



Dear Reader,

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**D**isruption and Re-invention are the buzzwords of the day, and so here we are with an e-edition of the octara.com newsletter, saving paper with care for the trees and drastically reducing production and circulation costs, not to mention the quantum improvements in real time speed of content delivery directly to your Inbox.

Given all the pluses and the fact that 'change is the only constant', this move was inevitable, and many a prestigious publication has proceeded down this road. We do, however, reserve the right to bring out the occasional hardcopy version once in a while, on special occasions.

Going digital is the name of the game, and it has so been for a while. The cyberspace highways are a buzz, instantaneously connecting billions of people around the world and truly transforming this planet of ours into a global village, and making for a mind boggling array of possibilities and opportunities. To bring us up to speed on the dynamics of digital marketing and the monetization of social media for our benefit, brand new Octara Associate **Dr. Frank Peter**, Life Scientist turned Digital Guru, conducted a two day Masterclass for Karachi's corporate warriors, and also gave a one hour talk at the Marketing Association of Pakistan's monthly TeaTalk, and we carry a brief of both events. It was Frank's first visit to Pakistan, and it looks like he is going to be back again and again!

Also in this issue is a revisit of the Blue Ocean Strategy with Octara's greatly valued associate from Malaysia, **Raj Kumar**, who gave a one hour presentation at the Marketing Association of Pakistan's Monthly Talk.

For starters we have for you "Dinner & Discourse with **Robert Mosley**, the Man from Lemon Pip!" Robert styles himself as a

Global Remuneration Expert and Consultant Former SVP Human Resources Emirates Group, and is a valued OCTARA Associate based in the UK.

He spends 45 weeks of the year, crisscrossing the skies around the globe engaging with human capital and bringing it up to speed with his MSC mantra. Robert has been spending one of those weeks in Pakistan over the last 3 years and was in Karachi for 5 days of intensive engagement with Karachi's corporate warriors courtesy OCTARA.

Robert took time out to break bread with us and engage in a free flowing, wide ranging, and highly stimulating conversation that bears a detailed mention.

We also carry an account of Octara's Career Compass with the 16th Dawn Education Expo where our top tier trainers engaged with Generation Z preparing to enter the job market in the not too distant future.

Coming up very soon is veteran Octara Associate **Ben Stevens**, a renowned speaker on Maintenance & Reliability. He will be conducting certified workshops on "Maintenance Planning" (Lahore) and "Best Maintenance Practices" (Karachi) to inculcate superior maintenance tactics to deliver uninterrupted operations, and we carry a brief about his previous visits to Pakistan.

We wish our readership the choicest of health, wealth, happiness, good fortune, and look forward to getting your feedback as we forge ahead to a brighter future and greener pastures.

April 2019  
 Training Calendar  
 INSIDE

## THE HOBBYIST

He is a brand new Octara Associate settled in Malaysia, the Author of 'Digital Marketing Strategies for Decision Makers' (Book available at Amazon) and working on his new book 'Digital Transformation for HR Leaders'.

**Dr. Frank J. Peter PhD**

Digital Marketing & Transformation Dynamo

Highly Certified

"Dr. Frank's qualifications in this field are formidable, he is Certified Google Educator, HRDF/SIM Certified Trainer, DMI Accredited Trainer, Google AdWords Certified, Google Analytics Certified, Microsoft Bing Certified, Associate Faculty UUM OYA GBS, and Industry Advisor IUMW, alongside over 15 years of experience as Keynote Speaker at International Conferences and Corporate Events.



**Love strikes!**

However, this was not the career path he chose for himself. With a PhD in Life Sciences from university in Germany, Dr. Frank spent some time in the USA on a research project, and then, 25 years ago, got a call from Singapore to join a research project there.

**"I stayed there for a couple of years and met my future wife. It was like an anchor that had been dropped and I never left."**

**Diametric Divergence**

Dr. Frank worked at the National University of Singapore where he taught research management as the chief scientific officer for life sciences. There were push and pull factors that effected the change in career paths. The pull factor was his hobby to set up websites. That was the time before Google.

**"I wanted to know how it worked?. So, I did hard coding and found a way to monetize those websites by putting in advertisements, and eventually Google advertisements. This hobby made me more money than my fulltime job."**

**Family first**

The push factor was the job with the university which was 24 hours a day, seven days a week, and he wasn't being able to see his kid grow up.

**"Whenever I left in the morning she was sleeping and when I came back home in the evening she was sleeping. I had to work weekends as well. It wasn't worth it. So I chose quality over making lots of money, but eventually the hobby turned out to be quite profitable as well when I turned it into a business. I went into training and that's how it all developed."**

Daughter Liana is learning psychology at university and Dr. Frank's wife Fauzia is a fulltime housewife. His mother and two brothers reside in Germany.

**"I really enjoy giving these talks and lectures and it is something that gives me great pleasure. Plus it's a hobby as well, especially the perks that come with it like all the travelling and the great opportunity to visit and experience new places."**

**Leveraging the golfing bond**

His first visit to Pakistan has been a great visit so far, says Frank, regretting that it's just too short.

**"I hope to come back and hopefully have a bit more time to look around. I also play golf though I'm not very good at it despite playing it for 20 years!"** Pakistan has some fine golf courses, I mention to Frank, and the look in his eyes told me that inbound golfing tourism from Malaysia could well be a possibility in the future.

**Diaspora to the rescue!**

Was he discouraged from taking the trip to Pakistan? **"No. I have two neighbors in Kuala Lumpur who are from Karachi. I spoke to them and they asked me not to believe what's in the media, particularly the Western media. They come back quite often, and made me a list of places to visit."**

**MARKETING ASSOCIATION LAYS OUT MAP TALK**

Syed Ali Hasan Naqvi (President MAP) and Ali Habib (Secretary MAP) once again drew upon the Octara resources for their monthly MAP TALK and, after hosting Octara's Raj Kumar's one hour long discourse on Blue Ocean Strategy, MAP invited Dr. Frank J. Peter PhD to enlighten its membership of marketing professionals on the '10 Trends to innovate your Marketing Strategies for 2019 and beyond.'



President - MAP, Syed Ali Hasan Naqvi is presenting a plaque to Dr. Frank Peter along with Secretary - MAP, Ali Habib & CEO - Octara, Jamil Janjua

On the food front Dr. Frank says that German food is quite bland, and finds Malaysian cuisine quite tasty. **“Whenever we go back to Germany I take along a big jar of chilli sambas to spice up the German food.”** His favorite is a Malaysian dish called Asam Pdas which means spicy and sour which in his case is a Stingray fish.

### Fast Caterpillar or Butterfly?

Digital Transformation is poised to contribute US\$10 Billion to Malaysia's GDP by 2021, says Dr. Frank, citing increased productivity and new sources of growth as benefits accruing from this change. His Vitamin C story showed how online shopping had impacted consumer buying habits.

**“When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar”** he said quoting George Westerman, author of the MIT Sloan Initiative on the Digital Economy.

## Certificate Distribution to the Participants



## Phenomenal growth potential

Mobile web usage in Pakistan stood at a nominal 18% allowing plenty of room for growth as compared to 57% for Malaysia, 72% for Indonesia and 78% for Singapore. Identity theft, data theft and average page load speed on mobile sites of 22 seconds were flagged as areas of concern.

The advice on offer was to humanize your Brand, tell your Story, provide Value, and focus on User generated content along with integrating different sources of Data.

## TWO DAYS DIGITAL MARKETING MASTERCLASS

The real purpose behind Dr. Frank's presence in Karachi was to conduct two days of focused interaction on behalf of Octara on strategies and analytics to maximize value from digital marketing. Day 1, focused on developing a marketing strategy, measuring outcomes with Google Analytics, and engaging in effective email marketing. Day 2, was devoted to social media marketing, basics of affiliate marketing, and online advertising with Google Ads.

## Digital or bust!

Digital (= online) Marketing of your Company's Products and Services should be integral part of your overall corporate marketing strategy, was Dr. Frank's take on the subject.

**"DIGITAL encompasses everything from online advertising via Google Search Ads and Google Display Ads, Social Media Marketing, eMail Marketing, Affiliate Marketing etc. all the way to being able to effectively measure the outcome of all online marketing initiatives for their impact on ROI."**

## Blind trust won't do

**"Many companies contract their Digital Marketing activities out to agencies, hoping that they come up with what's best for the company. In most such cases blind trust is given to the agency, and next to no monitoring or reporting is provided. On the other hand, no one knows the company better than its decision makers".**

The course helped participants understand how to maximize online strategies and the performance of online marketing investments. It was practical and hands-on digital marketing training that showed how to integrate, reach customers and grow revenues ■



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

*Dr. Frank Peter, Ph.D. is an International Expert & Speaker on Digital Marketing & Digital Transformation. He is Certified Google Educator and author of Digital Marketing Strategies for Decision Makers (Book is available at Amazon). He is exclusively working with Octara for his workshops in Pakistan.*

## Participant Feedback on YouTube about "Digital Marketing Masterclass" by Dr. Frank Peter...only from Octara!!!

Moiz A. Juddi - HBL Asset Management

[https://youtu.be/U-\\_QNT3JUyI](https://youtu.be/U-_QNT3JUyI)

Shahzaib Atif - Ufone Pakistan

<https://youtu.be/CQytvYhm9BM>

Faris Islam - Dawn Media Group

<https://youtu.be/O2H1zRWTzgA>

Waseem Zia - U Microfinance Bank

<https://youtu.be/hO9IL0Cpo0M>

Vanessa Alias - DHL Express Pakistan

[https://youtu.be/x\\_Z14B7Lcts](https://youtu.be/x_Z14B7Lcts)

Aneera Khalid - Allied Bank

<https://youtu.be/NINRepqrNEU>

Tabasum Shabir - AKUH

<https://youtu.be/4C4w9KsdlU4>

Ambreen Arif - AKUH

<https://youtu.be/4XJTXoF2iA>

## TRAINING CALENDAR APRIL 2019



### Win Customers through Effective Communication

**Catherine Bentley** | April 17, 2019 - Karachi

### Modern Secretarial Practices

**Zaufyshan Haseeb** | April 17, 2019 - Karachi



### Becoming an Empowered Sales Performer

**Syed Affan-ul-Haque** | April 18, 2019 - Karachi

### Business Leader as a Coach

**Dr. Mehvish Baig** | April 18 - 19, 2019 - Karachi



### Certificate in Maintenance Planning

**Ben Stevens** | April 22 - 23, 2019 - Lahore

### Certificate in Best Maintenance Practices

**Ben Stevens** | April 25 - 26, 2019 - Karachi

### Digital Marketing Masterclass

**Dr. Frank Peter, Ph.D** | April 26 - 27, 2019 - Lahore

### Digital Transformation for HR People

**Dr. Frank Peter, Ph.D** | April 29, 2019 - Karachi



### Sales Masterclass

**Haseeb Hasan** | April 29 - 30, 2019 - Faisalabad

| May 2 - 3, 2019 - Lahore

# OCTARA INTRODUCES MAP TO THE MAN FROM STRANNOVATION!



**Raj Kumar advocates growing business through strategic innovation in the modern day dance with disruption; holds captive large audience at Marketing Association of Pakistan's monthly gathering over High Tea.**

STRANNOVATION is Raj Kumar's coinage that combines Strategy with Innovation, and what better audience to pitch it to than the dynamic marketers of all that Pakistan can produce. The Marketing Association of Pakistan (MAP) was founded in the year 1967 as a prestigious forum for professional marketers, and has about 1,000 individual and 100 institutional members, with a Chapter in Lahore as well.

Raj Kumar is the Certified Consultant and Practitioner of Blue Ocean Strategy (BOS) from the Blue Ocean Strategy-Initiative Center of Professors Kim and Mauborgne, the co-creators of Blue Ocean Strategy. Raj is currently a doctoral scholar in Business and Administration at UCSI University majoring in sustainable Innovation, and CEO of the UCSI Consulting Group based in Malaysia.



**Syed Ali Hasan Naqvi**, President MAP, and **Jamil Janjua**, CEO Octara, welcomed the gathering, emphasizing the need to get out of the much maligned box, rather think and act outside rigidly defined parameters that have become obsolete and counter productive in a highly fluid and fast changing operating environment that lays a premium on mental and physical agility to deal with sudden disruption and the equally sudden need for reinvention.

## **Charting uncharted waters**

Raj Kumar began his talk by outlining the differences between Red and Blue Oceans, and it made one realize the rat-race that we tend to get stuck in much to our detriment. In Red Oceans we compete in existing market spaces and constantly strive to outperform our rivals. We are confined by rule-differentiation and low cost as we struggle to exploit the existing demand.

In Blue Oceans our focus is on creating uncontested market space that makes competition irrelevant, creating and capturing new demand through value innovation. Getting out of the box and our comfort zones is clearly a prerequisite for attaining blue oceans.

**"Today anybody can get into the ring with you,"** said Raj, and the threat does not always come from large established competitors. Small and much more agile startups are a clear and present danger. Just like change, disruption is a constant, and Raj cited the example of the evolution of ice from ice harvesters to ice factory to refrigerators. In the quest for enhancing productivity the disruption came from external sources that reinvented the entire process of keeping cool in the light of emerging technologies.

Blue Oceans are characterized by disruption thanks to an innovation laden ecosystem, followed by reconstruction through systematic methodology. This is symptomatic of a proactive approach.

Red Oceans, on the other hand, are reactive and defensive with its denizens prone to engaging in bloody warfare.

Leadership is of the essence in navigating a path from Red to Blue, and the more imbued with Strategy and Innovation, or Strannovation as Raj would put it, the better and more exciting the transition.

## Tan Sri Dr. Tony Fernandes & AIRASIA

Raj got into the case study of how Malaysia's AirAsia reconstructed and disrupted the airline industry in Asia. Before 2001 AirAsia was a heavily indebted loss making airline with only 2 jets and \$11 million in losses. In that year, 3 days before 9/11, Tan Sri Dr. Tony Fernandes and his partners bought the airline for 1 Malaysian Ringgit, the equivalent of 0.26 US Dollars! Within one year the airline became profitable, earning \$9.7 million in revenue.

In 2006, within 5 years, it overtook Malaysia Airlines as the market leader with 40% domestic market share, and today it operates 158 aircraft flying to 83 destinations in 17 countries, and stands as the proud recipient of 'World's Best Low Cost Airline' Award which it has won for the last 8 years, and cited by The New York Times as a pioneer.

## Defying conventional wisdom

Tony Fernandez based his calculations on an estimation that the middle class would grow at 85%, and that 94% of the Malaysians had never travelled by air! The dominant industry logic at the time was that air travel was a luxury, and the industry's orientation was more emotionally driven than functionally. He targeted users of railways and buses, private car owners, small town residents, students and pensioners.

**"I know the market wants it, and if I can get the price right we will be successful,"** said Tony, embracing a philosophy where employees came first and customers came second. **"If you have a happy workforce, they will look after your customers anyway."**

Tony personally engaged and experienced various roles within his airline such as those of bag-handlers, selling tickets, etc, so he could understand the various aspects of the business. His business model encompassed high aircraft utilization, single class seating, multi-tasking staff, lean distribution system, and no frills.

## Lei Jun, the 'Steve Jobs of China'

The other case study that Raj Kumar presented was that of Lei Jun, the 'Steve Jobs of China', the leader behind the birth of China's Apple, Xiaomi. In 2007 he felt that the software era in China was already finished, and having entered the Internet era he thought smartphones would be the next big thing. He quit his job as CEO of Kingsoft and with his partner, the ex-Google guru Lin Bin, began studying the entire smartphone industry.

Lei Jun led Xiaomi to reconstruct the smartphone industry with its disruptive innovation, creating an ecosystem that connects different users and industries with the smartphone at the center. He led the company to embrace the Internet-of-Things and set new trends with high quality products at low cost.

## Nimble Minds & Execution Agility

Raj Kumar delivered a highly absorbing one hour's peep into the worlds of those possessed with the pursuit of excellence; who see opportunity in adversity, and with nimble minds execute with great agility. It certainly got a goodly number thinking on how else to tackle problems on their professional and personal fronts, and seek out pristine seas and blue oceans rather than remain imprisoned in the Us versus Them conundrum. **Ali Habib**, Secretary MAP, delivered the vote of thanks, leading to many an animated conversation over High Tea ■

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

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





# THE MAN FROM LEMON PIP! ROBERT MOSLEY ON “DISRUPTION”

## Causing Chaos?

“I have to say I hate people talk about disruption. Why do we want to disrupt everything? Why do we want to cause chaos? It's just a buzz word. We don't live in a disrupted world. We live in a world which is a little bit more variable, with a little bit more freedom of choice and a little bit more flexible. But disruptive sounds so negative. Like a naughty child in class who is disrupting everybody and being a nuisance. It sounds like a bad thing.”

## Doing things better

“Breaking with old habits is not disruptive, it's constructive; it's how we do things better; it's how we do things with more flexibility to meet people's needs. So it's getting everybody to do better. I don't like this word disruption. I hate it.”

## Over engineering

“I would say for the last 10 years there have been too many people trying to over engineer things, and trying to make things look more complicated or professional than they really are. Like performance management. What we did 20 years ago was pretty minimal.”

## Impractical

“It was all these new ideas of ‘do this and do that’. And the thing that came through was KPIs. But people went to such an extreme until it wasn’t practical anymore. It became a process but no one actually asked is it really working? Everybody said okay they are doing it, and they are doing it, so we better do it as well. And it became extremely process driven, and so forced on the employees by HR.”

## Questioning the outcome

“Finally 2 years ago one company IBM had the guts to say why are we doing this? And then everybody started asking why are we doing this? Thank goodness they did because now, with a slightly better idea, things are easier, more practical and make sense. That’s good for everyone.”

## Back to basics

“So we went too extreme, and we over engineered process and over complicated human resources. It wasn’t called human resources to begin with. It was called personnel department. Then it became human resources, and then it became human capital, and then it became just people.”

“It’s human resources. Keep it simple!! We don’t need fancy terms like human capital. Recruitment became talent acquisition and learning and development has become talent management. It’s all about flavor of the day. It’s just all about making it sound more important than it really is. We have got to get back to basics” ■

[www.lemon-pip.com](http://www.lemon-pip.com)

Interviewed by **Adil Ahmad** (Correspondent, OCTARA.COM)

*Robert Mosley is the globally recognized Remuneration Expert and HR Consultant. Robert is the recipient of “Global HR Leadership Award” by the World HR Congress in 2017. He is exclusively working with Octara for his workshops in Pakistan.*



CEO Octara, Jamil Janjua presenting 5 day Special “Leader Acceleration Programs” Certificate to the participants



## Participant Feedbacks on YouTube about Robert Mosley

Sana Mesia - Mitsubishi Corporation

<https://youtu.be/INSx6YS-IS8>

Ozair Syed - International Steel Limited

[https://youtu.be/\\_bxcxf1hHg](https://youtu.be/_bxcxf1hHg)

Hamza Ali Sharif - Engro Corporation

<https://youtu.be/GIGso-XSrwY>

M. Bilal - International Steel Limited

<https://youtu.be/fBotO-Ke2g4>

# MANNING UP FOR MAINTENANCE BEN STEVENS' THE MAN!

Ben Stevens is a renowned speaker on Maintenance & Reliability and is a frequent speaker at Maintenance Conferences around the world. He has been frequently visiting our region to conduct several consulting projects and training workshops on Maintenance & Reliability over the past several years.

## **Planning & Practice hold the key**

Ben is back in Karachi after a considerable hiatus to give our corporate warriors a double barrel blast with workshops on **“Best Maintenance Practices” (Karachi)** to gain an in-depth understanding of Professional Techniques and Management Best Practices and then to apply them to the Maintenance Business; & **“Maintenance Planning” (Lahore)** to inculcate superior maintenance tactics to deliver uninterrupted operations.

## **Welcome back!**

Ben Stevens is no stranger to Pakistan. I last wrote about him back in September 2012, when the Movenpick was the Sheraton Hotel & Towers.

On that visit he tutored our corporate warriors on ‘Modern Maintenance Management’, with advice to keep a sharp eye on ROI, Profitability, Cash Flow and Risk. **“Pressures on Maintenance will be in the form of reduced budgets, increased expense scrutiny, demands for longer run times, shorter and fewer downtimes”** Ben Stevens had warned then.

Subsequently, Octara had offered 2 Powerful Certificate Courses for Maintenance Professionals, ‘KPIs for Successful Maintenance’ and ‘CMMS/EAM for Maintenance Improvement’, each course spread over two days of intense interaction, with Ben Stevens as the Course Director, and focused on extracting efficiencies through equipment reliability and maintenance improvement.

**“Performance Management has become a critical issue around the world for almost every Maintenance organization,”** he had said. **“The measure of how well we are doing is frequently expressed by means of comparative KPIs. These are excellent tools, but ONLY if properly defined and used.”**

## **Sustained focus**

We are great ones for getting things up and going, but fall short of the mark when it comes to keeping them running on an even keel. Keeping the eye on the ball at all times while it's in play is a pre-requisite to a successful operation. It requires mental and physical stamina born of strength and agility, as well as a refining of technique in the light of new knowledge. We eagerly await Ben's input culled from vast experience in the field around the world.

Ben Stevens is President of DATA TRAK SYSTEMS Inc, Ontario, Canada, a company dedicated to developing and selling products and services focused on training and consulting in the equipment reliability and maintenance improvement. He has been fully involved with the maintenance and reliability business for almost 25 years and has an experience in all aspects of Maintenance and Physical Asset Management and CMMS/EAM systems, built on a base of a blend of a post-graduate degree in economics, CFO and CAO positions in several manufacturing companies, entrepreneurial experience in the high tech sector, and business development for one of the 5 big consultants ■

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

## **Participant Feedbacks on YouTube about Ben Stevens**

M. Umer - Engro Polymer & Chemicals

Umair Shahid - Midas Safety

Zubair Farooq -SSGC

<https://youtu.be/OnGhwPTCmbQ>

[https://youtu.be/zMYEKGmN\\_oU](https://youtu.be/zMYEKGmN_oU)

<https://youtu.be/ABgJYN00iFY>

# Course Corrections with Octara's Career Compass

At the 16<sup>th</sup> Dawn Education Expo

February 2-3, 2019 - Karachi

Skimming the pages of the impressive supplement brought out by Dawn to mark the occasion I came across an interesting article titled 'The Critical Disconnect' and written by one Ahmed Affan, straight from the heart it seemed.

## Avoiding the Bermuda Triangle

"We often get to see young graduates moaning about the lack of opportunities for the freshies in the job market, and that every vacancy has a requirement of work experience attached to it no matter how low-paying it is. It seems like a loop of despair where a job requires experience and experience requires a job. It is the Bermuda Triangle of many a career. It sucks."

To help the eager beavers prone to despondency at the first hurdle, and other bright sparks looking to further sharpen their edge, Octara partnered with Dawn and put together a Career Compass at the 16<sup>th</sup> Dawn Education Expo to help fresh high school and college graduates make sense of the world outside the haloed halls of academia.

## Crash Course

Octara's top tier trainers made themselves avail for two days of intensive counseling which over 300 boys and girls took advantage of.

**Shireen Naqvi** Founder of the School of Leadership, spoke on **"Make the most of your Education"**, stressing that learning is not a process that should terminate after the conferences or a certain span of time. Instead, one should keep oneself open to new experiences and never stop acquiring knowledge.

**Aisha Bela** a renowned Corporate Trainer and Management Consultant, spoke on **"Bounce Back with Passion"**, saying that in case of adversity it was best to step back, locate one's purpose, and strike back with another plan.

**Hammad Siddiqui** Program Director – Asia of the Centre for International Private Enterprise (CIPE), spoke on **"Decoding the Science of Career Development"**, saying how students select their career paths because of peer pressure and in the presence of blurred vision regarding career prospects.

**Syed Raheel Akhtar** famous Anchor person from BOL News, spoke on **"Smart Skills to Shine"**. And discussed the fable of a frog in a well, encouraging the audience to explore new learning avenues whilst stepping out of their respective comfort zones.

**Anum Kamran** a successful e-entrepreneur, spoke on the **"Hustle of an e-Entrepreneur"**, saying that the passion to start a business comes from within; it renders your real identity and equips you with the reason associated with your existence.



**Fizzah Khan** Founder and CEO of Creative Brains Production, spoke on “**Turning Impossible into Possible**”, urging students to dream, plan and execute simultaneously in order to unlock triumph.

**Nadia Patel Gangjee** Founder and CEO of Sheops & Fempro, spoke on on “**Step Outside Your Comfort Zone**”, urged the audience to renounce trying to be a perfectionist and become more spontaneous instead.

**Naveed Anwar** an exceptional YouTuber from Pakistan, spoke on “**Thinking Beyond the University**”, and expressed the importance of loving the process and not the destination.

## Life-long learning

Experts are calling for the government to impose an education emergency in Pakistan to drastically pull up the fallen standards of education that are causing a mass exodus of our youth to foreign shores in search of knowledge.

Experts are also calling for the embracing of life-long learning, and this is an area where Octara has played a substantial role on behalf of the private sector by continuously adding value to the human resource in the corporate sector at all levels of management.

With the Career Compass exercise Octara gets into the trenches with the vulnerable, partly sculpted early stage youth in desperate need of sane advice which they're not getting from home ■

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



# Octara's Premium Learning Events in the words of International Speakers



**Peter M. Senge**

Founding Chairman of Society for Organizational Learning & Director of Center for Organizational Learning at MIT

"It was a pleasure working with Octara on my recent visit to Pakistan.

They did a great job coordinating all the details and planning the content of the event. The event itself was produced in a thoroughly professional manner at a high level that would meet any standards internationally."



**Tony Buzan**

Inventor of Mind Maps & President of ThinkBuzan

"On my seminar with Octara, I saw the environment and they designed it and it was the most creative entrance to any lecture hall that I have ever experienced. Team Octara was very efficient, but not mechanical efficient, they were flexible and they were engaged with what they were doing. If there were any difficulties, which were very minor, they would always creatively find the solutions."



**Ron Kaufman**

Service Culture Expert New York Times Bestselling Author, Keynote Speaker & Founder of UP! Your Service

"I have worked with many event management companies around the world and Octara is Absolutely World Class in event management for my public Uplifting Service workshops.

In publicity, enrollment on-site registration room and stage layout, sound system, and graphic design - this company knows how to do it RIGHT."



**Lucy Cornell**

Keynote Speaker, Author & Founder of Voice Coach, Australia

"It has been a wonderful experience. I shared the day elevating the voice of inspiring business leaders in Karachi, crossing boundaries of age and business seniority. Thank you, Octara, for organizing an inspiring day and all the support and hospitality given to me throughout my visit."



**Brian Tracy**

Entrepreneur, Professional Speaker, Best Selling Author, Success Expert & CEO of Brian Tracy International

"Octara is a good company full of very intelligent, talented and skilled people, and it has a great future."