athlete thinks and envisions the goal. He said he trained his brain on how to think and synergize the brain and body.

Tony was also fascinated by swimming, even though earlier on he had been scared of it. He taught himself how to control his breath while underwater, and learnt the freestyle crawl and backstroke.

## Fathering 'thought gene' children

Tony Buzan never married. Had he married, he said, he would have liked to have fathered 20 children, each a specialist in a different field like music, athletics, poetry, science, and so on. Instead, Tony focused on global mental literacy, and fathered millions of children with his thought gene rather than the physical gene. *"Hundreds of millions of mind maps have been done by children, and I think of them as my children,"* he said.

Rest in Peace, Anthony Peter "Tony" Buzan, and may the Lord have mercy upon your soul and grant you a place in Heaven, Amen ■

[www.tonybuzan.com](http://www.tonybuzan.com)

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

*He did not have a branding business plan, said Tony. I realized in the late 1960s that every student needed to know mind maps, so I taught at schools and universities, and did radio interviews.*



# THE FORCEFUL DIGITAL TRANSFORMATION OF MARKETING

*@fondalo Marketing Blog  
insightful content on digital marketing*

Over the last week I have been reviewing a lot of research, studies and content related to the digital transformation of marketing. The amount of data and statistics lately that is surrounding this transformation is quite substantial. It appears that every major research organization is producing study after study on the various elements of digital transformation and its effect on brands, marketing and consumers alike.

After reviewing a significant amount of research, I wanted to share some of the data points as well as a few of my thoughts on how digital transformation is affecting marketing today and into the future. But I am going to start with the answer to a question I asked myself as I sat down to write this piece...

If I had to sum up my investigation of marketing and digital transformation into a single concise statement, it would be that "marketing is being forced to transform based on the new habits of business and consumers". Here's why...

## Follow The Money – From Traditional To Digital Marketing

Very similar to corruption and politics, you always need to follow the money to get to the bottom of a specific situation. When outlining digital transformation and where marketing money is being spent now, compared to where it is expected to be spent in the future, provides a clear indication of the trends over a period of time. These trends that extend over several years are pointing to the transformation of marketing that businesses of all sizes are coming face to face with.

Let's take TV ad spending versus digital ad spending as an example and key indicator. The fact is that next year total digital ad spend will surpass that of TV for the first time! According to eMarketer's latest report, TV ad spending will equate to just 35.8% of total media ad spending in the US next year, while at the same time digital ad spending will climb to 38.4% of all spending.

This shift in where money is being spent is no small trend. In fact if we look back to 2014, digital media spending represented only 28.3% of the market. That's a 10% increase in spending focus in just 3 short years. During the same period TV ad spending has shrunk from a 39.1% share. If we look ahead to 2020, digital media will make up nearly 45% of the share spent on advertising mediums. Boys are times changing!

## Digital Marketing Requires Transformation

Any look into digital transformation would be incomplete without understanding the changes within digital marketing that is causing the transformation. As I reviewed study after study, multi-channel marketing and Omni channel marketing were the significant drivers toward digital marketing transformation. Meaning, single platform marketing approaches are all but gone, in favor of being everywhere or at least multiple places your target audience spends time online.

A survey conducted last year by the PR Council and Association of National Advertisers (ANA) found that multichannel marketing and content marketing were by far the biggest investment priorities of experienced marketers. But let's be clear, it isn't just conducting marketing across multiple channels that have made multi-channel marketing both an executional and investment priority, but rather truly integrated digital marketing components across those channels.

It's the true integration of all digital marketing components into a unified effort that is what is causing digital transformation within organizations of every size. It is one thing to have a presence on multiple digital platforms, yet it is wholly something different to bring the effectiveness data together from social, PR, Website, inbound, content, mobile and paid media channels to make them a unified strategy that transforms marketing and scales. This is what's making truly integrated marketing strategy by far the top priority of US senior marketers.

The fact is that an enormous 63% of marketing executives place marketing integration as the number one area of focus, followed by content marketing at only 13%. That's a 50% rank difference from the number one and the number two focus areas! It's just not even close. If your B2B, SaaS, Startup or brand is not placing an emphasis on total marketing integration through multi-channel marketing disciplines, you are falling WAY behind.

## Digital Consumption Habits Driving Transformation

How we are consuming content is changing and that is a huge driver behind what marketers need to be doing now and into the future. Consumers used to spend much of their free time in front of the television, but that is changing quite rapidly. As estimated by eMarketer, the average US adult will consume almost 6 hours of digital media daily across mobile, desktops/laptops and other connected devices and NOT via television. At the same time that we are moving toward digital consumption of media, the amount of that time spent on mobile has continued to grow and is now eroding time spent on desktops and laptops as well as television.

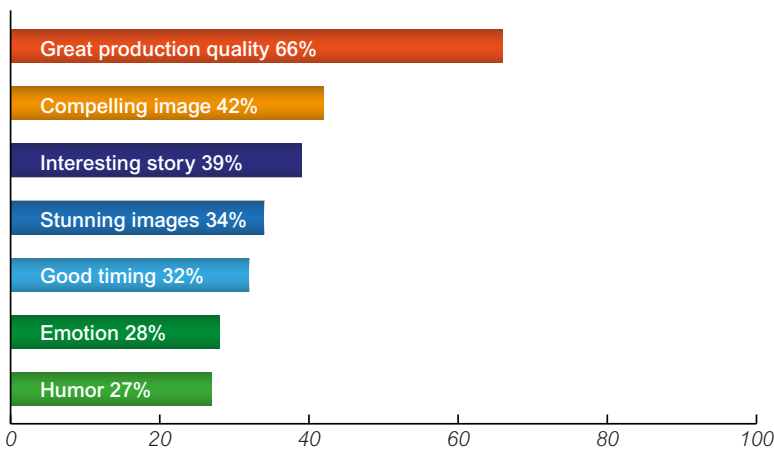
Marketers have to use these trends to stay ahead of the curve and make painful adjustments to their marketing strategies, mediums and content.

## Visual Transformation

In addition to all of the other factors we have covered so far, the onset and growth of digital consumption is driving the requirement of visual content. Short attention spans, the mobile revolution and the shift away from television is making visual content the normal requirement.

A recent study by Lewis Communications reveals that 94% of digital marketing executives are already producing visual content instead of just text-based blog content. Visual content such as graphics, photos and video are said to be 67% more engaging in the study and it's no surprise. The research further shows that beyond being more engaging, respondents cited (50%) that it's required in social media, (46%) visual content evokes emotion and (45%) lack of attention span as the top reasons for driving the production of more visual content.

**The study goes further by outlining the important factors in making visual content successful. They are:**



These are the top factors the study cites as important, yet does not describe the challenges small and large brands are facing while attempting to increase their visual content creation using these factors. This represents yet another forceful push toward the digital disruption and transformation of marketing.

As online usage and trends continue to change, marketing and how businesses utilize it is transforming as well. Although digital transformation has a lot to do with marketing, its strategies, integration, platforms and tactics, it is mainly something that comes from within an organization more than what comes out of it. What I mean by that is that digital transformation is the result of an organization's commitment and the dedication of the resources and expertise required to implement it from within. That decision and ultimate priority is what will then transform the outward execution of the marketing. Transformative digital marketing can't transform an organization from the outside in, it must happen from the inside out. And that means leadership at the executive level that sets priorities toward transforming their internal infrastructure, operations AND marketing toward a digital heading.

Sources: <https://fondalo.com/the-forceful-digital-transformation-of-marketing/>



*Octara Speakers Bureau encompasses an Associate - Dr. Frank Peter, Ph.D, who is a Global Expert on Digital Transformation and a Certified Google Educator.*

*Video message from our Facilitator on his recent visit to Pakistan*  
<https://youtu.be/7wqDLxLYP3E>





# Setting Effective Service Standards

**By Ron Kaufman**

Enjoy an interview with Jeff Eilertsen who leads the Client Success team at UP! Your Service with 25 years' experience improving service and leadership in organizations around the world.

As a Consultant, Keynote Speaker and Global Master Trainer, Jeff works with clients to develop people, processes and best practices to achieve a culture of Service Excellence.



YouTube: <https://youtu.be/71oGxsT8DCk>

Jeff offers service performance insights to address five essential service challenges every organization must successfully address.

In this interview with Ron Kaufman, Jeff discusses the first challenge out of 5, Setting Effective Service Standards.

**For more: <https://www.upyourservice.com/blog/setting-effective-service-standards>**

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



How **STRONG** is  
your **VOCABULARY?**

<https://www.merriam-webster.com/word-games/vocabulary-quiz>



# Becoming an Empowered Sales Performer

by Syed Affan-ul-Haq

Have you ever measured that how much time does a sales representative spend with his/her customer or prospects? **Surprisingly, the average sales representative spends only 15% of their time engaging with their prospects or customers as per the research by Alexander Group.**

Do You Think Does This Matter To You?

**Increasing time engaging with prospects or customers is one of the quickest ways to improve productivity. This is essential for most sales forces, given that only 57.1% of sales representatives meet or exceed their targets** - CSO Insights

Productivity alone however will not garner the brass ring. The selling environment today requires sales professionals who can leverage every interaction with a customer. Process is not enough. Today's top performers are skilled at navigating the non-linear waters of human interaction.

The science of human interaction is becoming more essential as B2B buyers move to using more online tools to streamline buying. Consequently, expectations are shifting. B2B buyers are looking for sales representatives to be consultants who can create value. This requires a unique blend of knowledge and skills coupled with human interaction capabilities that help the buyer and their buying team through the buying process.

Human interaction in selling isn't dead. On the contrary, it's becoming more demanding.


This is how you can EMPOWER to become a real sales performer by increasing your human interaction skills....

## KNOW THYSELF

1 First and foremost, it is important to know yourself. If you have had a comprehensive assessment completed, reflect on it and ask yourself, how it impacts the way in which you communicate. If you have not had a detailed assessment, consider some of the following:

### Rate yourself

on a scale of  
**1 to 10**



**1 2 3 4 5 6 7 8 9 10**

1. Are you a highly assertive person or a bit more submissive?
2. Do you like to win at all costs or naturally focus on helping the team to win first?
3. Are you an innovative person, who like to find new ways to approach a problem or do you tend to follow the tried and true?
4. Are you a person who is comfortable with lots of changes in your day and fighting fires or do you prefer a more orderly working environment with few or no changes during the day?
5. Do you like working alone or do you prefer to have others around you at all times?
6. Does it take you a bit of time to warm others to you or do you like to be the center of attention?
7. Do you take things to heart or do you let things roll off of your back?
8. Are you naturally focused on your goals and getting things done?
9. Are you naturally focused on your goals and relationships?
10. Are you a person who is more focused on helping others and relationships?
11. Are you a person who is focused on others' needs and getting tasks done?

Consider the areas that you rated yourself closer to a 1 or a 10. Reflect on how they impact your ability to adapt to others who are on the opposite side of the scale.

## 2 Identify how your prospect or customer communicates

Consider all of the questions below as they relate to your prospect.

- What does it mean in terms of how they want to be communicated with?
- Their approach to a buying process?
- Words that would have meaning for them?
- Words to avoid?
- What would help them to consider change?
- How they would want a proposal structured?
- How much detail they would want?

## 3 Identify your natural approach to communicating and consider what you will need to do to be effective in communicating with your prospect

- In what ways does your communication style align?
- In what ways is your communication style different?
- How will you adjust your approach to meet his/her needs?

## 4 Understand and practice protocols of communication

Be aware of the importance of matching where your prospect or customer is in their buying process. Most sales representatives lose sight that their role is to help a buyer make a buying decision. This includes no and yes.

When you violate the protocols of communication, you risk passing a message to the buyer that says I'm only interested in selling you. Being a consultant and trusted advisor means you must be, first and foremost, interested in helping your prospect make the right buying decision for their needs.

One of the most common errors sales representatives make is becoming too specific too soon. This is a typical communication trap sales representatives fall into when want to start "pushing" for a sale rather than helping a buyer through their buying process.

## 5 Learn and practice the principles of communication

Learn principles of communication such as influencing, negotiation and change. Understand them and leverage them to help your buyer make an effective buying decision.

## 6 Plan your use of inquiry and advocacy

Balance inquiry and advocacy effectively and align them with the buyer's buying process.

Construct key messages that match your prospect or customer's communication style.

## 7 Pay attention to body language, cues and meta messages

Focus on "The messages behind the words" to be certain you understand the intent behind what is said.

## 8 Become a student of human behaviour

Read everything you can from sites like Psychology Today about human behaviour. Study and read about the brain and how we make decisions. Watch TED talks that help you to better understand yourself and others. Do curbside reviews after each dialogue with a prospect or customer to continue to learn, adapt and improve. People buy from people. The more you understand people and the "why" and "how" behind how they interact, the greater success you will garner.

The bottom line is this, when our clients identified their true EMPOWERED top performers based on valid criteria and the ability to repeat their performance over time, their list coincided with the sales representatives who embraced learning.

**Be aware of the importance of matching where your prospect or customer is in their buying process. Most sales representatives lose sight that their role is to help a buyer make a buying decision. This includes no and yes.**



**Syed Affan ul Haq** is a certified Business Coach. He is passionate about working with people and organizations to accelerate their shift to learn, grow and Transform. He is working with Octara on Sales Management Trainings and Coaching.



*"It's not just about abstaining from food and drink  
during the daylight hours - the spiritual side of Islam's holiest  
month is far more important"*