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Dear Reader,

A piece of wisdom handed down through generations refers to the great, big scorer and how when he comes to write against your name, he sees not whether you won or lost, but how you played the game. Well played, Team Pakistan, and not just in cricket.

We have a loaded edition this time that deals with matters of the mindset and their impact upon our personal and professional lives. In TCS Octara's webinar on "Growth Mindset for Lifelong Learning" our in-house resource **Ayesha Tariq** makes her debut as HR trainer and brings to the fore critical aspects of what makes us tick.

Directly related to the mindset is the runaway human propensity to consume fossil fuel that has landed the planet in all sorts of climatic problems, and we carry a fairly detailed report of what went on in Glasgow at **COP26**.

Also in this edition is coverage of **Hamid Saeed's** webinar on "Dressing Etiquettes for Professional Success". Hamid is an Image and Corporate Wardrobe Consultant and held forth on the key aspects of power dressing.

Thank you for giving TCS Octara the privilege of your time and attention. 😊

INSIDE



Growth Mindset for Lifelong Learning
AYESHA TARIQ grows into new role of HR Trainer
Octara's Webinar reviewed by Adil Ahmad, Special Correspondent, octara.com



Too Little, Too Late?
COP26 – The Grilling in Glasgow



DRESS UP!
HAMID SAEED on DRESSING ETIQUETTES for Professional Success
From Fig Leaf to Power Dressing



Lifelong Learning Tips
Contributions by TCS Octara People

TCS Octara Programs in November & December 2021

Last 3 Days to Register!



November 19, 2021 | 11:00 am - 4:00 pm (PKT) via Zoom
Online Training: Storytelling From Numbers - Mastering Data Interpretation
Facilitator: **Ans Khurram**



November 22, 2021 | 3:00 pm - 4:00 pm (PKT) via Zoom
Complimentary Webinar: Optimising Business Process Management
Speaker: **Joseph Micallef**



November 25, 2021 | Regent Plaza, Karachi
Workshop: Lead through a Transforming L&D
Facilitator: **Dr. Kamran Yamin**



December 8, 2021 | Marriott Hotel, Karachi
Workshop: Emotional Intelligence for HR Leaders
Facilitator: **John Bentley**

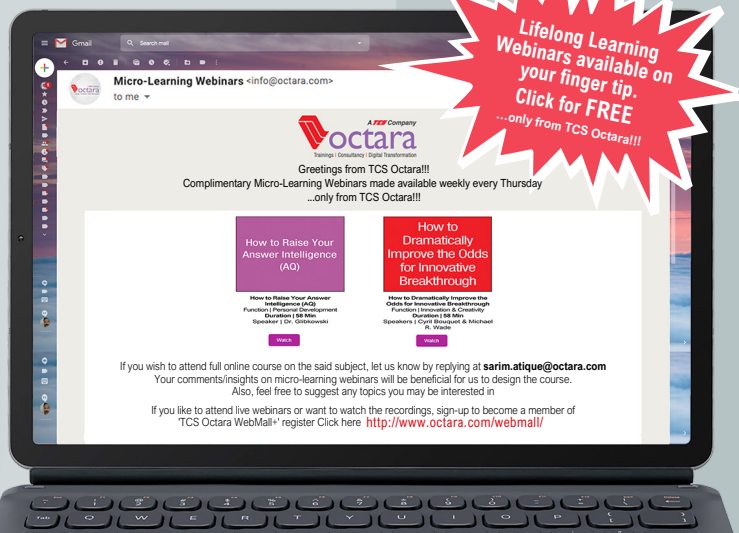
December 9, 2021 | Marriott Hotel, Karachi
Workshop: Strategic Thinking & Planning
Facilitator: **John Bentley**



December 14, 2021 | 10:00 am - 1:00 pm (PKT) via Zoom
Online Training: Customer Services Skills for Frontliners
Facilitator: **Faizan Ahmad**



December 15, 2021 | Regent Plaza, Karachi
Workshop: Building Organisational Change Capability
Facilitator: **Uzma Aitqad**



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Growth Mind-set for Lifelong Learning



“Growth mindset views failure as an opportunity to grow”

Ayesha Tariq has dared to step outside her comfort zone and make the transition to HR Trainer, demonstrating her growth mindset. Ayesha joined TCS Octara 5 years ago as program executive and has risen to Product Specialist Training and Moderator of TCS Octara's Webinars & Trainings, as well as Content Creator for Marketing Collateral.

Taming and then mastering her fear of public speaking, Ayesha did better than just a credible job on her debut performance from the TCS Octara platform, her parent organization, conducting as keynote speaker a Zoominar on Growth Mindset for Lifelong Learning attended by over 70 professionals representing over a dozen corporate houses mostly from Pakistan.

Spirit of inquiry & critical thinking

Ayesha burnt the midnight oil researching and collating a wealth of knowledge on a burning issue of the times – in the face of incessant disruption, how does one pivot with speed and grace, and reinvent oneself to live and fight another day? How does one make the spirit of inquiry and critical thinking, the fundamental building blocks of human growth, an integral part of one's mindset?

Defeating status quo

The question that perhaps went begging in this largely theoretical discourse was how does one overcome the daunting powerful forces of the status quo bent on defending their privileged turf and stonewalling change and the assimilation of new knowledge into society's operating system? How does one cope with and overcome the conspicuous absence of the Spiritual Quotient in the rich and powerful that govern societies around the world? This is a question being raised and agitated at the COP26 Climate Summit in Glasgow as we speak.

Exponential, not linear

It's too early in the day to burden Ayesha Tariq with such weighty issues, even though exponential, not linear, is the name of the game today, and she may well consider jumping in at the deep end, and be pleasantly surprised in the process to find how well she can swim.

Meanwhile, in addition to her functions mentioned above, Ayesha has introduced International & National trainers on Digital Transformation, Agile Organizations, Branding, Leadership, Data Analytics, HR, Marketing, Sales Finance and other subjects.

She provides Post-Workshop advisory services to TCS Octara clients. Ayesha is Member of CA Toastmaster Club, and Winner of Best Speaker 2021. She has a Diploma in Creative Advertising from the Indus Valley School of Arts, has done her MBA in Marketing from the Bahria University, and loves to read books, watch movies, walk and meditate.



Transformational Coach Rosemarie Fernandez

TCS Octara's greatly valued Associate, Rosemarie Fernandez, whose association has gone from national trainer to International Associate with her migration to Canada, was up and about bright and early in Toronto, dazzling the screen with her comely blonde looks. Her weighty two-bits as Guest Speaker anchored the proceedings in admirable fashion.

Rosemarie is the Founder, Transformational Coach and Change Management Expert at Coaching Worx, Canada. She is a Professional Certified Coach from the International Coach Federation (ICF), and an Abundance Coach with her

“Mindset is a self-perception or self-theory that people hold about themselves” – Carol Dweck

signature program on mindset ‘From Overwhelm to Abundance’.

Growth Mindset versus Fixed Mindset

The session was about developing the Growth Mindset and how it is essential to the Lifelong Learning process. It talked about a few fundamental beliefs that differentiate Growth Mindset from Fixed Mindset. The Talking points comprised Carol Dweck’s Definition of “Mindset”; Growth Mindset: Embrace learning new things; Beliefs that shape mindset: Curiosity or Desire to Learn; Process of adopting Lifelong Learning; Why Unlearning is Important; and Growth Mindset for Leaders.

“The key element in the strategy for lifelong learning is curiosity”

Dweck & Sanders

Ayesha’s research deep dived into the works of Carol Susan Dweck and Tim Sanders. A mindset is a self-perception or self-theory that people hold about themselves, wrote Carol Dweck, asking how one views oneself, in a positive or negative light? Carol Susan Dweck (born October 17, 1946) is an American psychologist. She is the Lewis and Virginia Eaton Professor of Psychology at Stanford University and is known for her work on mindset. She is a Fellow of the Association for Psychological Science, and was on the faculty at Columbia University, Harvard University, and the University of Illinois before joining the Stanford University faculty in 2004.

Tim Sanders, on the other hand, is a New York Times bestselling author, public speaker, and former Yahoo! Executive, and presently serves as VP Customer Insights at Upwork that helps companies become more agile, innovative and talent-rich. Tim says that a mindset is a machine and if you point it in a certain direction you determine its torque, with torque being the capacity to do work.

Opportunity in disguise

A growth mindset views failure as an opportunity to grow and likes to try new things, being confident of learning and doing anything it wants, viewing challenges as instruments of growth. A growth mindset believes that effort and attitude

determine ability, feedback is constructive, and is inspired by the success of others.

Limiting beliefs

A fixed mindset views failure as the limit to one’s abilities; I’m either good at it or I am not it feels, viewing its abilities as unchanging. A fixed mindset doesn’t like to be challenged and is convinced that its potential is predetermined. When it’s frustrated it gives up, and sticks to what it knows. People with fixed mindsets resist change and accept things as they are without coming out of their comfort zones.

Never ending tussle

Embracing the learning of new things takes one from a fixed to growth mindset. Your beliefs and circumstances determine your mindset, and one may gravitate from one to the other in a sometimes never ending tussle the outcome of which determines one’s trajectory in life.

It’s all in the head!

The Mindset works on a certain set of beliefs and how do we view the world through them?

Intelligence is a core issue and unfortunately the IQ, the so-called Intelligence Quotient, has been used to determine the individual’s suitability for subjects. It becomes codified and people take IQ for intelligence and wrongly associate it with success, yielding limiting beliefs in a closed or fixed mindset; The way out prescribed by Dweck is the Pass/Fail syndrome, where failure is equated with learning with the focus on process and not outcome, and the individual allowed to carry on to the next job.

If at first you don’t succeed...

On the subject of Failure Winston Churchill is reputed to have said that success consisted of going from failure to failure without losing enthusiasm. He would take advice from all concerned, spend the night mulling his options, and then if it didn’t work out he would say Not Yet.

So it’s important to not limit yourself to your intelligence and focus on your hard work and attitude, your process and your progress, and not the end goal. Ultimately you will get there. Carol Dweck in a group context established the 84% cut off line for passing grade, with those below it being told Not Yet, the times not ripe yet, and encouraged people to keep trying. If at first you don’t succeed, Try, Try, Try Again;

To watch recording of Webinar

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<https://youtu.be/7Soa50upp9I>

Growth Mind-set for Lifelong Learning
Presented by **Ayesha Tariq** | November 4, 2021

Logos: octara (A ZZZ Company), COMPLIMENTARY zoom inar

Disruption & Reinvention

Change is constant and disruption is imminent, said Tim Sanders, especially in this era of technological advancement. The remedy is to future proof yourself through lifelong learning. COVID has introduced us to disruption and change, like working from home, said Ayesha Tariq.

“It seemed like we were working 24 hours and yet not achieving enough. Fixed mindset people will take change as a difficulty rather than opportunity and struggle to stay in their comfort zone. Growth mindset people take change as an opportunity to do things differently and stay above the situation rather than being a pessimist and victim of change. Gravitate to like-minded people and capitalize on change.”

“Fixed mindset views failure as the limit to one’s abilities”

Keeping up with the Joneses

Other people’s success is not your failure, and being able to appreciate excellence in others is a prerequisite to black belt attainment. Social media is aggravating the obsession to keep up with the Joneses, said Ayesha. “Fixed mindsets get

LIVE comments from the participants during Ayesha Tariq’s webinar

“A lifelong lesson from this webinar ‘Failure is not the middle name of person’ but it is the process, plan, which fails. This concept has opened our minds like parachute which shows how powerful the full program will be. Keep it up Octara and yes Helping You Succeed was well demonstrated by Ayesha Tariq.”

- Syed Kashif - Dalda Foods

“It was nice, precise and love to see discussion on personal experiences rather than totally bookish theories. I have learned some great thing today specially that I Never Lose, either Win or Learn and one should create curiosity to learn. Indeed a positive and realistic webinar delivered by Ayesha Tariq through TCS Octara.”

- Syed Shaharyar Hassan - Midas Safety

“Indeed Thorough Content!!! Great Session, Ayesha.”

- Fatima Pervaiz Khan, Life Coach/ Personality Development Facilitator & Writer

“Great session!! Thank you Ayesha Tariq & Team Octara.”

- Rehana Shahid - Nasra Secondary School

“Mindset is a machine and if you point it in a certain direction you determine its torque” – Tim Sanders

envious and jealous of others' successes. Growth mindsets take inspiration from other people's success. Do you even consider their success as success or do you march to the sound of a different drummer?”

Feedback conundrum

How does one give and receive feedback, both publicly and privately? Fixed mindsets will receive feedback poorly and go into counterattack mode if the feedback is negative. Growth mindset will assimilate the feedback, pause and then react positively with thanks even if the feedback points at shortcomings. If the feedback from a source is consistently negative then a growth mindset will engage with that source on how to make things better. One has to pick one's battles and decide when to engage and when to walk away. Feedback should always be given and received in a fair and constructive manner.

Spirit of inquiry & critical thinking

Always desire to learn something useful, said Sophocles. That piece of advice is very relevant in these times when things have either changed or are changing for everyone, housewives included. To ensure the continuous momentum of growth requires that we keep learning. I never lose said Nelson Mandela. I either win or learn. He used to read copiously notwithstanding his highly learned stature. Learning new things not only makes one happy but also grows one's brain, with lifelong learning being a fundamental aspect of the growth mindset. Learning becomes progressively difficult in our adult professional life where we tend to stick to our routines. A student only wants to study and get good grades. Fixed mindsets easily fall into that rut. Growth mindsets are driven by the spirit of inquiry and critical thinking that reveal hidden potential.

“Feedback should always be given and received in a fair and constructive manner”

Curiosity versus Compliance

The key element in the strategy for lifelong learning is curiosity. Children are curious about random things. As we grow compliance is encouraged and curiosity is discouraged, and that's where the process of learning stops. Curiosity can either be purpose driven where you dig deeper in your existing

field of work, or it can unveil new paths and prove exciting. We need to get above our 9 to 5 routines and create additional mental and physical capacity was the advice on offer.

Increase your intellectual resume. Rotate your interest. If you try something and feel it's not for you then move on to your next interest. Share knowledge and take perspective from others and identify the gaps in your knowledge that need to be filled which can lead to new areas of learning.

Challenging assumptions

In the mid-1990s Tim Sanders used to have mentoring sessions with his boss who was considered the authority in the audio-video world of the Internet. His boss would give 45 minutes to sharing knowledge with the last 15 minutes kept for Tim's feedback, saying that in the process of taking feedback a mentor learnt a lot about the subject and that's how one continues on the journey of lifelong learning.

If the mentor felt he was the unquestioned authority on a subject and nobody could add to it, then that is where he would stop learning. Mentoring is where you challenge your assumptions.

Engaging with the Unknown

The process of inculcating lifelong learning requires the allocation of time blocks for learning wherein one consciously steps out of the routine and comfort zone, and engages with the unknown. One does this as per a curriculum to guide one's curiosity, which could require enrolling in a course, and harnessing books, videos on YouTube and elsewhere, and podcasts, moving from the core subject of inquiry to those adjacent to it, and those that are unrelated but which one finds interesting. These tools should be mixed and matched to sustain interest with the sharing of knowledge and gaining other perspectives.

Creating space

Unlearning is an important part of the lifelong learning process, akin to deleting data to speed up one's hard drive, or creating space in a cup brimful to overflowing. Learning from a better source is one way of challenging one's entrenched assumptions, and seeking contemporary and new sources that take you to new horizons of learning.

“TCS Octara's switch from face-to-face training to online to tackle COVID restrictions yielded an entirely different ballgame,” said Ayesha. “We missed the lunches, high teas and networking and learnt many things about online training to

“Success consists of going from failure to failure without losing enthusiasm” – Winston Churchill

survive and even prosper in the new paradigm, gradually understanding and adapting to life online.”

Attitude, not Aptitude

Growth mindset for leaders requires seeking out learners and hiring for attitude and not for aptitude. “High IQ individuals may be arrogant and not given to sharing knowledge and giving others an inferiority complex. We need to build a culture that is open to taking risks and sees failure as a learning opportunity. Fail should be a fail-pass that enables you to move on to the next thing. We need to understand the Not Yet philosophy and set learning goals and not just performance goals, focusing on the process and not the outcome. Feedback must be constant and focused on improvement and accomplishment, and we should discourage labeling that demotivates the individual. Identify your own interests, approach to work and ways of growing, and encourage the setting of personal goals.”

Finding one's purpose

The individual's spectrum of purpose ranges from no interest to some interest, deep interest, my subject, my hobby, my work, my passion, and finally my reason for being. “There is no user manual and curiosity is very important for finding your purpose.”

Ikigai concept

Generation Z, which comprises people born after 1996, goes contrary to Maslow's hierarchy of needs where one starts from the bottom, fulfilling first one's physiological and safety needs, and working one's way upwards through love/belonging, esteem and finally to self-actualization. Gen Z begins with looking for its purpose and starts from the top (self-actualization), and subscribes to the Ikigai concept which begins with the Mission which is what the world needs, followed by Passion or what one loves, Profession or what one is good at, and lastly Vocation or what one can be paid for. This is something leaders need to understand.

“Mindset – the new psychology of success”

In a growth mindset people believe that their most basic abilities can be developed through dedication and hard work, and one can increase the size of one's brain by exposing oneself to new ideas. Don't take intelligence as a limiting factor, says Carol Dweck. “This view creates a love of learning and a resilience that is essential for great accomplishment.”

Her bestselling book “Mindset – the new psychology of success” deals with how we can learn to fulfill our potential, and addresses parenting, business, school and relationships. Her talks are also available on YouTube.

Ayesha Tariq left her audience with a parting thought on resilience which she described as being about perseverance and bouncing back, and not giving up. “We expect others to show resilience and don't apply it ourselves,” she said, quoting Tim Sanders as saying that in times of challenges and adversity only through learning is it that pressure makes for diamonds.

CANADA CALLING!

Meanwhile, bright and early in Toronto at 5.30 in the morning Rosemarie Fernandez was up and about, looking fresh and formidable as usual, demonstrating her own growth mindset by being ready to share her very rich lifelong learning experience with TCS Octara's virtual audience, and wishing Pakistan a very good afternoon!

“Karachi is my hometown. I immigrated to Canada, twice!” she began, leaving one wondering how that came about. “Mindset is an essential requirement for our survival today. Self-actualization is all about having a growth mindset. In the post-pandemic world we have been forced to do things differently no matter where in the world we are.”

“Embracing the learning of new things takes one from fixed to growth mindset”

Pedal to the metal

“In Toronto we are still in semi-lockdown and working virtually for the most part. If we had a fixed mindset we would certainly stagnate and that would be a recipe for our brain to give up and die. Living in the world today we do not have a choice but to have a growth mindset. I tell my students that they can never take their foot off the accelerator where learning is concerned. It has to be continuous and should never ever stop.”

Own your mindset

Your mindset is your mindset and personal to you, said Rosemarie. “You own your mindset. Nobody else can own your mindset. You dictate what you do because you control

“Nurturing your mindset needs getting rid of negative thoughts, negative people, and negative situations. De-clutter” – Rosemarie Fernandez

what you think. A negative mindset is an austerity mindset because it's closed and focused on the bad things that could happen. A positive mindset on the other hand is an abundance mindset because you're allowing access to everything that you want to learn. It's your choice that will lead you to your destiny.”

Failure = Learning

Don't ever give another the power to control and manipulate your mind was Rosemarie's advice. “Your attitude is visible 24/7 and controls your thoughts, words and deeds. Failure is not a person. It's nobody's middle name. It's only a situation. If you don't fail, how do you learn? Little children learnt to walk after falling down and feeling the pain. We get afraid of making a mistake.”

“Fixed mindset views failure as the limit to one's abilities”

Perfectionism an illusion

“We just do the best we can with the resources that we have. Aiming for perfection is a barrier to a growth mindset. There is no such thing as a mistake, only an opportunity to learn and grow. Nurturing your mindset needs getting rid of negative thoughts, negative people, and negative situations. De-clutter.”

Learners and teachers

“With a growth mindset you will always come out on top of challenging situations. Technology has opened the floodgates of wisdom, but to be of use that knowledge has to find expression and be implemented. We have to be both learners and teachers. You need to be the observer and participant of your own life. Learning takes place through reflective thinking. Start a blog. Give your own self feedback and become self-aware of your own strengths.”

Goal or task

“We can't do everything. What is your purpose and what sort of legacy do you want to leave behind with the person whom you just interacted with. A goal is not a goal unless it is daunting and bigger than you, otherwise it's just a task. More powerful than a goal is Intention. It combines your mind and

heart. If you enjoy what you do then you will succeed.”



Kudos for JJ (Jamil Janjua)

“JJ is a living example of a growth mindset, right from his British Council days to TCS and then TCS Octara. Thanks to the vision and unconditional support of the chairman TCS Khalid Awan, JJ has brought innumerable Pakistani and international trainers onto this TCS Octara platform that have benefitted many thousands of participants in developing their growth mindsets and lifelong learning. Thank you JJ and Team TCS Octara for supporting me all these years.”

Changing horses midstream

CEO TCS Octara, Jamil Janjua, known to all and sundry as JJ, thanked Rosemarie for her acknowledgement and appreciation of his role in promoting lifelong learning and growth mindsets, and alluded to his own career graph which saw him switch vocations from airline captain with PIA to HR practitioner at the ripe young age of 35. JJ embraced lifelong learning through developing a copious reading habit and attending over 300 workshops and seminars, and becoming a founding trustee of Trainers Resource Group, the premier platform for HR practitioners.

Never having had the luxury of a formal higher education, JJ said that he had acquired his “Master's” without ever having attended university, and yet had been privileged to employ and mentor the products of the world's leading universities.

Rising Star

JJ was full of praise for Ayesha Tariq on her first live presentation, very successfully delivered, with 75 people staying engaged right through until the end. “It took her about a week to prepare, and I hope that she will continue doing it.” Good luck Ayesha Tariq! And thank you Rosemarie Fernandez ■

Too Little, Too Late?

COP26



The Grilling in Glasgow

Fatal Attraction to Fossil Fuel Addiction without Parallel; Time for Fossil Fuel Anonymous; Psychotherapists to the Fore



The writing's been on the wall for a while but big brothers everywhere have refused to read it leave alone understand what it means. Such is our addiction to fossil fuel that we have steadfastly refused to see the light at the end of the tunnel as that of an onrushing train.

Extinction Rebellion

There has, however, existed a bunch of realists whom champions of the status quo have consistently dubbed the 'lunatic fringe', and amongst them is Extinction Rebellion made up of people of all ages and backgrounds from all over the world. From less than 18 to over 80 year olds, there are thousands of people willing to put their liberty on the line to fight the climate and ecological emergency and protect biodiversity and atmospheric health.

In the UK, Extinction Rebellion has three main demands: The government must declare a climate "emergency"; The UK must legally commit to reducing carbon emissions to net zero by 2025; a citizens' assembly must be formed to "oversee the changes".

Back in 2015 in Paris the nations of the world made a formal commitment to keep global warming below 2 degrees centigrade. Global greenhouse gas emissions have, however, continued to rise with the data suggesting that the planet is warming at an alarming rate.

Greta on Warpath

Greta Thunberg has called on Extinction Rebellion demonstrators to defy a police order banning them from protesting across London. "If standing up against the climate and ecological breakdown and for humanity is against the rules then the rules must be broken," she wrote on her Instagram account.



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According to a Dawn newspaper report the president of the United Nations climate summit in Glasgow, **Alok Sharma**, has urged high-level government ministers at the UN conference to reach out to their capitals and bosses to see if they can get more ambitious pledges.

Choking on CO2

This month's summit has seen such limited progress that a United Nations Environment Program analysis of new pledges found that by 2030 the world will be emitting 51.5 billion metric tons of carbon dioxide each year, 1.5 billion tons less than before the latest pledges. To achieve the limit first set in the 2015 Paris climate accord the world can only emit 12.5 billion metric tons of greenhouse gases in 2030.

A separate analysis by independent scientists found a slight decrease in future warming, but one still insufficient to limit the warming of the planet to 1.5 degrees Celsius by the end of the century. The planet has already warmed 1.1 degrees since pre-industrial times.



Main goals unmet

The United Nations Environment Program Director **Inger Andersen** referred to the progress being made as toddler steps and not the leaps we need to see. Andersen acknowledged that none of the three main UN criteria for success for the two-week climate talks has been achieved so far. The three main UN criteria are cutting greenhouse gas emissions by about half by 2030; securing \$100 billion a year in aid from rich countries to poor nations; and having half of that money for developing nations to adapt to global warming's worst harms.

Andersen said success is about her great-grandchildren living in a world with warming kept to the level outlined in the Paris accord and that the kids on the street protesting in Glasgow help the United Nations in pushing negotiators to do more. Progress happens at meetings, but success is delivered into people's lives when their livelihoods and their health and well-being are improved.

Stay in the streets & Keep pushing

US Rep. **Alexandria Ocasio-Cortez**, who brought her climate-celebrity star power to the UN climate talks along with House Speaker **Nancy Pelosi**, told reporters she had a message for those youth protesters: Stay in the streets. Keep pushing.

Trust and other gaps

As high level ministers try to forge a deal they have a big gap to bridge. Or more accurately, multiple gaps: there's a trust gap, a wealth gap and a north-south gap based on money, history and future threats.

On one side of the gap are nations that developed and became rich from the Industrial Revolution fueled by coal, oil and gas that started in the UK. On the other side are the nations that haven't developed yet and are now being told those fuels are too dangerous for the planet.

The key financial issue is the \$100 billion a year pledge first made in 2009. The developed nations still haven't reached the \$100 billion a year mark. This year, the rich nations increased their aid to just shy of \$80 billion a year, still short of what was promised.

Everybody here is livid, said **Saleemul Huq**, a climate science and policy expert who is director of the International Centre for Climate Change and Development in Bangladesh, amongst countries most at risk from climate change. He said it's more than just the money; it's important to bridge the gap in trust between rich nations and poor nations.

Whither Spiritual Quotient?

How does one cope with and overcome the conspicuous absence of the Spiritual Quotient in the rich and powerful that govern societies around the world? This is a question being raised and agitated at the COP26 Climate Summit in Glasgow ■

Report filed by **Adil Ahmad**, Special Correspondent, Octara.Com

DRESS UP!

HAMID SAEED on DRESSING ETIQUETTES for Professional Success



It was a short but very potent master-class on looking good that Hamid Saeed delivered via Zoom courtesy TCS Octara and technology that virtually binds us together in a not so cozy global village, and yet too cozy sometimes in this day and age of work from home. Hamid Saeed is an Image and Corporate Wardrobe Consultant who has earned his stripes in New York, New York, the world's capital when it comes to good looking, sharp dressing people.

The Fig Leaf, which once sufficed for both formal and informal occasions, has now morphed into a highly sophisticated science with colors and cuts for every shape and size catering to a multitude of settings, speaking loudly without saying a word.

Personal brand & signature look

Hamid Saeed claims to be the first Pakistani American to develop a revolutionary concept of 'Dress for Success' for professional men and women to help them project the right image.

He has trained and learnt from the world's renowned Fashion Institute of Technology in New York City, and conducted 1000+ training sessions for American corporations over two decades, helping hundreds of thousands of professionals on dressing etiquettes through media appearances, seminars and conferences. Hamid Saeed helps people enhance their 'personal brand' by creating a 'signature look' which will resonate with all their stakeholders whether clients, peers, subordinates or superiors.

In Pakistan Hamid Saeed has conducted regular training sessions for the State Bank of Pakistan, NUST, LUMS, HEC and many educational institutions, and been visiting faculty for the

“Don't scrounge when buying your clothing. You are investing in your future”

Pakistan Civil Services Academy, Punjab Judicial Academy and Government Engineering Academy.

As a socially responsible trainer Hamid has helped raise awareness and funds for special children in both the USA and Pakistan by conducting fashion shows in collaboration with International Lions Club, Special Olympics and Shaukat Khanum Hospital.

Subliminal messages

TCS Octara engaged with Hamid Saeed in a one hour packed to capacity webinar wherein he held forth on what subliminal messages one's attire must convey to exude power, authority and approachability in order to achieve one's career goals and implement one's vision and agenda, and avoid embarrassing dressing mistakes which may affect one's career.

“The first impression is made in the first 1/10th of a second”

Suited, Booted & Rooted in Tradition

Hamid Saeed began proceedings with catching the bull by the horns and demystifying the many myths about dressing. Mark Zuckerberg, and indeed most techies including Bill Gates have been the subject of much debate and even ridicule for introducing t-shirt and jeans as kosher attire for the workplace. Mark Zuckerberg says he has no time to get dressed in the morning and believes in situation dressing. While testifying to the Senate and Congress he was wearing an impeccable suit. Had he worn a t-shirt and jeans it would have been disrespectful. He was wearing a suit when he met the President of China as well.

Showing respect

“Far too many men these days buy their first suit far too late. The reason why they don a suit for the first time is the worst reason

To watch recording of Webinar

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<https://youtu.be/Ccbsynldv2M>


DRESSING ETIQUETTES for Professional Success
Presented by **Hamid Saeed** | October 14, 2021

LIVE comments from the participants during Hamid Saeed's webinar

"I think this is good for young generations like me, Thank You Hamid Saeed and Team Octara!!"

- Usama Ahmed - Hinopak Motors Limited

"Great Session for personal branding, looking forward to future webinars from Octara"

- Shauzab Mehboob - Pak Elektron Limited (PEL)

"Good dressing really makes a difference. Hamid Saeed has enlightened us today."

- Ashraf Ali - PTCL

"Very Informative Session by Hamid Saeed. Thank You Octara"

- Sohail Masood - Jaffer Brothers (Pvt) Ltd

"It was informative and useful webinar especially 5P's of Dressing. Thank you Hamid Saeed & TCS Octara for adding value to our life. Looking forward for more sessions."

- Saadan Yasir - Midas Safety

"Learnt a lot from this very informative webinar, especially the 5P's Tips given by Hamid Saeed."

- Zeshan Saeed - Master Enterprises

"This was so good to know about dress code ethics. A great presentation by Hamid Saeed."

- Muhammad Asif - Shahbaz Garments (Pvt) Ltd.

"Overall very good session, hope to have more in-depth sessions like this in future. It was worth spending an hour with Octara, especially Mr. Hamid Saeed."

- M. Wasim A. Khan - Arizona Computer Services

"Webinar was very interesting and informatics. Thank you Hamid Saeed and Team Octara"

- Muhammad Abbas Niazi - TCS Private Limited

possible, when appearing in legal proceedings of some sort. They wear a suit because they've done something bad. Mark did what all juvenile delinquents do. He put on a suit as a disguise. He faked respect. What about showing some real respect before things go downhill? Respect for your company, your colleagues, your customers and business partners? That's why you wear a suit, to show some respect. Don't just put on a suit when you think it counts. Respect is something you need to show every day."

Non-verbal communication

Quoting Jacobson, Hamid said that before you utter a single word in a meeting your clothing has spoken about you, with the first impression often being the last impression.

"Brian Tracy says that the first impression is made in the first 1/10th of a second. The following 20 seconds confirm what you saw in the beginning. In the first 30 seconds of your meeting people make the following visual based judgments about you – social class, level of success, level of confidence, education, financial status and stature, trustworthiness and credibility. Your clothing is a non-verbal communication tool, and you can look phenomenal on a budget. But, if your clothes don't fit you properly you will look poor."

"If your clothes don't fit you properly you will look poor"

Cracking the Code

Hamid Saeed introduced the 5 Ps as the formula of proper dressing. Starting with Pigmentation, light skinned people should wear Earth colors and glow. Wrong choice of colors would make one look lethargic and lazy. White is the best color for shirts and blouses, and signifies trustworthiness and sophistication. White can be worn every day, and world leaders are invariably found wearing white shirts. Black projects power so wear darker suits. Don't wear a loud or statement tie, and break the ice with your personality by being in command and confident. There's no room for light colored clothing like beige and brown and white.

Physique is the next P, with short people advised to wear perfectly fitted clothes with no contrasting colors. Tall and heavy people should avoid tight clothes that will accentuate their flaws. The third P stands for Personality, whether leader or follower, and while leaders can experiment followers should remain traditional. P number four relates to Position, with the advice that C level should look C level, and mid-level should look mid-level. If you are entry level and dress lavishly like C level then there will be a problem. Lastly, Profession, and you should look like the profession you are in.

The subliminal messages that professionals should project are trustworthy, credible, approachable, authority, professional, competent, and knowledgeable.

Work from home

Regarding the dress code for work from home, the advice on

"White is the best color for shirts and blouses, and signifies trustworthiness and sophistication"

offer is to dress up and don't be caught with your pants missing! Some days are going to be about comfort. What's your state of mind? If you need your creative juices to flow then wear a t-shirt and your most comfortable trouser so long as you don't have online meetings. Rule#2 pick pieces that make you happy, like sentimental items, provided there are no online meetings. Rule#3 fake it till you make it – feeling unmotivated? Wear what you wear to work and which is good for online meetings.

In a study on Attire versus Productivity by the Kellogg School of Management which dealt with wearer's psychology, symbolic meaning of clothes and the physical experience of wearing them, it found that if your perception of it is productive then you will perform better wearing it. With pajamas and sweatshirts, if your perception of them is slacking off then you will put in less effort and hence will be less productive.

Investment, not expense

Don't scrounge when buying your clothing. You are investing in your future. If you view clothes as an expense instead of an investment you'll wind up with an ill-fitting wardrobe of clashing colors. Capsule wardrobes are timeless, so they can worn for a long time and won't go out of style; they are versatile, so you can wear them in different settings by mixing and matching into seamless combinations; and they are limited, so you don't own too many things, and your decision making and maintenance are as few and minor as possible. The one essential criterion for capsule wardrobes is that they must comprise only quality items.

Eyeglasses should suit the cut of your face. Posture is critical. The best laid wardrobe will fall flat if not carried well. If you dress professionally then the posture will take care of itself. Oxford shoes with laces, not casual pumps with suits. Keep the shoes polished. Minimal jewelry is recommended, with ethnic jewelry best kept for social events. The length of the trouser should just be touching the top of the shoe.

Changing landscapes

What Hamid Saeed had to say would make perfect sense in the old world order when business was robust and capitalism was alive and well. Given the global warming and climate crisis that runaway capitalism has given birth to, one tends to think twice before embracing the suited and booted corporate look in its entirety, especially if you're around Glasgow about now with COP26 in full swing.

As a symbol of disrespect to the status quo that is causing this global maelstrom, t-shirts and jeans are definitely in. More power to Greta Thunberg and her ilk ■

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 !!

Growth Strategy from HBR

The article is based on my learning on Growth Strategy from HBR recently published article on NETFLIX.

Netflix, if not the first but for a fact the most popular online entertainment platform, built on the idea of Storytelling. Netflix is now planning to launch video games, an offer for existing subscriber free of cost which is not the smartest act according to experts. This is an example of adjacent strategy which is used to for three main purposes: to increase the sales of existing product/ service, cross-sell the current product/ service, or come up with brand new product.

Here are three alternative strategies that Netflix should apply to attract more subscribers.

Lean back vs lean forward:

It's suggested to continue with storytelling format that one can lean back i.e. content to be watch for relaxation and at convenience contrary to Gaming which is lean forward activity; requires focus and attention of its user.

More for super consumers'

Look out for super consumers who are those loyal consumers who

buy, care and follow Netflix suggested to create further stories like BTS behind-the-scene, the making of movie, interviews directors/producers etc. OR if opting for Gaming option then create e-sports channel for gamers who spend 77% more time watching others game online.

Right product at right price

Its suggested to launch a new channel for loyal customers or referred as 'super consumers' within the existing platform unlocked by a premium subscription or acquire messaging/community platform where gamers can gather/connect and talk about gaming.

Clearly it is suggested to create differentiation with new product charging appropriate prices. This will not only to have new stream of revenue but also allow them to gather, identify and utilize data from existing subscriber more effectively.



Blog by **Ayesha Tariq**

Product Specialist Training
Octara Pvt. Ltd. - A TCS Company

Source: HBR (Harvard Business Revenue), article published on November 05, 2021

The 5 Major Time Wasters

Here are five major time wasters:

1. Spreading yourself too thin by trying to do too many things at once

Suggestion: You must set priorities for each day and, if necessary, each hour. Get the most important things done first.

2. Being afraid to delegate

Suggestion: Convince yourself that it's not necessary to do everything yourself. You can still be certain things are being done the way you want them to be when you delegate.

3. Not wanting to say "no" to requests

Suggestion: You can't say "yes" to everything without getting in over your head. Decide what you must do and want to do and say "no" to all other requests.

4. Being tied to the phone

Suggestions: Have others to screen your calls. Use an answering machine when you don't want to be disturbed. Schedule a tele-phone hour to return calls.

5. Postponing

Suggestions: Get those unpleasant chores done first if they're important. Divide large tasks into smaller ones. Reward yourself when you accomplish something.



Contribution by **M. Shahzad**

Office Support
Octara Pvt. Ltd. - A TCS Company

Source: Communication Briefing Issue

Some Lessons From Debaters

These debating techniques could help you persuade those who beg to differ:

• Look composed even if you're suffering inner turmoil.

Maintain non-threatening eye contact and reply to all attacks in a calm, quiet tone. Avoid looking down, wiggle your leg or tap your foot.

• Acknowledge what you hear but connect it to your main point.

Example: "While I grasp what you're saying, the real issue is ..."

• **Cite support for your views** from those whom others believe oppose what you want. **Example:** You are against in buying some new computers. So you might say, "Even the CIO, who always wants us to buy the latest technology, views these machines as a poor investment."

• **Don't weaken your disagreement** with flowery phrases such as, "with all due respect." A frank "That's not right" will earn you more points.

• **Don't go-ahead vigorously**, smile or shake your head while others are talking to you. **Reason:** If you seem too animated, listeners may judge you on how you react to what's said, not on how you reply to what's said.



Contribution by **M. Umair Tariq**

Admin & Accounts Executive
Octara Private Limited - A TCS Company

Source: Communication Briefing Issue - 1997

Being a Great Communicator

In 1997, some estimate said that 85% of business success depends on effective communication. Nido R. Qubein's book *"How to Be a Great Communicator"* published in 2006, you'll find lots of ideas that will help keep you and your organisation at or above that 85% mark.

Some of Qubein's quotes:

- **Choose short** and strong terms over the scholarly and supercilious Latin. *Example: think, talk and work with your hands versus cogitate, converse and perform manual labor.*
- **Don't overlook** the power of letters to employees' homes. *Reasons:* They get ideas to help you make your point in person. And it makes it easier for them to share information with their families. This approach works especially well with letters of praise.
- **Know the** difference between giving *instruction* and giving *information*. The first limits employee response. The second expands it. *Moral:* Top-down communication should empower, not control.
- **Get your** points across with assertive but polite 'I' messages, not commands. *Example:* I would like you to make these changes in the letter.

• **Encourage** employee feedback by allowing them to suggest improvements and ask questions anonymously. *Reason:* This frees them from the restraints that go with more open forms of communication. To let them know you're reading their suggestions, respond through a regular column in your in-house publication or by e-mail.

• **Respond** to others' ideas with Igniter, not Squelcher phrases. *Example:* That's great. How can we do it?

• **Answer** these questions to help you determine if you'll be communicating with the right audience when you want to persuade others to support you: "What do you want to do?" "Who can help you get it done?" "Who would want to help you do it?" "Why should an audience listen to you?" "How accessible is this audience?"



Contribution by **M. Nazim Ansari**
Creative Manager
Octara Private Limited - A TCS Company
Source: Communication Briefing Issue - 1997

What's Next for Digital Marketing?

I have recently started following Deevra Norling on twitter, she writes about traveling and new trends of marketing, which hooked me up to explore more from her profile. While reading her tweets, I came to know that world has gained 93M+ smartphone users in 2021 as per the research provided on www.oberlo.com. These mobile users search for and buy products online and can be potential customers for any product/service based organisation.

The digital revolution hasn't quite reached its peak yet. As it continues to evolve, marketers need to focus on latest marketing trends to put their brand in the palm of the smartphone users.

She has shared some most prominent digital marketing trends to build upon for survival:

1. Consumer is convinced to buy a product or service after watching a brand's video

In a survey by Wyzowl shows that Humans absorb visuals like images, illustrations, and video better than written content. Short video is the fastest growing form of content than reading long articles.

2. Multi-channel marketing is a MUST

Customers want convenience and accessibility. They want to be able to interact with a brand wherever they are — at home or on the go, and on any device. So, marketers need to reach their customers through phone, email, and online self-service by provide multi-channel customer support to retain them.

3. Conversational Marketing

Conversational marketing is to stay connected with the Customers through social media and LIVE chats at their convenience. In fact, the success of live chat is probably what put conversational marketing in the spotlight. It has been observed that customers are happy with live chat experiences.

4. Data-driven Marketing

The most successful marketers scrutinize their data in order to better serve their customers. Businesses are acquiring more data than ever before. That gives you access to an incredible amount of consumer insights that can be used to direct business strategies. It's right there at your fingertips, if you have the right systems and marketing geniuses to interpret the data.

The marketing data can tell you:

- How much traffic your website gets/ page visits and stay over time on your website
- What products or services sell better than others.
- What your email open and click-through rates are.
- What social media content attracts higher engagement rates.
- Your customer satisfaction levels and the areas they are happy or unhappy with.

I have summarized few of the marketing trends from the piece which I think is the need of the time and can be helpful to engage with customers online. Might be possible all may not work for your audience or you may not implement if your marketing budget is modest. But you can focus on one of the digital trend that suits your audience and your marketing team can put effort to get best results from it.



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

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

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

Storytelling From Numbers

MASTERING DATA INTERPRETATION

November 19, 2021 | 11:00am to 4:00pm PKT @ Zoom

Last 3 Days
to Register!

PROGRAM OVERVIEW

The disruption caused by the 4th Industrial Revolution has created access to unprecedented amounts of data- leading to most decisions being made on the basis of numbers. In order to ensure data driven strategies are robust, it is critical to be able to interpret numbers in the right context. In this session we will aid you in speaking the language of data more fluently by helping you understand what you are measuring and its limitations. Moreover, you will understand how to avoid being overwhelmed by multiple sources of data and to build a coherent narrative out of numbers.

KEY TAKEAWAYS:

- Become fluent in the language of Data: learn how to apply context to KPIs.
- Tips & tricks on how to measure your goals.
- Gauge what analysis applies to which business question.
- Rationalize multiple sources of data to identify trends and build narratives.
- Understand the limitations of statistics while measuring behaviours

Who Should Attend?

This workshop is aimed for professionals of all levels who leverage numbers to create data driven decisions. You may be a product designer, marketer, salesperson, finance executive, or work in HR, this workshop is for you if you have to work with numbers on a daily basis.



Workshop Facilitator

ANS KHURRAM

Consumer Insights Specialist

Freelance writer on Analytics

Speaker at TEDxGIKI on the theme
'The Harbinger of Change'

Recognized as one of Business of Data's 30 under
30: Rising Stars of Data and Analytics 2021

LinkedIn Profile of Ans Khurram:

<https://www.linkedin.com/in/ans-khurram/>

Workshop Investment

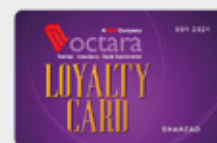
PKR 6,500/-
+SST/PST Per Participant

Group Discount Available

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 and 'MORE'

For Detailed Brochure



Scan the QR code

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!

Lead Through Transforming L&D

November 25, 2021 | 10:00 am – 5:00 pm | Regent Plaza, Karachi*

8 Days to Register!

Course Overview:

In today's highly competitive era where challenges are increasing day by day, where time, resources and quality manpower is getting scarce, where dearth of talent is an issue. To overcome these obstacles, it's not sufficient to just hire good talent. Organizations need to retain, develop and groom their existing and new talent to make them productivity contributor for organizational success.

This full-day workshop "Lead through Transforming L&D" will facilitate you to tackle the problems related to Learning & Development processes and enhance your accuracy in designing different tools for different employees.

The course will help organizations to understand that L&D is now transforming from a support to critical function as business partner. This will also help participants in managing the L&D role within organizations.

Learning Outcomes:

- **Focus** on learning and development partnering with business
- **Use** of rifle & gunshot shooting, one fit for all is not applicable any more in L&D
- **Assess** the training need analysis as per JD rather than fulfilling wish list of employees & bosses
- **Apply** different strokes for different folks, addressing diverse professional needs
- **Build** a competitive culture based on required competencies & skill sets
- **Change** of mindsets in terms of "Investing on people development or expenses on training"



Course Facilitator:
DR. KAMRAN YAMIN

European Certified Coach,
French Certified Leadership Trainer,
Turkish Certified HR consultant

Who Should Attend?

The course has been specifically designed for HR professionals including:

- Learning & Development Managers
- Organizational Development Managers, Training Managers
- Talent and Culture Manager
- Talent Acquisition & Talent Development Managers
- HR Business Partners & Analysts

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

For Detailed Brochure



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Workshop Investment

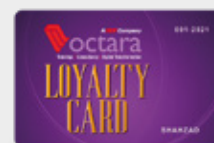
PKR 14,500/-
+SST Per Participant

Group Discount Available

Fee Includes:

- Hotel Venue for Training
- Course Material • Certificate of Attendance
- Lunch & Refreshments • Business Networking
- Post-Workshop Advisory Services
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For Details:

Karachi: 021-34547141, 34520093, 34536306

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**Re-invent your Organization
Post-Covid with John Bentley**

Emotional Intelligence for HR Leaders



8th December 2021 | Marriott Hotel – Karachi | 10:00 AM to 5:00 PM PKT.

Program Overview

This stimulating 1-day workshop provides insights into the power of Emotional Intelligence and the competencies which are essential for HR Professionals to consider both in terms of their own development and in making critical decisions in recruitment, succession planning and talent management.

The program is designed to provide participants with best-in-class professional education and knowledge with a solid foundation of Emotional Intelligence and the latest research in neuroscience.

Key Benefits

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

- **Understand** the meaning of Emotional Intelligence and its importance for professional and personal success
- **Be able** to apply the Six Seconds model for critical HR decisions
- **Increase** awareness of the importance of emotions in the workplace
- **Be able** to identify personal emotional drivers and barriers
- **Learn** practical ways to improve the EQ competencies which underlie key leadership skills
- **Answer** the questions:
 - **What** is emotionally intelligent leadership?
 - **What** are the emotional competencies critical to building relationships?
 - **What** are the emotional drivers of high performing leaders, teams and individuals?
 - **How** can the organization most effectively gain from these benefits?
- **Create** a plan for the next steps in developing and applying EQ to improve own performance and to make the appropriate decisions

Who should attend

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



Facilitator: John Bentley

- ▶ Leadership Consultant, International Facilitator and Executive Coach
- ▶ Certified EQ practitioner, EQ Assessor and Vital Signs Consultant from six seconds EQ Network

INVESTMENT

PKR 40,000 +SST
per participant

Another Leader Acceleration Program by John Bentley
Strategic Thinking & Planning
9th December 2021

INVESTMENT

PKR 40,000 +SST per participant

**Special
Discount**

**Register in 2
Leadership
Acceleration Programs
by John Bentley**

**@ PKR 70,000 +SST
per participant**

Fee Includes:

- 5 Star Hotel Venue for Training
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- Lunch & Refreshments • Business Networking
- Post-Workshop Advisory Services
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Scan the QR code

Only Vaccinated Participants are eligible to attend the workshop



**Re-invent your Organization
Post-Covid with John Bentley**

Strategic Thinking & Planning

9th December 2021 | Marriott Hotel – Karachi | 10:00 AM to 5:00 PM PKT.

Program Overview

This program covers the steps of the strategy management process, starting with the **'thinking'** components of strategy, moving into the **'planning'** components and ending with **'execution'**. At the end of the workshop, participants will be able to implement or improve the strategic process at their organizations to reach their vision and achieve their mission.

Key Benefits

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

- **Assess** current strategies within own organization and select the best model
- **Learn** creative thinking techniques that develop new ideas
- **Explore** new strategies and provide different options Determine strategic objectives, Key Performance Indicators (KPIs) and 'SMART' targets for the organization
- **Convert** strategic plans to operating plans through creating strategic initiatives and sequencing activities
- **Determine** what causes the disconnection between strategy formulation and strategy implementation
- **Develop** skills in setting strategic plans and how to convert them to action plans
- **Learn** how to effectively establish and communicate strategy and directions; allocate resources; define departmental, team and individual goals and directions
- **Participate** in the performance management cycle to ensure proper execution of chosen strategies

Who should attend

All senior professionals and manager who are involved in influencing, formulating or supporting the long term planning and strategy of their department or organization, as well as those who are responsible for linking, measuring and improving the performance of the organization, including strategy or performance management professionals, balanced scorecard managers, business unit and department managers and business analysts



Facilitator: John Bentley

- ▶ Leadership Consultant, International Facilitator and Executive Coach
- ▶ Certified EQ practitioner, EQ Assessor and Vital Signs Consultant from six seconds EQ Network

INVESTMENT

PKR 40,000 +SST
per participant

Another Leader Acceleration Program by John Bentley

Emotional Intelligence for HR Leaders

8th December 2021

INVESTMENT

PKR 40,000 +SST per participant

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Scan the QR code

Only Vaccinated Participants are eligible to attend the workshop

CUSTOMER SERVICES SKILLS FOR FRONTLINERS

The Customer's Perception Is Your Reality. – Kate Zabriskie

14 December 2021 | 10:00 AM TO 1:00 PM PKT at Zoom

PROGRAM OVERVIEW:

As part of a dynamic industry in the field of services, do you impress your customers every time you interact with them? Every time you respond to their greeting, pay warm welcome to them, respond to their initial concerns and queries. You must go beyond expectations and develop strong relationships with your customers.

It is essential that you provide a unique customer experience by proactively anticipating your customer's needs and expectations, exceeding them every single time. Unique strategies and practical action steps to delight your customers so it is always recommended to build a mindset and a toolset to bring your service level up, develop a service culture that sizzles and succeeds.

KEY BENEFITS

The participants of this program will Understand and Learn:

- **Impact** of positive attitude – being solution-oriented, confident, proactive
- **Why** complete insights about product features or service knowledge is a prerequisite
- **Etiquette** for telephone interactions & face-to-face interactions
- **Importance** of e-mail interactions: responding to e-mails the right way.
- **Impact** of interpersonal skills for in providing customer service
- **How** to deal with difficult customers/complaint handling
- **How** to document customer interaction
- **What** are key components in customer retention and loyalty?
- **Customer** service feedback process
- **Value** of communication in customer services

WHO SHOULD ATTEND

For Frontliners such as **Officers/Executives, Coordinators, Support Staff and Personnel** working in **Customer Care, Call Centre, Sales, Marketing, Operations, Administration, and others.**



Facilitator:

FAIZAN AHMAD

- Head of Learning & Development, Multinet Pakistan (Pvt) Limited
- Over 17 years of corporate experience across sales, services, telecom & banking
- Certified Presenter & Business Leader from Dale Carnegie Training
- With 10+ years of training experience successfully conducted trainings sessions for blue-chip entities such as Engro, PTCL, Ufone, UBL, HBL, Byco petroleum & many others

Workshop Investment

PKR **2,900/-**

+SST/PST Per Participant

Fee Includes:

- e-Learning Material
- Digital Certificate of Attendance
- Virtual Business Networking
- Post-Workshop Advisory Services
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• Value Added Octara Loyalty Card*



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For Details & Registration contact

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

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Helping You Succeed!



BUILDING ORGANISATIONAL CHANGE CAPABILITY

December 15, 2021 | 10:00 am – 5:00 pm | Regent Plaza, Karachi*

Workshop Overview:

Are you ready to develop organisational change capability to thrive in the world of change?

With the ever-increasing pressures of change, it has become pivotal for businesses to build the capability of leading and managing change to survive in today's competitive world.

Having in-house change management capability helps organisations become more agile in their response to adopting change and navigating through the challenges, which in turn helps them with realizing the benefits of change at a much faster pace.

The workshop **"Building Organisational Change Capability"** will empower you with the knowledge and practical examples to provide a roadmap to hit the ground running immediately.

Organisational Impact:

In sending delegates to this workshop, the organisation will gain the following benefits:

- Execute change to deliver sustainable results
- Assess the impacts and measure the change to convert into an actionable plan
- Get people's buy-in to deal with resistance to change
- Communicate the change objectives across people for awareness
- Enable people to adopt change with confidence and ability
- Align culture with change objectives and the aspirations for increased adoption of change

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 **14,500/-**

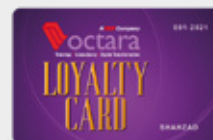
+SST Per Participant

Group Discount Available

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- Lunch & Refreshments • Business Networking
- Post-Workshop Advisory Services
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Scan the QR code

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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, 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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NOVEMBER

Online Training: Storytelling from Numbers -Mastering Data Interpretation	5-hours	Ans Khurram	19-Nov-21	Zoom
Complimentary Webinar: Optimising Business Process Management	60 min	Joseph Micallef	22-Nov-21	Zoom
Workshop: Lead Through Transforming L&D	1-Day	Dr. Kamran Yamin	25-Nov-21	Karachi

DECEMBER

Workshop: Emotional Intelligence for HR Leaders	1-Day	John Bentley	08-Dec-21	Karachi
Workshop: Strategic Thinking & Planning	1-Day	John Bentley	09-Dec-21	Karachi
Online Training: Customer Services Skills for Front Liners	3-hours	Faizan Ahmad	14-Dec-21	Zoom
Workshop: Building Organisational Change Capability	1-Day	Uzma Aitqad	15-Dec-21	Karachi
Complimentary Webinar: Love or Pain: You Decide	60 min	Fatima Pervaiz Khan	TBC	Zoom

UPCOMING PROGRAMS IN 2022

Online Training: Design Thinking	5-hour	Dr. Farrah Arif	TBC	Zoom
Workshop: Communication Skills for Technical Professionals	1-Day	Khalid Latif	TBC	Karachi
Workshop: Blue Ocean Strategy	2-Day	Dr. Raj Kumar	TBC	Karachi
Workshop: Sales Masterclass	2-Day	Haseeb T. Hasan	TBC	Karachi
Online Training: Hire the Best	5-hours	Rahila Narejo	TBC	Zoom
Workshop: Human Resources in the Age of Digital Transformation	1-Day	Dr. Frank Peter	TBC	Karachi
Workshop: Digital Marketing Masterclass	2-Day	Dr. Frank Peter	TBC	Karachi
Online Training: Business English Course (Every Saturday)	3-hours	Shahid Mirza	TBC	Zoom
Online Training: Innovation & Design Thinking	1-Day	Mark Stuart	TBC	Karachi
Online Training: 21 Effective Brainstorming Techniques	1-Day	Dave Nelissen	TBC	Karachi
Understanding Fintech, Cryptocurrencies & Blockchain	TBC	Petros Geroulanos	TBC	Karachi
Designing Agile Organizations	2-Days	Fredrick Haentjens	TBC	Karachi



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