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*Dear Reader,*

Freedom beckons! At least here in Pakistan indoor dining and libraries have been green-lighted along with swimming pools as the COVID onslaught loses steam much to our great good fortune thanks to a proactive and aggressive approach by our healthcare sector and government machinery that has plugged the vaccine availability gap double quick with large inflows of assorted vaccines and a delivery system in over drive. Herd immunity here we come! if we're not there already by the grace of Allah.

This edition we bring for you a fascinating tale of a pucca Pakistani's journey from multinational man to hands-on sales and distribution entrepreneur. **Ali us Sajjad Khan's** story inspires and shows how the passion driven pursuit of excellence pays dividends without too much conscious effort.

We could not have asked for a better accompanying piece than **Kanwal Akhtar's** "The Gratitude Challenge" where she pitches gratitude as a business strategy to raise morale and productivity.

For trend watchers, **Henry Coutinho-Mason's** blog "Future Normal: Fast Forward #13" we are privileged to have, as usual, followed by a fully loaded list of Octara offerings for July and August. Hang loose, stay cool, and rejoice! Bakr Eid is near. May Allah shower us with His blessings, Ameen 🙏

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**Innovation and Design Thinking**

Facilitator: **Mark Stuart**

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**Win Customers through Effective Communication**

Facilitator: **Catherine Bentley**

July 15, 2021 | 3:00pm - 4:00pm (PKT) via Zoom

**Complimentary Zoominar: Future-Proof Your Brand & Marketing Strategy**

Speaker: **Sarah Dawood**

August 11, 2021 | 11:00am - 4:00pm (PKT) via Zoom

**Aligning Budgeting & Strategy**

Facilitator: **Amer Qureshi**

August 12, 2021 | Regent Plaza, Karachi

**Interpersonal Communication Skills Using DiSC**

Facilitator: **Fauzia Kerai Khan**



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(Contributions by TCS Octara People)





# Bottle Jinn!

## Ali us Sajjad Khan

### Sales & Distribution Champion

He is a true blue dyed-in-the-wool multinational man who, having spent 31 years in the corporate world with companies such as Unilever, Coca Cola and Pepsi Cola at the senior most level and in different parts of the world, has decided to become an entrepreneur, trading in his substantial experience and worldview to get into business for himself as Chief Executive Officer - Reliance Distribution Private Limited, a distribution house with core competence in the field of Sales & Distribution, with Pepsi and Lays as his clients for Islamabad and its adjoining areas.

Ali us Sajjad Khan's vision for his distribution house is to be one of the most professional organizations using technology and other modern ways to drive business. All his vehicles and shops are geo-tagged and geo-fenced, and he knows the precise location of all his shopkeepers and the time his representative goes in and comes out.

Ali us Sajjad Khan is fluent in English, Urdu and Persian with a rudimentary understanding of spoken Arabic, assets that held him in good stead during his deployments in Iran, Iraq, Lebanon and Vietnam, and of course Pakistan.

### Sportsman

His curricular journey has taken him to Habib Public School in Karachi (1969-76) where he excelled in hockey and cricket which he went on to play for the British Colleges Under 21 while getting his major in Business from Bournemouth University (1978 – 1982).

Ali us Sajjad graduated in cricket to play for the Minor Counties, for Hampshire and Dorset, and saw a lot of England because of it. His most notable injury on the field was a broken bone and abrasions suffered when falling off a horse and getting his foot caught in the stirrup with the horse dragging him all the way to the stables; falling down on the gravel ground in HPS while playing hockey also resulted in abrasions.

### Fruits Of Succession

octara.com caught up with Ali us Sajjad over the phone in Islamabad and found him in leisurely frame of mind made possible by the entry of his only son and successor-in-training in business, Ehab Sajjad, who has largely taken over the

day-to-day running of the business to his father's entire satisfaction, enabling Ali us Sajjad more time to swing his Big Bertha on the golf course and engage in his daily drill of 10 kilometers brisk walk in the evenings which he clocks at an impressive average of 9minutes/km.

**octara.com:** You strongly feel that the days of "Investor Distributor" are over. Please elaborate.

**Ali us Sajjad:** While managing distributors in Pakistan I found two types; one was the investor who was financially very strong and would leave the running of the business to the company representatives who have to meet sales targets. He is just interested in the ROI and will turn up in his office around 11am in a starched shalwar-kameez, sit for a couple of hours then go home and have lunch followed by a siesta, and may or may not return to office. The new breed of entrepreneur is the operating distributor. They run their own business and are strongly involved with the Company as a business partner.

I am breaking the mold of the investor distributor. At 60 years of age I am in the office at the warehouse at 7am. Now that my son has joined the business I am enjoying early evenings and

able to indulge in my passion for fitness with a 10 km daily walk and jog, having been a sportsman all my life. Golf I play mostly on the weekends.

**octara.com:** You cite your core competence as lying in the field of Sales & Distribution. Where do you find the market on the Maturation Curve?

**Ali us Sajjad:** In a country like Pakistan with 220 million people one has to be a 'genius' to fail. Our control mechanisms are not very effective. The best way to manage your business is through using technology as a driver of business, and not policing. We have done that. All our vehicles and shops are geo-tagged and geo-fenced. We know the precise location of all our shopkeepers and the time our representative goes in and comes out. Keeping human interaction to a minimum is the most beneficial.

Pakistan is a huge market with phenomenal potential, and instead of inhibiting growth by having retailers cowering in fear of the taxman, the very large retail universe should be harnessed through incentives that get rid of the low trust culture with schemes like voluntary self-assessments.

**octara.com:** Please tell us about your business venture.

**Ali us Sajjad:** The name Reliance has very strong industrial connotations when it comes to servicing customers.

Central regions of Pakistan.

There are three things one looks at in the distribution business – brands, warehousing and logistics, with warehousing including the cold chain. These are natural fits for any distribution company contemplating a bigger logistics game.

## Ethics And Integrity Big Issues

One of the main routes to growth is through creating alliances and working with others since one can't do everything oneself. Ethics and integrity are big issues both at the family level and on the corporate side. I have worked for multinationals for 32 years and our training there puts ethics and integrity and the number one position. Even if we want to cut corners we don't know how.

**octara.com:** Great "Execution" speaks for itself and needs no explanation, you say. That, however, becomes possible in the presence of a continuity and consistency of policy that has been found generally missing in Pakistan. How disadvantaged have we been in this regard?

**Ali us Sajjad:** There is a marketing side of the business and a sales side of the business. When we are in the boardroom making plans and setting objectives the marketing people do a great job making presentations. But who takes the responsibility for execution? If the brand is successful then

“The best way to manage stress is not to assume it in the first place.”

I was in Iraq with Pepsi Cola International's bottler when I got an offer from the Pepsi bottler for Islamabad and northern Pakistan. He said there was an opening for distributorship for Islamabad and would I like to get into business for myself as I had been thinking of doing for some time?

That's how it all began and within a few months I was here and set up shop in April 2014 and got Reliance registered as a private limited company. Within 10 days of landing in Islamabad we started our operations with a whole fleet and warehouse.

## Commitment Oriented Business

We have deliberately limited ourselves to distributing Lays and Pepsi in Islamabad and its surrounding areas because it's a very commitment oriented business. We started with 1.3 Billion rupees sales turnover and today we stand at almost 2.5 Billion rupees achieved in 6 years. We keep getting offers to expand into other brands which we will start doing now. Our vision is to be a strong distribution house in the North and

marketing takes the credit for it. If the brand fails due to poor brand acceptance in the market then sales is scapegoated. People don't realize that in a multiple brand company it's the same team which is managing sales of the other successful brands as well.

## Sales Buy-in For Magic

The gap between the objective and strategies of the company is what I call execution. When execution is lacking is when the need arises to look for scapegoats. Marketing people consider themselves gurus, and while they might talk to sales to gain some market insights they pretty much do what they want. If it works, then great, otherwise the sales people did a very shoddy job. Until we have the sales buy-in and they are fully onboard the magic will not happen.

**octara.com:** With global warming and climate change topping all agendas around the world, there is a renewed push to reduce fossil fuel emissions and cut

**back on consumerism. Do you think trade; commerce and industry will comply and voluntarily take a hit on their profits? How do you see this affecting your own business going forward?**

**Ali us Sajjad:** This is a question which has to be viewed both holistically and at the individual level. We can't put the entire responsibility upon the government. We will need to create incentives for the people. 40% of the population is below the poverty line and their priority is keeping body and soul together rather than worry about climate change. Our population has yet to be sensitized on hygiene and cleanliness, and when one travels to the northern areas the trash is horrifying. It's our collective responsibility.

**octara.com:** Your strongest traits you say are your personal and professional integrity, where you are inflexible, and you firmly believe in building an organization based on hard work, respect and trust.

**octara.com:** How do you manage stress?

**Ali us Sajjad:** The best way to manage stress is not to assume it in the first place. When we started the business it was quite stressful in the beginning. In life you have to take a risk to achieve something. When we moved from Karachi we had to come up with the numbers so we sold our house, cars and whatever else we could and came to Islamabad, moving from a self-owned house to one on rent.

We ensured we could pay the salaries for 200 employees which were never delayed from day one.

## Movies & Music, Walking & Golf

Movies and music, walking and golf provided stress relief. Now, by the grace of Allah, we look to positively impact and make life better for people. That's the mission now. My taste in music is quite versatile. I've kept myself technologically

“In a country like Pakistan with 220 million people one has to be a ‘genius’ to fail. Pakistan is a huge market with phenomenal potential.”

**With those classic virtues rigidly in place, how have you managed to conduct business in ‘corrupt’ Pakistan?**

**Ali us Sajjad:** Corruption is all pervasive and it's not Pakistan specific. How one manages it depends upon the individual and the organization. For the first ten years I worked with Unilever where everything was ethical, transparent and aboveboard. My learning is that if from day one you tread the straight and narrow and do your homework you will come out on top of it even if there is harassment in the early stages.

Now the government is getting proactive with one-window operations and ease of doing business where our global ranking has improved. With social media and the word getting out very quickly, people in official positions have also become very cautious.

**octara.com:** What would you like to see change in your operating environment?

**Ali us Sajjad:** More ease of doing business, growing and expanding; More properly educated people coming out of academia instead of the subpar graduates of commercial institutions. I'd like to see education standards improve along with the buying power of the social sector so businesses like ours can flourish. If we can produce such an environment then progress will be inevitable.

update with my son and I competing on who has the latest technology. My playlist that keeps me company on my walks includes Munshi Raziuddin, Nusrat Fateh Ali, Rahat Fateh Ali, Ayaz Farid, Coke Studio, and all other types of music.

**octara.com:** Please provide us with insights into school life at Habib Public School (HPS 1969-76), and what was Karachi like in those days?

**Ali us Sajjad:** We have a WhatsApp group of our HPS class of 1976 with about 70 people on it, each one of whom would like to be back in school right now! When we were studying us friends hated being stuck there from 7am to 5pm and couldn't wait to get away. Now that we're free of that regimentation we yearn for those days to come back. HPS helped a lot in my character building.

## Remembering Hanif Muhammad & Master Aziz

I was the first cricket captain of HPS when the game was introduced in the school, and played hockey for both my House and School. In cricket I was in the first batch of the PIA Cricket Colts scheme. Hanif Muhammad and Master Aziz, May Allah rest their souls in peace, were my coaches and we played against the very best of the times.

# A Journey of Sales & Distribution Champion



With Management Committee Unilever



With the Pepsi President for MENA Sanjiv Chadda



With Management Committee Colleagues in Unilever



In Vietnam



In Iraq



Pepsi's man in Iraq.



Pepsi movers & shakers.



With sales team award for Pre Seller of the month



Ehab Sajjad with the Dutch Queen who visited Reliance Distribution 2 years ago



Father & Son - smooth baton exchange.



Ehab Sajjad with Pepsi President visiting Islamabad



Letting off steam on the Greens & Fairways.

**octara.com:** While living and studying in England in the late 1970s and early 1980s did you ever come face to face with racism?

**Ali us Sajjad:** I'm a great Manchester United fan and would attend football matches and would face some racist unpleasantness on occasion; but then our white college friends would come to our rescue. But never do I remember any discrimination in the classroom or the sports field.

The English weather made a big difference. In the Pakistani heat we would tire after 5 overs, but in England we would bowl 22 overs and not break a sweat. I played for the Minor Counties, for Hampshire and Dorset, and saw a lot of England because of cricket.

**octara.com:** What books have occupied your reading list?

experienced the rigors of sales and managing teams and distributors he would not properly learn the distribution business. I wanted him to go through that corporate ladder so he didn't become a typical 'Seth'.

Ehab said he wanted to join me in business and who better to learn sales and distribution than from me! It was a good thing for me to have somebody to share the burden with and the succession planning has happened quite naturally.

Ehab has studied in Canada at Brock University and graduated as a business major. He was born in 1987 and is now 34, and married with a little daughter. His wife is a yoga instructor in Islamabad. It's my belief as a parent that having a responsible child who is also a good human being is amongst Allah's greatest blessings.

## Bayview Academy

“We will build an organization based on hard work, respect and trust, Inshallah.”

## Cash Flow Quadrant

**Ali us Sajjad:** I have never been one for reading fiction and read management books mostly, by gurus like Peter Drucker, Jack Welch, Steven Covey and Robert Kiyosaki (Rich Dad, Poor Dad, Cash flow Quadrant).

**octara.com:** What are your thoughts on mangoes?

## Anwar Ratol

**Ali us Sajjad:** I visit the mandi myself to buy mangoes. Anwar Ratol is my favorite. I have cousins in Rahimyar Khan who keep sending them to me. The Anwar Ratols I have received recently are the size of Sindhris. If you keep one Anwar Ratol in the room the fragrance is equivalent to 10 crates. In DG Khan we would keep them in a bucket of ice to cool.

**octara.com:** Please introduce us to your family.

## Pukka Pakistani

**Ali us Sajjad:** My mother is Iraqi and my father Afghan while I'm a pukka Pakistani. My son Ehab who is poised to succeed me in business spent 5 years working for Engro Foods, getting transferred to Islamabad as area manager in the 4th year. I was of the view that until he had

Ehab received his schooling at Bayview Academy in Karachi where my wife, Farhana Sajjad, taught Class 1 for 12 to 13 years. His A-Levels he did from L'Cole. In Islamabad Farhana wasn't satisfied with the standard of schools, and on a pro bono basis she goes to an under-privileged school a couple of times a week and teaches their staff how to plan the coursework.

## Dawn.com

Shyema is my daughter and the elder of two, and lives in the USA with her husband and has two sons. She graduated from Ryerson University in Toronto, Canada in journalism, and set up Dawn.com with Abbas Nasir. She is now working freelance as a writer. Her husband is in construction and flips houses, restoring old ones and selling them.

**octara.com:** Please travel down memory lane to the early days of your career.

## Diverse & Dynamic Career

**Ali us Sajjad:** I spent the first 18 months of my career with Lintas, having done some internships with advertising agencies while completing my studies overseas. It was Margaret Thatcher's time and big names like Saatchi & Saatchi were making an impact, and I had decided to make a career in advertising once I returned to Pakistan. Unfortunately, I found the advertising scene quite stagnant in Pakistan and wasn't inspired to plot a career in it.

## Lux, Rexona, Lifebouy And Sunlight

I applied for the Management Trainee's position at Unilever and spent the next 10 years there, growing in the Company, becoming brand manager for soaps like Lux, Rexona, Lifebouy and Sunlight that I looked after with my marketing manager.

My paradigm shifted when I went from marketing to sales. In marketing we were in a much protected office environment. In sales the world changed dramatically with managing larger teams and people who were much older than me. Managing distributors all over the Punjab was my first assignment and it changed my personality, making me street smart and upping my people management skills, and solving the ethical dilemmas that confront the field force.

## Coca Cola

I spent 7 years in Unilever's marketing department and 3 in

one year; production line, management system and process.

## Pepsi, Iran & IFFCO

Then I came back to Pakistan and changed my colors from red to blue, and looked after the northern bottling operations from Islamabad. After 2 years I moved to Iran for 3 years as the head of bottling.

After Iran I returned to Pakistan and spent one year as chief operating officer IFFCO, a Sharjah based company very big in oils, margarine and bakery products. After 1 year with IFFCO I went back to Pepsi to Lebanon and Iraq, following which I started my own business in 2014 with Reliance.

## Hard Work, Respect And Trust

It's been a testing journey that's taken me through some hardship operations in Iraq and then in Iran and Afghanistan. The learning has been immense in setting up new places, and I developed a reputation for troubleshooting and was sent on

“ Ethics and integrity are big issues both at the family level and on the corporate side.”

sales. Returning from sales to marketing I was awaiting deployment as senior brand manager to Colombia in South America, based in Bogota, when Coca Cola made me marketing manager for the West Asia region, excluding India, after spending 10 years with Unilever.

I also had a 3 years stint with GSK as head of their consumer business reporting to India. Then I went back to Coca Cola on their bottling side when they started buying up the local bottlers. Those acquisitions didn't happen and I was posted as general manager Karachi and Hyderabad, after which I went as general manager for Vietnam to look after their bottling business. After 2 years in Vietnam the bottling acquisitions in Pakistan came online again and I came back to head the 6 bottling operations in the Punjab for the next 3 years.

## Back To Unilever

Then my alma mater Unilever came back to me with an offer of sales director for Pakistan. Musharraf Hai, the chairman, and I had grown up in the organization together, and she said that given my experience with Coca Cola and Pepsi Cola she wanted me to help change the culture at Unilever and make it more open, vocal and accountable.

## Afghan Challenge

I stayed there for the next three years and then went back to Coca Cola with a very challenging assignment in Afghanistan; from a green field operation set up the entire organization in

short assignments to places that were problematic.

We started business in April 2014, using one of the best software to manage our distribution operation. We provide our customers with market information which helps their strategic thinking. In the process we focus on retail execution and create a sense of urgency to meet our operational objectives.

My greatest moments have been with Companies such as Coca Cola & Pepsi Cola, where both at plant as well as market level it's all about hands on execution. Great "Execution" speaks for itself and needs no explanation; you can see it and feel it.

All through my career and especially at the senior level, I have been a Coach and a Mentor to many young professionals. I was also formally trained in Coaching so as to enable myself to use various coaching tools.

As a person, I consider myself an "Ever Optimist". Everything has a solution, and anything gone wrong can be put right if one believes in one self. My energy speaks for itself. I am open and transparent with my team. My strongest trait is my "Personal & Professional" Integrity, where I am inflexible. We will build an organization based on hard work, respect and trust, Inshallah ■

**Thank you Mr. Ali us Sajjad Khan**

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

# Be Grateful, Stay Healthy

Kanwal Akhtar Pitches

## Gratitude as Business Strategy



**S**he styles herself as an Educationist and Corporate Training Consultant, and does Kanwal have her herculean job cut out for her running interference with the rat race as she challenges people of all types and persuasions to take a breather and count their blessings both large and small, and offer thanks in a world gone fairly berserk with the 'Dil Mangay Aur' mantra.

### Overlooked coping mechanism

Gratitude is an often overlooked coping mechanism, says Kanwal who has been a greatly valued Octara Associate for over 7 years now, and conducted for Octara this Zoominar which scored a global attendance.

"The pandemic has brought forward an urgent need for coping mechanisms. Team picnics and barbeques are just not possible. People are struggling to perform and get back in the game. While we think of it as part of our culture, have we ever viewed gratitude as a business strategy? The pandemic requires a deeper solution to morale challenges. 18 months on the pandemic is still here and shows no signs of going away. We are still in turbulent times and there are no deadlines on when they'll end. Gratitude provides that long term solution to the negatives that challenge our morale. Get inside your thinking patterns and change them around."

### Count your blessings

Gratitude when practiced and expressed as a habit for a longer time period leaves long lasting positive effects on one's perspective on life, mental health and the thinking process, she says. "It also plays a significant role in organizational success, enabling it to become stronger with employees developing healthier coping mechanisms. That is the need of the hour. Count your blessings and offer thanks for His mercies."

Famous people who practice gratitude include Bill Gates, Will Smith, Arnold Schwarzenegger, George Lucas and many more.

### Air of disbelief

"Gratitude is a challenge because there's an air of disbelief about it. Just be grateful and it can change everything. It sounds like a pitch made by a used car salesman. There's nothing concrete about it. It sounds far-fetched. We are already a pretty skeptical people. There's no tangible ROI. Moreover, it's perceived to be easy when it isn't because we are not looking at it as a business strategy. The over-used but misunderstood 'Alhamdulillah'. It requires persistent attention and internal change to exercise gratitude."

### Gratitude ROI

A grateful mindset puts anxiety at bay yielding better sleep patterns, stronger immune system, and increased self-care. There is a surge of positive emotions and the individual is more alert, alive and awake with more joy and optimism. Gratitude makes people

more helpful, generous and compassionate with more social connections and interaction.

"Practicing gratitude enables one to end the day on a positive note both at a personal and professional level, and we need it for the long term. It's an emotional muscle which needs to be exercised. When you stop exercising it you drift back into a mindset that is demotivated and stressed out. It has to be something that you do every single day."

### Intentionality

"It's an entire approach to life that requires intentionality and through-going internal change. It doesn't come naturally, especially in tough times. It has to be taken as a long term project. Gratitude is a business strategy for individual and organizational success. Start talking about it a bit more."

The gratitude focus should have an objective; should be genuine; and frequent.

Keep it going and increase the challenge is the advice on offer.

**The gratitude focus should have an objective; should be genuine; and frequent.**

"Take some time to figure out what works for you. Meditation? Prayers? Quantify your gratitude; make it purposeful; note it down; document it. Maintain a Gratitude Journal or use Instagram. When you document it you're forced to think about the grateful moment for a little longer. When we're having a bad day this documentation really helps thinking back to the good things that have happened. Remind yourself that nothing is too small to be on your gratitude list."

### Back from the Brink

Four years ago Kanwal Akhtar blacked out, ever so momentarily, while on the wheel, driving back from work with her kids in the car. That was a major wake up call for her. On paper her career was in full flight with nationwide seminar engagements and a satisfying link with academia teaching at the IBA.

"I was very busy professionally and mentally very preoccupied as well. It was not a very healthy frame of mind that I was in. We've all been in such times of extreme hustle and bustle with its attendant stress and fear of missing out."

Everything was good on paper for Kanwal and her social media accounts were abuzz, but inner peace and satisfaction eluded her. Something had to change. She realized that she needed a long term life change with long term motivation, and started researching gratitude.

To watch recording of Webinar

PLAY


<https://youtu.be/wsxBggARmZI>


## The Challenge

"Gratitude has a phenomenal impact upon our brain and our social interactions, and the way we perform at work as well. First I did it for myself and then my social media friends came onboard." The challenge was quite simple with her cohort setting goals for themselves ranging from 2 weeks to 100 days.

"I developed a community of individuals who wanted to develop a long term grateful positive mindset with simple goals like choosing something on your desk that you're grateful for, or something that happened at work, or related to your family. Sometimes I gave them no guidelines at all. We got some fantastic responses."

**Gratitude is an emotional muscle which needs to be exercised.**

## Sincerity and authenticity

Key strategies for leaders to nurture a grateful organizational culture put talking to your team at the top. "One size does not fit all. Understand the challenges they're going through. Practice what you preach and run gratitude challenges in-house. Back it up with sincerity and authenticity. Share your own journey. Appreciation must be specific and consistent. Avoid blanket expressions of gratitude. Be creative."

Kanwal says Walt Disney exchanged employee of the month with weekly meetings and yoga and mindfulness sessions, and registered a massive 15% improvement in employee morale. "If you believe in it whole-heartedly it can transcend your organization. Gratitude turns what we have into enough. Treat it as a business strategy instead of something that is inherently there."



## Have a hearty laugh

Ayesha Chowdhry, founding member the Trainers Resource Group (TRG), was invited by Jamil Janjua, himself a founding member and past president of TRG,

to sum up the crux of the zoominar.

"How do we internalize gratitude?" asked Ayesha. "Organizations like Target and others build gratitude into their culture by recognizing people in small ways and celebrating little wins. Have a hearty laugh at the worst of times. Community days are where you mix with people less fortunate than you and they bring to the fore how much one has to be grateful for. Any time you have people around you one will always have issues of back biting, ignorance and wrong judgments. But nobody can make you feel anything without your consent. It really helps when you think you will not allow this person to spoil your day. Where do you want your focus to be? Office politics will always be there."

Thanks to our culture and parental upbringing we have gratitude and thankfulness deeply embedded in us, Kanwal concluded by saying. "So we are halfway there already. Your motivation comes from you."

Jamil Janjua, CEO Octara, said we have to be grateful for being born and that too for being born in Pakistan. "Thank you for the road map."

## Edge of the precipice

The world seems to have arrived at the edge of the precipice, driven there by its relentless, often blind and intolerant pursuit of wealth and conspicuous consumption, the perpetrators of which are deadlocked when it comes to throttling back. Even as the Permafrost thaws and reveals vast reserves of fossil fuel, setting off a new scramble amongst the superpowers, Mother Nature has ideas of its own with global warming and climate change. In this supercharged environment that pits Man against Nature, yielding to Nature with an attitude of gratitude, with its corollary of doing more with less, appears the only common sensible policy to secure the future of Mankind. Alas! If only commonsense was commonplace ■

Webinar Reviewed by **Adil Ahmad**, Special Correspondent, OCTARA.COM

# Future Normal: Fast Forward #13

## Rising Stars; climate positive pledges; biodegradable vegan spider silk; Chief Heat Officers, and more...

A Blog by Henry Coutinho-Mason

Published on June 23, 2021

Last week was exciting: I was at my first in-person events in over a year. It felt great. I felt alive in a way that virtual presentations don't match. We are social beings, and the energy, spontaneity and depth of connection that happens when you gather in person hasn't yet been matched online.

We focus so much on what the pandemic will change that we sometimes overlook that not everything will be different in The Future Normal, and nor should it be.

With that in mind, let's get cracking with five recent glimpses of the future. What will change? What will stay the same?

### Founders Forum Rising Stars: creating the future

#FutureNormal // I'm working on content strategy for Founders Forum, and as part of my role there I've spent the past few months working on bringing together some of today's most exciting entrepreneurs who are creating The Future Normal. These Rising Stars are working on everything from animal-free, to low-impact food to fast-charging, to high-powered batteries, to inclusive healthcare, to decentralized and private communications, and much more.



So what? // Asking if a startup's solution works perfectly today is the wrong question. Instead, ask yourself how it will change people's expectations once they learn about what it can do for them. Because that's what you'll have to respond to.

### The creator of the web Tim Berners Lee is auctioning his source code as an NFT

#FutureNormal // NFTs allow digital items to be verified as 'unique'. As a result, digital collectibles will become no different from any other collectibles, such as original manuscripts by famous authors. Skeptics remain but Tim Berners-Lee's embrace of the technology will help NFTs move out of the crypto-bro domain towards mainstream credibility.

So what? // Yes, NFT prices in 2021 are in a bubble. But like all bubbles, they are fueled by deep human truths: the buyer of the web's original source code will get status, meaning and identity from their purchase.

### Burberry promises to be climate positive by 2040

#FutureNormal // Another day another pledge. Like IKEA before it, Burberry has made an



eye-catching commitment: to become climate positive throughout its extended supply chain (the brand claims it will be carbon neutral by 2022). As always, we hope Burberry is able to back up its science-based pledge with genuine action. Fortunately, green data will be ever-present in The Future Normal.

So what? // Climate commitments are like free shipping. What starts as a headline-grabbing differentiator quickly becomes table stakes, as customers and employees question why any organization wouldn't be climate positive?

### 'Vegan spider silk' provides sustainable alternative to single-use plastics

#FutureNormal // Confession time: this article lost me at 'polysaccharides' and 'ultrasonication'. But despite that, we're obsessed with novel bio-innovations like this vegan, biodegradable 'spider silk' because they offer a clear glimpse of The Future Normal where materials are more efficient to produce, easier to dispose of, and yet come with no trade-offs for the end-user. Now that's progress!

So what? // The biotech revolution is just beginning. Right now we're in the period of excited exuberance, where it's easier to focus on the promised benefits, as the unintended consequences haven't yet become clear (remember how social media would lead to global democracy?). As well as the immense hype, there will be plenty of charlatans and flameouts. Don't be one of them ;)

### Miami appoints Chief Heat Officer to address climate impact

#FutureNormal // Here's a job of the future for you: Chief Heat Officer. As the impacts of the climate crisis start to become more regular and more devastating, organizations will appoint leaders that can work across the silos that weaken their ability to respond effectively.



So what? // People are strategy. You can tell a lot about an organization and its priorities by its org chart. As climate risk becomes a higher priority, expect the green job boom to echo the digital job boom of the past two decades ■

### Source:

<https://thefuturenormal.substack.com/p/-future-normal-fast-forward-13>



Author The Future Normal / ex-MD @

TrendWatching / cofounder 3Space & Redo

# Mango Tango

delivered to your doorstep

# The perfect summer gift

## International Delivery Charges

	2.5 kg	5 kg	10 kg
PAK to UAE	PKR 4,000 M2	PKR 8,000 M5	PKR 12,000 M10
PAK to Bahrain	PKR 6,500 M2	PKR 10,000 M5	PKR 15,000 M10
PAK to UK	PKR 10,500 M2	PKR 15,000 M5	PKR 22,500 M10
PAK to Canada (For Selected Areas Only)	PKR 13,000 M2	PKR 22,000 M5	PKR 35,000 M10

	16 kg
PAK to USA	M16 PKR 52,000

### Notes:

1. For all orders in the USA, customers need to collect mangoes from the nearest Southwest Airline Office.
2. For USA, minimum order quantity is 16 kg in an unbranded box.
3. No commitment of any specific mango variety, season's best available mangoes will be delivered (Chaunsa/Sindhri).
4. Discount available on bulk orders, terms & conditions apply.
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Pakistani mangoes are heralded as some of the highest-quality fruits available in the world. Nothing comes close to their aroma, juiciness, and deliciousness. The king of fruits becomes a part of the daily routine of all Pakistanis in summers, and people send them to their loved ones, domestically and abroad.

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Savour the sweetness of mangoes

## Delivering Pakistani Mangoes Internationally

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

TCS Sentiments Express



# 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 WebMail+ (WhatsApp Group)
- Octara Loyalty Card\*\*

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

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

For Details & Registration contact

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

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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

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

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# FUTURE-PROOF YOUR BRAND & MARKETING STRATEGY



Speaker:  
**SARAH DAWOOD**

**The customer is not a moron.**  
She's your wife, sister, daughter, mom, teacher,  
team member, friend, boss...

## OVERVIEW:

**Sarah Dawood** talks about the importance and benefits of having and retaining women in the Marcomms function. With nearly 50% of Pakistan's population being female, it makes good business sense!

- Diversify your portfolio to support Diversity & Inclusion, and empower women.
- Use a diverse team to build understanding of consumer choice process.
- Work inside-out strategically, let your brand intentionally embed Diversity, be the consumers first choice, win loyalty.

## KEY TAKEAWAYS:

**The webinar will explore ways to:**

- **Remove** barriers to essential changes
- **Retain** talent, especially women in the team
- **Equip** your team with diversity and sensitivity trainings
- **Build** high performance teams
- **Measure** the impact of a high performing diverse team

## WHO SHOULD ATTEND?

- Professionals from Marketing, Communications, or related functions
- Students/Professionals who want to deepen understanding of how Diversity impacts a brand and business
- Team Leaders, anyone working cross-functionally, or with direct reports

- Head of Corporate Brand at TPL Insurance
- 14 years of diverse experiences in Marketing, Branding, Internal & External Comms, Digital, Social Media, e-Commerce, Corporate Communications
- Worked in Pakistan and UAE

## Zoom Registration



<https://bit.ly/3zUEL62>

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

For Details & Registration contact

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

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# ALIGNING BUDGETING & STRATEGY

Learn Effective Budgeting Techniques to Succeed in an Uncertain Environment

Wednesday, August 11, 2021 11:00 am to 4:00 pm @ Zoom

## HIGHLIGHTS OF THE WORKSHOP

- Understand core concepts and frameworks that contribute to strategy development
- Translate the company's mission and business strategy into a comprehensive set of performance targets and measures
- Examine why strategic plans need to be underlined by realistic budgets
- Deal in a proactive manner when actual cost/revenue differ from planned values
- Understand relevant financial data and learn how it is collated
- Differentiate between traditional and contemporary budgeting tools and understand why traditional budgeting fails
- Analyze, understand and communicate business strategy
- Develop skills to lead your organisations with strategic insight and financial discipline

## WHO SHOULD ATTEND?

- CFOs and Senior Vice Presidents of Finance.
- Finance executives who participate in the strategy process in their firms and/or are responsible for planning and accounting systems for budgeting process in the organisation.
- Business executives moving from a functional position to a general management position.
- Senior business executives of medium and large enterprises.

In order to effectively train people in Accounting, Finance and Strategic Management, what is needed is not just theoretical knowledge but a wealth of practical and hands on experience gained over many years of professional experience.

## Workshop Investment

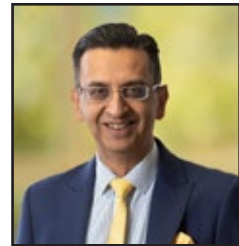
**PKR 6,500/-**

+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\*\*

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



## Facilitator: Amer Qureshi

FCA, Business, Finance and Leadership Expert

Author of several books including, "Leadership Insights", "The A to Z of Healthy Small Business" & "Making Money in Small Business"

Worked as a CFO for Qatar and Dubai based organisations

Worked with the leading international firms in Australia

Attended an Executive Education Program at the Harvard Business School


Click Here to Register:

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



For Details & Registration contact

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

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# Interpersonal Communication Skills Using DiSC®

**August 12, 2021 | Regent Plaza - Karachi | 10:00 am to 5:00 pm**

## Workshop Overview:

Effective communication is a core competency for every part of every business. Success in sales and service depends upon it. Managers who are leaders should be competent in it. Teams, which are the basis of an organisation, are formed through it. Effective communications is a 'life-skill' upon which sound relationships are established. Research shows that people screen out or misinterpret as much as 73% of the messages they receive, be it verbal, non-verbal or written

This full-day in-person workshop will help participants identify the various preferences individuals have for both communicating with others and interpreting the communications from others using **William Marston's DiSC® Methodology**. It will help participants determine their own natural communication style, learn clues for reading other people's styles and apply methods for interacting more effectively with communication styles that aren't the same as theirs.

The program is designed to cover topics that are contemporary, and provides new insights on best practice in both interpersonal and group communication to make a tangible impact in real organisational settings.

## Learning Outcomes:

By the end of this workshop, participants will be able to:

- **Enhance** 'People Skills' through the understanding of self and others' behaviourally.
- **Understand** what generates obstacles to getting people to engage and cooperate
- **Learn** how to focus on and understand the messages being transmitted consciously and subconsciously from others to produce a beneficial result.
- **Apply DiSC®** methods to become flexible to instantly access an array of strategies to deal with whatever the situation demands.

## Who Should Attend?

The **DiSC®** model provides a common language that people can use to better understand themselves and to adapt their behaviours with others. This can be within a work team, a sales relationship, a leadership position, or other relationships.



**Workshop Facilitator:**  
**FAUZIA KERAI KHAN, CHRP**  
Human Capital Management Consultant

## Workshop Investment

**PKR 12,000/-**  
+SST Per Participant

**Group Discount Available**

## Fee Includes:

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

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

## Bring this program In-house at attractive discount

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

For Details & Registration contact

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Topics of Trainings	Duration	Trainer Name	Date	Loc.
<b>BRANDING</b>				
<b>Webinar: Future-Proof Your Brand &amp; Marketing Strategy</b>	60 min	Sarah Dawood	15-Jul-21	Zoom
<b>Webinar: Branding &amp; Brand Communication</b>	60 min	Qashif Effendi	25-Aug-21	Zoom
<b>COMMUNICATION</b>				
<b>Win Customers through Effective Communication</b>	5-hours	Catherine Bentley	08-Jul-21	Zoom
<b>Interpersonal Communication Skills Using DiSC</b>	1-Day	Fauzia Kerai	12-Aug-21	Karachi
<b>CREATIVITY &amp; INNOVATION</b>				
<b>Innovation and Design Thinking</b>	5-hours	Mark Stuart	07-Jul-21	Zoom
<b>21 Effective Brainstorming Techniques</b>	5-hours	Dave Nelissen	TBC	Zoom
<b>Designing Agile Organizations</b>	2-Days	Fredrick Haentjens	TBC	Karachi
<b>FINANCE</b>				
<b>Aligning Budgeting and Strategy</b>	5-hours	Amer Qureshi	11-Aug-21	Zoom
<b>Finance ACT Workshop</b>	1-Day	Asif Kasbati	24-Aug-21	Karachi
<b>Understanding Fintech, Cryptocurrencies &amp; Blockchain</b>	TBC	Petros Geroulanos	TBC	Zoom
<b>Communication Skills for Finance Professionals</b>	Half-Day	Zaid Kaliya	TBC	Karachi
<b>GENERAL MANAGEMENT</b>				
<b>Excel Advanced &amp; BI</b>	1-Day	Irfan Bakaly	15-Sep-21	Karachi
<b>Negotiation Skills for Procurement</b>	5-hours	Shahid Anwar	TBC	Zoom
<b>Financial Dashboard in Power BI</b>	1-Day	Irfan Bakaly	13-Oct-21	Karachi
<b>HUMAN RESOURCE DEVELOPMENT</b>				
<b>Hire the Best</b>	1-Day	Rahila Narejo	16-Sep-21	Karachi
<b>KPI Essentials</b>	1-Day	Farhan Mahmood	07-Oct-21	Karachi
<b>HR Leadership Using HR Metrics &amp; HR Analytics</b>	1-Day	TBC	TBC	Karachi
<b>LEADERSHIP</b>				
<b>Leadership in Crisis and Pandemic Situations</b>	5-hours	John Bentley	01-Jul-21	Zoom
<b>Servant Leadership</b>	1-Day	Junaid Akhtar	27-Oct-21	Karachi
<b>SALES</b>				
<b>Selling Skills</b>	1-Day	Baseer Sami	09-Sep-21	Karachi
<b>TECHNICAL TRAINING</b>				
<b>HSC</b>	1-Day	Khalid Latif	15-Oct-21	Karachi
<b>Bearing Damage Analysis</b>	2-Days	Khurram Shahzad	TBC	Karachi

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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 !!

## Respect Starts At The Top

When leaders show respect for their troops, mutual respect becomes the rule throughout their organizations. Take **James McNeil**, CEO of Springfield, Va.-based McNeil Technologies. He treats everyone—from vice presidents to interns—with the same respect. He greets them as though they were his friends. This helps build trust in the company, McNeil says.

"These people depend on you, and you can't forget about the people who depend on them. That's what

building a business is about to me," he says.

What kind of success has McNeil had by following this philosophy? The company, McNeil started in his attic nearly 20 years ago, expected to have \$85 million sales next year, which surpassed to \$100 million.



Contribution by **M. Nazim Ansari**  
Creative Manager  
Octara Private Limited - A TCS Company  
Source – Leadership Strategies

## Lateral Marketing As Complement To Vertical Market

'**Lateral Marketing**' is a book written by two famous marketers **Philip Kotler** American marketing author, consultant, and professor; & **Fernando Trias de Bes** Spanish marketing consultant, whose clients include Microsoft, Pepsi, Sony, Hewlett-Packard, Bayer, Paramount, and Oxfam. The column '**Lateral marketing complement to Vertical Market**' published in 'Executive book Summaries' appealed me to the most to share my understanding on the topic.

By explaining the traditional/vertical marketing which helps in finding smaller subgroups in the same market, lateral marketing enables marketers develop an entirely new product that has wider reach to the audience. It brings innovation in offering product and services by creating new categories in four ways. I have tried to come up with examples which are more relevant for today's reader.

**1. A lateral product can restructure markets by creating new categories/subcategories. EXAMPLE:** The launch of iPod by Apple radically restructured the

market for electronic goods converting millions of young customers into audio products consumers.

**2. It can reduce the volume of other products with in the market. EXAMPLE** Video game have been there since long time but with arrival of PUBG in shooting games, it has taken gaming industry to a next level.

**3. A lateral product can sometimes generate volume without hurting volume: EXAMPLE** K&N's in Pakistan entered into frozen food market by selling nuggets and few other products but afterwards brought wide a range of products, expanded the need of frozen food.

**4. A lateral product may take volume from several categories. EXAMPLE** Careem has disrupted public transportation sector with not only facilitating commute but offering various other service like food delivery, courier services etc



Blog Contributed by **Ayesha Tariq**  
Product Specialist Training  
Octara Pvt. Ltd. - A TCS Company

## Explore The Colors Of Your Mind

If you're feeling stressed, frustrated or overtired and you can't seem to cope with the everyday humdrum of your work, it could be that you're wearing the wrong color clothes or you need to redecorate your office.

Experts are now saying that colors have a direct action on the mind and feelings. Colors therapy is even being used to cure some illness. Some ideas which might help you to get better:

- **Try wearing a RED dress or tie, if you are feeling low and grey and depressed** - not only does the color cheer you up and make you feel more creative, it is said to increase the heart rate and actually help circulation.
- **Paint your walls PINK, if you're feeling exhausted and in need of some revival** - this softer tone of red soothes frayed nerves and makes feel refreshed.

• **BLUE is the color of relaxation and inspiration** - it's a very soothing color that helps calm your mind and reduce anxiety.

• **VIOLET is the ultimate relaxant** - it's said to sedate the central nervous systems and helps prevent insomnia and skin complaints.

• **YELLOW, a soothing color of clotted cream** - it makes you feel content yet keep your mind working efficiently.

• **TURQUOISE, a variant of green which is equally as calming and soothing** - experts recommends prominent use in rooms when you're going through long periods of stress.



Contribution by **M. Umair Tariq**  
Admin & Accounts Executive,  
Octara Private Limited - A TCS Company.  
Source - Business NOW

## The Change Challenge!

The interesting part in **BULLETPoint** is connecting pointers for new management thinking and I got captivated with this very interesting title **The Change Challenge**. It's a shout out in the market that professionals as well as entrepreneurs are enrolling themselves in this instructor-led program to transform mind and body at a time which is need of this time.

There are few basic principles explained briefly in the article to ensure that change is not doomed to failure from the start: **be clear on what kind of change is required; plan, plan, plan; pre-empt resistance; set short-term goals; prepare employees**

I would like to add my views in these change principles:

- **communicate**: To initiate the change program in the corporate culture, supervisors can arrange open dialogue/ feedback sessions and ensuring always 2-way communication.
- **deal with the domino effect**: The management needs to bring into the limelight about reward systems, organisation structure, and sign-off procedures to

facilitate change

• **all hands on deck**: It's in human nature that we are open to support and help but always resist if its asked to do forcefully, so all has to be helping hand to bring change

• **avoid complacency**: create an environment to drive people out of their comfort zones, create urgency and momentum to bring change

• **prepare for unpredictable**: It has been observed that organisation prepared for uncertainty is better placed to be optimize the opportunities which change creates

I would like to share a video on **"The Challenge of Change: Difficult but doable"** as a Gratitude Gift for those who are reading my blog.



Blog Contributed by **Zainab Essajee**  
Senior Conference Producer & Marketing Lead  
Octara Pvt. Ltd. - A TCS Company

Readers are encouraged to share their comments and feedback on the e-Newsletter with us at **[zainab@octara.com](mailto:zainab@octara.com)** for inclusion in our upcoming issues.

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