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Dear Reader,

"Kabhi Khushi, Kabhi Gham"; sometimes happy, sometimes sad is the story of our times, though the scales have weighed heavily on the side of sadness of late. So stay centered is the advice on offer. Just as we were returning to our 'old normal' lifestyles, often with rare abandon, the warning flags are up again with the delta variant of the dastardly COVID-19 threatening to sneak up upon us and punish us some more for our lax ways. So mask up! And stay at arms-length when interacting socially. Good luck, and may Allah shower us with His blessings, Ameen.

This edition we bring for you the story of a man so far ahead of his time that it ain't funny! Laying 10 million kilometers of optic fiber across the world in an effort to bring the Internet to the poorest of the poor is the kind of stuff that would appeal to Don Quixote. But **Isfandiyar Shaheen** is serious and already getting there, giving full rein to his exponential flights of fancy, working overtime on the planning board while bringing to bear a laser beam focus on execution.

Even as Isfandiyar Shaheen casts this enormous dragnet to harness and empower the poorest of the poor, **Dr. Frank Peter, Ph.D** is the man seized with an all-consuming passion for digital transformation and we report on two workshops that he conducted virtually on the way forward for HR and Marketing in this digital age.

All Answers Lie With You is a blog by **Rose-marie Fernandes,** Octara's much loved international associate sitting in Canada and, FOR TREND WATCHERS we have our regularly scheduled Future Normal: Fast Forward #14, a blog by **Henry Coutinho-Mason.**

So here's wishing you a blessed Eid ul Azha with the hope that we will stay centered and frugal in our festivities.

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Microsoft Excel Advanced & BI
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Octara Training Calendar | July – October 2021

Lifelong Learning Tips
(Contributions by TCS Octara People)

عید الاضحیٰ مبارک
EID-UL-AZHA MUBARAK

Dream On, Brave Soul
Isfandiyar Shaheen
Fancying Internet-for-All

Self-actualization is the complete realization of one's potential, and the full development of one's abilities and appreciation for life. This concept is at the top of the Maslow hierarchy of needs, so not every human being reaches it. But Isfandiyar Shaheen apparently did when he walked out of a high-end cushy corporate career in Pakistan in pursuit of his calling to provide the poorest of the poor with Internet access across the globe. In tangible terms that amounts to laying 10 million kilometers of fiber optics around the world, 400,000 of which in Pakistan, penetrating the largely destitute rural world of the less developed countries, and all this by 2028, ten years from his company NetEquity Networks incorporation in 2018.

Isfandiyar Shaheen is the Founder and CEO of NetEquity Networks (**https://www.netequity.net/**) an infrastructure sharing start-up based in San Francisco. NetEquity has established a partnership with Facebook and is focused on building open access fiber optic networks in collaboration with electric utilities.

Prior to this Isfandiyar helped create Towershare that was acquired by edotco in 2017. He has also served as director on the boards of two publicly traded companies, namely Engro Corporation and Engro Foods whose 51% shares got acquired by FrieslandCampina in 2016.

Isfandiyar Shaheen graduated from Franklin and Marshall College with a degree in Economics and Mathematics, and indulged Octara.Com with his thoughts from across the seven seas.

octara.com: You quit your private equity career in Pakistan and moved to Silicon Valley to make "Internet for all" a reality because you saw an ugly world in 2050 with climate change and rising income inequality; a lot of bad stuff. What made you think that "Internet for all" was the antidote for all the bad stuff?

World Of Opportunities

Isfandyar: I logged on for the first time in summer of 1996 while sitting in Sialkot. The Internet changed my life for the better in many ways. It helped me speak with the "other". It helped me overcome a fair amount of bigotry that was pre-programmed in me. Beyond that, it just opened up a world of opportunities for me. So it's probably not an antidote for all the bad stuff out there but it's how I'd like to make a contribution.

octara.com: You founded your company NetEquity Networks as an Entrepreneur in Residence at Facebook Connectivity, a Facebook platform that works with partners to develop and deploy innovative technology and business models to bring more people online. How did that help you progress in your mission?

Isfandyar: I needed access to genuine domain experts who could reason from first principles and help me understand the physics of telecom. Facebook Connectivity has been a great partner in that respect, I've learned a lot from them.

octara.com: NetEquity plans to build open access fiber networks in rural areas by using a nascent technology being developed by Facebook. What can you tell us about this nascent technology?

Isfandyar: This article has details: **https://engineering.fb.com/2020/07/13/connectivity/aerial-fiber-deployment/**

MISSION IMPOSSIBLE! Provide the poorest of the poor with Internet access across the globe; Lay 10 million kilometers of fiber optics around the world; 400,000 of which in Pakistan; penetrating the largely destitute rural world of the less developed countries; all this by 2028

Forging Alliances

octara.com: The theory you're working on is to follow the electrical grid to deploy fiber and really make it worthwhile for the utility because once the utility gets fiber on its power lines it gets an awesome monitoring mechanism for fault detection and theft reduction, making it a lot more profitable. The same fiber gets easily available to cell towers that are located in rural areas where ordinarily you can't make that deployment feasible. That's faultless reasoning. What impediments in the shape of vested interests and champions of the status quo have you encountered so far and anticipate encountering going forward?

Isfandyar: Main impediment I see is not clearly defined boundaries between state institutions. I haven't seen any vested interest at play as such. Everyone wants to fiberize the world, but execution is hard because there are many different stakeholders involved and they aren't always on the same page.

Long-term Systemic Change

octara.com: You want to redesign the telecommunications system because you say the current system we have promotes income inequality since there is no incentive to build Internet infrastructure in the rural areas. That, you believe, can be changed by accessing non-telecom revenue from agriculture and electrical services to subsidize the cost of fiber deployment in the rural areas. Your thinking is exponential and cross-functional. Will it work in a Third World environment plagued by social suppression and an officialdom that is linear in its thinking, corrupt and not tuned to empathize with the poorest in their midst?

Isfandyar: I don't think so. But also I'm quite an optimist. I see plenty of empathy for the poor. What I don't see enough of is a willingness to study systems and pursue long-term systemic change. This systemic change is hard and takes a LONG time.

octara.com: Elon Musk is someone you admire and he talks about reasoning from first principles. Please elaborate.

Isfandyar: Reasoning from first principles in Elon Musk's words is "thinking in a physics sort of way". Putting it differently, it's reasoning based on self-evident truths or axioms. Such reasoning is robust and can stand the test of time. That's needed to embark on 10+ year efforts.

How Audacious!

octara.com: The problem you say you want to solve is Internet affordability for the poorest person in the world and you have great conviction that this is the right problem to solve and you have the right method. You say you have total clarity that Internet for all equals open access fiber everywhere, and your mind is fixated on how you and your team are going to deploy 10 million kilometers of fiber throughout the world by April 2028, within a decade of NetEquity's incorporation on 26th April 2018. How audacious, nay outlandish a proposition is that?

Isfandyar: Haha, very! Still chasing it.

Love-based Decisions

octara.com: Solve a problem, create value and revenue follows is your firm belief, and you call revenue maximization a flawed strategy. How difficult has it been swimming against the tide?

Isfandyar: Very. 2020 was tough. I'm grateful to have an excellent support system from my wife Sameen who encourages me to make love-based decisions as opposed to fear-based decisions.

Consistently Offering Sacrifice

octara.com: A lot of people want advice from you to raise funding capital, find product-market fit, do an IPO and sell the company. You speak of staying in the fight for the long haul because nothing meaningful will happen in less than 10 years. In this day and age of exponential growth fuelled by hyper-connectivity and shortening attention spans, with business models being revisited and revised every few months, 10 years appear like an eternity and defies comprehension. How do you handle the gestation period?

Isfandyar: Doing this requires building conviction. Building conviction requires offering sacrifice. Ensuring conviction has good direction needs first principles. Also, I think introspection without documentation is unreliable. So it's a combination of introspection, documentation, reasoning from first principles and consistently offering sacrifice (of time + money).

octara.com: How enabling do you find the Pakistani startup ecosystem? You cite audacity as a qualifying criterion for entrepreneurship. Do you see enough of that at work?

Isfandyar: Yes plenty! Jehan Ara is a good example of audacity at work.

021 Disrupt: **Ashraf Kalim,** Magnus Sports; **Jehan Ara,** Katalyst Labs; **Jawwad Farid,** Alchemy Technology; **Isfandiyar Shaheen,** NetEquity Networks; **Anzar Khaliq PhD,** Habib University

octara.com: You advocate building trust and empowering entrepreneurs, and recommend having skin in the game as an excellent regulator. Do you find that happening in the Pakistani startup ecosystem?

Isfandyar: Yes, I'm seeing it more and more now.

Genuine Humility

octara.com: Your advice to your younger self is to keep your feet on the ground and understand that you're not Tarzan! Remember your mortality and that you're nothing. You've just had a lot of luck in your life and got some chances. In other words, reduce your ego to zero. You then say that "as nerdy and stupid as it sounds you want to be the Roger Federer of Internet connectivity." But to be world champion requires a massive ego to propel you to the top. How does that reconcile with your earlier assertion?

Isfandyar: Ah so I don't agree there. I see genuine humility in Roger Federer. He pursues excellence but isn't an ass (for lack of a better word).

octara.com: At age 13 in Sialkot in 1996, with your father in the Army, it was problematic getting Internet inside the Cantonment with potential for breach of security. But your father was convinced that people should have access to this new technology. That grand privilege that you got in 1996 changed your world, you say. "I got some amazing opportunities because of it. I got to know about other cultures and question my own bigotry. I got the opportunity of a scholarship because of the Internet and a career that has given me everything. Without the Internet my life would have been quite different." Please share with us your school and college days, and your career in Pakistan before your departure for Silicon Valley.

Isfandyar: My dad was in the Army so quite a few Army Public Schools in my schooling; for O levels I was at Army Burn Hall College for a while. My A levels were done privately and briefly I was at this school called Westminster that no longer exists. I was on Engro's board around 2015ish. Samad Dawood has been a great friend and was my boss at the time. He really encouraged me and supported me to go all out in chasing this passion. Dawood Hercules Group and Engro are

Focused on building open access fiber optic networks in collaboration with electric utilities

great organizations to collaborate with.

Ignorance Is Bliss?

octara.com: You say that it's a tragedy that we haven't been able to provide half the world with the Internet, and that even in a country like the USA, where every house has water, electricity and gas connections which cost more than fiber to make these connections, and yet fiber has less than 30% penetration. Aside from the unregulated aspect of fiber which denies it long term financing, there is a school of thought that thinks it's better to remain unconnected with a world generally brimming with bad news and celebrates the mantra 'ignorance is bliss.' Your take on this?

Isfandyar: I think people should have a choice. The privileged few shouldn't decide what the under privileged can or cannot have.

Infinite Abundance

octara.com: Fiber has 10,000 times the capacity than its closest rival, you say, and you can run the taps on full without choking your network; like increasing the GT Road from 3 lanes to 10,000 lanes instead of building the Motorway. "It has about 48 strands in one cable. Two of those strands have more capacity than 12,000 satellites. Internet for all is about harnessing this capacity." This infinite abundance you talk of runs contrary to the long established business models that profit from scarcity. Have you painted a target on your back where the overlords of the world are concerned?

Isfandyar: Possibly. I'm not sure. But what I'm trying to do isn't all that crazy. I'm just saying let's finance fiber the way we finance toll roads or power plants. Treat it like infrastructure to unlock long-term financing and deliver cost-based pricing to customers. That's not that crazy I think.

Ready For Loose Rein & Flat Out Gallop?

octara.com: In your estimation in Pakistan we have about 40,000 cell towers and our fiberization rate is between 10-15%. The good news, you say, is that 85% towers have electricity connections. "If we can install 400,000 km of fiber by following the electrical grid then we could fiberize 70% of the towers. What will be cost in dollars per meter to deploy the fiber is the big unknown as yet. The fiber itself costs 1 dollar a meter with labor the major cost component. Underground can be as much as $30/meter, but overhead is a fraction of that at $7/meter which makes $7000/km. Multiply that with 400,000 km and that's the number we are looking at. That's $2.8 Billion. You need an understanding with all the

distribution companies to use their infrastructure. Even if you double the cost you're unlikely to find a better return for society. But is our feudal society and ruling elite ready and willing to ride the public on a loose rein and at a flat out gallop?

Isfandyar: I think they are ready, I believe they want it, but we just have a lot of other issues to deal with. So it's not a priority as yet.

octara.com: Getting the government and stakeholders to agree is difficult because there is a lot of other turmoil in Pakistan, you say. It's hard to make it a priority when there are so many other fires burning. Are you engaged in the firefight aside from pursuing Internet for all?

Isfandyar: I was, but not anymore. I'll probably revisit in a year or so.

Smart Contracts

octara.com: We are living in the most transformative period in human history accelerated by the pandemic, you say. "Can countries left behind leapfrog? Technological progress is exponential in nature. To leapfrog we need to make it easier for entrepreneurs to take risks and build companies. You need reliable laws. With the crypto-currency conversation I see a new legal system emerge." Please elaborate.

> **"Main impediment I see is not clearly defined boundaries between state institutions"**

Isfandyar: Smart contracts allow you to create agreements that execute automatically. Imagine farmers buying crop insurance against there being no rain and getting paid their insurance amount automatically based on provable weather data as opposed to fighting with an insurance company for claims. This is happening and will not require assistance from Pakistan's legal or banking system. It will happen online through cryptocurrency wallets.

octara.com: Build the network and the users will come, you say. That's a very proactive approach seldom seen anywhere in an overly reactive world that has mortgaged the future of its coming generations to meet its existing demands. Do you sometimes feel like a lonely voice in the wilderness?

Isfandyar: Haha yes, but I've found plenty of others who think like this.

Printing Press Type Moment

octara.com: In Pakistan property rights can be compromised due to official corruption, you say. "If we transfer them onto block chain as a national mission we will not only secure property rights but also open up the market

> **"The Internet changed my life for the better in many ways. It just opened up a world of opportunities for me"**

by collateralizing property. People can tokenize their real estate and borrow and lend. It will unleash the prosperity of the Pakistani people. Once these services are built then adoption happens over time." In the same breath you assert that the ground reality here is that the bureaucracy and ruling elite cannot suffer but the people can suffer. "So any move to decentralize that dilutes their power and discretion will be resisted with official bans, etc. But we're probably going to see a printing press type moment in the next 5 to 10 years, and the powers that seek to ban it will be the biggest losers of the 21st century. Block chain technology is transformative and is here to stay. Human nature will find a way to benefit from the breakthroughs and reactive governments will suffer." For a country like Pakistan what will it take to move from reactive to proactive?

Isfandyar: Not sure, I think it will happen by itself. But people like Jehan Ara have done wonders to push us forward and encourage us to dream bigger dreams.

octara.com: You are reading for the third time Yuval Noah Harari's book Sapiens. What about it do you find so interesting?

Isfandyar: Just the way he makes observations and writes in such simple English. He's such a good story teller.

octara.com: Science fiction makes learning reliable science fun, you say, and recommend Three Body Problem Trilogy by the Chinese writer Liu Cixin and Brave New World by Aldous Huxley. In what way did these books leave an impression on you?

Isfandyar: Stoked my imagination in a much bigger way than before. Helped me visualize outcomes I couldn't see through stories.

octara.com: How do you deal with stress?

Isfandyar: Meditate, drink water, sleep, document what I do in a journal.

octara.com: What's your message to all the struggling startups out there?

Isfandyar: Write down what matters to you and why, keep revisiting that question. Keep writing and keep reading what you write.

Thank you Mr. Isfandiyar Shaheen ▪

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

Digital Guru in Overdrive
The Age of Dr. Frank Peter, Ph.D

In back-to-back zoominars Dr. Frank Peter brought into sharp focus HR and Marketing as they struggle to cope with the 'new normal' thrust upon us by the COVID pandemic that has forced companies to adapt 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, says Dr. Frank Peter. "Alongside, consumer focus has massively shifted online during the pandemic, and the Digital (= online) Marketing of Products and Services has to form an integral part of the overall corporate marketing strategy."

HUMAN RESOURCES IN THE POST-PANDEMIC AGE OF DIGITAL TRANSFORMATION

June 23, 2021

*I*n the first digital workshop titled **"HR in the Post Pandemic age of Digital Transformation"** Dr. Frank Peter admitted that the path to success with HR digital transformation is complex and not straightforward, but that should not hold one back. He exhorted HR practitioners to play a more proactive role in the transformation of HR processes in order to create a stronger company, with HR Executives possessing a firm grasp of their roles and functions in energizing the organizations' growth as strategic and change agents.

Dr. Frank J. Peter, Ph.D. is Certified Google Educator, HRDF/SIM Certified Trainer, DMI Accredited Trainer, Google Ads Certified, Google Analytics Certified, Microsoft Bing Certified, Adj. Professor UniTAR, Associate Faculty UUM OYA GBS, and Industry Advisor IUMW; fully loaded, as it were, to take his multinational audience into now inescapable digital age.

Defining Digital

He defined Digital as the nearly instant, free, and flawless ability to connect people, devices, and physical objects anywhere. HR Digital Transformation is about implementing digital operations and automation as tools, and not about buying new gadgets or new software also known as the "shiny object" syndrome.

"It is about the accelerated changes made by companies that focus on growing their businesses from the inside out – empowering people and the way they work through a human-centered approach," said Dr. Frank Peter quoting Prophet.com, and saying that it was a great opportunity for HR to actively guide the change in the workforce.

As to the reason for the need of HR Transformation, it is to establish a working environment for changing operational processes for the whole organization; increasing productivity and efficiency; increasing employee engagement & wellness; closing of knowledge gaps; finding better ways of working; making more efficient HR tasks like processes of hiring, training, performance management, employee engagement, motivation and innovation.

Digital Natives Versus Digital Immigrants

Digitalization of company processes are not easy, said Dr. Frank Peter. "There is lack of management buy-in and backlash from employees who struggle. The challenge is not so much to bridge generation gaps between Gen X, Gen Y & millennials, but between digital natives and digital immigrants."

Adjusting HR practices to a new world requires a lot of restructuring and groundwork, with the main obstacles

comprising of human barriers of ego, politics, fear and sabotage. For a successful Digital Transformation there has to be Buy-in, Investment, Data, Employee wellness, Social media, Wearables, Feedback and Listening.

Unilever uses social media, online games, and AI to further digitalize how they are recruiting;

Cisco developed apps to help new hires and their managers during their onboarding period or to give quick answers to various HR questions about holiday policy, and expenses; and IBM developed a digital learning platform that gives its employees a fully customized experience.

HR teams must be able to adapt new skill sets to improve their digital capabilities, and prioritize skills transition over job losses; protect people, not jobs; employee experience (EX); champion diversity and inclusion (D&I); have a solid knowledge of HR technology like people analytics.

Reasons For Failure

Digital Transformations fail because of fuzzy definitions, misunderstanding the economics, overlooking ecosystems, missing the duality of digital that encompasses the degree of change versus the pace of change.

In this Age of Intelligent Tools HR practitioners must be comfortable with Machine Learning & AI, Natural Language Processing (NLP), IOT & Data Modeling, Process Automation, and Design Thinking

which is a 5 stage process – empathize, define, ideate, prototype, and test.

Roadmap

Describing the Roadmap for HR Digital Transformation, Dr. Frank Peter said that the process always starts with a clear goal in mind, followed by taking stock of what is currently in place, and its shortcomings.

Getting buy-in from all stakeholders and. starting with the easy changes first comes next.

"Focus on what is important, and don't get carried away," he says. "Assess your progress by getting feedback from all stakeholders, and learn from it."

Clearly defining the Problems from a Business Perspective and outlining the Shortcomings of current Technology to solve these Problems is central to the task.

"Build the ROI Case for the new Technology and draft an Implementation Plan, Budget, and Timeline while establishing Success Parameters and KPIs for Potential Implementation."

Concluding, Dr. Frank Peter flagged as important securing Cross-Organizational Input throughout the Implementation Process.

"Remember that a human touch cannot be replaced by Digital."

Digital Marketing Strategy & Tactics in the 'New Normal'

June 24, 2021

Understanding how Digital Marketing works and how it can be ingrained into the company's overall marketing strategy was the subject matter of Dr. Frank Peter's second workshop the next day titled **"Digital Marketing Strategy & Tactics in the New Normal."**

Dr. Frank is the author of 'Digital Marketing Tactics for Decision Makers' (available at Amazon), and he is currently working on his new book on 'Digital Transformation for HR Leaders'. The Workshop covered developing a goal-focused online strategy; Identifying your most profitable target audience; data-driven decision-making; social media marketing; email marketing; and online advertising.

Identify your Reader and create a Persona, a fictitious individual that represents your average Customer Audience,

is the advice on offer. "A key to engaging content is put the customers first, solve their problems and answer their questions," said Dr. Frank Peter, quoting Keith Wiegold of the Content Marketing Institute. "This requires understanding their beliefs, feelings, wants and needs."

Google & Web Analytics

Explaining how Google Analytics works, he said it Measures and Monitors Traffic, Touch Points, User Interaction, and Content, and needs to be tested and tweaked constantly.

Web Analytics measure and analyze your site's visitors to gain insights and drive improvement is how Google.com puts it, with sorting and arranging data, and presenting it visually at the core of it.

Interpreting Reports requires creating context and comparing with other metrics while looking for trends. Ensure Data driven decision making and don't mistake a Cookie for a sweet, round dessert treat thing that is delicious and simultaneously ruins one's diet!

"It's a small piece of data sent from a website and stored in a user's web browser while the user is browsing that website," said Dr. Frank Peter while suggesting that we Google the Phrase 'Google Analytics Demo Account'.
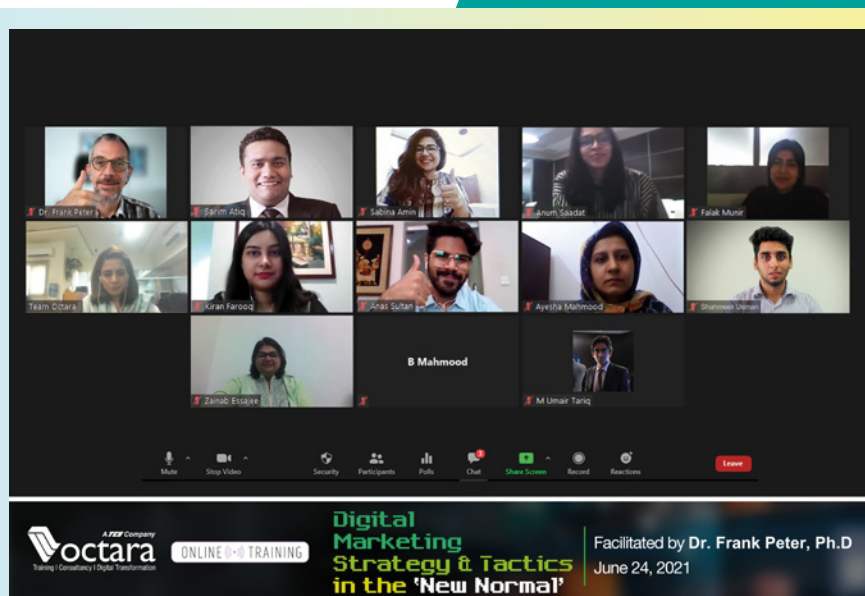
Email Dynamics

The Email Marketing Process came in for a fair bit of attention, with emails defined as a process of communicating a commercial message to a group of people; a process used by approximately 92% of businesses and considered an effective digital marketing strategy.

Dr. Frank Peter offered some useful tips on the use of emails, like using your Email Campaign as a Dialogue and a warning against 'batch & blast'. "Add relevant Value and extend conversations from Blog and Social Media, and always include Social Share Buttons. Look past Click-thru Rates, and check where did they go on your Website; how long did they stay; how often did they visit; And did they share your Email. Measure behavior for Segmentation and use behavioral data for more complex Segmentation. Find out what different Segments find interesting since this helps to send customized content and offers for more personalized Emails."

Avoiding Spam Words

Proofread everything before sending and avoiding Spam words like 'free', 'Opportunity', 'Click Here', and 'Offer'. Check your spam score and do A/B Split Tests with subject lines, images, written copy and links, then analyze your results. Use email vendor reports and analytics, measure every detail and use this to improve future Campaigns. Include social share buttons because it encourages Prospects to continue the Conversation with their Peers and widens the reach of your message.

Every Business needs a Social Media presence to gain customer trust, establish expertise, meet potential customers and listen to customer feedback.

Era of radical change

"We're entering an era of radical change for marketers. Faith in advertising and the institutions that pay for it is reducing, while faith in individuals is on the rise. Peers trust peers," said Dr. Frank Peter quoting Chris Anderson author of The Long Tail.

Audit your current social media status and take current social media inventory, conducting a search for both officially sanctioned and unauthorized pages representing your company. Look for fan sites, rogue employee sites or malicious sites posing as you or your company. Social listening is important to find out

what your customers say about you.

Educate, Don't Pitch

"Remember that a human touch cannot be replaced by 'digital'"

"Given the way the internet works today, content is the center of the marketing universe," said Dr. Frank Peter, quoting business2community.com

Educate; don't pitch material that generally informs on trending topics. Provide more in-depth content about technology, service and products you sell, with very focused differentiation and validation materials, such as why you are best, case studies, third party reports, and testimonials. Set a very clear path to purchasing once they are ready to do so.

Create an Editorial Calendar that lists the dates you intend to post blogs, Facebook posts and other content based on a File Management system that is easy to understand and allows you to delegate. Keep it updated weekly and daily and includes history like shared Spreadsheet in Google Drive.

Museum Curator

"See yourself as a museum curator who reviews thousands of possible exhibits, in order to choose the best of the best for putting on display. Prepare your own content with the goal of

> ## *"Prioritizing skills transition over job losses; protecting people, not jobs"*

positioning your company as experts in your field or industry, repurposing across different media."

Let fans tell you what they want - read replies and comments, and have a not-so-serious discussion.

Include interviews of influencers, and engage with contests, competitions, interesting challenges and Tutorials.

Posts that contains photos make-up 93% of the most engaging posts, says Dr. Frank Peter with the advice to keep your posts under 250 characters and the insight that Question posts get 100% more comments than standard text-based posts.

Customer Retention

Focusing only on customer/prospect acquisition and not putting more focus on customer retention is a commonly made mistake. "Focus on the large number of existing customers you have and make them more valuable and focus on fostering stronger existing customer relationships and loyalty. Fans spend more money than non-fans."

Trying to be everywhere is another commonly made mistake. "Don't try to be on every single social network that exists. Focus on building better relationships and truly understand where your most powerful customers are networking. It's important to not only look at the persona of the brand, but also the persona of the customer."

'Spray & Pray' is another pitfall wherein we try to be 'liked' by everybody. "Know who your ideal customer is, more so your ideal fan or follower; calculate the lifetime value of a customer; analyze and categorize customers based on their lifetime value, understand that persona, and match them to a social profile. Focus on communicating and campaigning with your highest lifetime value customers and you will make stronger connections and see stronger results."

Treating social media like television is another mistake commonly made. "Don't forget that the purpose of social media is to connect with individuals and have a conversation. Don't treat social media like a TV advertisement which is a one-way message. Talk about items not related to your brand 80 percent of the time and focus on yourself the other 20 percent."

Customers Are Vips

Not thinking like a Customer and just engaging for the sake of engaging is another mistake we need to avoid. "Make your customers feel like VIPs and offer exclusive access to news, content, and discounts. Fans will be more open to receiving your marketing message if they occasionally get rewarded for it. 40 percent of brands' followers on social are there for the discount."

Fan Advice

Don't buy fans through advertising because it is not a sustainable acquisition method. Focus engaging with your early followers and VIP fans and asking them to encourage their connections to follow the brand. Include "Like" and "Follow" buttons into every interaction, and don't treat all fans as equals when advertising. Look at fan groups with high lifetime value and use the extensive advertising targeting options available. Make good use of remarketing features.

Choose keywords carefully and include terms or phrases that your customers would use to describe your products or services. Make sure your keywords directly relate to the theme of your ad and the page you're directing your customers to. Keywords of two or three words tend to work most effectively.

Text Ads' Red Lines

These have comprised an enduring channel of mass communication, and Dr. Frank Peter offered some excellent tips on how to optimize text advertisements. "Use appropriate spacing: • C-h-e-a-p • Cheap. Buy Now. Punctuation & Symbols cannot be used to attract attention • No '!' in title • No '!' in description • No 'SMS' text: good 4U"

The Editorial Guidelines that he offers include especial attention to Grammar & Spelling. "Comply with basic rules and enhance credibility. FREE, BUY,… not allowed. Find Great Deals Here is ok. 2 repetitions are ok • Buy buy buy now not allowed. No offensive language and no misspellings • No self-censorship (sh!t,…).

3rd Party Verification

Call for Action no general phrase like click here now. Visit our site today is ok. Superlative Claims like best, greatest, #1, cheapest are Ok if verified by a 3rd party with proof on landing page.

Competitive Claims like Mine is bigger than yours are Ok if verified by a 3rd party. Proof must be on landing page. Any price, special offer, discount etc. must be found within 1-2 clicks from landing page.

Trademarks are the responsibility of the advertiser and trademark owners can ask Google to disallow usage in ads Phone number.

Dr. Frank Peter's other Courses available via Octara include:
• **Digital Transformation for HR**
• **Digital Marketing Strategies for Decision Makers**
• **Digital Marketing Course for Hotels and Tourism Businesses**
• **Analytics Certification Course**
• **Google Ads (formerly AdWords) Certification**
• **Social Media Marketing Tactics** ◼

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

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

All Answers Lie Within You

A blog by Rose-marie Fernandez M.A., CPC, ELI-MP
Published on June 30, 2021

> **"All answers lie within you,
> You only have to ask the right questions."**

Intentional change involves envisioning the ideal self (who you wish to be and what you want to do in your work and your life) exploring the real self (the gaps, you need to fill and the strengths that will help you to do so) developing a learning agenda (a road map for turning aspirations into reality) and then experimenting and practicing (with new behaviours and roles).

Coaching for Changed by Richard Boyatzis Melvin Smith Ellen Van Oosten

This past month I have been extremely consumed with the subject of **Intention Setting** and the positive outcome that it has on personal achievement. I therefore, began to avidly read as much as I could on the subject.

Richard Boyatzis is a world reputed expert on Behaviour Change and Emotional Intelligence. Through his research and longitudinal studies, he puts forward a reflective and impactful finding. In his work on the **Intentional Change Theory in 2006**, he makes a clear distinction between the concepts of;

- setting **SMART goals** which he hypothesizes is about compliance, and

- **"Intentional Change"** which is about realizing your dreams through vision.

The point that fascinates me about Richard's research is that he extrapolates compliance as coming from compelling obligation, adherence and conformity. In setting goals, we become embroiled in the planning and execution rather than focusing on the bigger picture. Not achieving goals then sets us up for failure. Our perception of failure leads us to be disappointed affecting our self-esteem, creating a catabolic or negative energy.

The ride we want to be on is Intentional Change which has to do with a positive mindset, where we move forward. This involves, what Richard Boyatzis calls the journey of self-discovery and creating a vision of where we desire to be. Intentional Change

comes from the heart. In his article he talks about the focus on five discoveries that can lead us to sustainable personal growth. They are:

Questions to ask while creating your ideal self:

1. Who do I desire to be?
2. What qualities and characteristics do I seek to acquire?
3. How does my ideal self-show up?
4. What is it that I desire to have that do not have now?
5. What do I need to let go of in order to achieve my ideal self?
6. What resources do I have to be who I want to be?
7. Who is in my network for me to create relationships?
8. With my current life's situation am I In line with my ideal self?
9. What energy will show up when I am in overwhelm?
10. How will I know when I am living my ideal self? ◼

https://coachingworx.ca/

Rose-marie Fernandez is a Human Resources expert, worked with several fortune 500 companies in the South Asian sub-continent, USA and Canada. She has been recognized Professional Certified Coach (PCC) and credentialed by the International Coaching Federation (ICF). Rose is also Founder & Transformational Coach at Coaching Worx, Canada. She is exclusively working with Octara for her online trainings.

For Inquiries, info@octara.com

Future Normal: Fast Forward #14

A Blog by Henry Coutinho-Mason
Published on July 8, 2021

The central belief running through this newsletter is that today's extremes become tomorrow's mainstream. This week, we meet a variety of extremes – from CO2 negative products to employee-first company cultures to hyper-immersive entertainment on an epic scale – that will all become commonplace in a few years.

Why can we have such confidence these innovations will become unremarkable in The Future Normal? Because they all speak to a fundamental human need or desire: for positive impact, decent work and more meaningful experiences.

You're reading this newsletter because you're interested in where things are headed. So the next time you see something ridiculous or radical, ask yourself: 'why might people welcome this? Could I speak to a similar need?'

The Future Normal is ours to build, together. Let's do it right.

Has the Carbontech Revolution Begun?

#FutureNormal // We can now pull carbon out of the air, creating products with negative CO2 emissions. This could change everything. The NYT says it best: "You might wake in the morning on a mattress made from recycled CO2 and grab sneakers and a yoga mat made from CO2-derived materials. You might drive your car — with parts made from smokestack CO2 — over roads made from CO2-cured concrete. And at day's end, you might sip carbontech vodka while making dinner with food grown in a greenhouse enriched by recycled CO2."

So what? // This article touches on the biggest question of carbontech: "will it be enough?" That's a big question, that no one has the answer to, yet. But we have to work as if it will be so, otherwise what's the point?

Company-wide vacations could be the future of paid time off

#FutureNormal // The pandemic has wreaked havoc on employees' mental wellbeing, and it's reported that up to 40% of American workers are considering quitting their jobs. Three tech companies – Bumble, LinkedIn, Hootsuite, – have taken the bold step of giving (nearly) their entire workforces a designated vacation week in order to combat burnout.

So what? // Millions of workers around the world will read these stories and ask, 'why not here?' This might appear radical and headline-worthy today, but given the war for talent it's not hard to see how this could quickly become a major workplace trend.

GitHub introduces an AI pal to help you code better

#FutureNormal // Anyone who uses Gmail will have likely experienced its extended autocomplete function, where it uses AI to suggest the final few words in a sentence. Now, GitHub has partnered with OpenAI (the creators of the famous GPT-3 model), to launch Copilot, a tool that can offer programmers multiple lines of code suggestions (and even entire functions and automated tests), while they work.

So what? // Tell your kids to learn to code! That was the mantra of the 2010s. But this story highlights a powerful, deeper Future Normal when it comes to work: while there will always be a premium paid for the hottest new technical skills (and in the 2020s, biotech will replace coding here), this premium will be rapidly erased as they get 'eaten' by automation. Your mantra for the 2020s? EQ > IQ!

Victoria's Secret Swaps Angels for 'What Women Want.' Will They Buy It?

#FutureNormal // It's hardly surprising that Victoria's Secret is trying to close one of the widest branding gaps in modern culture: getting rid of its big-budget, supermodel-driven, aspirational-if-not-wholly-unobtainable beauty pageant and embrace a new model of feminity centered around realism, inclusivity, diversity and achievement.

So what? // One of its new brand ambassadors, Megan Rapinoe, said that Victoria's Secret was, "patriarchal, sexist, viewing not just what it meant to be sexy but what the clothes were trying to accomplish through a male lens and through what men desired… a "really harmful [message]." Wow. The turnaround might not work, but you have to admire the brand's willingness to engage with, and even promote, this honest criticism. Perhaps they didn't have a choice. Anything less simply wouldn't wash.

The Illuminarium: the IMAX-beating multisensory theater experience

#FutureNormal // Launching in Atlanta this month, the Illuminarium offers high-definition video projected onto walls 22 feet tall and 350 feet wide (!), enhanced with multisensory features such as floors that vibrate and smells that permeate the space. The first experience is an African safari, and a Moon walk experience is in development.

So what? // A fun final item, that also highlights some BIG (couldn't help it!) trends coming to the Experience Economy. First, COVID-19 won't kill the thrill of real-world experiences, even if this is perfectly suited to a world of reduced international travel. Second, virtual experiences will widely accessible and increasingly high fidelity near-replicas of difficult or expensive experiences – safaris, space, etc. Will they replace the real thing? Absolutely not. History shows that the more accessible the substitute, the more valuable the real thing will become. Just look at how space tourism has become the new billionaire status symbol… ■

Author The Future Normal / ex-MD @ TrendWatching / cofounder 3Space & Redo

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Training | Consultancy | Digital Transformation

COMPLIMENTARY
zoom*inar*

Mark Your Calendar
Thursday, July 15, 2021
2:00 - 3:00 pm (UAE Time)
3:00 - 4:00 pm (PAK Time)

FUTURE-PROOF YOUR BRAND & MARKETING STRATEGY

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

Speaker:
SARAH DAWOOD

- **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/3zUELG2

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

...only from Octara!!!

Helping You Succeed!

For Details & Registration contact

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

✉ info@octara.com f teamoctara ⊗ octara.com in Octara - A TCS Company

THE IMPACT OF DIGITIZATION & COVID-19 ON RELATIONSHIPS

How to Overcome these Challenges?

Talking Points:

In this 60-min session, Zaufyshan will discuss about:

- Changing Roles in Post-COVID (Personal & Professional)
- Cabin Fever Syndrome
- Elevated Stress Levels on account of an Uncertain Future
- Strategic Long Term Plan
- What should've been never happened The Uncomfortable Benefits
- The New You!

Who Should Attend?

Anyone wishing to strike a balance between personal and professional lives in recurring pandemic situation.

Speaker:
Zaufyshan Haseeb

Corporate Trainer, Life Coach, Keynote Speaker, Women Empowerment Activist

To register, please SCAN the QR Code or click here:
https://bit.ly/3wmxgVb
Spots are limited to 100 Only, register now so you won't miss out !

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.
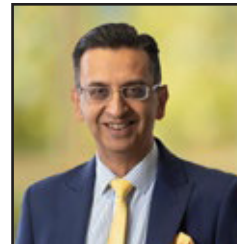
Facilitator: Amer Qureshi

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

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)

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 WebMall+ (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 or call at 0345-8949470

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For Details & Registration contact
Sarim Atique at: sarim.atique@octara.com, Mobile 0345-8949470
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Helping You Succeed!

Mark Your Calendar
Wednesday, August 25, 2021
2:00-3:00PM UAE
3:00-4:00PM PKT

BRANDING & BRAND EQUITY

OVERVIEW

Branding can add value to businesses in ways which are often not explored. With digitalization and COVID 19 disruptions, the need for brand development and effective brand equity has become more pronounced than ever. This 1-hour webinar will show how branding and effective brand equity transforms your business from a parity follower to an industry leader.

KEY TAKEAWAYS:

In this webinar, participants will:

- Understand branding and its unique concepts such as brand equity, identity, positioning and image
- How branding adds value and can help transform a commodity into a brand of choice
- How effective brand communication can help differentiate a business and transform it
- Understand how Strategic brand analysis and consumer insights can help businesses become sustainable
- How brands are evolving into brands with purpose to resonate more with Gen Z

WHO SHOULD ATTEND?

- Brand teams (Assistant Product/Brand Managers, Product/Brand Managers, Category Managers and Marketing Heads) of companies looking to transform their brands
- Communication teams in agencies and media houses looking to explore brand communication avenues
- Local company owners and startups looking to understand the basics of brand building and launch their own brands/companies

Registration Link:
https://bit.ly/36huMwT

'Avail **10 %** discount for 90 Minutes Q&A Session on Branding with Qashif Effendi'

Book an exclusive 90 min session with the Branding Expert to discuss issues/problems/challenges related to Brand Management and get customized applicable solutions for your organization. Send your request to: **sarim.atique@octara.com**

Speaker:
Qashif Effendi

- CEO Reem Rice Mills (Pvt.) Limited
- Voted as one of 100 top performing company CEO's in 2017
- Over 25 years' international experience working at CEO, Director and GM at top multinationals across MENA and South Asia regions

Qashif Effendi has over 25 years' international experience of working at CEO, Director and General Management positions in top multinationals in the MENA and South Asia regions. He has worked with Chevron, Philips, Unilever, Tetley, 180 degrees (brand turnaround consultancy), Abu Dhabi National Industrial Projects Co., UAE and currently as CEO at Reem Group, a JV of Al Ghurair UAE and Al Mohaidib KSA.

Brands like Philips Whirlpool, Dalda Cooking Oil, Brooke Bond Supreme and Tetley achieved tremendous growth during his stewardship. He has also consulted for various companies such as Simply Sufi, Shan Foods, HELM Medical (Hamburg), KESC, Adamjee Insurance, Dollar Stationers, Liberty Books, Hilton Pharmaceutical, Pharmevo and Szabist.

He is an alumni of IBA with a great passion for learning. He is a visiting faculty at IBA teaching Brand Management and Strategic Marketing and has taught at other leading institutions like Szabist, CBM, BNU and Greenwich for over 15 years. He contributes regularly to national and international marketing journals and has spoken at several local and international conferences and seminars as an expert in Branding. He conducts training sessions and workshops for local and multinational organizations helping them achieve their desired objectives.

Voted as one of 100 top performing company CEO's in 2017, he is an advisor to the Board of WE-NET (Pakistan Women Entrepreneurs Network for Trade) a World Bank funded initiative, a trainer on Strategic Marketing for SC Women in Tech cohorts, Member of IBA Board of Studies, Council Member of Marketing Association of Pakistan (MAP Lahore) and has conducted regular training's for NIC Karachi & Lahore, TIE (The Indus Entrepreneurs), PSTD and the US Funded PREIA (Pakistan Regional Economic Integration Activity)

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Helping You Succeed!

MICROSOFT EXCEL
ADVANCED & BI

September 15, 2021 | 10:00 am to 5:00 pm
Regent Plaza Karachi

Why MS Excel is Important?

Microsoft Excel is a spreadsheet program included in the Microsoft Office suite of applications. Spreadsheets present tables of values arranged in rows and columns that can be manipulated mathematically using both basic and complex arithmetic operations and functions.

In addition to its standard spreadsheet features, Excel also offers programming support via Microsoft's Visual Basic for Applications (VBA), the ability to access data from external sources via Microsoft's Dynamic Data Exchange (DDE), and extensive graphing and charting capabilities.

Benefits for using MS Excel?

Excel is typically used to organize data and perform financial analysis. It is used across all business functions and at companies from small to large.

The main uses of Excel include:

- Data Entry
- Accounting
- Charting & Graphing
- Time Management
- Financial Modeling
- Data Management
- Financial Analysis
- Programming
- Task Management
- Customer Relationship Management (CRM)

Almost anything, that needs to be organized!

Learning Outcomes

- **Knowledge** of functions and formulas to save time and reduce workload
- **How** to use VLOOKUP to find values from 100s of 1000s of records
- **Identify** the right type of Chart to use for available data & create the same
- **Creating** Dashboard using Pivot Table, Pivot Chart & Slicers
- **Gather** and transform data from multiple sources using Power Query
- **Understanding** Data Modeling and DAX Function
- **Discover** and combine data in mashups
- **Explore**, analyse, and visualize data

Workshop Facilitator
IRFAN BAKALY

- Microsoft Most Valuable Professional (MVP) award 2017-2019
- Microsoft Certified Professional
- Microsoft Certified Analyzing And Visualizing Data With Power BI
- Microsoft Certified Office Specialist of Excel 2013/2016
- Microsoft Certified In Managing Projects with Microsoft Project
- 20+ Years of Hands-On Experience

Who Should Attend?

Business Intelligence Data Analyst Professionals - who want to keep the pace with marvelous development of Microsoft in Business Intelligence for modern corporate world.

Delegates will need to **bring along a laptop** for hands-on activity

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Training Calendar

Programs in July-October 2021

Octara — Training | Consultancy | Digital Transformation — A TCS Company

Topics of Trainings	Duration	Trainer Name	Date	Loc.
BRANDING				
Webinar: **Future-Proof Your Brand & Marketing Strategy**	60-min	Sarah Dawood	15-Jul-21	Zoom
Webinar: **Branding & Brand Communication**	60-min	Qashif Effendi	25-Aug-21	Zoom
COMMUNICATION				
Interpersonal Communication Skills Using DiSC	1-Day	Fauzia Kerai	12-Aug-21	Karachi
FINANCE				
Aligning Budgeting and Strategy	5-hours	Amer Qureshi	11-Aug-21	Zoom
Understanding Fintech, Cryptocurrencies & Blockchain	TBC	Petros Geroulanos	TBC	Zoom
Communication Skills for Finance Professionals	Half-Day	Zaid Kaliya	TBC	Karachi
GENERAL MANAGEMENT				
Webinar: **The Impact of Digitization and COVID-19 on Relationships**	60-min	Zaufyshan Haseeb	16-Jul-21	Zoom
Excel Advanced & BI	1-Day	Irfan Bakaly	15-Sep-21	Karachi
Negotiation Skills for Procurement	5-hours	Shahid Anwar	TBC	Zoom
Financial Dashboard in Power BI	1-Day	Irfan Bakaly	13-Oct-21	Karachi
HUMAN RESOURCE DEVELOPMENT				
Hire the Best	1-Day	Rahila Narejo	16-Sep-21	Karachi
KPI Essentials	1-Day	Farhan Mahmood	07-Oct-21	Karachi
HR Leadership Using HR Metrics & HR Analytics	1-Day	TBC	TBC	Karachi
LEADERSHIP				
Servant Leadership	1-Day	Junaid Akhtar	27-Sep-21	Zoom
SALES				
Selling Skills	1-Day	Baseer Sami	09-Sep-21	Karachi
TECHNICAL TRAINING				
HSC	1-Day	Khalid Latif	15-Oct-21	Karachi
Bearing Damage Analysis	2-Days	Khurram Shahzad	TBC	Karachi
CREATIVITY & INNOVATION				
21 Effective Brainstorming Techniques	5-hours	Dave Nelissen	TBC	Zoom
Designing Agile Organizations	2-Days	Fredrick Haentjens	TBC	Karachi

...only from Octara!!!

IN MEMORY OF RAMIZ — A Leadership Acceleration Program

For Details & Registration contact
Sarim Atique at: sarim.atique@octara.com
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🌐 www.octara.com in Octara - A TCS Company

Octara LOYALTY CARD 001-2021 SHAHZAD

Avail complimentary TCS Octara Loyalty Card which will entitle you to a flat 15% discount on regular fee to all Octara workshops (online & classroom) & 'MORE' during the whole year 2021.

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 !!

Sharpen Your Power of Persuasion In 3 Easy Steps

Firstly the article from BUSINESS NOW suggests that you should structure your thoughts carefully. It mentions that before you go out to sell your product, service or even if it's just an argument you should, primarily, be convinced yourself.

Secondly you should prepare your words. You should always be in knowledge of what you are going to say. Be prepared for every question that comes in the way. Think of the further comeback from the opponent, be prepared to handle that.

Lastly you should be able to speak well. Think of what you are going to say before you say. Don't stutter or do not speak in monotone voice, so that the person doesn't lose interest.

In order to sharpen your persuasion power, communication is one of the main components to connect with people, because no matter how good your product or service or even just a random argument is, if you don't communicate well you might lose the battle.

Blog Contributed by **Shahmeer Usman**
Intern for Year 2021
Octara – A TCS Company

What Shahmeer said about Octara

> **My time at TCS Octara was well spent. Doing great great work with great people at a very professional environment really helped learned a lot about the ways of business in a corporate world. Working in Octara also gave me wide view at my career options. Worth it!!**

Shahmeer Usman
Intern for Year 2021 at Octara – A TCS Company

Lifelong Learning Tips

Contributions from TCS Octara People!!!

Work Faster And Enjoy It!

Do you go home and complain that your company gives you too much to do and enough time to so it in? Do you stay awake at night thinking about the deluge of work you've got to cope with in the morning and dreading it? Do you wish your company would change the system and make it all different?

However much your company claims to care about its people, no one is going to look after you well as you can look after yourself. No system of empowerment is going to put you in control of your own life. Only you can do that. And only if you make up your mind you're going to do something about it.

But before you cry – Oh No, not the time charts and making lists routine again – think about this – it's not always the logical ideas that work – it's the ones you're happy with.

It's a curious fact, that when people do things they like and enjoy, they achieve them faster and better than ordinary tasks. Have you noticed how you can create energy rather than use it up when you're enjoying something.

Consider these questions.

1. Do you spend your time, generally in the way you want- or do you work long hours?
2. Do you feel guilty because you don't do as much work as you think you should?
3. Do you have time to keep fit and healthy or are you feeling stressed and overworked?
4. How do you behave at work? Do you forget meetings and appointments because you have so much else on your mind?
5. Are you constantly interrupted during the day, having to recheck work carried our people?
6. Do you feel guilty when you take a rest from work?
7. Do you feel in command of the situation – or is it in command of you?

If you're really not enjoying it takes us your time and energy. You' re not allowing yourself the release from it that give you time to breathe and evaluate. Why not begin introducing some fun into your life? Set yourself challenges of organization. Award yourself treats like a night out or an afternoon off when you've done something especially well. Find something to work towards that makes you feel enthusiastic.

If you can change the way you think about work and put some positive energy into it, you'll be surprised at how much quicker the tasks will get done.

Contribution by **M. Shahzad**
Office Support
Octara Pvt. Ltd. - A TCS Company
Source – Business NOW

Re-New Your Workday in Boredom

Do you ever have days when you feel decayed and less engaged in your job than usual? Keep this list nearby, and use it to overcome boredom or frustration:

· Vary your work schedule – arrive early or stay late
· Work a weekend day - exchange for a weekday off
· Take an early or late lunch - miss the crowds
· Serve as a mentor for young up-and-comers in your field
· Ask someone you admire – not necessarily in your company – to be a mentor
· Subscribe to a publication that covers industry trend and news
· Join a new professional organisation. Then serve on a committee or hold an office
· Attend virtual and physical professional meetings, conference and exhibitions
· Take advantage of technical training/course your company offers
· Ask to serve on a special project team
· Review your past performance appraisals to identify current development possibilities
· Plan at least two lunches monthly with a successful & interesting person in your network

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

Lifelong Learning Tips

Entrepreneur Offers Five Steps To Success

Starting his own business was an instinctive choice for James J. Moore, President of J&L Risk Management Consultants in Raleigh, N.C. But along the way, he learned valuable lessons that propelled him from an intuitive entrepreneur to a successful business leader. Moore outlined the steps he believes all entrepreneurs must take to grow their businesses:

Find a niche. For Moore, it worked this way—"I realized that no one was analyzing the insurance environment from a claims perspective. Since it was uncharted territory, I jumped at the chance to get in on the ground floor."

Be adaptable. Once you've found a niche and filled it, Moore warns entrepreneurs to be "extremely adaptable." In his own business, Moore says: "At certain times, I changed the business plan weekly. Rigidity in a new business will get you nowhere fast. If you're not nimble, you'll open the door for a competitor to grab your idea, improve upon it, and corner the market before you even get your feet on the ground."

Prioritize your time. "A new business takes a 24/7 effort," says Moore. "I'm no stranger to long hours. ... But there's simply never enough time for a small business owner to do everything he or she needs to do. So you have to be creative about prioritizing and using your time wisely."

Never scrimp on customer service. "I am an absolute stickler about service. When a customer calls, I want him or her to reach a live person. Otherwise, I feel I'm losing the personal touch and the service orientation that are the hallmarks of my business."

Inspire your team to be entrepreneurial. Moore believes that creating an environment in which employees have the desire to make the company prosper is key. "Employees are going to make mistakes—some of them major. It's how you react to those mistakes that are important." Moore says the key to entrepreneurial leadership is to understand your people and inspire each of them "to work like a demon" to achieve the company's goals.

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3 Questions to be ask before writing a report

Sometimes people ask for reports because they don't know how else to get the information they need. But Often they would be better off asking for some simpler form of information.

So before we wasted our time and their by writing lengthy reports ask these three questions:

1. **Would a summary of the facts be just as useful?**

2. **Would a computer print-out accompanied by a graph be a good substitute?**

3. **Can I get an expert to talk to you on the subject?**

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Readers are encouraged to share their comments and feedback on the e-Newsletter with us at **zainab@octara.com** for inclusion in our upcoming issues.
Don't forget to send your recent picture and complete contact details.