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Dear Reader,

Change is the only constant I have heard it said, and truer words may not have been spoken. To be in control of that change and generate positive outcomes would be the ideal situation, and it is towards that end that we strive for through the instrument of human resource development. There are times when we take our eyes off the ball and get overwhelmed by entirely avoidable stupendous change steeped in chaos as evidenced in Afghanistan as well as in the world's fragmented approach to tackling climate change that poses an existential threat to the human race.

In an effort to understand the present and the unfolding future it helps to delve into the past and see how those who have preceded us handled their crises emanating from change. TCS Octara was privileged to have its valued associate **Sualeha Bhatti** hold forth in a webinar titled "Leadership Lessons from Ancient Egypt" wherein she got into some fascinating details of what made the Pharaohs tick many moons ago, and we carry an in-depth review of the webinar as our lead story.

From just over one year ago we revisit our piece Unlocking the Goodness of Milk that goes behind the scenes with **Ali Ahmed Khan**, Managing Director FrieslandCampina Engro Pakistan.

We also have inside a pictorial of our celebration of the 75th Independence Day of Pakistan at Octara – A TCS Company, and for Trend Watchers we carry our regularly scheduled blog by **Henry Coutinho-Mason**, Future Normal: Fast Forward #18.

Stay safe, read lots and keep mentally and physically agile, never taking your eyes off the ball 😊

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September 9, 2021 | 11:00 am - 4:00 pm (PKT) via Zoom

Online Training: Selling Made Easy

Facilitator: **Baseer Sami**



September 15, 2021 | Regent Plaza, Karachi

Workshop: Excel Advanced & BI

Facilitator: **Irfan Bakaly**



September 16, 2021 | 11:00 am - 4:00 pm (PKT) via Zoom

Online Training: Hire the Best

Facilitator: **Rahila Narejo**



September 22, 2021 | 3:00 pm - 4:00 pm (PKT) via Zoom

Complimentary Webinar: The Masterminds' Mind

Speaker: **Muneeba Ali**



September 27, 2021 | 11:00 am - 4:00 pm (PKT) via Zoom

Online Training: Servant Leadership

Facilitator: **Junaid Akhtar**

Octara Programs in September - November 2021

Lifelong Learning Tips

(Contributions by TCS Octara People)



Good Pharaoh, Bad Pharaoh

SUALEHA BHATTI

Demystifying the Ancients



Leadership Lessons from Egypt's distant past were revisited in fairly comprehensive fashion by Octara's old friend and valued associate Sualeha Bhatti, Chief Consultant and CEO of Winning Edge and author of 'My Life, My Dots, My Connections' available at Amazon.

Sualeha could well qualify as an Egyptologist given her long interest in the subject spanning over 30 years. "There are certain principles that are universal and they stand the test of time. Do the principles which the Pharaohs and Kings stood for of that ancient time still apply?" was the question that she posed in Octara Webinar, saying that thanks to Hollywood for us Pharaoh is the evil one who chased Moses through the Red Sea and drowned in the process.

Stereotyping

"He was evil and there is no denying that, but he was just one of many kings. There have been thousands of Pharaohs over the millennia and some are even alive today. In Egypt Pharaohs have ruled for about 3000 years. From 3000 BC to 342 BC the Egyptians were ruled by kings from 30 dynasties. The term Pharaoh wasn't used until the New Kingdom which was the 18th dynasty around 1552 BC. The kings who built the Pyramids were not even called Pharaohs. Pharaoh is a derivative of the term 'Pharha' which means the 'Big House'."

Moses' Pharaoh has raised controversy among many researchers throughout history. Many believe he is Ramses II, while others believe he is Seti I. Renowned Egyptian archaeologist Zahi Hawas said that there is no archaeological evidence that Seti I was present in the era of the Prophet Moses, and added that there are no traces related to the prophets of God at all, and everyone who decides otherwise is simply relying on myths.

Jean-Pierre Isbouts writing in the National Geographic (December 28, 2018) says that the Egyptian king is the principal villain of the Exodus story. Unlike the pharaoh who knew Joseph, the pharaoh of Moses is cruel and vindictive. When Moses asks him to release the Israelites, Pharaoh makes the slaves work harder, depriving them of straw to make sun-dried mud bricks, even though the daily quota of finished bricks must remain the same (Exodus 5:7-8). The

identity of Pharaoh in the Moses story has been much debated, but many scholars are inclined to accept that Exodus has King Ramses II in mind.

It is ridiculous to think that Egypt was ruled only by tyrants using the might of the whip, says Sualeha. "It was a highly evolved society. The first recorded industrial labor strike was by the builders of the Pyramids because they weren't getting sufficient rations due to corrupt supervisors."

Nutrient rich black soil

Egyptians called their land 'Khemet' which means black land. When the Nile flooded every year it deposited nutrient rich black soil on its banks which is what made the area so fertile. Their entire civilization was built around this narrow strip along the Nile beyond which was the desert.

Osiris versus Seth

Sualeha then narrated in some detail the mythology that governed ancient Egyptian society for a considerable period of time, the story of Osiris and Seth, the two sons that came about at the time of Creation, when the Earth and the Sky mated; and Isis and Nephthys, the two daughters. Osiris was the good guy and given the right to rule Egypt wherein he taught the people how to farm. Seth was the bad guy enamored of destruction and chaos, and ruled over the desert.

"Isis married Osiris and Nephthys was the consort of Seth, all very incestuous but that's how ancient society worked." Osiris was loved by everyone and Seth was very jealous. Seth succeeded in murdering Osiris in gruesome manner, dismembering his body and throwing it into the Nile in a sealed chest.

Horus, the falcon-headed

Isis, endowed with great powers of healing, protection, and magic, was distraught and hunted high and low before discovering the chest, helped by her sister Nephthys, a goddess of death, decay, and darkness but also a magician with great healing powers, who was compassionate and went against her evil consort Seth. Isis retrieved and joined the

fragmented pieces of Osiris, then briefly revived him by use of magic during which time she became pregnant by Osiris and gave birth to Horus.

Since Horus was born after the resurrection of Osiris, he became thought of as a representation of new beginnings, serving as provider and protector of the Egyptian people, especially the pharaohs, and the vanquisher of the usurper Seth. Since Isis resurrected Osiris she was regarded as the power that enabled the inundation of the Nile.

Celestial timelines

Isis has always been associated with Sirius, popularly known as the Dog Star since it is in the Canis Major constellation, the brightest star of the night sky. Every year Sirius dips below the horizon for 70 days after which it rises above the horizon again. The Egyptians took the rising of Sirius to be the first day of their new year because soon after that the flooding of the Nile began which was critical for the Egyptian civilization.

If the power of Isis to flood the Nile failed then Horus, the new crop, would fail and the desert, Seth, would invade. The result would be famine with hunger, frustration, anger and anarchy, in short, chaos. This was a constant theme that played out through Egyptian history.

Legitimacy through Divinity

Why was the Pharaoh divine? Since Osiris was the first king of Egypt and Horus his heir, being the living Horus gave legitimacy to the rule of a human king. The claim to divinity made the king seem bigger, stronger and better than the people he ruled over and this enabled the emergence of a huge civilization from little villages.

Why do humans believe in the Divine? Our belief in the Divine Power of God is the force that helps us overcome evil. It is this belief that gives us power in our trying times. To believe in the Divine is to believe in all that is good and to reject and rectify evil. Evil in the broadest sense is anti-life and spelt backward it is LIVE. To live is to be joyful, peaceful and loving, and therefore anything that takes away our capacity to be happy and at peace being evil.

Managing Change through Authentic Authority

What does Divinity mean for modern leadership? People naturally tend to follow those whom they perceive are stronger than them. Just as the Pharaoh was considered powerful and better than his subjects, the modern leader too must be able to command respect from his or her team. This respect comes from their strength of character and their knowledge.

To keep the forces of chaos at bay is the divinity of a leader just as it was in ancient times. The kings kept Seth at bay. Each time a change occurs the forces of chaos are not far behind. The bigger the change the more pronounced the chaos maybe. To manage change successfully is to keep

"For us Pharaoh is the evil one who chased Moses through the Red Sea and drowned in the process. But he was just one of many kings. There have been thousands of Pharaohs over the millennia"

chaos at bay.

Defeating evil

2020 has been a year of great change and it has taken strength of character, resilience and vision to keep the organization in motion. Never before has Seth been more in play than in the past one and a half years. Modern leaders exhibit divinity when they are able to defeat evil. A leader whose team enjoys its time at work and which feel motivated and are positive in their outlook, is a leader who defeats evil.

What's in a word?

To the ancient Egyptians words were sacred and to be treated with utmost respect. To be able to communicate was, and is, the biggest gift. For the Egyptians to know the name of something meant having power over it, and to be a scribe was a position of great honor and they were highly respected in society. Scribes kept records. Future scribes were the only people who got a formal education. Only the son of a scribe could be a scribe and it was passed along generations in a family.

What's in a name?

Pharaohs had 5 names – Horus; Nebty; Golden Horus, Prenomen or Nesw Bity (religious name which the king adopted at the time of becoming king); Nomen or family name. Both the Nesw Bity and Nomen were written in cartouches, and it was a fate worse than death was when someone's cartouche was scratched out.

As long as the name of the person was spoken the person would live on in the after-life. They were no different than every major current religion in their belief that this life is merely transient and a step towards a perfect everlasting life. This belief in life after death is what gives us the courage to face our imminent death.

If the name was not spoken or written somewhere then one of the elements of the soul would vanish. No name, no immortality. The Egyptians believed that the human soul had 5 components – IB (heart), SHEUF (Shadow), REN (Name), BA (Soul, taken to mean Personality), and KA (Spirit, the essence of life). In order to achieve immortality all 5 elements must be intact.

Fear of death

Immortality to the ancient Egyptians did not only mean life after death but also that they weren't forgotten. The same sentiments apply in the world today. For people who follow religious traditions like Islam, Christianity, Judaism, Hinduism, etc death is the threshold that must be crossed to enter the after-life. For some, however, it means THE END.

Death for most humans is a very scary event, even those who belief in life after death the desire is for a quick and easy death. This means that for the most part the fear is not that of the outcome but the event itself. The two things which scare us about death are stepping into the ultimate unknown and having no control over any aspect of death. These two things are also exactly the reasons why we are uncomfortable during any change experience in our lives. Death is the ultimate change experience.

Desire for immortality

What does immortality mean for modern leadership? To achieve immortality or life after death the Pharaohs went to great lengths to prepare for the event. Their funerary temples and tombs are still present whereas the palaces they lived in are non-existent.

Hence when a modern leader prepares his or her team, as well as the organization, to be ready for change before it actually occurs is when he or she takes steps towards immortality; it's when leaders are less concerned about their status/palace and more concerned about the outcomes and deliverables. Immortal leaders exert a positive influence on the organization through the capability enhancement of their team as well as the organization. Leaders develop other leaders.

"I have done it!"

Leaders tell great stories and the ancient Egyptians had crafted their story telling into a fine art. Jean-Francois Chapollion is considered the father of Egyptology. He deciphered the hieroglyphs which opened the entire Egyptian civilization. The French discovered the Rosetta Stone which had inscriptions in three languages – Hieroglyphics, Demotic (daily use Greek written in the Egyptian language) and classical Greek. When Chapollion deciphered the hieroglyphics he ran into his brother's room shouting "I have done it!" and fainted out of sheer exhaustion, remaining out cold for 7 days.

"The first recorded industrial labor strike was by the builders of the Pyramids"

First billboards

In Egypt you see a lot of carvings, images of kings in battle, etc. While the scribes were at the top of the power structure, the common people could not read the hieroglyphs and what they wrote, but they could see and understand the images. These were the first billboards of the ancient world, the first newsletter. Was the ancient media free to criticize the kings?

In today's world stories are very important. How are we countering negative stories? A greater proliferation of newsletters would certainly help featuring the positive stories that are seldom highlighted. Leaders are meant to inspire confidence in people. What kind of stories are we telling? A sense of helplessness is encountered in the face of negative stories. Are we highlighting brilliant performances?

"A leader must watch his emotions and learn to remain positive. That way he will influence his team and others. Don't be a decelerator, a vacuum cleaner who sucks all the joy and vitality out of the room. Guard your own emotions and stay possible. Where climate change is concerned we need to be vigilant against Seth. We are not immortal."

Pharaoh Akhenaten

Sualeha says that the Pyramids were civic building projects to help people earn a living during the dry seasons. "It was never just the power of the whip. The Hollywood stories of the Pharaohs are definitely what a leader should not do. The reality was different."

Her own favorite Pharaoh is Akhenaten, meaning Effective (10th ruler 1353-1336 BC) whom she describes as a complete maverick. Akhenaten reigned between 1353-1336 BC, and was the tenth ruler of the Eighteenth Dynasty. Before the fifth year of his reign, he was known as Amenhotep IV, meaning Satisfied.

Monotheism

As a pharaoh, Akhenaten is noted for abandoning Egypt's traditional polytheism and introducing Atenism, or worship centered on Aten. The Aten was the disc of the sun and originally an aspect of Ra, the sun god in traditional ancient Egyptian religion. Akhenaten, however, made it the sole focus of official worship during his reign. In his poem "Great Hymn to the Aten", Akhenaten praises Aten as the creator, giver of life, and nurturing spirit of the world.

"There is a consensus among Egyptologists that the Great Pyramids were not built by slaves"

To watch recording of Webinar

PLAY


<https://youtu.be/6LrOoe7HFeo>

Leadership Lessons from 'Ancient Egypt'
Presented by **Sualeha Bhatti** | August 13, 2021

LIVE comments from the participants during Sualeha Bhatti's webinar

"Thank you all for a great session"

- Unzilla Nadeem Khan, Hinopak Motors Limited

"Well researched and interestingly connected with the present time, loved it"

- Mahwash Majid Tariq, Dubai Islamic Bank Pakistan Ltd.

"Thank you, a very insightful session!"

- Durezainab Hussain, AKU - Institute for Educational Development

"Sualeha Bhatti & Team Octara, thank you for a wonderful session"

- Adil Aurangzeb, NFEH

"Thank you for an interesting session"

- Rabia Jamil, NPO Pakistan

The views of Egyptologists differ as to whether Atenism should be considered as a form of absolute monotheism, or whether it was monolatry, syncretism, or henotheism.

By Year Nine of his reign, Akhenaten declared that Aten was not merely the supreme god, but the only god worthy of worship. With the exception of a rayed solar disc, in which the rays appear to represent the unseen spirit of Aten, who by then was evidently considered not merely a sun god, but

rather a universal deity.

Representations of the Aten were always accompanied with a sort of hieroglyphic footnote, stating that the representation of the sun as all-encompassing creator was to be taken as just that: a representation of something that, by its very nature as something transcending creation, cannot be fully or adequately represented by any one part of that creation, and hence can be considered an early manifestation of monotheism.

This culture shift away from traditional religion was not widely accepted. After his death, Akhenaten's monuments were dismantled and hidden, his statues were destroyed, and his name excluded from lists of rulers compiled by later pharaohs. Traditional religious practice was gradually restored, notably under his close successor Tutankhamun, who changed his name from Tutankhaten early in his reign.

Pyramids conundrum

The Egyptians built the pyramids as tombs for their kings, or pharaohs. Egyptians were among the first to believe in an afterlife. They believe that everyone housed a second self within that would live eternally after our physical bodies die. The second life was called a "Ka" usually meaning "double" but in this case it references a person's soul. Most people had provisions for their afterlife experiences and the pyramids were stocked with the extravagant provisions of wealthy and

"From 3000 BC to 342 BC the Egyptians were ruled by kings from 30 dynasties"

powerful pharaohs.

Conspiracies due to the sophistication of the design and execution of the pyramids many believe that humans had some extraterrestrial help in building the pyramids.

Slaves or free & motivated workforce

There is a consensus among Egyptologists that the Great Pyramids were not built by slaves. Rather, it was farmers who built the pyramids during flooding, when they could not work in their lands.

There were also highly respected engineers within their community.

Built more than 4,500 years ago, the Pyramids at Giza are monumental tombs. The Great Pyramid is made of millions of precisely hewn stones weighing at least two tons each. Even with today's cranes and other construction equipment, building a pyramid as big as that of Pharaoh Khufu would be a formidable challenge.

Star gazers & precision engineers

And then there's the astronomical configuration of the pyramids, which is said to align with the stars in Orion's belt. The edges are perfectly aligned with the directions on a compass, which is even more impressive once you consider they did not have compasses at that time. This was accomplished by tracking the stars and reading the directions based on how they move throughout the nights.

In order to keep the base level the Egyptians created a right angle and would stand at a distance looking at the levels to make sure they lined up with the top board. The foundation is massive and the builders at the time managed to get it level within 2 cm and perfectly square within 11 cm which is quite the feat with the available resources.

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perfectly square within 11 cm which is quite the feat with the available resources.

Why limestone is significant is because it was easily accessible and relatively close in proximity. Also, limestone is not extremely hard and can be manipulated with minimal force. The only available metal to make tools out of was copper which is a soft metal, so they needed a soft material to sculpt.

Ladies in charge

In ancient Egypt, women rulers kept the society stable in times of potential turmoil. Simon Worrall writing in National Geographic (December 14, 2018) quotes Kara Cooney, author of the book "When Women Ruled the World – Six Queens of Egypt" and says 3,000 years ago in ancient Egypt it wasn't unusual for women to rule, and some became all powerful, like Cleopatra and Nefertiti.

Cleopatra

Combining brilliant leadership with a productive womb, Cleopatra using her reproductive abilities like a man, to create a legacy. She had one child with Julius Caesar, three children with Mark Antony—twins, no less—and she survived it. She then carefully placed each child in charge of a different part of her growing Eastern Empire, in competition with the Western Roman Empire.

Cleopatra's coinage doesn't show her as a great beauty. What is written about her talks, rather, of her wit, conversation, and intelligence. Whatever it was that drew these Roman warlords to her, she used it. She used personal connections better than any of the other women who became kings. Her name is synonymous with beauty and intrigue. Although her ambitions were never realized, she has achieved immortality through her personal story of love and tragedy.

Nefertiti

More than any other Egyptian queen, it is Nefertiti who represents the epitome of true, successful female power; she

"If the power of Isis to flood the Nile failed then Horus, the new crop, would fail and the desert, Seth, would invade. The result would be famine with hunger, frustration, anger, anarchy and chaos. This was a constant theme that played out through Egyptian history"

"Their entire civilization was built around this narrow strip along the Nile beyond which was the desert"

cleaned up the mess that the men before her had made. She used her feminine emotionality to do so. She wasn't interested in her own ambition. She didn't even claim it in a way historians can talk about her as having been in power. She hid all the evidence of herself having taken power.

Egyptologists still fiercely debate whether she became co-king at all, and certainly whether she became sole king. If she did, she had to erase her feminine identity of beauty and attractiveness. That speaks volumes about what political power is and what it does to a woman.

Hatshepsut

She left Egypt better than she found it. She put Egypt and her dynasty onto a secure footing and created the next king, Thutmose III, who ended up being the Napoleon of Egypt, enlarging its empire beyond anything it had ever seen.

Hatshepsut was very canny in how she used ideology to set herself up with unassailable power. She told her people: "The God has chosen me, it's not my own ambition, it's not my own wish but my father, the God Amon-Re has spoken to me and told me that I must do this."

Hatshepsut did everything so perfectly, which is something that is idealized. Success is fungible and something that someone else can claim and take credit for. Failure, on the other hand, is not abstract. It involves suicide with poisonous snakes or naval battles where everything goes horribly wrong. It's something that is very individualized.

Thus, we remember Cleopatra. Shakespeare wrote a play about her. But Hatshepsut we must resurrect from the ashes of history and investigate why female success is so easily ignored, while female failure is so beautifully aggrandized.

Serving a patriarchy

These women in ancient Egypt were serving a patriarchy, in a context of social inequality. They were stepping in to support their husbands, brothers, or sons. The reason Egypt had women rulers again and again are because Egypt was very risk-averse and wanted a divine kingship to survive no matter what.

The Egyptians knew that women ruled differently, that they weren't warlords or rapists, they weren't going to throttle you in the night. Not that they're not capable of murder. But fewer women commit violent crimes today and we should assume

that it was the same in the ancient world. The women were placeholders for a much larger scheme of power that is dependent on masculinity. They were there to make sure the next male in line could step into the power circle.

Emotional Quotient at work

What we think of as the greatest problem in a female, her emotionality, that ability to cry or feel someone else's pain, could be the only thing that gets us through the 21st century intact, says Kara Cooney.

"It is that emotionality that causes women to commit less violent acts, not want to wage war and be more nuanced in their decision-making. It is what pulls the hand away from the red button rather than slamming down upon it. These women ruled in a way that kept the men around them safe and ensured their dynasties continued."

These women are whispering to me from the past that we

"A leader whose team enjoys its time at work and which feel motivated and are positive in their outlook, is a leader who defeats evil"

need to do things differently, says Kara. "The thing that pulls me to them the strongest is their protectiveness; their ability to work with others; their interest in nuance; trying to build bridges rather than burn them. That it's not all about masculine aggression and economic growth. If these women can tell us anything, it's to look to the future rather than the short-term solutions; and look to our children and grandchildren."

All very engrossing

In the one hour that she had **Sualeha Bhatti** did a commendable job expounding upon the wisdom inherited from the ages gone by. **Jamil Janjua**, ceo, TCS Octara, described the subject as very difficult and mentioned that he had been in discussion with Sualeha since the mid-1990s hoping to conduct the program on site in Egypt, but that didn't materialize. He had donned a hat for this occasion which made him bear a striking resemblance to Indiana Jones all set dig amidst high adventure! JJ mentioned people with vision like *Elon Musk, Richard Branson, Warren Buffet, Bill Gates and Geoff Bezos* as the **Pharaohs of today**, and thanked the participants for taking time out from their daily routines to focus on the larger picture ■

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



FrieslandCampina
Engro Pakistan Limited

Unlocking the Goodness of Milk

Ali Ahmed Khan,
Managing Director
FrieslandCampina Engro Pakistan

Royal FrieslandCampina N.V. is a Dutch multinational dairy cooperative which is based in Amersfoort, Netherlands. It is the result of a merger between Friesland Foods and Campina on 31 December 2008.

FrieslandCampina Engro Pakistan Limited (previously known as Engro Foods Ltd) is a Pakistani dairy company which is a subsidiary of the Dutch multinational corporate FrieslandCampina. The company operates two processing plants in Sukkur and Sahiwal, with its HO based in Karachi, Pakistan. Its portfolio includes well-known brands like Olper's, Omoré, and Tarang.

FrieslandCampina Engro Pakistan brings over 140 years of experience to the dairy landscape of Pakistan with the purpose of "transforming the health and wellbeing of Pakistanis now and for generations to come, by nourishing them through unlocking the goodness of milk from grass to glass, as well as by enhancing the livelihood of farmers."

The Company takes great pride in its Dairy Development Programs for farmers. Designed to ensure inclusive growth and increased prosperity, it assists thousands of farmers by improving their farm management and milk quality. In 2019 alone, FrieslandCampina Engro Pakistan helped train 51,000+ farmers, enhancing their yield and creating sustainable livelihoods.

Through its strong foothold in the local market, FrieslandCampina Engro Pakistan is driven towards creating sustainable supply chains, which include 1,400+ milk collection centres. Pakistan being the fourth largest milk producing country in the world, and with its burgeoning population set to cross 300 million by 2050, FrieslandCampina Engro Pakistan is committed to providing the nation with affordable, safe and superior

Mr. Khan has built a rich, diverse career spanning over 25 years in top management positions with some of the leading FMCGs in Pakistan. Having joined FrieslandCampina Engro Pakistan Limited in March 2017, Mr. Khan brings with him strong insights into industry leadership, and has been credited in the past with turning businesses around. As Managing Director at FCEPL, Mr. Khan has actively pursued new market opportunities and delivered successful strategies that have introduced innovation and responsible marketing.

dairy products.

Ali Ahmed Khan, Managing Director FrieslandCampina Engro Pakistan, very generously agreed to sit for a wide ranging interview with OCTARA and provided some rare insights into the dairy industry as well as the changing face of doing business in a world seemingly caught on the wrong foot by COVID-19.

Mr. Khan has built a rich, diverse career spanning over 25 years in top management positions with some of the leading FMCGs in Pakistan. Having joined FrieslandCampina Engro Pakistan Limited in March 2017, Mr. Khan brings with him strong insights into industry leadership, and has been credited in the past with turning businesses around. As Managing Director at FCEPL, Mr. Khan has actively pursued new market opportunities and delivered successful strategies that have introduced innovation and responsible marketing.

He has upped the standards of quality and nutritional safety for consumers, drawing from his prior experience with leading Personal Care at IFFCO in the UAE and Far East, and as CEO of Reckitt Benckiser, Pakistan. He has also been associated with Pakistan Tobacco Company as the Marketing & Sales Director, and with Pepsi

Cola International as Head of Marketing. Ali Ahmed Khan is an alumnus of the Institute of Business Administration (Karachi University).

octara.com: FrieslandCampina Engro Pakistan defines its purpose as “transforming the health and wellbeing of Pakistanis now and for generations to come by nourishing them through unlocking the goodness of milk from grass to glass, as well as by enhancing the livelihood of farmers.” Please share with us a summary of how you have gone about fulfilling your purpose.

ALI AHMED KHAN: Grass to glass really does define our company. We are a cooperative owned by farmers. In that sense we are unique because we know the source of the milk and take it to our consumers after it goes through various essential processes like pasteurizing and UHT treatment.

We work for farmers, who are the owners of the company and are a purely dairy company unlike a lot of our competitors who are in other areas also. We are at the cutting edge of dairy technology with our R&D facility in Wageningen and, truly understand dairy, and the nutrition that comes from it.

In the Pakistani context it gives us access to a lot of knowledge about nutrition and the entire dairy value chain. At the customer end, we have access to a lot of nutritious products which we are bringing to Pakistan, in addition to technology that can help improve farmers' yields and livelihoods.

We are all about safe and nutritious products, educating consumers, society, and the government about the goodness of milk and food safety; as well as providing farmers with market access and training, and financial support (in the shape of working capital).

Every day, we reaffirm our commitment to empowering our farmers with economic stability and creating sustainable livelihoods through our exemplary dairy development programs.

octara.com: In what ways does your strategic partnership with Royal FrieslandCampina of Netherlands contribute to the business?

ALI AHMED KHAN – It has allowed us to gain access to more than 145 years of dairy expertise, technology and the R&D that's gone into it. It also helps us focus on essential sustainable development goals - environment, and gender equality, no poverty, zero hunger, along with careers and transfer of management expertise.

octara.com: As the 4th largest milk producing country in the world with a substantial domestic market, is there an export element to your business?

ALI AHMED KHAN - There should be, but as a country, we are very inefficient producers (with high costs and therefore high prices). Having said that, unlike so many parts of the world, Pakistan does have a dairy tradition.

In Holland, Australia and the US, farmers are getting yields of 30 Liters plus per animal per day. Our average in Pakistan is 5 Liters. If we can go up to 7 Liters imagine the benefit to Pakistani consumers and farmers. The opportunity in Pakistan is mindboggling. Our goal is to work with farmers to improve productivity, yield and volume, bring down prices for consumers and build up profitability and livelihood for farmers.

Once we can do that, we can talk about unlocking the export potential which just in our neighborhood of China and the Middle East could be in the vicinity of \$40 billion per annum. There are multiple issues with our farming practices in terms of having enough water and feed, vaccination and animal health, and beyond that into more expensive interventions with breeds.

octara.com: Given your vast experience spanning 25 years in top management positions with some of the leading FMCGs in Pakistan,

are there areas of the playing field that you feel need to be leveled?

ALI AHMED KHAN – That's really where the opportunity lies in Pakistan, not just in the dairy sector but in almost every other sector. I met the prime minister along with our principals and he told his assembled team that the path to unlocking the potential of Pakistan lay in leveling the playing field.

The rules around food safety and nutrition for the formal versus the informal sector, for instance; we are just 5% of the milk that is consumed in Pakistan yet the rules that apply to us are considerably different from the informal sector, especially the rules around regulations, taxation and documentation. We need to have fair competition.

octara.com: Please share with us some of your career highlights in your postings prior to your present assignment.

ALI AHMED KHAN – I have been lucky enough to have worked with major multinationals in Pakistan and to have travelled extensively within Pakistan and abroad. I started my career with Pakistan Tobacco spending ten years posted in various cities and towns in rural Punjab. Then I worked for Pepsi Cola International, and headed marketing and sales at both places before taking over as MD for Reckitt & Benckiser Pakistan. There are some amazing turnaround stories in there with all three companies, and a wonderful educational experience working with world class people.

octara.com: Please share with us your memories going through school and college.

ALI AHMED KHAN – I attended the KGS and IBA through the late 1970s and 1980s. It was a much simpler time then. The cohorts were smaller, and we had some wonderful friendships and experiences. The dose of discipline and pressure we got prepared us for the world. Up to the mid-1980s Karachi was a completely different city. The civic amenities worked, and safety was not an issue that occupied our minds.

octara.com: COVID-19 has called for a wholesale shift to e-learning on a war footing. Is this new paradigm here to stay?

ALI AHMED KHAN – We have all had to adapt on a war footing to e-learning and technology. It's here to stay for sure, the extent of it will depend on the length of this 'altered reality' and how we emerge from it. Human beings crave interaction and there's nothing like the social experience for learning. However, we may be forced into this new paradigm and it could ultimately become the new norm. Technology will need to be driven to adapt to our new way of life rather than the other way around.

octara.com: Pakistan's demographic dividend, its youth bulge, some fear is not getting the attention it deserves. What gaps have you identified in your entry level applicants?

ALI AHMED KHAN – That's something we (from the older generation) like to complain about a lot. Let me say, I find younger people to be a lot cooler and smarter than we used to be, with a lot of varied interests. However, I also find them to be a lot less driven and hungry. We were a little more focused and hungrier in terms of our careers.

I wish, as Pakistanis we could give our people more exposure to the world through travelling and reading.

octara.com: Please share with us your management philosophy.

ALI AHMED KHAN – It has to be about people. I make sure that I'm the least smart person in the room and that I can learn from others and then empower them. It's about getting the best people and then letting them loose into the world. It can, however, be a high maintenance

We have all had to adapt on a war footing to e-learning and technology. It's here to stay for sure, the extent of it will depend on the length of this 'altered reality' and how we emerge from it. Human beings crave interaction and there's nothing like the social experience for learning. However, we may be forced into this new paradigm and it could ultimately become the new norm. Technology will need to be driven to adapt to our new way of life rather than the other way around.

proposition also because sometimes smart people can be temperamental, but if you can steer them then they can achieve the unthinkable.

What I bring to the table are my vision, my experience, people skills and common sense.

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

ALI AHMED KHAN – One must have Sapiens: A Brief History of Humankind and Homo Deus: A Brief History of Tomorrow, on ones reading list. Also, Anarchy by William Dalrymple and History of the Raj, which is fascinating because a lot of our behavior is rooted in our culture, history, tradition, and religion.

The Infinite Game and Start with Why by Simon Sinek are also on the top of my list.

octara.com: Who would you cite as your mentor(s)?

ALI AHMED KHAN – I became marketing director of PTC while still in my early 30s. Gottfried Thoma, was the German MD, and we both joined PTC when the company was in crisis. His management philosophy was empowering and unlocking human potential. That really transformed the organization and I learnt a lot from that. Then my Lebanese boss at Pepsi, Albert Baladi, was a young and inspirational marketing and management guru who was ahead of his times in a lot of ways. Roel Van Neerbeos, my present boss continues to inspire me by his management philosophy and doing the right thing.

octara.com: How do you de-stress and unwind?

ALI AHMED KHAN – I enjoy spending time with my family and playing golf in addition to travelling and meeting people.

I also enjoy reading tremendously ■

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

Celebration of
75TH INDEPENDENCE DAY
OF PAKISTAN
at Octara - A TCS Company



The Future Normal: Fast Forward #18

A Blog by Henry Coutinho-Mason


Published on August 12, 2021


Polarization might just be the thing that most unites us these days. From culture wars and generation gaps to geopolitical tensions, division is everywhere.

Each one of this week's stories will divide as well as inspire. Some readers will reject the future they suggest. Some will welcome it. But each one should provoke you to start thinking about how you will respond.

Final note: while The Future Normal is an optimistic guide to what comes next, that's not to say we will suddenly all live in harmony. Those bringing about a cleaner, fairer, healthier future will face obstacles and resistance. Keep going.

Rethinking Climate Change: How to Reduce Emissions 90% by 2035 with Existing Technologies

 FutureNormal // This week's IPCC report was the big news in climate, with its 'code red for humanity' central message. How should we respond? If you want a truly mind-blowing, and crucially optimistic roadmap for avoiding the Climate Crisis, then RethinkX's report, Rethinking Climate Change, is a must-read. It suggests that we already have the technologies to radically transform the energy (solar, wind & batteries), transport (autonomous EVs, transport-as-a-service) and food (precision fermentation and cellular agriculture) sectors. The combination of these technologies could see us reduce our emissions by 90% by 2035, without economic costs and indeed with many benefits.


 So what? // Regular readers won't be surprised by any of these technologies: they underpin many of the instigators we feature regularly. That's the authors' point! But what might be surprising to most readers, is the report's optimism about the exponential impact on emissions when all these technologies converge and compound. One example: if synthetic proteins massively reduce the need for agricultural land (for grain and livestock), this also means lower levels of global transportation, which in turn reduces the size of the cargo industry (which is a huge source of steel use). All these sectors are huge emitters of CO2 themselves, but a massive reduction in agricultural land use would also mean huge reforestation opportunities, that capture carbon. In other words, we can create a virtuous cycle of lower emissions. Skeptics will point out that the report's assumptions are just that, but this is a Future Normal that is infinitely preferable to the one that the IPCC's warns of. Let's make it happen.

The Global Techlash: What Tech Does China Want?


 #FutureNormal // The Chinese government is cracking down on local tech companies, particularly its consumer tech champions (e-commerce, gaming, media, fintech, and food delivery apps). The Economist speculates that it is because the government wants to boost the country's deep tech and infrastructure-focused tech sectors, from cleantech to semiconductors and AI, having identified these as critical


sources of power in the near future.



 So what? // On the surface, this has little in common with the IPCC's & RethinkX's views on climate. But at its heart, this is a remarkably similar story: both concern our collective ability to effect the outcomes we want, whether it's avoiding the Climate Crisis, building wealth or protecting national security. It is not yet clear what power looks like in the networked, exponential economy. Who wields it? Governments, capital, or people? What are the best ways to harness our collective endeavors?

Apple will scan photos to detect child sexual abuse. Welcome or worrying?

 #FutureNormal // Apple faced a huge privacy backlash after announcing it will conduct on-device scans of images and report them to the US' National Center for Missing and Exploited Children if it detects they match confirmed Child Sexual Abuse Material (CSAM).

 So what? // Another signal that The Future Normal will involve some hard, if not intractable choices. A vast majority of people expect tech companies to protect the innocent. More nuanced readers will correctly ask, "who defines 'innocent'?" Is this the classic thin end of the wedge, ushering in a dystopian new relationship between individuals, governments and big tech? Or will this turn out to be a moral panic we look back on and wonder what the fuss was about? This move may permanently shift expectations of privacy and protection, but amid all the controversy there were some genuinely useful features announced: for example, parents will be able to receive notifications if their children send or receive sexually explicit images. Few parents would argue that's unwelcome, given what 'normal' looks like today ■

Source:

<https://www.linkedin.com/pulse/future-normal-fast-forward-18-henry-coutinho-mason/>



Author The Future Normal / ex-MD @

TrendWatching / cofounder 3Space & Redo

SELLING MADE EASY

Sales Strategies For Building Business Relationships
September 9, 2021 | 11:00am to 4:00pm PKT @ Zoom

Workshop Overview

A one day workshop is designed to train the participants in latest selling strategies with excellent relationship building with clients. Not only the selling strategies are discussed but also the behavioral part of the sales force is also presented by the trainer. This workshop is highly interactive, full of activities, discussions and energy. The trainer encourages the participants to adopt a positive attitude and believe in persistence.

Objectives

- Influencing and Positive Attitude
- Qualities of a Salesman
- Lifecycle of Selling
- Relationship Building with a Client
- Exceeding Targets

Learning Outcomes

- **Develop** Positive Mind-set in Selling
- **Master** the Selling Steps
- **Become** Confident in Delivering Sales Pitch
- **Enhance** the Desire to Increase your Targets
- **Learn** Win-Win Situations

Click Here to Register:

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



Workshop Facilitator
BASEER SAMI

- Corporate Trainer, Motivational Speaker
- CEO The Medium International
- Delivered trainings in companies across UAE, Oman, Kingdom of Bahrain, Sri Lanka, Qatar & Pakistan
- Served as visiting faculty at IBA
- Graduate of the North-western University (USA)

Workshop Investment

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

Fee Includes:

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

• Value Added 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

For Details & Registration contact

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

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Helping You Succeed!

MICROSOFT EXCEL ADVANCED & BI

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



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

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

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.

Only Vaccinated Participants are eligible to attend the workshop
(* Date of training program is subject to change as per the guidelines from GoP on COVID_19)

Workshop Investment

PKR 12,000/-
+SST Per Participant

Early Bird DISCOUNT
10%+SST
By August 6, 2021

Group Discount Available

Fee Includes:

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

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



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

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

For Details & Registration contact

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“It's no longer about head counts. Today, what's inside the head counts”

- Rahila Narejo

HIRE THE BEST

September 16, 2021 | 11:00 am to 4:00 pm (PKT) @Zoom

WORKSHOP HIGHLIGHTS:

By participating in this full-day online workshop, you will be able to:

- Identify the impact of **bad** hiring decision
- State the secret to **good** hiring
- Differentiate between Traditional and **Competency-Based** Interviewing
- List the **SIX** steps in CBI
- Identify Competencies (**KSAAEE**) and **COW**'s critical for success in a job
- Write **CBI** questions
- Conduct a **structured** interview
- Identify strategies to minimize **Bias**

We will establish the critical need for hiring managers to learn the skill of Competency-Based Interviewing (CBI) by identifying the **COST OF A BAD HIRING DECISION**

ABOUT THE WORKSHOP:

Winning the War to ensure competent and committed talent hired throughout an organization.

Today, we find ourselves in a business environment characterized by chaos, intense competition, unrelenting organizational change, and a level of complexity that has dramatically raised the bar for success.

While the need for talent is growing, our workforce is constrained by serious talent shortages. Who we hire and promote is key to the success of our organization. Good selections save money and reduces employee turnover rate. **Competency-Based Interviewing (CBI)**, is a method to increase the effectiveness of the interviewing process in selecting and promoting quality staff.

This workshop “Hire the Best” will focus on how the interviewer with CBI method carefully defines the skills needed for the job and structures the interview process to elicit behavioral examples of past performance, best suited for your organization.



Workshop Facilitator:

RAHILA NAREJO

CEO at NarejoHR ; Author of Workplace Sanity;
Founder of The Humanplace™ &
Mighty Consultants™ Accelerator Program

WHO SHOULD ATTEND?

The program is designed for everyone who participates in searching, selecting and hiring talent, at all levels, in all sectors and industries. It is ideally for:

- Talent Acquisition / Head Hunters / HR Recruiters
- Recruitment Specialist
- HR Experts/ OD Consultants, Corporate professionals hiring people in the business
- Line Leaders and Managers

Click Here to Register:

<https://bit.ly/3rLI1Qg>



Workshop Investment

PKR 8,000/-

+SST/PST Per Participant

Group Discount Available

Fee Includes:

- e-Learning Material
- Digital Certificate of Attendance
- Virtual Business Networking
- Post-Workshop Advisory Services
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THE MASTERMINDS' MIND



Speaker: **MUNEEBA ALI**

Mindset Coach, Trainer &
Assessor, Melbourne

- Certified Rapid Transformational (RTT) Practitioner
- 8 Years of Training & Coaching experience in HR and Personal Development in countries like USA, UK, Japan, Egypt, UAE, and Pakistan.
- Published researcher in the modality of SQ (Spiritual Intelligence) & Change Management.
- Conducted Trainings and Webinars with delegates from prestigious names such as Westpac Banking Corp.; Oji Fibre Solutions; Department of Health and Human Services; Commonwealth Bank; Jacobs in Australia, NESPAK and EY Pakistan etc.

What International Participants have said about Muneeba Ali

- “ Training and trainer were not only great but also a presented with new approach to L&D. ” – Oji Fibre, Melbourne
- “ The training has given an excellent insight into the world of personal & professional development. ” – ANZ, Australia
- “ The session has given a hope and perhaps improvement is possible after all. ” - Kingfisher, Melbourne



Webinar Overview:

This 1-hour webinar is going to be a brilliant introduction and starting point on becoming **aware and mindful** of the fact **that despite knowing what is right or wrong, we fall prey to our old habits.**

Why we make plans and goals and still cannot follow through. An introduction to **“how to get a Mastermind's Mind?”**

Key Takeaways:

- Why cannot we get rid of poor, unproductive habits?
- Why & how our mind works on autopilot and controls us?
- Is knowing half the battle won?
- Why do we procrastinate or delay important things?
- Is it possible to improve performance beyond a limit?

Who Should Attend?

- Anyone who wants to know the real reason behind their unexplained habits.
- Anyone who need to work on personal development to enhance their professional development.

To register, please SCAN the QR Code or click here:

<https://bit.ly/3CEYE5t>

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



For Details & Registration contact

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

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SERVANT LEADERSHIP

BUILDING THE CULTURE OF CARE AND GROWTH IN YOUR ORGANIZATION

September 27, 2021 | 11:00am to 4:00pm PKT @ Zoom

COURSE OVERVIEW

With the modern-day workforce diversity and the need for a work-life balance, major corporations of today are faced with the challenge of sustaining talent, profitability, and success. Servant Leadership offers a proven way to overcome that roadblock when leaders and teams continue on the path of self-actualization. This course will address the subject in detail and provide insight based on experiential know-how acquired from a multitude of Fortune 500 firms.

- When people feel valued, they strive to become their very best
- Humility and care from leaders require efforts but foster long term success
- Firms with servant leaders enjoy high talent retention and constantly outperform peers
- Servant Leader builds higher levels of trust and employee engagement
- Organizations exist to serve - leaders execute by serving teams and stakeholders

KEY BENEFITS

After completing this course, participants will:

- **Bridge** the gap between desiring success and achieving success
- **Lead** the creation of an inclusive and engaging corporate culture with no silos
- **Embark** on a journey of self-actualization as leaders and maximize the collective output of their teams
- **Build** systems that can deliver stellar financial and operational performance year over year
- **Raise** their effectiveness as leaders and position themselves for assuming bigger roles
- **Put** themselves and their firms on an autopilot of Continuous Improvement (CI)

WHO SHOULD ATTEND?

- HR professional involved in cultural transformation and succession planning
- Technical executives within Engineering, Operations, and Manufacturing
- Anyone working in a matrix organizational structure

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)
- Value Added Octara Loyalty Card*



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



Facilitator
JUNAID AKHTAR

Corporate Turnaround & Executive Coaching Professional, USA

Diverse experience with Global Fortune 500 firms – Americas, Europe, Asia-Pacific

Educated at Harvard Business School & Lawrence Tech

Recipient of Transformer Award from General Motors – Transformation from Bankruptcy to Profitability



LinkedIn Profile of Junaid:
<https://www.linkedin.com/in/japrofile/>

Click Here to Register:

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



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For details & registration, please contact:

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

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Topics of Trainings	Duration	Trainer Name	Date	Loc.
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SEPTEMBER

Online Training: Selling Made Easy	1-Day	Baseer Sami	09-Sep-21	Karachi
Workshop: Excel Advanced & BI	1-Day	Irfan Bakaly	15-Sep-21	Karachi
Online Training: Hire the Best	5-hours	Rahila Narejo	16-Sep-21	Zoom
Complimentary Webinar: The Masterminds' Mind	60-min	Muneeba Ali	22-Sep-21	Zoom
Online Training: Servant Leadership	5-hours	Junaid Akhtar	27-Sep-21	Zoom

OCTOBER

Workshop: KPI Essentials	1-Day	Farhan Mahmood	07-Oct-21	Karachi
Workshop: Financial Dashboard in Power BI	1-Day	Irfan Bakaly	13-Oct-21	Karachi
Complimentary Webinar: Dressing Etiquettes for Professional Success	60-min	Hamid Saeed	14-Oct-21	Zoom
Workshop: Continuous Improvement & Sustainability in Manufacturing Practices	1-Day	Khalid Latif	28-Oct-21	Karachi

NOVEMBER

Workshop: Bearing Damage Analysis	2-Days	Khurram Shahzad	10-Nov-21	Karachi
Online Training: Innovation & Design Thinking	5-hours	Mark Stuart	TBC	Zoom
Online Training: Storytelling from Numbers -Mastering Data Interpretation	5-hours	Ans Khurram	19-Nov-21	Zoom

UPCOMING PROGRAMS 2021

Online Training: 21 Effective Brainstorming Techniques	5-hours	Dave Nelissen	TBC	Zoom
HR Leadership Using HR Metrics & HR Analytics	5-hour	Talha Asim	TBC	Zoom
Understanding Fintech, Cryptocurrencies & Blockchain	TBC	Petros Geroulanos	TBC	Zoom
Negotiation Skills for Procurement	5-hours	Shahid Anwar	TBC	Zoom
Designing Agile Organizations	2-Days	Fredrick Haentjens	TBC	Karachi



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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.

Browse website for more details: <http://www.octara.com/loyaltycard/>

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 !!

Customer Centric Selling

In this recurring corona times, there has been increased amount of emphasis by Top Organizational Leaders and Corporate Consulting Firms for employees to learn and develop new skills through which they can navigate their career path vertical or horizontal within or outside the organization.

In the presence of multiple social media platforms it's becoming easier to offer product or services to a intended audience 'shouting-out' your message is not difficult the real challenge is to 'seal the deal' i.e. fulfilling needs and providing best solutions' to the customer.

The book '**CUSTOMER CENTRIC SELLING**' review by soundview executive summary is a user manual to reach out the buyer through customer centric approach and design sales cycle around customer satisfaction.

Here are key takeaways from the summary:

Collect all the information regarding buyer need, goals and circumstances by asking relevant questions in conversational style with an honest intent of helping them to solve a problem, satisfy a need, or achieve a goal.

Prepare sales pitch that should be coherent with marketing collateral and campaign to communicate a

consistent message to the buyer. The salesperson opinion matters most as he is in direct contact with buyer so the marketing message should be aligned with salesperson opinion.

Enable sales manager to analyse existing buyers, potential buyers and new buyer to have smooth flow of achieving target

Understand that negotiation is not an event but it's a process which should be driven from the position of strength. The negotiation should be well prepared, planned and executed to have win-win situation for both buyer and seller

Develop a sales forecasting process that is achievable and auditable where the salesperson can document the client response and be able to discuss with his/her manager to make collective decision for moving forward to withdrawing with a particular sales deal.



Book reviewed by **Ayesha Tariq**
Product Specialist Training
Octara Pvt. Ltd. - A TCS Company

Please Give Generously!

Customer Service - to add that extra touch of service in the event; put a dish of peppermints on your counter or reception desk with a notice inviting customers to take one. It's surprising how such a low cost effort can make people feel welcome.

Dealing with difficult salespeople - to make time to see salespeople during the working day is a difficult job; companies can make a low cost video showing about their

products and clients can watch them in their own time. It will give an opportunity to salespeople to make their sales pitch, and they can make a follow-up phone call later to answer any questions or queries.



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

What Employees Want From Their Leaders?

When Alishia Bristow-Williamms set business objectives for her Atlanta based Eagle Environmental Group, she invited her staff to set some goals for her. The responses she received echoed those of workers surveyed in a recent national study by RoperASW.

Employees were saying:

Communicate with us

Among employees who rank their leaders as excellent communicators, 83% say morale is excellent or good where they work.

Tell us where we are headed

While 83% of leaders believe they are keeping their

employees informed about strategy and business direction, only 68% of employees report receiving it.

Deliver the news clearly and simply.

The disconnect between what leaders think they are telling their employees and what employees are hearing appears to be the result of murky communication. Some 51% of employees say their leaders are not clear about what is happening during periods of change.



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

Life Matters

I was inspired by book reviews contributed by my colleague, Ayesha Tariq in previous octara.com e-Newsletter Issues. Therefore, last weekend, I decided to read soundreview of an executive book “LIFE MATTERS” written by A. Roger Merrill and Rebecca R. Merrill. The co-authors have explained on how to create a dynamic balance of work, family, time and money in your life.

In these uncertain times, everybody is getting more concerned about work/life balance, but few understand that time and money is as important to life balance a work and family. Each principle is important and closely inter-related to each other. Even the term ‘balance’ indicates a one-time effort instead of an ongoing journey.

In reality, a lack of balance is a misalignment of the principles that are important to you, and how you respond to it. It is possible that your expectation about work, family and money are unrealistic, and therefore you don’t see them properly. With unrealistic expectations, you do not act effectively, and you won’t get what you want.

By examining your own experience, and seeking knowledge and inspiration, you can develop your ‘navigational intelligence’ to enhance your life choices and ‘stop wasting’ energy, money and time on issues and behaviours that are not important/ don’t invest in your future.

I am sharing Gotta Do’s on work/life balance from this book:

Discover & Value Principles – which allows you to lead a life that matter to you

Examine your Expectations – about work, family, time and money any why you see them the way you do

Enhance your Efforts – to achieve maximum results

Develop & use Navigational Intelligence – to make decision that align with your values and allow you to create balance in an ongoing manner

Time/Money Management Matrix – determine where and when you are wasting resources and shift the focus to importance and invest more, such as in both Matrices - Quadrant II which is ‘Important: Not Urgent’ showcases investing of ‘Time’ on planning; preparing; recreating; building relationships and saving ‘Money’ allows to fulfills investments for business, personal health, education and training.

Implement new Synergy of Balance – by building the characters to make the decisions that matter.

After reading the book review, I am truly convinced that one should focus on those principles that are important and make decisions to live accordingly.



Book reviewed by **Zainab Essajee**
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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.

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