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Dear Reader,

Shock, awe and disbelief of a gut wrenching nature have come to pass these past few days, and it hasn't been easy getting up close and personal with the dark side of human existence. Surrendering to Allah and beseeching His Mercy is the only recourse at times like these. May Allah preserve us and keep us in His protection, ameen.

Life, however, insists that we carry on, and this issue we bring you ace marketer **Sarah Dawood** who graced Octara - A TCS Company with her presence as Lead Speaker at the webinar on "Future-Proof Your Brand & Marketing Strategy" which also featured as supporting star **Syed Farhan Mahmood**, senior strategic HR professional. Sarah Dawood made a powerful case for the enhancement of female participation in the marketing decision-making exercise, backing it up with scientific evidence.

Also, we carry Harvard Business Review's findings that "Women Score Higher than Men in Most Leadership Skills", a research conducted by **Jack Zenger** and **Joseph Folkman**.

Seasoned corporate trainer, life coach, developmental psychologist and women empowerment activist **Zaufyshan Haseeb** took the lead in the highly topical TCS Octara webinar on "The Impact of Digitization and COVID-19 on Relationships". Zaufy's supporting star for this very important production was **Dr. Kamran Yamin** with 23 years of Training & Development experience in the Pharma industry. We bring for you a detailed review of both webinars.

Tranquility Amidst Overwhelm is a blog by **Rose-marie Fernandez** and **Henry Coutinho-Mason** is present with his regularly scheduled blog Future Normal: Fast Forward #16, followed by a listing of our upcoming events.

Thank you for reading. ☺

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TCS Octara Programs in August 2021



August 11, 2021 | 11:00am - 4:00pm (PKT) via Zoom
Aligning Budgeting & Strategy
Facilitator: **Amer Qureshi**



August 12, 2021 | 11:00am - 4:00pm (PKT) via Zoom
Interpersonal Communication Skills Using DiSC®
Facilitator: **Fauzia Kerai Khan, CHRP**



August 13, 2021 | 4pm - 5pm (PKT) via Zoom
Complimentary Zoominar: **Leadership Lessons from 'Ancient Egypt'**
Speaker: **Sualaha Bhatti**



August 25, 2021 | 3:00 pm - 4:00 pm (PKT) via Zoom
Complimentary Zoominar: **Branding & Brand Equity**
Speaker: **Qashif Effendi**

Octara Training Calendar | August - October 2021

Lifelong Learning Tips

(Contributions by TCS Octara People)

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Registration Link: [https://www.octara.com/webinar/](#)

Boost Your Brain Power with Analytical Thinking
Facilitator: **Dr. Kamran Yamin**
Registration Link: [https://www.octara.com/webinar/](#)

Women Leading the Banking Sector in Pakistan
Facilitator: **Dr. Kamran Yamin**
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Business & Growth Strategy to Maximize Opportunities after Business Lockdown
Facilitator: **Dr. Kamran Yamin**
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Sarah Dawood on

"Future-Proof Your Brand & Marketing Strategy"

Man Smart, Woman Smarter!

This webinar IS NOT about feminism, gender inequality or gender bias emphasized Sarah Dawood, Senior Specialist with multinational experience in Marketing, Branding, Internal Comms, Digital, Social Media, e-Commerce, and Corporate Communications whom octara.com had the privilege of interviewing recently when she functioned for almost three years as deputy general manager for marketing communications with K-Electric before moving on recently to TPL Insurance as Head of Corporate Brand.

But clearly throughout the one hour long webinar, or zoominar as this remote means of communication has come to be known in the Pandemic era that has accelerated the embrace of high technology, Sarah Dawood made a powerful case for the enhancement of female participation in the marketing decision-making exercise, backing it up with scientific evidence.

Women Rule!

"80% of all consumer purchase decisions are made by women, including car purchases, while for electronic purchases it's 60%. A female consumer is many things both inside and outside the home whether they're educated or uneducated, banked or unbanked" said Sarah, quoting research conducted by Simon Sinek, a British-American author and inspirational speaker who has written 'Start with Why' and 'The Infinite Game'.

He says that as impressive as our brains are, sometimes they have a tendency to work against us, and ain't that a fact. "Taking control of your perspective is a challenge but it will ultimately make you much more likely to succeed." This is extremely relevant when making a marketing and communications plan and advertising strategy.

Stats Say It All

Gender ratio worldwide is 102 males per 100 females, informed Sarah. "In Pakistan it's 109 males to 100 females.

In a population of 223 million with 40% urban of which 50% is female, and over 40% social media traffic is female, regardless of your target demographic it makes good business sense to plan your strategy keeping these stats in mind. 50% of your consumer is female who is influencing 80% of the purchases. Do you and your team have that insight when drafting your marketing strategy?"

Moron?

How do you do that and get your money's worth from advertising? David Ogilvy was a British advertising tycoon who said in the 1970s "the consumer isn't a moron; she is your wife." Even back then he knew that the female consumer was a very important part of the market.

Two insights that Sarah's gleaned from LinkedIn express amazement that knowing this reality why are male marketing managers unable to make the connection and ignore the preponderance of women in decision-making? Women have a lot of purchasing power which is overlooked by marketers to their loss.

We are dealing in the imprecise world of averages, says Sarah in an attempt to soften the blow to the male ego. "There are some very good male marketers out there," she says. Then the question arises whether superior male marketers possess a brain that has more female traits than the average male brain?

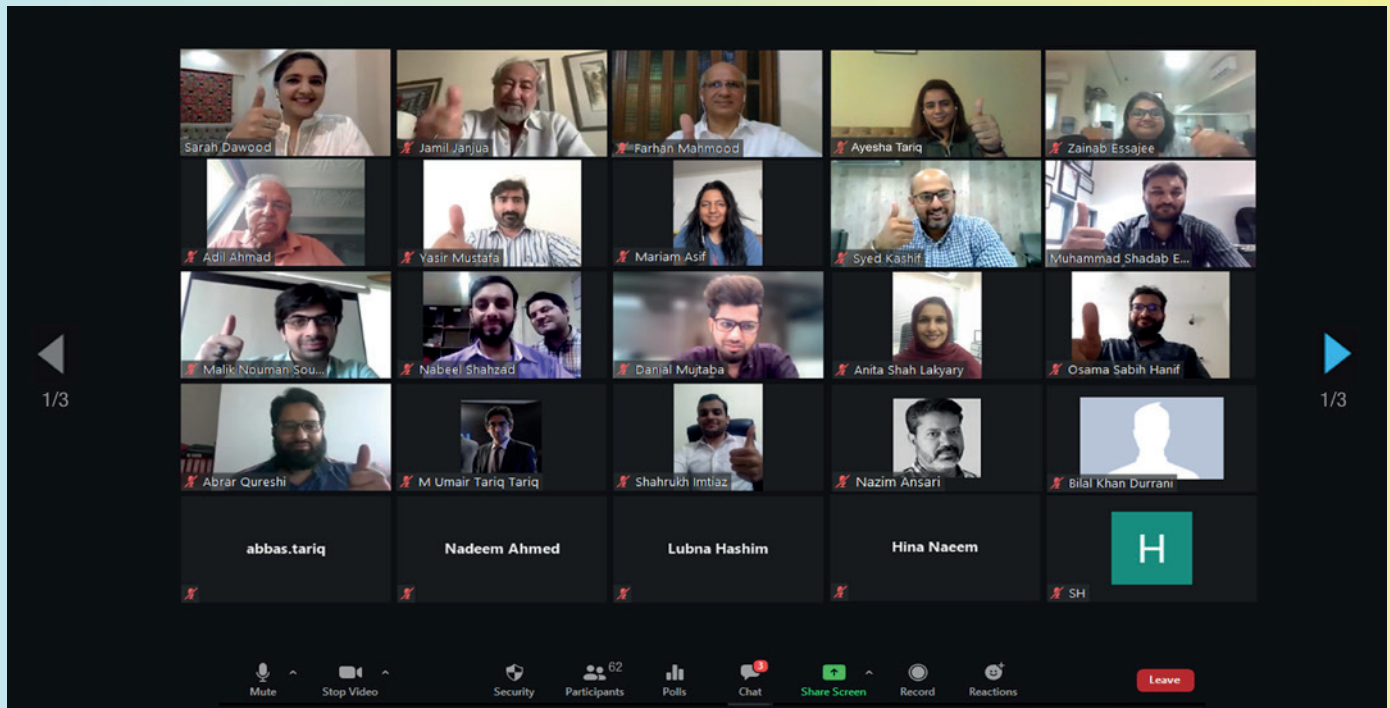
Massive Genetic Advantage

Mark Ritson is a brand consultant and PhD in Marketing, and former marketing professor with consumer behavior and brand management as his research areas. He says that in a number of case studies the female marketers seem to outperform their male counterparts. "The differences between male and female brain functions now provide that women have a massive genetic advantage when it comes to marketing. Their brains are better designed for it."

"This webinar IS NOT about feminism, gender inequality or gender bias"

To watch recording of Webinar

PLAY


<https://youtu.be/08F2gdNtHc0>


FUTURE-PROOF YOUR BRAND & MARKETING STRATEGY

Presented by Sara Dawood | July 15, 2021

Why, What and How

Think globally from the outset says Sarah, citing the three layered Golden Circle starting with WHAT – what do you do? Followed by HOW? How do you do what you do? And with WHY at the center – why do you do what you do? What's the purpose?

Why Do Products Fail?

Poor alignment with the market where customers don't want it; technical issues which make it difficult and expensive to make; insufficient marketing effort where benefits haven't been communicated compellingly to the relevant audience; and bad timing where it took too long getting to market and was beaten by a competitor.

"Knowing your customer is very important. Are you designing products for the 50% consumer base that is female?"

Crucial Error

Female marketers are more likely to truly get inside the head of the market and base their strategies on the real needs of consumers. Male marketers are more likely to make the crucial error of assuming that their own thoughts and reactions can be extrapolated to those of the market, and are more likely to alienate the customer.

Built For Empathy

Mark Ritson's research found that women's brains are built for empathy and produce better market research. Empathy

LIVE comments from the participants during Sara Dawood's webinar

"Great Session Sarah well designed."

-Syed Kashif, Dalda Foods

"Thank you so much for a very informative session with us."

- Lubna Hashim, PAE SOLUTIONS

"Thank You Sarah, lovely to listen to you."

- Danial Mujtaba, TCS Private Limited

improves communication. They can work better for brands due to their attention to detail which goes beyond just generic. Their intuitive reasoning makes them better for brand positioning rather than following a systemized approach which men prefer. Also, women are less egocentric and can be more attuned to the competition. Nokia's fixation with Ericson got it bushwhacked by Google and Apple. A woman at the head of Nokia may well have avoided this pitfall.

Aging Better

Finally, women's brains age better. Between 40 and 50 years of age a person gets to the decision-making stage, and this was the cohort Mark Ritson's research was conducted on.

Women's brains have a faster blood flow to the brain which offsets the cognitive effects of aging so female brains age slower. Men lose more brain tissue especially in the left frontal cortex charged with consequences and self-control, and their

ability to control emotions and impulses gradually decline. Women are able to better control anger and this ability increases with age. The implications of the forgoing are obvious for marketers and managers; and all of this in the context of marketing skills.

Sarah involved the participants in an exercise that demonstrated that nothing much had changed in the world of advertising over the past few decades, except perhaps an appreciable improvement in graphics thanks to tech advances. In one slide comprising two cellphone ads, one featuring Atif Aslam and the other Mahira Khan, the answer to the question which one would you go for was Mahira Khan, naturally! Though Atif Aslam got a few thumbs up as well.

Sexist and Self-Destructive

Then there was the ad with the tagline “Look like a girl, act like a lady, think like a man, and work like a boss” which was released on women’s day in South Africa and people thought it was insensitive and inappropriate for women, even sexist and self-destructive. Another ad which kicked up a huge storm in the UK and had to be taken down with the brand apologizing, stated “You do the girl boss thing; we’ll do the SEO thing”. But the one currently in hot water is the one about a man and woman biting into a fried chicken in a manner some consider highly sensual.

“Get feedback from focus groups before committing large sums to advertising” was Sarah’s advice.

Intentionally Embed Diversity

In a nutshell Sarah’s message was diversify your portfolio to support diversity and inclusion, and empower women through ensuring gender balance from the position of manager upwards. Use a diverse team to build understanding of consumer choice process. Work inside-out strategically and let your brand intentionally embed diversity. Be the consumers’ first choice and win loyalty.

Cultural Fit Or Add?

Remove barriers to essential changes to bring more women into managerial roles, and equip your team with diversity and sensitivity training. Cultural Fit refers to actual culture that drives conformity and status quo, is ambiguous and inconsistent, reactive and situational, and undefined. Brands respond tactically. Cultural Add is aspirational culture that drives diversity and innovation, is principles based, proactive and defined by governance and evaluation. While all of the above may appear to be in the domain of HR, from a marketing and sales perspective it’s very important because it’s they who drive business and the bottom line.

Retain talent, especially women in the team. People have lot more options today. Employees stay because it’s of value to them. Keep talent, engaged, challenged, focused and productive. Create an environment where the people you want to be there also want to be there.

Build high performance teams through nurturing open communication, ensuring correct composition with a focused

“Women have a massive genetic advantage when it comes to marketing. Their brains are better designed for it”
– Mark Ritson

plan and psychological safety that encourages the sharing of ideas and insights. Then action! Follow it up by measuring the impact of high performance diverse teams.

“Diversity is very important for the marketing team. It is the secret ingredient that can future proof your marketing strategy” concluded Sarah Dawood.

Go Glocal!

In a new addition to the enduring format Octara invited an industry specialist to add to the Keynote proceedings. Syed Farhan Mahmood, senior strategic HR professional with 25 years of experience is also an Associate of the Chartered Institute of Personnel Development, UK, and Key Performance Indicators certified practitioner of the KPI Institute, Australia. He has worked with over 50 nationalities manifesting different cultures and religions, and endorsed Sarah Dawood’s drift, emphasizing that it was imperative that we see things in both the global and local marketing perspectives, highlighting the huge diversity that existed climatically and demographically, and flagging linguistics pitfalls given the local tendency to mix English and Urdu which may not be understood worldwide. He expressed his concern and support for differently enabled people and the need to address them in the marketing mix. “Pakistan has the world’s 5th largest population,” said Syed Farhan Mahmood, exhorting marketers to awaken to the immense opportunity.



In the parting notes, Jamil Janjua ceo TCS Octara thanked the presenters Sarah Dawood and Syed Farhan Mahmood, and assured all that there would be many more thought-provoking TCS Octara Webinars in the future. He appreciated Sarah for sharing useful insights on why bringing the female perspective in marketing and advertising is essential for organizational success. He commended Sarah’s point for bringing out the yin and yang in human beings and especially focusing on yang (the yang being female perspective) and for making it a strong case for women to get hired in marketing and advertising.

He quoted some inspiring examples of the impact Pakistani women have had in expressing equal talent as men by way of qualifying as pilots in both commercial and air forces, becoming Prime Ministers before many other developed countries, in mountaineering, and as a recent milestone a Pakistani woman becoming promoted as Captain in the Royal Navy. These are major precedents set by Pakistani women in today’s time, hoping that Pakistani women will make their mark in space soon! ■

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

Harvard Business Review

Research: Women Score Higher Than Men in Most Leadership Skills

by Jack Zenger and Joseph Folkman

Published on June 25, 2019



Alex and Laila/Getty Images

For the first time in history, a major political party in the United States has several women who have declared their candidacy to be their party's presidential nominee. But TV pundits have been questioning whether, despite the progress indicated by the huge influx of women elected into Congress last fall, the U.S. is ever going to elect a woman to the country's highest leadership position.

This is baffling to us, especially in light of what we see in our corporate research. In two articles from 2012 we discussed findings from our analysis of 360-degree reviews that women in leadership positions were perceived as being every bit as effective as men. In fact, while the differences were not huge, women scored at a statistically significantly higher level than men on the vast majority of leadership competencies we measured.

We recently updated that research, again looking at our database of 360-degree reviews in which we ask individuals to rate each leaders' effectiveness overall and to judge how strong they are on specific competencies, and had similar findings: that women in leadership positions are perceived just as — if not more — competent as their male counterparts.

Still, the disturbing fact is that the percentage of women in senior leadership roles in businesses has remained relatively steady since we conducted our original research. Only 4.9% of Fortune 500 CEOs and 2% of S&P 500 CEOs are women. And those numbers are declining globally.

There are of course many factors that contribute to this dearth of women at senior levels. For centuries, there have been broad, cultural biases against women and stereotypes die slowly. People have long believed that many women elect not to aspire to the highest ranks of the organization and take themselves out of the running (though recent research disputes that). Lots of research has shown that unconscious bias places a significant role in hiring and promotion decisions, which also contributes to the lower number of women in key positions.

Our current data presents even more compelling evidence that this bias is incorrect and unwarranted. Women are perceived by their managers — particularly their male managers — to be slightly more effective than men at every hierarchical level and in virtually every functional area of the organization. That includes the traditional male bastions of IT, operations, and legal.

As you can see in the chart below, women were rated as excelling in taking initiative, acting with resilience, practicing self-development, driving for results, and displaying high integrity and honesty. In fact, they were thought to be more effective in 84% of the competencies that we most frequently measure.

According to our updated data, men were rated as being better on two capabilities — "develops strategic perspective" and "technical or professional expertise," which were the same capabilities where they earned higher ratings in our original research as well.

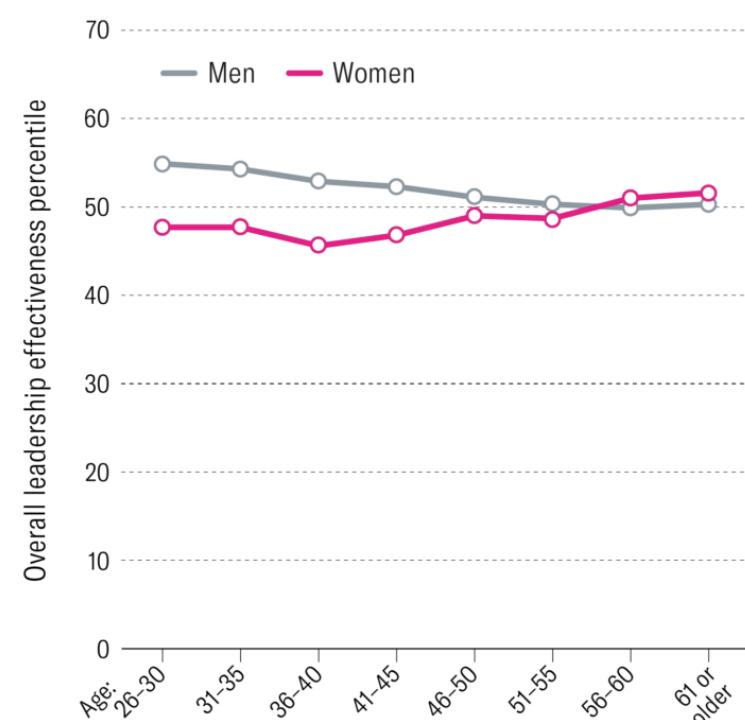
Interestingly, our data shows that when women are asked to

assess themselves, they are not as generous in their ratings. In the last few years we created a self-assessment that measures, among other things, confidence. We've been collecting data since 2016 (from 3,876 men and 4,779 women so far) on levels of confidence leaders have in themselves over their careers and we saw some interesting trends.

When we compare confidence ratings for men and women, we see a large difference in those under 25. It's highly probable that those women are far more competent than they think they are, while the male leaders are overconfident and assuming they are more competent than they are. At age 40, the confidence ratings merge. As people age their confidence generally increases; surprisingly, over the age of 60 we see male confidence decline, while female confidence increases. According to our data, men gain just 8.5 percentile points in confidence from age 25 to their 60+ years. Women, on the other hand, gain 29 percentile points. One note: This is what we see in our data though we recognize that there are studies that come to different conclusions on whether women truly lack confidence at early stages in their career.

Women Rate Themselves as More Effective Leaders Later in Their Careers

Men's self-ratings decline over time.



Note: Based on data from 40,184 men and 22,600 women.
Source: Zenger Folkman 2019

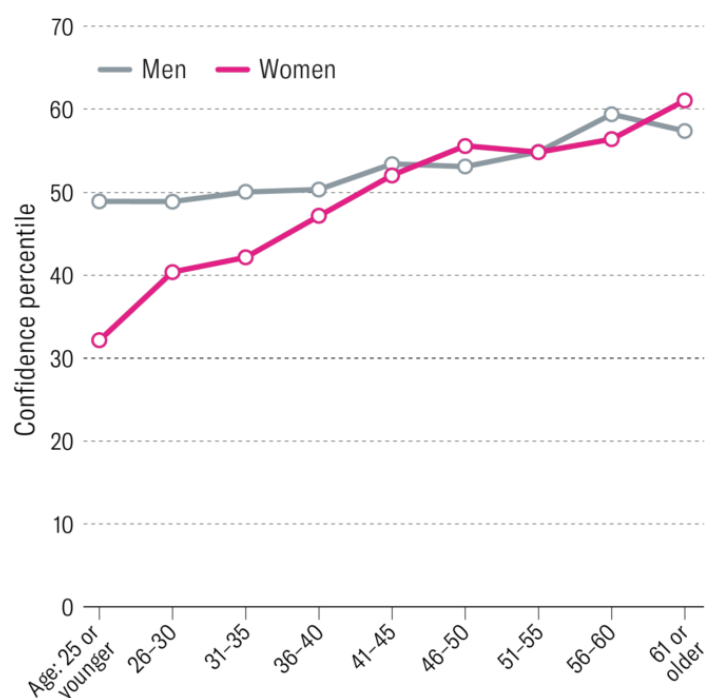
These findings dovetail with other research that shows women are less likely to apply for jobs unless they are confident they meet most of the listed qualifications. A man and woman with identical credentials, who both lack experience for a higher level position, come to different conclusions about being prepared for the promotion. The man is more inclined to assume that he can learn what he's missing, while in the new job. He says to himself, "I am close enough." The woman is inclined to be more wary, and less willing to step up in that circumstance.

It's possible that these lower levels of confidence at younger ages could motivate women to take more initiative, be more resilient, and to be more receptive to feedback from others, which in turn makes them more effective leaders in the long run.

We see a similar trend in women's perceptions of their overall leadership effectiveness, with their rating rising as they get older. This data is from a study that includes 40,184 men and 22,600 women and measures the overall effectiveness rating of males and females on 49 unique behaviors that predict a leader's effectiveness. Again, women at younger ages rate themselves significantly lower than men but their ratings climb — and eventually supersede those of men — as they get older.

Women Rate Themselves as Less Confident Than Men Until Their Mid-40s

Data on 3,876 men and 4,779 women since 2016 shows that women's gains in confidence are more than three times that of men — but only because of a massive gap at the beginning of their careers.



Source: Zenger Folkman 2019



This data continues to reinforce our observations from our previous research — women make highly competent leaders, according to those who work most closely with them — and what's holding them back is not lack of capability but a dearth of opportunity. When given those opportunities, women are just as likely to succeed in higher level positions as men.

Keep in mind that our data is mostly perceptions of current and past behavior and performance. That's different than a promotional decision that involves movement to a higher position and involves taking a bigger risk. If 96 out of 100 people currently serving in comparable positions are male, and you are making the decision about who to promote, and you have a highly qualified female and a highly qualified male, what are you inclined to do? It may seem safer to choose the man.

Leaders need to take a hard look at what gets in the way of promoting women in their organizations. Clearly, the unconscious bias that women don't belong in senior level positions plays a big role. It's imperative that organizations change the way they make hiring and promotion decisions and ensure that eligible women are given serious consideration. Those making those decisions need to pause and ask, "Are we succumbing to unconscious bias? Are we automatically giving the nod to a man when there's an equally competent woman?" And, as our data on confidence shows, there's a need for organizations to give more encouragement to women. Leaders can assure them of their competence and encourage them to seek promotions earlier in their careers.

Women Are Rated Better Than Men on Key Leadership Capabilities

According to an analysis of thousands of 360-degree reviews, women outscored men on 17 of the 19 capabilities that differentiate excellent leaders from average or poor ones.

| Capability | Women's percentile | Men's percentile |
|--|--------------------|------------------|
| Takes initiative | 55.6 | 48.2 |
| Resilience | 54.7 | 49.3 |
| Practices self-development | 54.8 | 49.6 |
| Drives for results | 53.9 | 48.8 |
| Displays high integrity and honesty | 54.0 | 49.1 |
| Develops others | 54.1 | 49.8 |
| Inspires and motivates others | 53.9 | 49.7 |
| Bold leadership | 53.2 | 49.8 |
| Builds relationships | 53.2 | 49.9 |
| Champions change | 53.1 | 49.8 |
| Establishes stretch goals | 52.6 | 49.7 |
| Collaboration and teamwork | 52.6 | 50.2 |
| Connects to the outside world | 51.6 | 50.3 |
| Communicates powerfully and prolifically | 51.8 | 50.7 |
| Solves problems and analyzes issues | 51.5 | 50.4 |
| Leadership speed | 51.5 | 50.5 |
| Innovates | 51.4 | 51 |
| Technical or professional expertise | 50.1 | 51.1 |
| Develops strategic perspective | 50.1 | 51.4 |

Note: The t-values of all data are statistically significant.

Source: Zenger Folkman 2019

© HBR

Source: <https://hbr.org/2019/06/research-women-score-higher-than-men-in-most-leadership-skills>



Jack Zenger is the CEO and



Joseph Folkman is the President

of Zenger/Folkman, a leadership development consultancy. They are co-authors of the October 2011 HBR article "Making Yourself Indispensable" and the book *The New Extraordinary Leader: Turning Good Managers into Great Leaders* (McGraw Hill, 2019).

Connect with Jack at twitter.com/jhzenger

Connect with Joe at twitter.com/joefolkman

OF WARRIORS & SURVIVORS

Zaufyshan Haseeb on THE IMPACT OF DIGITIZATION & COVID-19 ON RELATIONSHIPS



It is a subject that has possibly been discussed threadbare and yet demands more attention. Such has been the phenomenal impact upon our lives by the dual pandemic of technology and COVID-19 that most of us are still reeling from the sudden and drastic change in our circumstances, punch drunk, as it were.

Some of us have proved more nimble of body and mind, naturally moving into leadership roles as traditional tiers and hierarchies have broken down and crumbled, creating new structures and dynamics where those gifted to float like a butterfly and buzz like a bee have flourished and prospered, showing the way to their less fortunate brethren taken by surprise and struck by awe which has frozen their thought processes in a paralysis of analysis and played havoc with their nervous energy as the COVID noose has tightened, jailing within the household entire families for lengthy periods in the name of self-isolating and Work-from-Home that has turned loving fathers and mothers into beasts and erstwhile adorable kids into monsters.

Mountain Girl!

TCS OCTARA brought Lead Speaker Zaufyshan Haseeb from the lush green mountains of Bhurban to stimulate the thoughts of a large virtual international gathering. Known to friends and foes alike as Zaufy, her hefty credentials include seasoned corporate trainer, life coach, developmental psychologist and women empowerment activist. Educated in the area of Human Development & Behavioral Psychology with distinction in MSc in 1986, she is celebrating her Silver Jubilee in the training and development industry, conducting webinars and e-talks on self-development to senior and mid-level executives from public and private sector organizations who have reached out to her during the COVID-19 pandemic. Zaufyshan Haseeb is CEO of Intek Solutions, UAE, and associated with TCS Octara for more than a decade.

Pharma Man

TCS Octara's supporting star for this very important production was Dr. Kamran Yamin with 23 years of Training & Development experience in the Pharma industry with Pfizer, Sanofi and GSK. He is a European certified leadership trainer,

French certified coach and Turkish certified HR consultant, and has a keen interest in organizational and people development.

Exciting Times

"The topic is very close to my heart because from a psychological point of view it's been an eye opener for me the way the world has tried to cope with the COVID crisis," began Zaufy, saying that we are actually in exciting times and history will write about our successes and failures in handling COVID.

"We are all survivors here. Give yourself a pat on your shoulder!" she encouraged all present. "It started as a health crisis and soon morphed into an economic meltdown which impacted our psyche and emotional health."

We discovered that what we desired and wanted wasn't that which we needed, said Zaufy quoting Oscar Wilde, her favorite author since age 7, who said 'when God wants to punish you He answer all your prayers.'

"Pre-pandemic working mothers and fathers were complaining about a lack of work-life balance; that they didn't see their kids because when they were leaving for work the kids were getting ready for school and when they came back home the kids were readying for bed; the wife was always complaining that the husband didn't give her enough time; the commute in rush hour traffic was horrible; there was a micromanaging boss who was always looking over the shoulder; The workplace had awful colleagues who were so loud and interfered with concentration; I hate my job."

Enter work-from-home, the answer to everyone's prayers that should have achieved work-life balance amidst greater interaction with the kids and wife.

"Little did we know what was going to happen," said Zaufy. "Work-from-home had an impact on both personal and professional relationships. Mob psychology, the combined insecurities of people, hit us and made us more unsure of our colleagues and insecure about our futures."

Screen Time Stress

Lack of physical interaction had its effect with no water cooler meetings and buzzing grapevines. Listening to a screen in

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back-to-back meetings took its toll in the absence of physical meetings. The economic crisis added to the mental burden amidst a chaotic situation. The Chaos Theory came to life. Screen time stress spiked our optimal stress levels.

Can we uninstall 2020 because it has a virus is Zaufy's favorite meme.

Beasts In The House

"We let the virus infiltrate our brain and impact our psyche. The impact on personal relationships was greater than professional ones. Our emotions were involved. There was a beast in the house."

Rather than strengthening relationships work-from-home broke people apart. The unresolved issues of the past started emerging. What should have happened never happened. Usually in times of crisis families come together. But the man of the house became a beast. He couldn't handle his stress. Concern for his job and concern for his family's health overburdened him with responsibility and he would go nuts.

The kids responded in similar fashion and became little monsters in the house. The mother was overworked trying to strike a balance between the kids' online education and peace and quiet about the house so the husband could do the Zoom meetings.

"The divorce rate skyrocketed and everyone was in each other's faces 24/7 with no break from the grind," said Zaufy, painting a fairly gruesome though somewhat exotic picture of

LIVE comments from the participants during Zaufyshan Haseeb's webinar

"Many Thanks to Zaufyshan Haseeb & Octara's Team for organizing this great session."

- Syed Haroon Ali, Hinopak Motors Ltd.

"Such amazing yet absolutely informative session. Thank you Zaufyshan."

- Safia Haris, Pak Brunei Investment Company

"Thank you. Great Session!! Zaufyshan Haseeb."

- Adnan Saeed, Ferozsons Laboratories Limited

"Very thoughtful session by Zaufyshan & Octara."

- Muneeba Ali, Rapid Cognitive Transformational Trainer

what we have just gone through.

Quantity Family Time, Not Quality

"My phone was constantly ringing with cries for help. I have never had so many people reach out to me in anxiety and depression wanting to know what they should do. Quality family time became quantity family time and turned into a nightmare for everybody. The kids couldn't handle their parents being there all the time sprouting a continuous stream of instructions. The toxic environment that resulted saw domestic violence spike." Though in a lot of cases the

"We are actually in exciting times and history will write about our successes and failures in handling COVID"

relationships improved, says Zaufy, offering some consolation.

Hermit Syndrome

"Despite being a very sociable person I enjoyed the peace and quiet of staying home. Now when the restrictions relax we find that people have forgotten how to interact. We became introverted."

Failure to Adapt

Talking about fixed versus growth/resilient mindsets, Zaufy said that COVID has exacted a heavy toll on dogmatic and opinionated people who practice the "my way or the highway" doctrine. "They bore the brunt of the downside. Dinosaurs despite being the biggest and the strongest could not survive due to a failure to adapt. Species that can adapt to different situations have survived."

Revisiting Our Blessings

COVID made us aware of our resilience; how weak or powerful we were. People's faith enhanced and they became more grateful. "We started appreciating the little things in life which we had taken for granted and which we couldn't do anymore."

Positives of the Pandemic

Fake personas were shattered, especially in our professional relationships, pointed out Zaufy as she listed the positive aspects of the pandemic. "No more big chairs in big offices with petitioners lining up outside, the hitherto 'big boss' were reduced to a corner of the house. Everybody working on their laptops or phones flattened the hierarchy, and flexi-timings, the vocal demand of the youth, became a reality."

Genuine, not fake relationships grew in number; the Earth finally breathe; smog lessened; we became more hygienic, washing hands and wearing masks; our immune systems became the focal points of our attention; self-love improved; people started hobbies like gardening; people started doing things together; we all became tech savvy even as we picked up a skill under duress; Entrepreneurship and cutting edge innovation flourished; and true leaders emerged at all levels as they do in times of chaos and crisis. SOPs got redefined and dinosaur organizations came up to speed. We survived the dystopia in actuality.

Living with Uncertainty

Socrates said that an unexamined life is not worth living, quoted Zaufy. "We got to examine ourselves and get to know ourselves a lot better. The kids matured. We became warriors and survived the ordeal. We don't know what the future holds

and with baby steps we have learnt to adapt. We have become more inclined to living with uncertainty. We need to meditate and exercising more.

People who were not organized and didn't engage in goal-setting and were not planners had a tough time. Luck favors the prepared, and planning both in personal and professional lives is vital. Some people lament the lack of spontaneity if everything is planned. Within a planned framework spontaneity works even better, and life becomes more interesting rather than boring. Communication is at the center of healthy relationships. Fake relationships were exposed by COVID.

True, Honest & Heartfelt Communication

Kids need a safe space where they can talk about things, says Zaufy. "People don't share their inner most feelings. If only the head of the household would stop being the strong and silent type and shared the stresses that he is going through, matters would not have gone from bad to worse."

Take a deep breath and calm yourself before communicating, she advises. "Reacting from our emotional brain creates more problems. Our responses need to be more logical. There is a dearth of planners anyway, so start planning."

To a question from Asma Omar about personalities who don't wish to communicate after 8 or 9 hours of working, Zaufy said we are all both introvert and extrovert with reflective listening helping draw people out by listening to them. "Become an empathic listener. Communication becomes a casualty when there is power play. The more powerful must find a way to communicate."

VUCA Nation

Another questioner wondered whether Pakistanis had endured the pandemic well because the nation has lived all its life in a chaotic VUCA environment and hence developed greater resilience? "Mushkalein itni pari kay aasaan ho gaen," responded Zaufy in agreement, roughly translated to mean "I endured so many difficulties that they became no problem at all."

Midstride Zaufy's presentation VUCA raised its unpredictable head and she vanished from our screens as our wobbly tech infrastructure wobbled on the far side of the many mountains between us. Zaufy has been ensconced in Bhurban as a compromise between Karachi and Lahore, and what an idyllic compromise for the most part.

Pharma Man Plugs the Gap

Standing by for just such an eventuality was Dr. Kamran Yamin, TCS Octara's supporting star who came in to bat with a profound verse from Allama Iqbal that was highly relevant today notwithstanding its age old origins.



"Hai dil kay leay moth machine ki hukumat, ehsas e murawat ko kuchal deytay hain aalaat." Roughly translated it means machines have brought about death of feelings, even as various gadgets have crushed human sensibility. Allama Iqbal

"We are all survivors here. Give yourself a pat on your shoulder!"

was possibly talking about our age of digitalization. By 'dil ki moth' he was no doubt referring to our state of anxiety and depression.

Face-to-face, Heart-to-heart

"The excess of digitalization in the COVID era made us sit home and our socializing, the mixing and mingling of our auras was reduced to beyond minimum," said Dr. Kamran Yamin. "Friends, neighbors and even family living under the same roof began meeting on Facebook."

Unless we interact face to face our problems will keep on mounting was his considered opinion. The fact is that the desire for face to face has proved so strong that the public has revolted against government imposed COVID restrictions on movement and there have been large angry and violent protests in the cities of France, Italy and Australia while the UK has completely relaxed restrictions and its people have been celebrating Freedom Day in large numbers.

Frustrated and Impatient

"Millennial and Baby Boomers have historically not got along, and along with Generations X,Y and Z they are experiencing a fear of the unknown which has exacerbated during the last 2 years of COVID. Overall we are frustrated and impatient. People honk on red traffic lights. We have sleep disturbances and have nightmares. There is downsizing and cost cutting in the corporate world. We don't smile anymore and have become irritable. We need to discipline our lives. We sleep late and wake up late. Our routines have been disrupted. WFH doesn't mean we work in our pajamas. Dress up. Exercise daily. Breathing exercises reduce anxiety."

Perish the Panic

Don't engage in a running commentary on COVID and spread the panic mindset which is the biggest downside of this pandemic, advises Dr. Kamran Yamin. "Fear spreads like wild fire. Tune off and zone out, take precautions and focus on core issues. Zaufy went off grid to retain her sanity. We are our own worst enemy."

He cited an instance of a colleague who whenever he got an email at night started having palpitations. Which begs the question why he was checking his emails in the first place? Ignorance is bliss, and bliss is what we need most today.

"Be close to Nature and eat good quality food, not junk food. Talk more with people and keep it controversy free. Engage in storytelling. Gadgets are for you and not the other way around."

Dr. Kamran Yamin made a very important point when he said that kids will reflect their grownups. "Garbage in, garbage out; Kids are like plants and need careful pruning otherwise they

turn into wild shrubs. Culture comes from the top." Be kind and gentle and it shall be reciprocated. Be loud and abusive and you will be paid back in the same coin.

'The Plague'

Jamil Janjua (JJ), the ceo of TCS Octara, took center-stage to offer his thanks to the speakers and all who attended, and to those who worked behind the scenes to make this production possible. He suggested we read the book 'The Plague' by Albert Camus that dealt with the chaos that prevails when the bubonic plague strikes the Algerian coastal city of Oran. The reaction of people has remained the same notwithstanding the tech revolution, he said.

Thanks Attiya!

This program was inspired by Attiya Nawazish Ali, mentioned JJ, thanking her for her very timely thoughts. But, he said, in the short time available we had not covered a large amount of the COVID story, how some people worked from their cars all day, engines running and air-conditioners on, to escape the chaos of the home. Or the travel bans, and the impact of school shut downs on teachers and students, and promised to address these issues in future webinars.

"A Natural Patience"

In conclusion I would like to quote from a blog by Zaufy titled "A Natural Patience" and written on the 31st of July 2017. She wrote:

"The word "patience" can have some gloomy undertones for the mind as it implies "waiting longer". However, as far as the mind is concerned it can never really understand what patience means, all it can do is develop "controlled impatience" – some people are good at controlling their impatience as a matter of discipline, they can get really good at playing the waiting game.

The natural patience I am talking about has nothing to do with the mind at all, in fact it has nothing to do with waiting either, it's just a sense of not waiting for anything – this what true patience really is, when you can sense a place in you which is not really waiting for anything.

This place can never be reached through the mind, like I mentioned earlier, the mind is only capable of controlled impatience – the mind is always waiting for something to happen, the next thing, and that's its design, its natural way of being, and this part of it doesn't have to be changed.

However, when you don't know this other place in yourself which is not waiting for anything, you cannot feel a balance in your being. This place is referred to in many ways in spiritual teachings as a space of stillness, the space of being, the space of eternity etc but in most cases the mind reads these pointers and tries to execute them, and it "tries" to become still, which is not what is being asked for, the pointer is to find this space which is already still, in the sense that it's not waiting for anything to feel whole."

Wow ■

Tranquility Amidst Overwhelm

A blog by Rose-marie Fernandez M.A., CPC, ELI-MP

Published on July 30, 2021



This past month of July, I sensed the onslaught of personal overwhelm hitting me. I had to stop in my tracks to take a breather, and reflect on what could possibly be ailing me. I came to the realization that I had been sorely missing my old life and human companionship (prior to COVID-19) not having had access to people for approximately 15 months. I was downright craving it. Right at this point, the universe answered my call for a solution. A friend sent me an invitation to visit her beach side estate in Bayfield, Ontario. This generosity uplifted my spirits immediately. It was the first time since March 2020, that I would be in the physical company of people, my friends. A true gift! Accepted with Gratitude. The weekend break was a miracle worker and I rejuvenated my soul.

At this time, I am also hearing from clients that they do feel the need to break loose from the present situation that they find themselves in as it has been a long haul. The compounded pandemic experience has impacted each one of us in different and unique ways. There is not a single one amongst us that can claim to be the same after somehow surviving the unprecedented experience of COVID-19. From topics of "resilience" and "maintaining a positive attitude" the shift is now on addressing how to cope with another change, creating a new normal. Social media and other literature are currently inundated with articles and tips on how to return to a "new normal", in what is called the post pandemic era.

None of us have been left unscathed. No matter what, we have emerged as survivors by:

- enduring what could have been unbearable tragedies and challenges, and building our resilience muscle
- reflecting and awakening to the realization "not to tolerate" the present, and desiring quantum leap changes in our lives
- ruminating on the uncertainty of life and offering forgiveness and having gratitude
- seeing new opportunities and taking a risk by going for it

- moving altogether in a different sphere and having the courage to be authentic

This emergence has created a new you. Whatever the situations and challenges that were confronted, it facilitated growth in resilience, and forcibly being moved out of a comfort zone by a jolt to the current mindset. All of which we succumbed to by relying on internal resources and the innate ability to cope emotionally, mentally, physically and spiritually. Taking one day at a time and making amazing discoveries about ourselves in this journey of life.

As they say, "we are like a Tea Bag, you don't know how strong we are until immersed in Hot Water."

Here are some beliefs taken from "iPEC (Institute of Professional Excellence in Coaching) Foundation Principles" that I share to steer us going forward:

1. The answer to all questions lie within

"The significant problems of today cannot be solved at the same level of thinking that created them." -Einstein

2. Pain is inevitable, suffering is optional

"In order to know the light, we must experience the darkness." -Jung

3. The only constant is change

"God grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference." - Reinhold Niebuhr

4. All experiences are opportunities for growth

"Are your experiences stumbling blocks or stepping stones?" -Bruce D. Schneider

5. Life offers neither problems nor challenges, only opportunities

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty." -Sir Winston Churchill ■

<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 #16


A Blog by Henry Coutinho-Mason


Published on July 22, 2021

W Why lawyers and investors signal that trends are here to stay. Automation will be both boring yet radically disruptive. Innovation insights from the faux meat industry.


This week's stories might not be headlines you've seen, but taken together they show the nature and realities of systemic change. Embrace them to thrive in The Future Normal.


The world is burning. Investors are rushing in.

 #FutureNormal // Everywhere you look, 'freak' weather has become alarmingly regular. Heatwaves and fires in Canada and Siberia; floods in Germany and China. But look past the headlines and another shift is happening: so far in 2021, global investors have already closed as many climate-focused funds as were raised during the previous five years combined, according to PitchBook. A combination of increased demand (obviously) and new clean technologies is unleashing a Green Rush.


 So what? // Money alone isn't going to be enough. Governments can set the rules of the game (although the recent pushback against the EU's 'Fit for 55' plan is depressingly predictable). But it's easy to see a virtuous circle forming: we place more bets, high-profile winners get filthy rich off the back of their clean solutions, this attracts more dollars and more ambitious pioneers, expanding the number of bets still further...


We spent two days riding Waymo's driverless taxis and it felt surprisingly normal

 #FutureNormal // Morning Brew's Ryan Duffy captures the experience of being a passenger in a driverless car brilliantly: "The human in me was inevitably unnerved when first climbing into a driverless car. The rationalist in me quickly came around. Riding with Driver takes on a sense of normalcy. The wheel spinning itself never gets old. But rides, I daresay, can get a bit boring."


 So what? // This, in a nutshell, is what this newsletter is all about. Things that shatter your expectations about what is possible quickly become normal. If I do a good job, everything in this newsletter will date horribly, because you won't believe these stories were remarkable. Your kids certainly won't.


Whose jobs will the robots steal?

 #FutureNormal // A different, but very thought-provoking viewpoint on the automation of work. Vox's Kelsey Piper suggests that we're discovering that it is much easier to write algorithms to control people doing jobs, than it is to control robots that can do those jobs directly. From Uber's drivers to Amazon's warehouse workers, millions of workers are already effectively managed by algorithms, while autonomous vehicles remain (for now) a novelty, as we saw above.


 So what? // For most readers of this newsletter, this might be a terrifying prospect. Your jobs are at risk! I'd argue this is a welcome prospect. White-collar work is full of bullshit jobs. 2021 is the year of the Great Resignation, with as many as 40% of workers wanting to quit their jobs. Humans are adaptable. Automating many of the menial managerial tasks will free us up to create better, or more meaningful things. What would you do with a robot admin assistant by your side?


Impossible Foods to Launch Nuggets Into Brewing Faux-Chicken Battle

 #FutureNormal // Eating meat is our generation's smoking, and the next generation will look back with a mix of pity and shame at our willful ignorance. That's one reason why I've been obsessed with Impossible Foods ever since first trying their burgers back in 2016. But we eat far more chicken than beef, so this is game-changing. Conventional meat could 'only' be 40% of the market by 2040. To be honest, I'd be gobsmacked if it was that high. Even today, tasty substitutes are so readily available that if you're cooking with mince or eating a burger it's hard to justify sticking with 'real' (i.e. animal-based) products.

 So what? // It's hard, but not impossible (pun intended!) to justify eating meat. The ethical question is sorted. But as the article notes, many of these 'faux meat' substitutes rely on genetically modified or other non-natural ingredients, not to mention having questionable health credentials. The race for truly guilt-free indulgences is most certainly still being run.

Mischon de Reya becomes a B Corp

 #FutureNormal // Becoming a B Corp means committing to a transparent assessment of your company's impact (on workers, customers, community and environment). Since 2007, when the first 80 B Corps were certified, the number of companies who have achieved B Corps status has exploded to over 3,500. Still a tiny fraction of the overall business universe, but certainly a trend ;)

 So what? // This highlights a similar underlying truth to this week's opening story about climate funds. It's one thing when food, beauty and fashion brands use purpose to attract values-driven customers. It's a more profound signal when hard-edged corporate lawyers and investors jump on these trends, too. Mischon's betting that doing good will attract better talent and ultimately improve its economic outcomes ■

Source:

<https://www.linkedin.com/pulse/future-normal-fast-forward-16-henry-coutinho-mason>



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

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

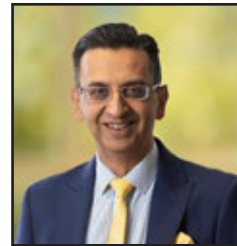
HIGHLIGHTS OF THE WORKSHOP

- 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:

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Workshop Investment

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

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Helping You Succeed!

Interpersonal Communication Skills Using DiSC®

August 12, 2021 | 11:00 am to 4:00 pm @Zoom

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 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



Click Here to Register:
<https://bit.ly/3f7KWO6>

Workshop Investment

PKR 6,500/-
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Group Discount Available

Fee Includes:

- e-Learning Material • Digital Certificate of Attendance
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Helping You Succeed!

Through The Sands of Time Leadership Lessons from 'Ancient Egypt'



Webinar Premise:

Egyptian Pharaohs ruled one of the first and perhaps the greatest civilization for over 3000 years. It takes great leadership to not only bind a nation for such a long time but also to take it to heights which we still look at with awe. This 1-hour webinar is a combination of history and leadership, where participants will be introduced to the various mythologies, customs and accomplishments of some of the most important and well known Pharaohs so that participants can draw conclusions pertinent to our times.

Talking Points:

Leadership is Divine

- How it all started
- The origins of the Pharaoh as a living god. The story of Osiris, Isis, Seth and Horus
- Mummification and Resurrection, and its significance
- What Divine Leadership means to the modern corporate leader

Leaders are Immortal

- The significance of a person's name in ancient Egypt
- The destruction of cartouches
- The architectural legacy of Egypt
- What Immortality means in today's leadership

Leaders Tell Great Stories

- The importance of hieroglyphs and carvings
- What story telling means for today's leaders

Who Should Attend?:

The webinar is best suited for middle to senior management. People who are managing other people's performance i.e. Team Leaders, Department Heads etc, as well as people in charge of Organizational Development and Change Management in organizations.

Presenter:

Sualeha Bhatti

- Chief Consultant and CEO of Winning Edge
- 30 years of experience ranges from trading companies to manufacturing and from hospitality to pharmaceutical industries
- Sualeha's Clients include; Engro, Shell, Pfizer, Mobilink, Reckitt Benckiser, UBL, British Petroleum, SSGC etc.
- Author of 'My Life, My Dots, My Connections', available on Amazon

For nearly 30 years, Sualeha Bhatti has been creating experiential and transformational learning experiences for clients in Pakistan as well as abroad. Helping people realize their potential and be the best they can be is at the heart of all her training programs. She is known for her ability to create learning experiences where people can go deep within themselves and emerge with renewed faith in their capabilities. Team-building and personal development are her core areas along with Winning Decisions, a business acumen simulation she has designed especially for manufacturing companies. Over her career, she has interacted and learnt from some of the best-known names in this field such as Tom Peters, Robert Holding, Robert Benninga, Ron Kaufman, Omar Khan etc. It is this rich experience that enables her to have full command over her content and help her participants grasp even the most complex matter easily.

To register, please click here:

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

For details & registration, please contact:

Sarim Atique at: sarim.atique@octara.com, Mobile: 0345-8949470, Ph: +92-21-34520093

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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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| Topics of Trainings | Duration | Trainer Name | Date | Loc. |
|---|----------|--------------------|-----------|---------|
| BRANDING | | | | |
| Zoominar - Branding & Brand Equity | 60-min | Qashif Effendi | 25-Aug-21 | Zoom |
| COMMUNICATION | | | | |
| Interpersonal Communication Skills Using DiSC® | 5-hours | Fauzia Kerai | 12-Aug-21 | Zoom |
| 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 | | | | |
| 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 | | | | |
| Zoominar: Leadership Lessons from 'Ancient Egypt' | 60-min | Sualeha Bhatti | 13-Aug-21 | Zoom |
| Servant Leadership | 5-hours | Junaid Akhtar | 27-Sep-21 | Zoom |
| SALES | | | | |
| Selling Made Easy | 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 |



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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 !!

The UNDERDOG Advantage

The book "The Underdog Advantage" is a must read especially in these turbulent times. Refined over centuries, the book is written on the principles of military and politics that have worked on battlefields and ballot box and how they can be applied to business and corporates. The book is meant for business Leaders and Decision makers.

Though the whole book review is very useful, but I would like to reflect upon snippets where I can see more relevance for UNDERDOG organizations.

'Do the Doable'

Suggest working for your business project as if working on political campaign. That is to focus on about real RESULTS and performance NOW and NOT buzz, glitz or excuses. This can be achieved by clearly communicating company's future in the context of consumers' lives.

'Represent Choice and Change'

As an insurgent your job is to disrupt and that is to be done by forcing CHOICE. By forcing CHANGE. This can be achieved in five key dimensions: active presence, relevant benefits, competitive differentiation, brand credibility, change and imagery.

'Deal with crisis as SOP'

Giving the example of Stew Leonard who treats every dis-satisfied customer as a crisis, suggest dealing with crisis by applying simple rules. TELL IT ALL. TELL IT FAST. By creating an organization that deals with crisis as standard SOP.



Blog Contributed by **Ayesha Tariq**
Product Specialist Training
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Top Tips!

It's on the cards

Having trouble deciding what to do with all those Greeting cards? Well the large ones can be used as folders for your scraps of note paper when you're taking telephone messages. The fronts of colorful ones make excellent bookmarks. And the plain white card left over can be cut into labels for files and folders.

Break with routine

You're sure to be working with new year planners and diaries in the beginning of the year. Take a look at your fixed engagements before you add too many more and find a good time to take a holiday. Now you can schedule that break well in advance and make sure you keep the time clear when you're making new appointments.

Slipped USB

If you store work files in USB, do you have trouble remembering which one contains the material you need because they all look the same? Try color coding the folders for each project you're working on. It's a lot quicker than trying each one out to see if it's the one you're looking for.



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

The Power of 3

Remember the Power of 3 when giving a Presentation/Speech. People can comfortably hold three ideas in their mind at one time. If you include more than that, you'll clutter your speech and lose people's attention.

Divide your time into three parts.

1. Present a Problem
2. Present a Solution
3. Present your Point of View – the Most Important

On covering these 3 parts, your presentation will be meaningful and cohesive.

Always, end the presentation by saying "The most important piece of advice I can give you today is..." *For example*, if you are the chairperson of the Glue Meeting at your workplace, you can close your presentation by reinforcing your colleagues to "Wear Mask, Maintain Social Distancing and Wash Your Hands regularly at your workplace for your good health and good care of your loved ones at home."



Blog Contributed by **Zainab Essajee**
Senior Conference Producer & Marketing Lead
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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.