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Dear Reader,

Cloudy days are here again and the sea breeze is in full flow, by the grace of the Almighty, and people are out and about on Clifton Beach enjoying the benign weather as Karachi's collective effort drives COVID onto the back foot and the lockdowns ease up substantially.

The heat wave is already a distant memory, but the weathermen are calling for caution and preparedness as the Monsoons approach with a promise of heavy rainfall. Such is life, with the good cohabiting with the bad and the downright ugly.

Our lead story is Good Samaritan and environmental journalist, speaker and agitator on climate issues, **Afia Salam**. She has led a very eventful and full life, and has permitted us the privilege of a peek into her amazing and inspiring career.

We also carry an account of **Sajjad Parmar's** zoominar on the very topical issue of the Future of Work from an HR perspective and for which we would like to thank our Industry colleague **Hamza Hashmi** and his TerraBiz enterprise.

This issue we have taken a dive into our database and come up with an old piece but whose currency remains undiminished as we scramble to get abreast of digitization. **Dr. Frank Peter** conducted for Octara workshops that we reported under the heading "Action Stations on Digitization!"

For the next 6 weeks or so we have a feast for thought laid out for you to partake of, detailed in the pages that follow. Bringing up the Back-of-the-Book is Lifelong Learning Tips featuring contributions by TCS Octara People. Enjoy! But keep your guard up, practice social distancing and keep the masks on in crowded locales. Keep the pandemic down at its present whimper and force it to fade away into oblivion, Inshaallah. 🙏

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OCTARA EVENTS FROM THE PAST

Action Stations on Digitization! - Dr. Frank Peter

TCS Octara Virtual Programs in June & July 2021

Wednesday, June 16, 2021 | 3:00 pm (PKT)
Complimentary Zoominar - The Gratitude Challenge
Speaker: Kanwal Akhtar

Wednesday, June 23, 2021 | 11:00 am (PKT)
Human Resources in the Age of Digital Transformation
Facilitator: Dr. Frank Peter, Ph.D

Thursday, June 24, 2021 | 11:00 am (PKT)
Digital Marketing Strategy & Tactics in "The New Normal"
Facilitator: Dr. Frank Peter, Ph.D

Friday, June 25, 2021 | 4:00 pm & 9:00 pm (PKT)
Grow Your Personal Brand on LinkedIn (4-Day Modular Program)
Facilitator: Hammad Siddiqui

Thursday, July 1, 2021 | 11:00 am (PKT)
Leadership in Crisis and Pandemic Situations
Facilitator: John Bentley

Wednesday, July 7, 2021 | 11:00 am (PKT)
Innovation and Design Thinking
Facilitator: Mark Stuart

Thursday, July 8, 2021 | 11:00 am (PKT)
Win Customers through Effective Communication
Facilitator: Catherine Bentley

Octara Programs from (June – September 2021)

Lifelong Learning Tips
(Contributions by TCS Octara People)



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Rare Breed

AFIA SALAM

From Cricket Correspondent to Climate Crusader

She's taken the road less travelled, and on at least two occasions Afia Salam has gate crashed all-male preserves and successfully held her own as the first woman in the cricket press box in Pakistan and then in the control tower as the first woman air traffic controller. Now she does her bit agitating people onto greater awareness about climate change and the hazards that it entails. The Pen (read Keyboard) has been Afia's preferred 'weapon' of choice and she has fully earned her stripes as a communications specialist engaging with multiple sectors, driven by her thirst for discovery of the big wide world and a desire to add value where ever she can.

octara.com caught up with Afia as she marked time at the Gilgit Airport for a flight back home after having spent 4 days there attending the Pakistan Learning Festival organized by the Idara Taleem Agahi where she conducted sessions on climate change education for students and their teachers and parents.

octara.com: Media has been at the core of your professional life right through your substantial career,

and the environment has been a central focus of your endeavors in your journey as a journalist. How do you view the present impasse between mankind and its habitat?

Slippery Slope

Afia Salam: The present impasse has brought us to the tipping point, which is quite scary. Human avarice and greed has thrown everything out of sync, and unleashed those forces that get put under the umbrella of climate change and with which we are now struggling to come to terms with and overcome. I don't think it's an impasse, but we are on a really slippery slope. Unless we can apply the brakes on the lifestyle that we are pursuing the downward slide will continue.

octara.com: The onslaught of global warming and climate change has exposed the management gaps in the system of governance worldwide, and not just in Pakistan. Do you think our governance systems have the capacity to pivot in time and with the speed necessary?

Afia Salam: It sounds very cheesy to say that time is of the essence but it is. Unless we really apply the brakes and rework the way we live and think about the life we want and not just for ourselves but for our coming generations, then we can continue with business as usual. To be fair the realization is there to fast track the measures that had been suggested earlier.

COVID may have set many things back but the scientific analysis and reports have injected an urgency to appraise world leaders and have them listen to the warnings that science is providing. I use the word leaders a bit skeptically because every ruler is not a leader and unfortunately we have too many rulers and too few leaders. They need to quickly take stock and take the measures that are necessary. Pivoting in time I don't know whether we can. The speed of change needed is a good deal more than we had thought even a couple of years ago.

octara.com: Your time as President of Baahn Beli has provided you with a deep insight into the Thari community. How is it coping?

Baahn Beli

Afia Salam: The Thari community has so many different communities within it and we tend to use a broad brush in describing it as such. Thar is vast and diverse. I've been a visitor to Thar even before joining Baahn Beli, and found a people brimming with talent and desire to move ahead. I have seen the Thari communities much before the present wave of 'progress' and whenever they have been given a chance they have forged ahead; bright children excelling in their studies and sports, holding science festivals. And the women! Amazing, strong and brave. Baahn Beli has always promoted women's empowerment through all of its projects and the makeup of its organization, its executive committee and general body, and through employment. Women have an active participation in decision making and implementation. I would be wary of using this broad term Thari community. Tharis are so many different things all in one.

octara.com: As a part of Cohort 16 at LEAD in 2011 you trained in the field of Green Economies and Climate Change Adaptation, conceiving, designing implementable projects on the above themes. Please revisit your time there.

Vibrant Community

Afia Salam: It pains and angers me to have to talk about LEAD in the past tense. Now there is some movement to wrest control back from the people who damaged it. It was a vibrant community which enabled so many people with the understanding of what sustainable development and community work is, and the implementation of sustainable ideas aligned with the country's development needs. No matter which field or profession the LEAD Fellows have gone into they have made their mark. Going through the directory of LEAD's Fellows and scanning the projects they have implemented provides a great insight into this vibrant

organization's contribution to national development. They all stay connected and respond whenever a query is floated. So it was painful to see it go downhill due to the selfishness of a few people.

octara.com: You were editor of Pakistan's first energy sector magazine, Energy Update. What portion of your content at the time was dedicated to renewable energy?

Afia Salam: I was there as its editor for the first year, and now it's about 15 years old. In its first year the conversation about renewable energy was not that strident as it is now. The traditional energy mix was dominant, and still is. Renewable energy has made great inroads, however, due to numerous factors. Based on the understanding of what is needed going forward businesses are being allowed to

Baahn Beli has always promoted women's empowerment through all of its projects

flourish with changes in the taxation regime that encourage technology to be brought in. There's a growing demand for renewable energy because that's where the world is headed and we need to play catch up because we lost on some very important years.

octara.com: Dawn News TV had you as senior copy editor, head of culture and content in charge of its flagship morning show. You have also worked as editor and senior journalist at multiple print media magazines namely The Star, Dawn News, Tribune, Newsline, The News, Pique, and Aurora. You have also contributed to the Indian newspaper The Wire. Where did you feel more comfortable, in the electronic or print media?

New Media

Afia Salam: I'm a dinosaur who has spent most of her career in the print media, so yes I'm very comfortable with it. Dawn News was an amazing experience for me personally. It was experimental in so many ways. It was a channel trying to make its space in a new yet difficult environment in a language which very few Pakistanis understood. The entire team did a great job, however the market realities made it not very viable. While I haven't been associated with a channel post Dawn News, I do speak and train people on media ethics and the kind of content that should be generated. So that has kept me

connected with the electronic media as well, but I'm not a working journalist any more. I write very sporadically, but do a lot more speaking engagements. New Media, however, is overshadowing both the print and electronic media.

octara.com: What, would you say, has constituted the highpoint of your career so far?

Afia Salam: What high point? After the high point starts the slide so I refuse to acknowledge that I have reached

octara.com: You are Communications Lead @Badal Do! (www.badaldo.net) & "Water for Women" project of www.indusearthtrust.org since March 2017. Please elaborate on your work there.

Accepting Pluralism

Afia Salam: Badal Do was a school improvement program targeting government schools that generally lack

Unless we can apply the brakes on the lifestyle that we are pursuing the downward slide will continue

the high point... I am enjoying the journey!

octara.com: Please introduce us to your family.

Afia Salam: I have three children, two daughters and a son, and granddaughter I dote on. My daughters are in the mold of activist, one for digital rights and the other for reproductive health rights, while they say I have birthed a capitalist in my son as he is a diligent worker in a telco and is praised for his honesty, integrity, and professionalism and does not veer off the straight and narrow.😊

octara.com: You have been a citizen activist on a number of fronts. Which has constituted your most passionate cause?

Rights Based Activism

Afia Salam: I engage in rights based activism, to use a broad term. I raise my voice on environmental degradation, discrimination, unethical media coverage, violation of consumer rights, and other such issues that should actually bother everybody; like the distribution of water in our country and the application of just laws across the board. I don't want to see already marginalized people grow more vulnerable. The underlying issues are justice and fair play.

octara.com: You are Visiting Faculty at IoBM (www.iobm.edu.pk) teaching Media Laws and Ethics and Environmental Journalism. How well prepared do you find your students for the big, bad world awaiting their pleasure outside the hallowed halls of academia?

Afia Salam: Teachers drawn from the practical world are doing a good job keeping their students abreast with what's going on outside. Pure academics, however, keep their findings close to their chests and appear to lack the necessary communication skills to tell their audience in a language they can understand. But our students by and large are unprepared. In my class I had students who were already working in the media and were miles ahead of the others who had on their rose tinted glasses.

resources where through experiential learning the students and teachers were enhanced. It involved music, art, photography, games and sports that introduced children to these softer skills that promote tolerance and diversity in life and inculcate values of accepting pluralism. We tried to breakdown those barriers through interactive sessions with teachers which they could mainstream in their schools. They were all very willing and eager learners, showing that when given a chance they respond. All we can do is pilot stuff. Scaling it up is something only the government can do. We show case success stories and experiences.

As member of the board of trustees for the Indus Earth Trust, a development organization in Sindh and Baluchistan for livelihood support, poverty alleviation and promoting solar energy along with indigenous eco-friendly housing. The CEO Shahid Saeed Khan is an architect who has learnt the techniques of earth construction. Just outside Gharo we have the Mehran center with five different kinds of earth construction including adobe, compressed earth blocks, rammed earth blocks. That's the training center where masons were trained for the post 2010 floods reconstruction process.

I worked on the "Water for Women" project in the Kohistan union council of Thatta District where we used excavators to add depth to natural depressions that stored water from the Kirthar Hills runoff during the rainy season, increasing water availability by a few months.

octara.com: As Manager, Google Cultural Institute, Pakistan Project you identify potential partners who own tangible and intangible cultural assets of Pakistan which can be showcased on Google Cultural Institute. Please elaborate.

Showcasing Pakistan

Afia Salam: It has now been renamed as Google Art & Culture. It's a user-driven platform where museums and art galleries put their assets as online digital exhibits. Since

Pakistan lagged in digital literacy, Google put together a project team to explore and develop partnerships with organizations and private individuals to determine what we could showcase from Pakistan. Giga pixel photography was required which was very new at the time. Government permissions were required. The Lahore Museum and Lahore Walled City Authority were on boarded along with Mohatta Palace and Heritage Foundation for Makli. The Baltit Fort has its own committee. It was a lot of work, and not being a techie I was given a tech team. It took us about 18 months to complete this project, and the digital exhibits we put up were high quality photography and are available for the world to view.

octara.com: Between 2012 and 2013 you were a consultant for Bolo Bhi, an advocacy group. What was its mandate and where is it now?

Afia Salam: My daughter founded Bolo Bhi and I helped frame their policies and co-produced their television program featuring Tammy Haq. While it doesn't exist as an organization anymore more my daughter continues her activism as an individual, writing, speaking, helping people and petitioning against the government when she finds loopholes in the law.

Coordinating Relief

octara.com: What was the learning from your time spent as Program Coordinator, Sindh for the Imran Khan Foundation coordinating relief, rehabilitation and reconstruction activities of identified community displaced in the 2010 floods, in addition to Donor relations, office management, and communications?

Afia Salam: It was formed for the 2010 floods and everything was extremely reactive and geared to provide immediate relief. People didn't have food to eat. The second phase was for rehabilitation where we looked for land to resettle displaced people. This was more complicated and challenging.

octara.com: What was your experience with www.speakforchange.org and www.247online.tv where you worked as editor and anchor?

Afia Salam: This was my first foray into the online space. Faisal Qureshi had initiated an experiment of web shows in 2010. Speakforchange.org was a blog that took up some bold issues and then used them for web shows on 247online.tv and complimented the written blog. The archival material for 247online.tv is still there on YouTube but speakforchange.org has vanished due to some glitch. We tackled social, political, new media issues and everything under the sun including stuff people wouldn't touch with a barge pole. The blowback was right there in the comments section but we did develop capacity for having conversations about difficult issues.

octara.com: You spent 15 years in the field of advertising, becoming Creative Head and the Director of Special Projects of three advertising agencies Argus,

I'm a dinosaur who has spent most of her career in the print media

Blazon and Blitz –DDB. Please tell us about it.

Creativity & Credibility

Afia Salam: The kind of people I met as colleagues and clients provided a huge learning experience. The market and consumer insights, every step of the way you learn; the creativity and the caps on the creativity to remain credible as a creative person. We launched Toyota in Pakistan, and that was the biggest client that I worked on. Then there was National Foods and Dawn Bread, and a host of others. With Argus I got to engage with the public sector with clients like NBP, Export Promotion Bureau and PICIC. With Blitz I worked on American Express Bank and Value Chicken which has morphed into KNN. We did some big events like the Pakistan Automobile Expo in Islamabad.

octara.com: Your stint as editorial assistant at The Star (1982 – 1983) brings back priceless memories of a bygone era. What was it like?

Afia Salam: I consider myself lucky that I had Zohra Yusuf as my boss. I was a rookie rooted in cricket and surrounded by giants. It was the Zia ul Haq era and people were bravely pushing back. The Women's Action Forum (WAF) and Women Against Rape (WAR) came into being. Those were the days of pre-censorship but people like Ahmed Bashir and Hussain Naqi were undeterred in their writings. People like Vael would tell a whole story with just a few squiggles of his pencil. We saw Rafiq, who is now known as Feica, develop into a political cartoonist. Towering figures like Najma Babar, Taslim Ahmer and Najma Sadiq graced that period.

The Star was an evening paper that got sold on the city streets. There weren't too many air-conditioned cars and the streets were safe so people drove with their windows rolled down and newspaper hawkers conducted a brisk trade all afternoon. Then things changed. Air-conditioned cars became the norm and city streets became unsafe with windows rolled up permanently. Then came the Internet and online publishing which pretty much provided the death knell for print media, especially the evening papers.

octara.com: In 1983 you decided to apply for induction into the Civil Aviation Training Institute in Hyderabad where you trained as an air traffic controller and became the first member of Pakistan's female Air Traffic Controllers, going on to edit a magazine on Aviation and Defense called The Wings. What made you



switch tracks from sports journalism?

Afia Salam: That was my moment of madness, but I have no regrets. I was working at the Star newspaper, my first job thanks to Idris Bakhtiar Sahab. He was a senior reporter there who was often visited by the CAA PRO. That was the first time I became acquainted with CAA. Then I came across a CAA advertisement for Air Traffic Controllers inviting girls to apply as well, so I applied as well more for fun. I got the call from CAA and cleared their IQ tests and interview, and got selected. My father was the reason behind the freedom I enjoyed. My mother had issues with my moving to Hyderabad where CAA had its training center.

octara.com: You obtained a Master's in Geography from the University of Karachi (1975 – 1982) and were Member Karachi University Students Union. How did your co-curricular activities shape you as a

person?

Revival of Students' Unions

Afia Salam: We met people who were different from us and interacting with them provided the real learning, whether it was eating together in the cafeteria or travelling in crowded buses. There were some excellent upright people amongst our student leaders at the time. As a member of the union we liaised with the administration on issues of students' welfare and there was a heightened level of political awareness. Most of our years were spent under the draconian regime of Zia ul Haq. At every turn I have agitated alongside others for the revival of students' unions. The newer generations are afraid because they think students' union mean affiliating with a political party and the resulting violence. We are calling for elected students' unions that represent the

New Media is overshadowing both the print and electronic media

entire institution.

octara.com: Please describe life as a student in St. Judes High School, St. Lawrence's College and the University of Karachi.

Afia Salam: In school there was one way communication between the teacher and the students with the teachers doing all the talking. In college we discovered that we could actually present our point of view and even disagree with the teachers and consider them our friends. These friendships often lasted a lifetime, like with Mrs. D'Souza, our principal at St. Lawrence College.

octara.com: What is your message to the youth of Pakistan?

Afia Salam: Take the bull by the horns and make sure that the elders don't mess up the world beyond what they already have. Business as usual will not work anymore. Take charge. It's now or never.

Thank you AFIA SALAM

octara.com: During your master's degree you ventured into the field of journalism in 1978, tempted by the renewal of Pakistan-India cricketing relations after a break of 13 years when the Indian cricket team came to Pakistan under the captaincy of Bishan Singh Bedi. The Pakistan-India match was your first assignment and it made you the only woman in sports journalism in Pakistan at the time. What memories do you carry of that match?

"Kheyl Aur Khiladi"

Afia Salam: That was the first time I watched a cricket match sitting in the Press Box, up close and personal with the cricket legends. It was a superb series with Pakistan winning it, wrecking the famous spin quartet of India. There was Zaheer Abbas, Javed Miandad and Asif Iqbal in the Pakistan team. Both in Karachi and Lahore we won in the mandatory 25 overs bowled in the last hour. Prof. Mukarram Ali Khan along with his friend Allauddin Ghouri published the magazine "Kheyl Aur Khiladi" for which I filed reports along

with for the Leader and Jassarat newspapers.

octara.com: What got you started in cricket considering you hated sports in school and never played a game in your life!?

Right place, right time

Afia Salam: Being at the right place at the right time got me into this. At the Karachi University I was in a group of friends that would have animated discussions on cricket in which I fully participated which was odd for a girl in those days. One of our group, Rashid Aziz, got employed by Jassarat as a sports reporter. He said that since I was so vocal in our group discussions on cricket why didn't I start writing about it? I was a very voracious reader of all kinds of cricket literature.

I got bitten by the cricket bug back in 1969. Television had brought cricket into our homes. I had no interest in the game. In fact I hated sports and always managed to give the PE class a slip in school. Being at a loose end one day I was aimlessly watching PTV showing a cricket match. It was the PTV Trophy and PIA was playing PWD. Zaheer Abbas had made 96 in that match, playing for PIA. He was an unknown cricketer at the time, not that I knew very much about cricket, but players like Hanif Muhammad and Fazal Mahmud and Kardar were household names. I saw the way Zaheer was playing and got interested enough to watch the game.

Cerebral game

I couldn't understand it in the beginning since it's a very cerebral game with a lot of complications. So I browsed the footpath booksellers for back issues of cricket magazines and books that wrote on cricket coaching, like Munir Husain.

There were some excellent upright people amongst our student leaders

That's where I learnt about field placements which helped identify Silly Mid ON, Long Leg, Third Man and Gully while watching matches on PTV. I got drawn deeper and deeper, slowly understanding the nuances of cricket, like the significance of bowling over the wicket and the consequent change in field placing.

"Bhold"

In 1969 then East Pakistan suffered a devastating cyclone

named 'Bhola'. Omer Kureshi's cricket writers' guild organized a cyclone relief charity match which attracted the best players in the world including Gary Sobers. That was the first time I watched a cricket match being physically present in the stadium, but only for a very short while. My family was heading to Hyderabad over the weekend and knowing my interest in cricket my father made a detour to the stadium, bought tickets, and I sat spellbound soaking in the atmosphere for a few minutes. Then we had to carry on. By then I was truly hooked.

In 1969 also the New Zealand team came over to play a series in which Zaheer Abbas made his debut along with Sadiq Muhammad, and Nazeer Junior. Another significance of that match was the retirement of Hanif Muhammad. That was the last match in which all the three brothers played – Sadiq, Mushtaq and Hanif. At the end of it Hanif was asked to retire. Many years later I had the privilege of helping write, edit and publish Hanif Muhammad's autobiography.

octara.com: You said that cricket helped you get on top of your geography class. How?

GMT time zones

Afia Salam: Cricket taught me geography in a big way. I was bad at mathematics to the level of being paranoid. Numbers made me fearful and teary eyed. My geography teacher was convinced I would get a distinction in her subject. However, there was a chapter on GMT time zones that required computation. I was devastated and saw my hopes for a distinction evaporate. Knowing my love for cricket my teacher explained it to me in terms I was familiar with.

With the match being played in Sydney and me in Karachi listening to the live commentary on the transistor radio, there was a time difference. Matches we played in New Zealand, Australia and the West Indies would be played at odd hours when it was the middle of the night in Pakistan. I would leave the transistor on and go to sleep and awake when it started cackling. I needed to get the time zones right to plan my reporting right from the first ball.

octara.com: How daunting was reporting on cricket being female?

Afia Salam: At the time I started in sports journalism Aliya Rasheed also began her career, and while I went on to doing other things, Aliya is today the most prominent cricket journalist and commentator on television, and has consistently grown in the profession. Fareshteh Gati entered the field about eight years after me and made a name for herself before going on to a corporate career.

"Mr. Afia Salam"

Articles that got published those days didn't carry your photograph so people didn't really know who I was to the extent that they weren't sure whether I was a man or a woman. When I was editor of the Cricket my publisher Riaz Mansuri got a letter saying that Afia sounded like a woman's name but how could a woman be editing the Cricketer? I've had several letters addressed to "Mr. Afia Salam".

I hated sports and always managed to give the PE class a slip in school

I got an invitation to a cricket dinner which the tobacco company used to have and that's where the other cricket journalists saw me for the first time. It was an all-male gathering and one senior scribe expressed surprise that I wrote very well being a woman. Since I could think and write both in Urdu and English I was invited to write for the Leader. So every week I would write two columns, one in Urdu and one in English.

octara.com: You spent three years (1996-99) as editor of The Cricketer Magazine and surely are privy to all the controversies that have plagued the game then and continue to do so. Millions of young people who idolized their heroes were sent into an acute crisis of identity. Should players be allowed to become larger than the game, and to what extent is the media to blame?

Mish mash

Afia Salam: Should the players be allowed to become larger than the game? No. Do they become larger than the game? Yes, and media does play its role. It is a worldwide phenomenon. Initially players were given very little importance, with the cricket boards being ruled with an iron fist. If the players protested they were called mercenaries. Slowly professional players started growing in importance and stature. Then Kerry Packer arrived and completely knocked down the existing structure. New management structures quickly arose around the world, but in Pakistan it stayed mish mash in line with everything else. Although the game has proliferated at the grassroots through street tape ball and club cricket, its administration has always been top down.

As regards the ethics and the moral compass of cricketers, while it is true that growth in cricket audiences has been exponential thanks to television going global in real time, so also have been the corrective measures that have become far more stringent. Temptations to fix matches have periodically cast a shadow over the game, but the momentum that cricket enjoys has bulldozed its way through the dark periods, and today its as vibrant as ever, subdued to some extent by the pandemic ■

Executive Summary

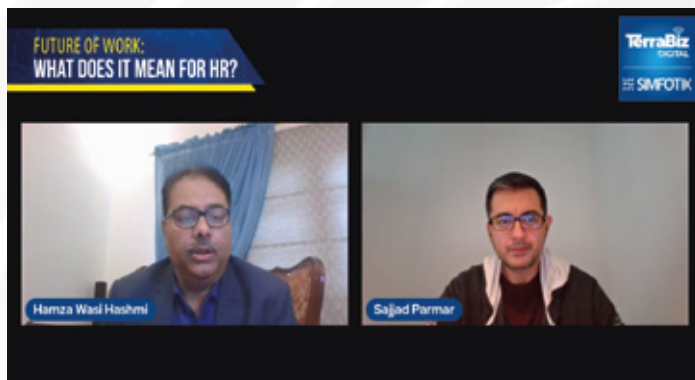
FUTURE OF WORK: WHAT DOES IT MEAN FOR HR?



Webinar Facilitator:
Sajjad Parmar

Sajjad Parmar is the Head of Reward for APAC at eBay, and based in Singapore. TerraBiz & SIMFOTIX Professional Development (UAE) were privileged to have Sajjad speak to a global audience of over 500 people representing 100 companies who registered for the webinar on the question of the future of work from a human resource development viewpoint.

Terrabiz has **Hamza Hashmi** as its CEO, and has been very active in the human resource development sector through corporate trainings and the arranging of sector-wise conferences. Together with **Qazi Waqas Ahmed** he has co-founded SIMFOTIX in the UAE.



With a Bachelor's degree in Computer Science from FAST-NU and an Executive MBA from the University of Adelaide, Sajjad Parmar has been with eBay for 6 years and held his present assignment since 2017.

Analyzing The New Paradigm

How the so-called new normal will manifest in the post pandemic world's workplace was what Sajjad Parmar occupied himself with in detailed fashion, focusing on the trends to lookout for in determining the future of work and the new hybrid system that has been accelerated by the

pandemic.

HR's capacity to lead through this change in fundamentals is where the cookie is destined to crumble, with harnessing artificial intelligence (AI) to bring greater value and meaning to employees promising to be the game changer.

WANTED! Thought Leaders

Lead the change and don't let leaders and business tell HR what to do, said Sajjad, exhorting HR functionaries to be thought leaders driving engagement, productivity, employee wellbeing, sustainability and business growth, with imbuing fairness, consistency, transparency and doing the right thing ensuring the balance between company and employee needs, he said.

"HR roles have been very reactive. We are firefighters constantly solving problems. We need to lead the change and be thought leaders, identify gaps, figure out what needs to be done and create value for our self, for the function and for the business."

The pandemic has cause a fundamental shift with hybrid working focused on performance management whether on site or off site, to holistic wellness embracing both financial and emotional wellness of employees with technology and AI powered analytics accelerating the change. "Employees haven't been in their offices for over one year. We have all been forced to work out of our homes. Now our preference between onsite and offsite has fundamentally shifted."

Top Priorities

According to the 2021 Gartner HR Priorities Survey the top organization priorities have included improving operational excellence, growing the business, executive business transformations, optimizing costs, innovating for success and managing risk and regulatory demands.



“We have been in a space where we have never been before so the focus on managing risk went up. Countries went into lockdown in the midst of new rules and regulations. Risks increased and regulatory requirements went up. Now that we have better understood the new normal, that focus on risk has decreased.”

Key Themes

The five key themes transforming the way HR will work in the future include redesigning jobs, delivering learning through technology enabled platforms and building consumer grade experience to drive business transformation and productivity. On the elevating HR capabilities front the digitalizing of HR and driving data-based decision making to derive people insights through predictive analytics complete the five themes.

Remote-ability

On the issue of hybrid working the survey found employee preferences to vary with 10% favoring fulltime remote working and 30% preferring mostly remote with periodic prescheduled individual or team face time. Employee burnout has emerged as a downside in these two cohorts.

Remote-ability determines how and where people will work in the future. The global experiment of work-from-home has been flagged a success, heralding a new future, with 81% of respondents currently updating their remote working program as their number one focus area when considering their future of work strategies.

Diversity, equity and inclusion (DE&I) has become a huge issue in recent years, with a lot of the discussion around company culture and issues like the #MeToo movement, gender equity and racism across the world.

Since the pandemic started, 42% of employees have experienced a decline in their mental health, and red flags have gone up around domestic violence and suicides which are often not reported.

Financial wellbeing rates very high, with those who have it twice as likely to work until the age of 70 or later. Two-fifths of the employees surveyed were living pay cheque to pay cheque and reported both health and financial issues.

Data-driven Smart Machines

By harnessing technology everyone can be assessed for every role thus casting the talent net far and wide. Better insights lead to faster decision making and reduce time to hire, with better pre-screening insights allowing recruiters to spend more times with candidates that matter. The more engaging and fun experiences result in more candidates completing the assessment and getting unbiased AI insights.

“HR roles have been very reactive. We are firefighters constantly solving problems”

A data-driven talent culture that assesses knowledge, behavior and mindset yields better talent decisions and outcomes, with decision makers who make effective talent decisions five times more likely to have higher retention on their team as per the 2019 Gartner Talent Analytics Client Survey that quizzed 1057 respondents.

Predictive Analytics

Measured across business value and difficulty, these follow a rising curve beginning with description analytics (hindsight) and moving to diagnostic analytics (insight) to predictive and prescriptive analytics (foresight).

There are limitations to adoption, however, with properly educated people needed to work on AI expensive and hard to find. Then there is the limited availability of data that makes products' integration difficult, with many products and services needing time and data to fully utilize AI capabilities.

Hassam Siddiqui moderated the Q&A session, with **Jamil Janjua** (CEO Octara) wondering about the future of the HR Department given all the progress in technology and digitization. “For us to keep adding value we have to evolve,” replied Sajjad. “Analytics is going to be in the center of how we drive decision making. We in HR have to ensure that we’re investing the right amount and talent in this direction.”

The sixty minutes passed quickly but the manner in which Sajjad Parmar organized his material he managed to provide an impactful view of what the future of work would look like going forward ■

Download the complete report from our website

http://www.octara.com/futureof-work_webinarreviewed_byoctara/

Report filed by **Adil Ahmad**, Special Correspondent, OCTARA.COM

OCTARA EVENTS FROM THE PAST

Extracted from octara.com e-Newsletter - Issue 6, September 2019
& Issue 7, October 2019

ACTION STATIONS ON DIGITIZATION!

Get Connected; Offer Your Products Online; Access the Global Village & Marketplace

Octara has raised the curtain on the Digital Marketing & Transformation Dynamo

When I first interviewed him earlier this year, or was it late last year, I was struck by the fact that Dr. Frank had resided and worked in Malaysia for the past 25 years and yet was on his first ever trip to Pakistan. His neighbors in Malaysia were Pakistani and grew for him a comfort zone about what has roundly been proclaimed as the most dangerous place in the world, a billing which we may well be living up to given the Indian ingress into Kashmir.

Nobody invited me to Pakistan, Dr. Frank had said, and Octara took that privilege and got him across for the first of what's proved to be a highly sought after workshop on digital marketing and getting savvy on social media. Dr. Frank is returning on popular demand with Octara setting a nation-wide stage for him; On September the 16th, 2019 (Marriot, Karachi – Digital Transformation for Finance Professionals), 18th (Pearl Continental, Lahore – Digital Transformation for HR People), 29th (Pearl Continental, Lahore – Social Media Marketing Tactics), and 20th (National Incubation Center, Islamabad - Social Media Marketing Tactics).

On the 3rd, 4th and 5th of July just past Dr. Frank was in town delivering a flurry of punches that hopefully moved the audience from passive to active participants in the digital world, shaking them out of a detrimental slumber that has kept Pakistan way behind the curve due to our reluctance to move away from the old ways, and retrain and reinvent ourselves to successfully ride the many disruptions that characterize our Age, the Intelligence based fourth revolution of human evolution.

'SOCIAL MEDIA MARKETING TACTICS'

On the 3rd of July at the Marriott Hotel that turns into a hot and happening learning center by day and the hub of social activity by night, Dr. Frank Peter engaged the sizeable number present on 'Social Media Marketing Tactics' that focused on learning to establish social media marketing strategy; learning to make content writing more effective and building on its success; learning to look beyond 'Likes' and Comments' to increase social return on investment; and finally, learning to analyze your social media marketing data for continuous improvement.



'DIGITAL TRANSFORMATION FOR HR PEOPLE.'

On the 4th of July, once again at the Marriott, even as Uncle Sam lit up with fireworks, parades and festivity, Dr. Frank Peter was addressing the Human Resource Management professionals on 'Digital Transformation for HR People.' Digital transformation is the integration and acceptance of new technology in all areas of business, enabling a more innovative and productive workforce and the role of HR is crucial in successful digital transformation, says Dr. Frank.



'DIGITAL TRANSFORMATION'

On the 5th of July Dr. Frank conducted a half day discussion and overview on 'Digital Transformation' and what it actually is. This time too at the Marriott there were plenty of takers who turned up to get up to speed on working smarter and doing more with less by embracing technology. Digital Transformation is a process, says Dr. Frank, meaning that every aspect of it can be learnt. "Don't shy away from future proofing yourself and your organization simply because you lack the knowledge or fear the unknown. Come and learn what it actually means, not only as a concept but in the real world day-to-day operations.



I concur with Dr. Frank Peter. Each one of us possesses a secret desire to sail on the high seas and explore distant shores, but quite a few are afraid of losing sight of the land. The land that has nourished us for ages is changing constantly, and staying alive becomes a challenge if we don't move with the times ■

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

DT for FinPros!

Pandering to FinTech in the Age of the Acronym!

Dr. Frank Peter was back in town on his third visit. "I do like Pakistan; I like the people here; I like the food here. I always have a good time and enjoy every visit." This time he had the finance professionals in the crosshairs of his digital transformation mandate which he describes as something not new.

"Ever since business has started since the beginning of time they have transformed and adapted to the new environment, and will continue to do so into the future as things change and develop even more. The digital part is also not something new although it's the new buzzword. Companies did transition from paper memos to email memos, from analog to digital.

"Consumers now have more choices by going online so companies are being forced to speed up their digital transformation process, and that is what's being referred to as the Industrial Revolution 4.0 with consumer demand going faster than it was before, and you ain't seen nothin' yet!"

Contrary to some belief one has more time now even though life appears to have speeded up in so many ways. "One can refrain from the mundane things that take up time and energy, like shopping for groceries which can now be ordered online. Recently I ordered detergents for my wife online. We don't have to drive to the mall, find parking and haul all that stuff, time and energy we can invest in something else which is more meaningful to us."

What about the element of mistrust and people not wanting to put their information out in the public domain? **"Everything that happens in the digital world is traceable. The trust issue becomes one of data protection and privacy. With Cambridge Analytica, Google and Facebook incidents people that the virtual world would take a hit, but it didn't."**

Dr. Frank Peter is the author of 'Digital Marketing Strategies for Decision Makers' and associate faculty at the Graduate Business School of the University of Utara in Malaysia, in addition to having 15 years of experience as keynote speaker at international conferences and corporate events. He is also a Certified Google Educator.

"Digitalization of the Company processes is not easy," Dr. Frank warned the finance professionals who assembled for the workshop representing a diverse array of industries both manufacturing and service, asking them to be prepared for a lack of management buy-in and a backlash from employees who struggle.

"Adjusting finance practices to a new world require a lot of restructuring and groundwork, and the main adversaries are human barriers like the ego, politics, fear and sabotage." Whether we like it or not digitalization as the way forward is clear if we want to be a part and parcel of an interconnected and interdependent global village, and Dr. Frank Peter is here to show us how to go about it ■

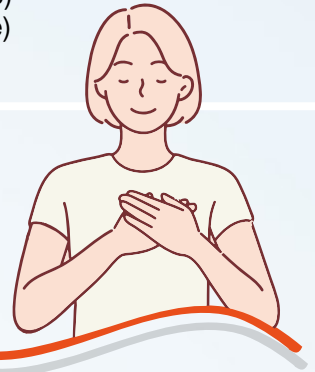
Report filed by **Adil Ahmad** (Correspondent)



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

For Inquiries, info@octara.com





The Gratitude Challenge

Cultivating Gratitude for Self-care and Success

Overview:

Let's face it: the times are tough. Being grateful and expressing gratitude on a daily basis seems like a daunting task. However, it is actually the need of the hour and something which is a great strategy for moving ahead in such turbulent times.

Gratitude, when practiced and expressed as a habit for a longer time period, leaves positive, long lasting effects on one's perspective on life, mental health and thinking process. It also plays a significant role in organizational success, enabling it to become stronger, and allows employees to develop healthier coping mechanisms.

This one hour webinar will focus on how to cultivate gratitude and self-compassion on an individual and organizational level.

Key Takeaways:

- Understanding gratitude and its importance in today's world
- How gratitude changes you and your brain
- Gratitude and its numerous benefits
- How to practice gratitude – for yourself and for others
- Nurturing a grateful organizational culture – key strategies

Who Should Attend?

- Managers who want to bring a shift in organizational attitudes and thinking patterns
- Professionals working in high pressure jobs and roles
- Anyone who wishes to develop a positive mindset

Speaker: **Kanwal Akhtar**

- Senior Consultant, Learning Facilitator and Educationist for over 9 years
- Faculty Member at IBA, Karachi
- Creator and Conductor of the Annual "The Gratitude Challenge"
- Mental and Physical Well-Being Believer

Zoom Registration, click here:

<https://bit.ly/33U2yXZ>

Spots are limited to 100 Only, register now so you won't miss out !



HUMAN RESOURCES IN THE POST-PANDEMIC AGE OF DIGITAL TRANSFORMATION



June 23, 2021 | 11:00am to 4:00pm PKT - Via Zoom

Overview

The current pandemic has forced companies to adapt to the 'new normal' at break-neck speed. Many HR departments feel ill-prepared and overwhelmed, but there is no way of going back to the old ways of doing business. Digital technology is the way forward as it has the potential to transform the role of HR as we know it. The path to success with HR digital transformation is complex and not straightforward, but that should not hold you back.

In this one-day class we dive into the principles and basics of HR digital transformation from an HR point-of-view: the 'what', the 'why' and the 'how'. Learn how you as an HR practitioner can play a more proactive role in the transformation of HR processes in order to create a stronger company.

Highlights of the workshop

- **Emphasizing** HR Executives with firm grasp of their roles and functions in energizing the organizations' growth as a strategic and change agent
- **Re-inforcing** the competencies of HR Executives and the comprehensions that are expected out of them
- **Aligning** HR Executives with the contemporary landscape of Human Resource, its trends and challenges as well as the effective techniques in countering such impediments

To register, please click here: <https://bit.ly/2RTIdjP>

Facilitator

Dr. Frank Peter, Ph.D

International Expert & Speaker on Digital Marketing & Digital Transformation

Click here to view complete profile of Frank

<https://www.linkedin.com/in/drfrankpeter/>

Who Should Attend?

Executives, Senior Executives & Managers of:

- Human Capital Development
- Human Capital Management
- Human Resources
- Learning & Development
- People Development
- Talent Management
- Training & Professional Development

From across various industries for instance:

- Airline & Aviation
- Banking, Finance & Insurance
- Conglomerate
- Energy & Utilities
- Government Administration
- Healthcare
- Insurance & Investment
- IT & Communications
- Logistics & Transportation
- Manufacturing
- Oil & Gas
- Retail
- Telecommunication

Workshop Investment

PKR 6,500/-

+PST/SST
Per Participant

Avail fantastic Discount Offer by registering in another program by Dr. Frank Peter

Register a min. of 5 DELEGATES in any combination of two programs
& SAVE 30% ON REGULAR FEE of

Digital Marketing Strategy & Tactics in the 'New Normal' on June 24, 2021

Fee Includes:

- e-Learning Material • Digital Certificate of Attendance • Virtual Business Networking • Post-Workshop Advisory Services
- Post-Workshop Advisory Services • Membership for TCS Octara WebMall+ (WhatsApp Group) • Octara Loyalty Card**

** Entitles card holder to 15% discount on all future Octara Trainings (online & classroom)

For Details & Registration contact

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

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Digital Marketing Strategy & Tactics in the 'New Normal'

June 24, 2021 | 11:00 am to 4:00pm PKT - Via Zoom

Overview

As consumer focus has massively shifted online during the current pandemic, Digital (= online) Marketing of your Company's Products and Services has to form an integral part of your overall corporate marketing strategy. 'Digital' encompasses everything from online advertising via i.e. Google Search Ads and Google Display Ads, Social Media Marketing, Email Marketing, etc. all the way to being able to effectively measure the outcome of all online marketing initiatives for their impact on ROI.

In this one-day session, we will look at how to develop a Digital Marketing Strategy to cater to the 'new normal' consumer, and how to deploy various online platforms in a tactical way.

Highlights of the workshop

- **Understand** how Digital Marketing works and how it can be implemented into company's overall marketing strategy
- **Understand** relevant technical terms and principles to engage strategic stakeholders
- **Understand** the use of metrics that drive higher marketing ROI
- **Understand** to better leverage your digital marketing by being analytically informed
- **Leave** with a road map on "How To's" and "Can Do's"



Facilitator

Dr. Frank Peter, Ph.D

International Expert & Speaker on Digital Marketing & Digital Transformation

Click here to view complete profile of Frank
<https://www.linkedin.com/in/drfrankpeter/>

Who Should Attend?

- Head of Marketing
- Senior Marketing Managers
- Marketing Communication Manager
- Marketing Research Analyst
- Communications Specialists
- PR Executives
- Anyone who would like to pursue a career in digital marketing

To register, please click here:

<https://bit.ly/3bx55eS>

Workshop Investment

PKR 6,500/-

+PST/SST
Per Participant

Avail fantastic Discount Offer by registering in another program by Dr. Frank Peter

Register a min. of 5 DELEGATES in any combination of 2 programs
& SAVE 30% ON REGULAR FEE of

Human Resources in the Post-pandemic Age of Digital Transformation on June 23, 2021

Fee Includes:

- e-Learning Material • Digital Certificate of Attendance • Virtual Business Networking • Post-Workshop Advisory Services
- **Post-Workshop Advisory Services** • **Membership for TCS Octara WebMall+ (WhatsApp Group)** • **Octara Loyalty Card****

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- Four Fridays | 90 min session each
- Starting from Friday, June 25, 2021
- Scheduled in 2 time Slots PKT

Become an Opportunity Magnet

GROW YOUR PERSONAL BRAND ON LinkedIn

Overview

LinkedIn is the best networking platform for professionals. The platform has grown from around million users in 2016, to over 800 million users in 2021. According to various surveys, over 80% users expect LinkedIn to help them in networking and job search.

However, only about 5% or so understand how LinkedIn works, as a result over 95% LinkedIn users do not achieve their goals. As the global job market has become more challenging, LinkedIn has emerged as the largest platform with over 24 million jobs available on this platform.

The course will set you on a journey to improve, enhance and optimize your LinkedIn Profile. You will learn to strategically achieve your single or multi-purpose goals from Job Searching, Networking, Finding the right recruiter/employee, Learning and Development, Marketing or becoming an Influencer.

You Will Learn To:

- **Create** a great LinkedIn profile
- **Brand** your profile on LinkedIn
- **Create** engaging and powerful content on LinkedIn
- **Target** network building
- **Find** job opportunities
- **Become** a LinkedIn influencer

Who Should Attend?

This intense training program is designed for mid-career, senior executives and business owners.

To register, please click here: <https://bit.ly/3gHVNQE>

Workshop Investment

(for 6 hours of on-line training)

PKR 6,000/- +PST/SST Per Participant

Fee Includes:

- e-Learning Material
- Digital Certificate of Attendance

** Entitles card holder to 15% discount on all future Octara Trainings (online & classroom)

- Virtual Business Networking
- Post-Workshop Advisory Services
- Octara Loyalty Card**



Facilitator

Hammad Siddiqui

Founder LinkedIn Impact, Expert in LinkedIn Content Strategy & Curation

LinkedIn Profile of Hammad:

<https://www.linkedin.com/in/hammadcoach/>

Message from Hammad Siddiqui
YouTube https://youtu.be/SqZ-i9N0_Yk

Agenda

Module 1 25 June | 4:00-5:30pm PKT OR 9:00-10:30pm PKT

Introduction to LinkedIn Opportunities

Module 2 2 July | 4:00-5:30pm PKT OR 9:00-10:30pm PKT

Statements vs Keywords in headline

Module 3 9 July | 4:00-5:30pm PKT OR 9:00-10:30pm PKT

Content sharing – Dos and Don'ts

Module 4 16 July | 4:00-5:30pm PKT OR 9:00-10:30pm PKT

Write Your LinkedIn Growth Strategy

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For Details & Registration contact

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Helping You Succeed!

LEADERSHIP IN **CRISIS** AND PANDEMIC SITUATIONS

July 1, 2021 | 11:00am-4:00pm (PKT) @ ZOOM



Workshop Facilitator
John Bentley

Workshop Overview

Everyday pressure has become commonplace in the working world and emotional stress has become accepted as part of building a career. The global coronavirus pandemic has, however, taken stress to an unprecedented level. According to the Centers for Disease Control and Prevention, stress during an infectious disease outbreak typically leads to the following:

- Fear and worry about health, financial situation or job, or loss of support services
- Changes in sleeping or eating patterns
- Difficulties in focus and concentration
- Worsening of chronic health problems and mental health conditions

This workshop is an examination of key leadership principles as a foundation introduction to consciously opt to respond with clarity rather than react in situations of perceived stress and to instill this behaviour into teams, colleagues and associates.

The workshop will demonstrate how using simple, practical and low-cost tools and models can tap into resources to reframe perceptions, expectations and adapt to the "new normal" of the COVID era.

Click Here to Register:

<https://bit.ly/2ReV3rT>



Key Benefits

Through a blend of discussions, activities and case studies, participants will:

- **Understand the "Stress Effect"**
 - For organizational performance
 - For individual success and personal wellbeing
- **Identify their own Stress Position**
 - Levels of Stress
 - Stress factors and Influencers
- **Appreciate the Framework for Stress Management**
 - Understanding emotions & stress triggers
 - Identifying patterns and cycles
 - Evaluating Options
 - Applying the Optimism Model in challenging and uncertain situations
 - Reframing and adapting to changing circumstances & requirements
- **Create their Crisis Management Framework to tackle challenges within the pandemic and beyond**

Who should attend ?

- Executives and Managers of all levels and experience
- Anyone wishing to improve the professionalism and effectiveness of their Leadership and career progression

Workshop Investment

PKR **6,500/-**
+SST Per Participant

Fee Includes:

- e-Learning Material • Digital Certificate of Attendance • Virtual Business Networking
 - Post-Workshop Advisory Services • Membership for TCS Octara WebMall+ (WhatsApp Group)
 - Octara Loyalty Card**
- ** Entitles card holder to 15% discount on all future Octara Trainings (online & classroom)

Value Added Service

Get Free Access to 60 min. webinar recording "EQ for Stress Management & Adapting during COVID Times" led by John Bentley

For Details & Registration contact

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Helping You Succeed!

INNOVATION & DESIGN & THINKING

July 7, 2021 | 11:00am to 4:00pm PKT - Via Zoom

Overview

With the current disruption in the business world, due to technological innovation and COVID-19, knowing how to innovate is crucial for an organisation's survival.

Design Thinking provides a solution-based approach to solving problems and has become extremely popular as an approach for innovation and work improvement.

In this interactive 1-day virtual workshop, learn how you can solve workplace challenges, generate creative ideas, and apply key tools and frameworks involved in Design Thinking. This is an interactive workshop with activities, breakout rooms and collaboration opportunities. Maximum benefit will be attained by participants discussing and working on practical examples that can be applied in their workplaces, through solving work-related challenges.

Taught by winner of The Future of Work award, Mark Stuart, CSP, will share his knowledge, based on his work accelerators, government agencies, and MNCs in Asia. Participants will learn how to solve problems and challenges through the application of the design thinking framework, and learn how to drive innovation and creativity at work.



Facilitator:

MARK STUART, CSP

Keynote Speaker on Leadership in a Digital Age, Innovation and the Future of Work

Learning Objectives

- **Create** awareness of the main features, principles and methodologies of Design Thinking as an approach for innovation and work improvement
- **Generate** awareness of the benefits that Design Thinking will bring to your organisation
- **Understand** the key procedures or tools involved in Design Thinking, with hands-on learning experience, for innovative application and for identifying new opportunities
- **Apply** Design Thinking and its methodologies to your current challenges

Who Should Attend?

This workshop would benefit anyone in **Corporate**, **Start up**, or **Government** roles that are involved in **Innovation, Creativity, Customer Experience**, or just looking to implement improvements across their organisations. **The workshop is designed for professionals across industries to join and benefit from the tools and techniques they'll learn.**

Workshop Investment

PKR 6,500/-

+PST/SST Per Participant

Fee Includes:





- e-Learning Material
- Digital Certificate of Attendance
- Virtual Business Networking
- Post-Workshop Advisory Services
- Post-Workshop Advisory Services
- Membership for TCS Octara WebMall+ (WhatsApp Group)
- Octara Loyalty Card**

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To register, please click here:
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Helping You Succeed!

Win CUSTOMERS Through Effective Communication

Clarity | Impact | Credibility

July 8, 2021 | 11:00 am – 4:00 pm (PKT) @Zoom

Program Overview

Communication is the single most important skill anyone needs to master – it has actually been stated that 80% of our success in life is directly linked to our skills in communication. According to research, the development of a greater understanding and application of communication at all levels has a direct correlation with the standard of customer service and levels of performance achieved by the organization. Effective communication creates customer loyalty and can drive a business forward, whilst substandard communication can seriously alienate customers and market standing.

The intensive workshop addresses all aspects of communication with internal and external customer and will equip participants with a versatile toolkit to apply in every customer interaction.

Key Benefits

Through a blend of discussions, activities, role plays, video reviews and case studies, participants will:

- **Recognise** the principles of persuasion in customer communication
- **Understand** the importance of effective communication at every customer touch point
- **Identify** and be able to increase empathy in customer interaction
- **Recognise** and be able to eliminate the barriers to customer communication
- **Be able** to make a strong first impression in every communication type
- **Be aware** of body language and voice usage in customer service
- **Appreciate** the Power of Language and Plain English for impactful customer interaction
- **Apply** useful models for dealing with complaints and dissatisfied customers
- **Develop** the ability to deal effectively with conflict and difficult situations
- **Appreciate** the protocols and expectations of communication by social media
- **Generate** a bank of useful words and phrases for customer communication

Course Facilitator:

Catherine Bentley

Director Marketing & Communication
PowerBase Consulting -Dubai



- Masters' Degree in English Language (University of Edinburgh, UK)
- Diploma in Marketing – Chartered Institute of Marketing – UK
- Qualified TESOL (Teaching English to Speakers of Other Languages) facilitator
- 16 years' business management experience within UK Financial Services Industry – including Royal & Sun Alliance, MBNA International Bank, Royal Bank of Scotland

Since 2004 Catherine has been based in the UAE and has applied her commercial experience to facilitating diverse, multi-cultural teams across geographical locations in the setting and achievement of first-class customer service and communication standards.

Catherine works both with individuals and groups to develop confidence in communication, which she believes allows latent talent and potential to shine through and enhances customer experience and brand credibility.

Having an extensive experience in customer services, she was responsible for setting and management of service standards for insurance company, call center and incident management operations. She has also developed and delivered customer service training programmes for major healthcare, hospitality and retail organizations in the Middle East and Asia.

Her mantra is "Success lies simply in being the very best that you can be" and this positive energy runs through her coaching and training programmes.

What Past Participants have said about Catherine

“ Catherine is an energetic and focused trainer with good command on the subject. - Jibran Khan, Senior Officer, Central Depository Company ”

“ Thanks to Catherine for visiting Pakistan and delivering such a great training - Tahir Shafiq, Supply Chain Manager, The Coca-Cola Company ”

Who Should Attend?

Professionals who work with internal and external customers and wish to improve their skills to deliver an enhanced customer experience and increase customer loyalty

Click Here to Register:

<https://bit.ly/2TBMRCT>



Workshop Investment

PKR 5,500/-

+PST/SST Per Participant

Fee Includes:

- e-Learning Material • Digital Certificate of Attendance • Virtual Business Networking
- Post-Workshop Advisory Services • Membership for TCS Octara WebMall+ (WhatsApp Group)
- Octara Loyalty Card**

** Entitles card holder to 15% discount on all future Octara Trainings (online & classroom)

Value Added Service

Get Free Access to 60 min. webinar recording “Win Customers through Effective Communication” led by Catherine Bentley

...only from Octara!!!

For Details & Registration contact

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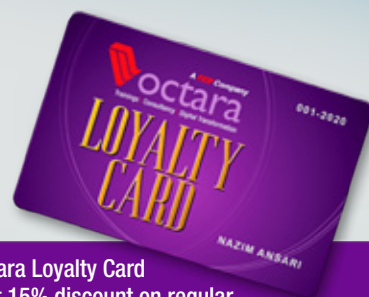
Helping You Succeed!

Topics of Trainings	Duration	Trainer Name	Date	Loc.
Branding				
Grow Your Personal Brand on LinkedIn (4-Day Modular Program)	90 min	Hammad Siddiqui	25-Jun-21	Zoom
Webinar - Branding & Brand Communication	60 min	Qashif Effendi	25-Jul-21	Zoom
Digital Transformation				
Human Resources in the Age of Digital Transformation	5-hours	Dr. Frank Peter	23-Jun-21	Zoom
Digital Marketing Strategy & Tactics in the "New Normal"	5-hours	Dr. Frank Peter	24-Jun-21	Zoom
Leadership				
Leadership in Crisis and Pandemic Situations	5-hours	John Bentley	01-Jul-21	Zoom
Servant Leadership	5-hours	Junaid Akhtar	TBC	Zoom
Creativity & Innovation				
Innovation and Design Thinking	5-hour	Mark Stuart	07-Jul-21	Zoom
Creativity & Innovation using Design Thinking	5-hour	Dave Nelissen	TBC	Zoom
Communication				
Win Customers through Effective Communication	5-hours	Catherine Bentley	08-Jul-21	Zoom
Communication Skills for Finance Professionals	3-hours	TBC	TBC	Zoom
Finance				
Aligning Budgeting and Strategy	5-hours	Amer Qureshi	11-Aug-21	Zoom
Understanding Fintech, Cryptocurrencies & Blockchain	TBC	Petros Geroulanos	TBC	Zoom
Sales				
Key Account Management	5-hours	David Vachal	TBC	Zoom
Sales Masterclass	5-hours	TBC	Zoom	Zoom
Human Resources				
KPI Masterclass	5-hours	TBC	TBC	Zoom
Competency Based Interviewing Skills	5-hours	TBC	TBC	Zoom
HR Leadership Using HR Metrics & HR Analytics	5-hours	TBC	TBC	Zoom
General Management				
Webinar - The Gratitude Challenge - Cultivating Gratitude for Self-care and Success	60 min	Kanwal Akhtar	16-Jun-21	Zoom
Team Building	5-hours	TBC	TBC	Zoom
Motivation	5-hours	Qaiser Abbas	TBC	Zoom
Negotiation Skills for Procurement	5-hours	Shahid Anwar	TBC	Zoom



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Lifelong Learning Tips

Contributions from TCS Octara People!!!

The 'Lifelong Learning Tips' is a self-learning process for promoting continuous learning among Octara people and shared with readers. Octara people are provided with business publications and then asked to choose and reflect their thoughts, perspectives and opinions based on their selected article in the Fortnightly octara.com e-Newsletter.

Each contributor further discusses and shares their learnings in the weekly 'Glue Meeting' held every Friday among the team mates. Basically, it's a 360 Degree Personal Development Drive from reading to selecting to understanding to explaining the thoughts perceived.

Hope readers find it as interesting and useful as the TCS Octara Team does !!

Three Decisions That Control Your Destiny

It is not what happened you in your past which determines your future or what is going on in your life, according to United States author and business guru, Anthony Robbins there are three decisions that you make every moment of your life which control your destiny.

They are:

1. **What you focus on**
2. **What things mean to you**
3. **What you do to create the results you desire**

If anyone is enjoying better success than you in any area, they're making these decisions differently. That doesn't mean they're necessarily making them consciously. The human brain stores away

the information and sets up a system for decision making. The main input for this information is from parents, peers, teachers, television, advertising and culture. You accept it as true without question.

So when you're setting your goals or making major decisions, give these inbuilt beliefs some consideration and decide which are still relevant to you. The future is in your own hands.



Contribution by **M. Shahzad**
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Source - Business NOW

Playing for Power – Where does your Power lie?

Power is all around us – and we all have sources that we can use. Some of us have access to more types of Power than others. But even when you feel you're the runner up there are hidden forms of power available that you can use to your advantage.

POWER IS central to any organisation. But organisations don't hold all the cards. If you feel that you don't have a say in what goes on around you then perhaps it's time to take a look at your own sources of power.

Do you know where your power lies? Can you identify where your power base is strong and where it is weak? If you work out where your strengths are where your weaknesses lie, then you will be in the best position to influence others and get the results you want.

If you are facing a tricky situation with your manager, or team member, then by understanding where your power bases lie (and what theirs are), you will be able to put yourself in the driving seat and steer

any negotiations to your advantage. You may, for example, be up against someone who is an expert in their field. How do you counter this? How should you deal with this situation?

There are many answers but this article explains the six sources of power which are *coercive power; position power; reward power; information power; expert power and most importantly your personal power.*

We should use power with a responsibility, which will make you better person to influence others more easily and build relations efficiently.



Contribution by **Zurk A. Hussain**
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Getting The Full Picture Yields Results

If you look at only a snapshot of your company, then you won't have the full perspective. Successful leaders look through a wide-angle lens to identify their organization's weaknesses and focus on ways to improve.

When Antonio Perez was named COO of Eastman Kodak Company, he looked through the lens of history and saw that Kodak needed to focus its attention on one market and establish and maintain dominance, instead of inventing a variety of products, but failing to adequately market its groundbreaking innovations.

Perez gave the corporate team a clear vision of what the company needed to focus on: DIGITAL IMAGING. Kodak desperately needed to reinvent itself for the Digital Age, and Perez, who oversaw Hewlett-Packard's rise to dominance in inkjet printers, was hired to lead the way.

Kodak is in a race against time as its traditional film business is

disappearing. For a century, Kodak enjoyed near-monopoly power—that is, until Fuji Photo Film Co. came along. Although Kodak came up with the first digital camera in 1975, its marketing efforts lagged, and Fuji soon pushed Kodak out of the digital field.

To make the big push into digital, Perez has created teams that are dedicated to specific areas, such as digital cameras, online services and photo kiosks. He has made tough decisions about how to pay for these developments, reducing investment in film, cutting the workforce by nearly 25% and finding ways to speed the product development cycle. Perez says, "There is no excuse not to succeed."



Contribution by **M. Nazim Ansari**
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Source - Leadership Strategies

Readers are encouraged to share their learnings for others with us at zainab@octara.com for inclusion in our upcoming issues.

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