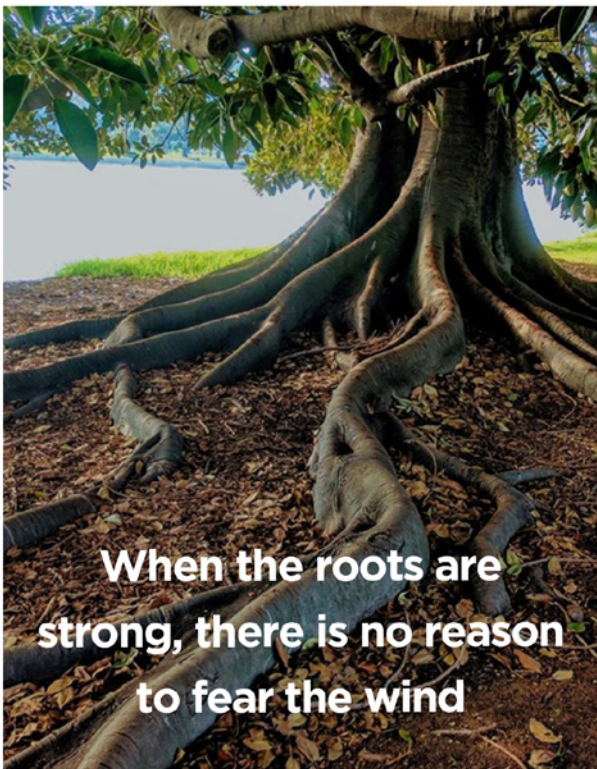




**Jamil Janjua,**  
ceo, Octara & Chief Editor  
janjua05@gmail.com

*Dear Reader,*



**When the roots are  
strong, there is no reason  
to fear the wind**

**SEASONS *Greetings*  
& A HAPPY NEW YEAR**

Wishing all our readers the choicest of health, wealth and happiness in 2022

May Allah bless us all and keep us all in His protection, Ameen 🙏

Editorial Compiled by **Adil Ahmad**, Special Correspondent, octara.com  
Creative & Design by **Ayesha Tariq & Nazim Ansari**

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Facilitator: Fatima Pervaiz

**10 Days Left to Register!**



January 17, 2022 | 11:00am to 4:00pm PKT at Zoom  
**Online Training: Design Thinking**  
Facilitator: Mark Stuart

**16 Days Left to Register!**



January 25, 2022 | 11:00am to 4:00pm PKT at Zoom  
**Online Training: Hire the Best**  
Facilitator: Rahila Narejo



January 27, 2022 | 1-day Regent Plaza-Karachi  
**Classroom Training: Effective Communication for Technical Staff**  
Facilitator: Khalid Latif

## Octara Training Calendar 2022



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# GAME UP?

## Glasgow COP26 — Tentative Toddler Steps, Not Much Needed Giant Leaps



### Crusading and pioneering environmental journalist

Rina Saeed Khan is slight of built, even wispy, soft spoken, extremely well read and very well-travelled, with her most recent forays including her presence as media at the Glasgow COP26 where nations took a range of decisions in the collective effort to limit global temperature rise to 1.5 degrees.

Rina is an award-winning environmental journalist in Pakistan who has received several international awards including the Earth Journalism Award in Copenhagen in 2009 for outstanding climate change reporting from Asia. She has an MSc in Environment and Development from the London School of Oriental and African Studies in London as a Chevening Scholar, and is based in Islamabad.

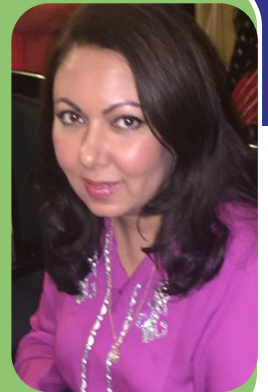
Rina is a prolific writer on environment and climate change topics and has contributed regularly to Dawn, Express Tribune and Reuters Alert-net in addition to her consultancies for WWF-Pakistan and UNDP-Pakistan. She is now training other journalists in climate change reporting in collaboration with the Heinrich Boll Foundation.

**“Countries have to work together to avert global warming beyond 1.5C which will be catastrophic for the planet we all live on”**

Rina Saeed Khan has co-authored with Mehjabeen Abidi-Habib and Richard Garstang “Water in the Wilderness - Life in the Coast, Deserts, and Mountains of Pakistan” (OUP 2016), and authored “From Mountains to

**“The multilateral process of the United Nations Framework Convention on Climate Change (UNFCCC) is slow and painful, but it’s the only game in town”**

**– Rina Saeed Khan**



Mangroves - Protecting Pakistan’s Natural Heritage” (OUP 2018).

### Slow and painful

“The multilateral process of the United Nations Framework Convention on Climate Change (UNFCCC) is slow and painful, but it’s the only game in town,” said Rina, summing up her impressions of the hectic fortnight that she spent in Glasgow. “There is no alternative to it. We need to keep putting pressure on the process and ensure it delivers.”

Speaking exclusively to Octara.Com Rina said that the media had played a positive role at COP26, highlighting all the issues and drawing the world’s attention to the urgency of the climate crisis.

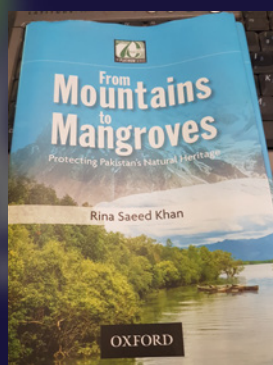
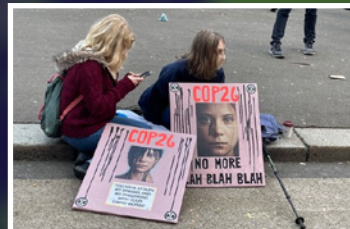
“I am hopeful that next year in Egypt, in the global south, there will be even more pressure on the system to deliver. Countries have to work together to avert global warming beyond 1.5C which will be catastrophic for the planet we all live on. We are all in this together and we will sink or swim together. It’s a global problem that requires a global response and we can’t give in to despair.”

### Closing ranks

With 197 Parties, the UNFCCC has near universal membership and is the parent treaty of the 2015 Paris Climate Change Agreement. The main aim of the Paris Agreement is to keep a global average temperature rise this century well below 2 Celsius and to drive efforts to limit the temperature increase even further to 1.5



# Award-winning environmental journalist Rina Khan at COP26





degrees Celsius above pre-industrial levels. The UNFCCC is also the parent treaty of the 1997 Kyoto Protocol.

The ultimate objective of all agreements under the UNFCCC is to stabilize greenhouse gas concentrations in the atmosphere at a level that will prevent dangerous human interference with the climate system, in a time frame which allows ecosystems to adapt naturally and enables sustainable development.

**“Pakistan is a geographical gem, a land with the greatest change in elevation within any sovereign state on earth, from zero meters at Sonmiani Bay to 8611 meters at the summit of K-2”**

## Unlikely Jungle Jane!

Rina Saeed Khan does not strike one as the kind one would expect to encounter in the wilds of Balouchistan, nor the craggy outcrops of the mighty Karakorum mountain range. And yet it is in the wilderness that she is most at home.

As a crusading and pioneering environmental journalist she is fully imbued with the spirit of her late father Muhammad Saeed Khan Satti, a retired fighter pilot and avid hunter, who instilled in her the love for Nature and respect for the environment. Her book “From Mountains to Mangroves – Protecting Pakistan’s Natural Heritage” puts the magnifying glass to a critical aspect of Pakistan’s inheritance.

## Geographical gem

Pakistan is a geographical gem, a land with the greatest change in elevation within any sovereign state on earth, from zero meters at Sonmiani Bay to 8611 meters at the summit of K-2, reads the comment on the back of the book.

“Such dramatic changes in altitude have resulted in incredibly diverse ecosystems with wildlife ranging from snow leopards up in the high mountains to marine turtles on the coast. From Mountains to Mangroves informs the reader about the many inspiring stories of conservation activities taking place across Pakistan.”

## Rigorous research

The sixteen stories in the book are penned in an engaging, personal manner with rigorous research endorsed by WWF-Pakistan. The book is an important record of the recent conservation history of Pakistan, and these stories have been selected from the author’s many travels over the past two decades to far-flung areas ranging from the Karakoram Mountains to the Makran Coast.

## Khunjerab

Rina’s book starts the journey in the Khunjerab National Park, established in 1975 on the recommendation of the American biologist Dr. George B. Schaller with the primary purpose of conserving endangered wild animals such as the Marco Polo sheep, blue sheep, the snow leopard, Siberian Ibex, brown bear, wolf, golden marmot, lynx, red fox, Cape hare and other animals and natural resources in the region. The Park covers 2,270 square kilometers encompassing glaciers, alpine pastures, plateaus, streams and ravines,

Chapter 1 is titled Valley of Blood: Pakistan-China Border. Folklore has it that many travelers on their way to China have lost their lives in this treacherous region and hence the name Khunjerab which means Khoon (blood) and Jerab (Valley).

We learn that the Park is considered to be one of the key biodiversity areas in the cold desert eco-region of Pakistan, with 24 species of animals living here listed in the IUCN Red Book and CITES appendices as endangered, vulnerable and low-risk species.

**“Islamabad is perhaps the only capital in the world that has a thick natural forest right inside it”**

## Habitat loss

Rina dwells on the global phenomenon of habitat loss because of livestock grazing and agriculture, and says that 12 kilometers of the Park was closed to grazing on the recommendation of Dr. Schaller to protect Marco Polo sheep against intrusion and food competition. This led to serious conflict between the Park’s management and the local people that were ultimately resolved, and now the Khunjerab Villagers Organization provides guides to interested visitors.

“Unfortunately, this wilderness will soon see lots of



commercial activity as the China-Pakistan Economic Corridor (CPEC) will pass through this high border area,” writes Rina. “Already the first Chinese shipments are rolling in over the high mountains from Kashgar into Gilgit-Baltistan. One cannot help but be concerned about the impact these Trucks and Lorries will have on this fragile mountain ecosystem and its precious wildlife.”

## Conserving & proliferating Mangroves

There is no doubting that Rina Saeed Khan made a major statement on the state of Pakistan's biodiversity at the launch of her groundbreaking book that was showcased at the 9th Karachi Literature Festival 2018 on Sunday the 11th of February. Sharing the stage with Rina were Rab Nawaz, Senior Director Programs WWF, and Babar Khan, former Senior Conservation Manager WWF in Digi, Baltistan and now at the Karachi Office promoted to Director Wildlife for the entire region of the World Wildlife Fund (WWF-Pakistan). Babar Khan is a Scotsman and his is an inspiring story for another time. Elder statesman and enduring IUCN EcoWarrior Javed Jabbar graced the stage as well, urging with great urgency all citizens to rally and organize in support of conserving and proliferating the mangroves.

**“Surely humans can find a way to live in harmony with nature?”**

## Serious Study

“From Mountains to Mangroves: Protecting Pakistan's Natural Heritage” moves from the North of Pakistan to its South, and is spread over 16 Chapters that give us a panoramic tour starting with the Valley of Blood in Chapter 1 to the Shandur Pass and its endangered wilderness in chapter 2; Struggle for survival of the Kalash tribe in Chitral (chapter 3); Wealth of biodiversity in Palas Valley (4); the precious natural forests of Ayubia Park (5); Patriata, the last of the Punjab’s ravaged forests (6); Chilgozas, the black gold of the Suleiman Range (7); Juniper forests of Ziarat (8); Markhor heroes of Balochistan in Torghar (9); Rejuvenation of the Soan Valley in the Salt Range (10); Blind Dolphins of the Indus (11); Desert Lakes and the Chotiari Wetlands (12); Toxic waters of Manchar Lake (13); Keenjhar Lake, keeping the legend alive (14); Indus Delta and the miracle at Ketu Bunder (15); Daran, treasure of a Turtle Beach (16).

## Forward Ho!

It’s a colossal canvas that Rina’s painted on and sent out

a clarion call for citizens’ activism across the board in support of Mother Nature, besieged as she is, and in search of gallant knights in shining armor to ride to her rescue, failing which She shall degrade to the point of making life unbearable and unlivable. The stage is set for some good old fashioned getting out of our comfort zones and transforming from couch potatoes to action heroes. Tree Huggers of the World, UNITE!

**“Local wildlife species inside the Margallah Hills National Park (MHNP) include the Barking deer, the Khaleej pheasant and the Common leopard”**

## Islamabad Wildlife Management Board (IWMB)

Even as Rina tracks global efforts to save the Planet, she remains firmly rooted in the local scene as the not so new Chair of the Islamabad Wildlife Management Board (IWMB).

“Islamabad is perhaps the only capital in the world that has a thick natural forest right inside it. IWMB are the legal custodians of the Margallah Hills National Park (MHNP) and we also look after other wildlife concerns in the capital including the upcoming Margallah Wildlife Centre, which will have a badly needed animal rescue facility. IWMB is a government body that comes under the federal Ministry of Climate Change.”

Over the years many parts of MHNP have degraded, and in fact one can see invasive species like Lantana growing and expanding, says Rina. “But nature is remarkably efficient and when you remove the Lantana the indigenous species like Kachnar start regenerating in no time at all.”

The park also faces a massive plastic litter problem despite a ban on plastics inside the park and requires constant cleaning, especially on the trails and the picnic points. IWMB’s 1979 Wildlife Ordinance is weak and a new Nature and Wildlife Management Act has been drafted, which will give IWMB powers to fine people directly for littering and cutting trees, and charge visitor entrance fees to the park once it is passed by parliament.

## Leopard named Shezadi

“We noticed this year that Trail Number 6, which we shut

to the public because of the movement of Common leopards, has regenerated simply because there was little or no human presence on the trail. Earlier this year we shared many pictures taken from camera traps of the leopard called Shezadi which became viral as the public was fascinated by her presence so close to a busy city.”

## “Illegal urban encroachments, poaching, and tree chopping are the major pressures on the ecosystem of the Margallah Hills National Park (MHNP)”

### Forest bathing

Rina’s favorite is Trail 6 which is covered with a canopy of indigenous trees and dotted with flowing streams. “One feels one has entered into an enchanted green wonderland surrounded by dense forest, bubbling brooks and the songs of birds. This is what the Japanese refer to as forest bathing. Sometimes I think maybe this trail should just be shut permanently, but surely humans can find a way to live in harmony with nature?”

The MHNP was declared a national park in 1980, and also affirmed as a wildlife sanctuary. Local wildlife species include the Barking deer, the Khaleej pheasant and the Common leopard. This status strictly prohibits any commercial activity and new settlement in the area. But a chain of hotels approved by the Capital Development Authority (CDA), new roads and the growth of the local villages inside the park, all 23 of them with a combined population of 150,000 people, are now eating away at its habitat, with the local villagers also continuing to cut trees and branches for firewood in winters.

### Enhanced policing

“We are now planning to install cameras inside the park and use drone surveillance. Currently there are only around 50 IWMB forest rangers protecting the park. They are patrolling the core area 24/7, specially during the fire season as 85% of the fires recently lit inside the park are done so by disgruntled villagers who don’t get the daily wage jobs as fire fighters with CDA during dry season. This is in fact a recurring problem every year from the end of April until June 30th.”

Illegal urban encroachments, poaching, and tree

chopping are the major pressures on the ecosystem of the park. CDA has allowed the construction of hotels who dump their waste into the park and plus they have expanded the Saidpur village illegally. Saidpur was supposed to be a model village with a few old houses but today it is a sprawling concrete settlement.

IWMB was set up for the protection, conservation and management of the Margallah Hills National Park by the Islamabad High Court in 2015 after the hearing of different petitions about the miserable condition of the national park.

“A lot of progress has been made in the last five years but so much more needs to be done. We plan on recruiting more guards, building more check posts and implementing a proper management plan.”

### The future is NOW!

Returning to the big picture, During my research on Rina Saeed Khan I came across her piece in The Express Tribune dated August 12, 2021, as she warmed up for COP26.

“Over a decade ago when I attended the Copenhagen Climate Summit in 2009 as an aspiring climate journalist, I was told by senior climate experts:

“There are three crucial points to remember about climate change: it is happening faster than scientists expected ten or even five years ago; the decisions we do – or don’t – take in the next few years could have effects far into the future; and climate change can feed on itself”.

## “UN’s Intergovernmental Panel on Climate Change (IPCC) declared: the role of human influence on the climate system is undisputed”

### Devastating floods, scorching heat waves and wildfires

Fast forward to 2021 and it seems like the future is already here, she wrote. “This year alone the world has witnessed devastating floods in China and Germany, scorching heat waves in Canada and wildfires in Turkey and Greece. This week, in its strongest statement made to date, the UN’s Intergovernmental Panel on Climate Change (IPCC) declared: the role of human influence on the climate system is undisputed. This is as clear a



statement as can be made by the panel of top climate scientists from across the world. The work of the IPCC is vitally important. It is not only the scientists who agree with it, but the governments of the world as well, so its reports are very significant statements.”

**“The current series of disasters are a direct result of global warming and more disasters will certainly take place unless humanity reduces its greenhouse gas emissions to zero quickly”**

## Phasing out fossil fuels FAST!

“In fact, the first part of the 6th assessment report doesn’t mince any words: a human-driven climate crisis is now well under way. The Earth is now hotter than it has been since the beginning of the last Ice Age (125,000 years ago!). The planet has warmed around 1.1 degrees Celsius since the Industrial Revolution began. The current series of disasters are a direct result of global warming and more disasters will certainly take place unless humanity reduces its greenhouse gas emissions to zero quickly. That means the use of fossil fuels has to be phased out fast and the world must protect and enhance its green cover.”

## BATTLE STATIONS!

The IPCC is calling upon humanity not to lose any more time to take action. Governments need to take drastic action to cut emissions, especially top contributors to climate change like the US, China, European Union, Russia, UK and Japan who all contribute 60 per cent of the global carbon dioxide budget.

While Pakistan is not a high emitter of carbon dioxide, it is in the top-10 list of countries that are the most impacted by climate change. According to the Germanwatch annual report, ‘Global Climate Risk Index 2021’, Pakistan ranks number 8 on the list of countries most affected by climate related disasters in the long-term from 2000 to 2019. The report highlighted that in this nineteen years period, 173 climate-related events had occurred in the country with around 500 fatalities.

According to Malik Amin Aslam, the Special Assistant to PM Imran Khan on Climate Change, “almost five to six percent of our GDP is washed away every year. Climate

change is a reality for us, from super floods to heat-waves to glacial lake outburst floods”. He was the architect of the successful Billion Tree Tsunami Project implemented in Khyber-Pakhtunkhwa (KP). Under the project 60% of the billion trees were grown as a result of protecting natural forests while 40% came from new plantation done by local communities with the help of the local Forest Departments in the province. About 40% of the country’s remaining forests are located in KP. According to Aslam, the Billion Tree Tsunami has actually increased the forest cover in KP by 6%.

The Ministry of Climate Change has prepared seven different plans for all the provinces and territories, ranging from protecting mangroves on the coast to enhancing natural forests in the north and the plantation of new forests in the plains. In all the provinces, the federal government provides half of the funding while the provincial governments pay for the rest through their development budgets. The cost includes a geo-tagged system that helps organizers monitor the trees using GPS. Once the trees grow they will be monitored by satellite. The program will be independently monitored by a consortium which includes IUCN and WWF and the United Nations Food and Agriculture Organization (FAO).

**“Climate change is a reality for us, from super floods to heat-waves to glacial lake outburst floods” — Malik Amin Aslam, Special Assistant to the Prime Minister on Climate Change**

## All for one and one for all

WWF-Pakistan’s Senior Programmes Manager Rab Nawaz says the current scaled up effort of planting trees is “a very good idea to create green jobs and get people employed during the pandemic”. But he cautions that planting trees is just one tool in the fight against climate change, saying the government also needs to invest in improving the ability of farmers and city dwellers to adapt to the effects of global warming. The government also has to reduce its own carbon emissions by transitioning to renewable energy sources as we head to a net-zero emissions future.

**Thank you Rina Saeed Khan ■**

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

# Optimizing Business Processes

***“Unless we fully understand our business processes, provide a means to analyze them, and optimize the way they are designed, how can we assure the sustainability of our business?”*** **Ing. Joseph Micallef**  
**B.Elec.Eng.(Hons.), Eur. Ing., C.Eng., MIET**  
**Managing Consultant – Strategic and Operational Excellence.**



He is an engineer by profession, with a particular affinity for guiding organizations along the road leading to operational effectiveness, value-adding activities, and customer-centric, high-quality performance through business excellence processes.

## ***Business sustainability***

The interactive webinar organized by TCS OCTARA, facilitated by Joseph Micallef enabled participating delegates to walk away with insights in regards to their business sustainability and appreciate the importance to set a plan of action for making timely and necessary changes to the business in line with upcoming demands. It instilled an understanding of the first steps involved when developing the strategic plan and shed light upon the the best practice frameworks to support the operational business model. Participants got the opportunity to share their thoughts, inspire others, and learn from the interactive discussion.

The Webinar’s talking points included a discourse on the current situation, and our business model’s resilience for its own survival; Thriving into the future, post pandemic; Key principles for the evolution of your business; Introduction to optimizing the management of your business processes; and an open debate during discussion time. The webinar was

***“It has been a high-wire balancing act, and the dominant question in our minds is how do we survive in the new paradigm that has stressed us all out?”***

***“We need to build our muscle and take off our blinkers, and find the advantage and opportunity in adversity. Let’s not get lost in solving our immediate problems”***

meant for business owners, decision makers, executives from Operations, Finances, Transformation, and HR, top level management, influencers within organizations at the board level, and C-Suite level functionaries.

Joseph Micallef has worked through a corporate career in manufacturing, later migrating to offering consultancy services primarily focusing on strategic and operational reorganization, transformation and project execution, coupled with high level strategic decision-making scenarios.

## ***High-wire balancing act***

Beaming in from Malta in real time, Joseph Micallef opened proceedings by acknowledging the hippopotamus in the room and said that we have been through challenging times these past two years. “It has been a high-wire balancing act, and the dominant question in our minds is how do we survive in the new paradigm that has stressed us all out?”

It’s been like a kick on the bone, and that can be very painful, he said. “Not many companies were prepared for such a blow. We need to build our muscle and take off our blinkers, and find the advantage and opportunity in adversity. The pandemic has accelerated the demand for digitalization. Let’s not get lost in solving our immediate problems.”



To watch recording of Webinar

PLAY


<https://www.youtube.com/watch?v=y-VCerA6dH8>


## Tackling the HOW?

Joseph Micallef flagged the following issues for consideration: What is costing you money? What is exhausting your resources? How do you increase effectiveness? How do you deliver at the highest quality? How do you build healthy relationships? How do you focus on value added work? How do you maintain the flow? How can we develop a new way of doing things as we work our way out of the pandemic?

### Silo syndrome

The flow of value through the organization must not stop and that is critical for organizational success, said Joseph Micallef. "Eliminate a 'stuck' process. We operate in silos and limit our perspective. We are interested in meeting our KPIs but don't care what's happening down the line. It's a massive problem."

Find that switch that would turn every employee into an efficient productive unit, and toggle it, he said. "Think of doing things differently. Input-Output is the simple business model within which there are several units comprising of suppliers, inputs, process, outputs and customers, all linked up in sometimes complex ways in order to deliver value. We must understand the business model that we belong to."

### Measurement key to optimization

"The value you add to the organization should be measurable so you know you're on the right track. Measurement is the key

## Comments from the participants during Joseph Micallef's webinar

***This was an amazing session! Joseph did a wonderful job of breaking up some really complex ideas into some simple to understand concepts supported by analogy. What was more interesting is how he brought everyone to start off 'small' - start the change within your own area of responsibility and control instead of sitting back and waiting for some high level Change Management Drive. Well done and thank you!!***

- Muhammad Bashar Rasheed

***That was a very interesting webinar which fulfilled my expectations. The content was detailed and inspiring and Joseph explained it very well.***

- Mahnoor Mushtaq

***The webinar was very interesting and the content was very detailed and clear. Also thank you to Octara and Joseph for this detailed presentation.***

- Muhammad Hashir Wasi

to optimize our operations. We do not operate in a vacuum. We need to understand the broader picture. The silo barriers have to be broken to allow value to flow.”

How we deliver value has changed over the past two years and many organizations have revisited and changed their business model, restructuring for value. “During the pandemic the catering industry changed its business model from dine-in to home delivery. We need to change our DNA and make it future proof.”

In terms of evolution changes that have happened in recent years have been faster and more dramatic, and this trend will continue into the future, said Joseph Micallef. “We have to be open to adaptation to stand a better chance for surviving, even prospering into the future.”

Over a span of over 30 years Joseph Micallef has successfully led clients along the route for achieving operational excellence through the application of an integrated number of complimentary disciplines and best practices such as quality, lean, business process management and transformation, whilst enabling digitalization initiatives in the process.

## “The silo barriers have to be broken to allow value to flow”

### *Too large a glass*

Providing a new spin on Lean thinking, Joseph Micallef asked why the glass was larger than it should be, instead of lamenting a glass half full. He encouraged Lateral thinking, and said that Lean had originated in manufacturing but that its principles were suited for the services industry. The question he posed was whether we were busy creating value or busy doing nothing?

“People are the key focus for Lean initiatives and it’s about doing more with the teams you have. Methodology is the second pillar. Can I streamline better? The third is technology which makes me more efficient. But plugging in tech where the processes are not streamlined will generate waste.”

### *Enable the flow with BPM*

Joseph Micallef identified the roadblocks to a smoothly flowing process as Muda (waste), Mura (unevenness) and Muri (overburden). “Internal and external forces act upon our business model and require us to constantly review our model through business process management (BPM) by identifying the core value and how will we deliver it. Then design the processes that will do so and acquire the resources required to do so, and then restructure.”

BPM helps us simplify operations, lower costs, reduce risk, improve customer satisfaction, improve quality, enhance process consistency, and maintain security. “It’s a

## “We should ask why the glass was larger than it should be, instead of lamenting a glass half full”

continuous process wherein we discover, analyze, design, test and iterate (should be, would be, could be) and implement.”

### *Practice Yokoten*

Optimization is the name of the game. Discover where you are, and know what your strengths and weaknesses are; then design; then share findings. Focus on your own domain and experiment; Practice Yokoten – Plan, Do, Check, Act.”

Promote the ownership mindset. Promote people to become instigators of optimization. “We need to create a master plan and find someone to lead. Don’t start big. Begin with a pilot project – plan, research, design, adapt, measure, monitor.”

Joseph Micallef says that he started thinking lean 25 years ago and started with sorting and uncluttering his own much cluttered office. “That was my domain. I implemented the 5S exercise over the weekend. The office was transformed and surprised my colleagues when they came in on Monday. I showcased the result and then let it filter down and across the organization.”

Measure the improvement and calibrate your effort accordingly is the advice on offer from Joseph Micallef. “Encourage people to be multi-skilled and possessing the ability to work cross-functionally. Employees need to be flexible and do different things to make the business more survivable. Start with the personal challenge of uncluttering your little domain and making it better.”

### *Black Belt*

Joseph Micallef is a strong project manager, whereby he has successfully executed several multi-disciplinary teams on a number of project management structures from within a wide range of sectors. He is also a Lean Six Sigma Black Belt and an IoT Leader, and has a strong background in providing coaching and mentoring services designed to facilitate the establishment of effective, value-adding and quality-driven business processes within organizations.

A regular speaker and facilitator at a number of training seminars, workshops and conferences, he has trained several hundreds of middle-management level and top executive delegates in Malta, UK, Italy, Egypt, the UAE, Oman, Kuwait and Saudi Arabia.

**Thank you Joseph Micallef ■**

Webinar reviewed by **Adil Ahmad**, Special Correspondent, Octara.Com

To watch recording of Webinar



<https://www.youtube.com/watch?v=y-VCerA6dH8>



# To Do or Not to Do; Moving into a Thriving 2022!

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

Published in Dec 30, 2021



Photo by Pedro da Silva on Unsplash

**T**his is the 12th edition of my Newsletter. A year ago, I never thought that I could or would do this. I “procrastinated” over making this commitment for quite a while before I jumped in and began to write and publish.

What kept me from doing it? Procrastination. Procrastination is a common state that we go through from time to time and have some difficulty over coming it. Many a client come to me with a situation that sounds the same. Adam Grant so clearly states:

NOW, as we move out of 2021 and about to begin 2022, it is an appropriate time for us to think about all the goals we had set at the beginning of the year, and reflect on what we did or did not get done. You may discover that your biggest barrier was not laziness but some or all of the above.

Fear can attribute to being one of the biggest hurdles that prevents us and a reason for delaying doing something that is most worthy of our pursuit. Why, you may ask, do we do this to ourselves? The answer to this question is unique to each one of us. However some commonalities, in addition to the point made by Adam Grant, that support procrastination are:

- Doing - requires moving out of our comfort zone
- Having a fear of failure
- Experiencing an impostor syndrome – “I am not good enough”
- Being in a state of overwhelm

Dr. John DeMartini tells us that we do what we find easy and enjoy, and we put off doing what we perceive to be difficult and that which requires more effort. My experience is that nothing is impossible, the “I’m possible” mindset is a great motivator. If we were to focus on the outcome rather than on the process of what we desire to achieve, the first step in the journey will have less resistance and will ease taking the first step.

In these unprecedented times we are faced with the additional challenge of uncertainty. After this length of time, we can embrace uncertainty, use it as an opportunity that propels rather than inhibits us and keeps us in a state of procrastination.

Purpose, Vision, and Intention are three factors that will

accelerate your movement out of procrastination and propel you towards being the best version of yourself.

My recommended approach to overcoming procrastination involves three steps:

*“Do work that is thrilling, important and daunting.” Michael Bungay Stanier*

**Defining Your Purpose** answers these questions:

- Why?
- Why do I want to this?
- How is achievement going to serve me?
- Is it only for me?
- Is it for others?
- What will happen when I achieve it?
- What do I need to give up in order to achieve it?
- What do I need to achieve it?

*“If you can see it, then you can do it.”*

**Creating Your Vision** will:

- Move you out of your comfort zone
- Develop the outcomes that you desire
- Define your outcomes
- Bring to reality what is possible, seeing, feeling, tasting, and hearing

*“The power of intention is the power to manifest, to create, to live a life of unlimited abundance, and to attract into your life the right people at the right moments.” Wayne Dyer*

**Setting Your Intentions** will:

- Solidify your purpose and vision
- Establish commitment through thought + emotion = Action
- Declare to yourself and others what you truly desire
- Create the mindset and space to guarantee positive results
- Accelerate success

Coaching Worx engages in the business of mindset change from one of Overwhelm to a that of Abundance through Intentional Change. You may book yourself for a **Quantum Leap Discovery** Session. Watch out for my new program, which will put you in the right space for ensuring that you perform as the best version of yourself ■

**Source:** <https://coachingworx.ca/to-do-or-not-to-do/>



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

**For Inquiries, [info@octara.com](mailto:info@octara.com)**

# The Future Normal: Psychedelic wellness

## What if...drugs changed our minds, for the better?

Blog by Henry Coutinho-Mason

Published on July 1, 2021

Understanding The Future Normal often involves taking a trip back into the past.

Modernity, for all its achievements, certainly doesn't have all the answers. And ancient wisdom might offer some answers that we let slip through our fingers in our rush to standardize and industrialize. That's the tantalizing promise at the heart of this week's newsletter.

Turn on. Tune in. But don't drop out until you've read to the bottom ;)

### The Normal

The mental health crisis is a more pervasive and destructive pandemic than coronavirus. The statistics are frightening, especially given how little we do to address them:

- 1 in 4 people will suffer from a mental health issue in their lifetime.
- The cost of mental health issues to the global economy by 2030 will be \$16 trillion.
- Over 40 million Americans suffer from mental illness, including depression and anxiety.
- 1 in 5 people dealing with mental illness say their needs are going unmet.
- Nearly half of Gen Z and Millennials feel stressed all or most of the time.



The experience of the past 15 months – in direct suffering, as well as increased inequality and societal polarization – has only worsened our collective mental health.

### The Future Normal

What if psychedelics could tackle many of these disorders more effectively than modern medicine has been able to?

Imagine if people suffering from terminal diseases could find themselves at peace with the thought of dying? In the words of one end-of-life cancer patient after undergoing psychedelic therapy: “Oh God, it all makes sense now, so simple and beautiful.” The same might be said for the compounds themselves.

While not a secret – Steve Jobs’ famously said taking LSD was “a profound experience, one of the most important things in my life” – most people have bought relatively unthinkingly into the idea that psychedelics are dangerous, thanks to the legacy of the moral panic of the late 1960s. As a result, these substances have traditionally sat within the counter-cultural or indigenous communities, away from mainstream attention.

However, three groups are coming together to challenge this and bring about a psychedelic wellness revolution: scientists and researchers, capitalist investors, and technologists.

### Instigators & innovators

None of this would be possible without credible data. Universities with psychedelic research centers include prestigious institutions such as **John Hopkins**, **UC Berkeley**, and **Imperial College London**; Nature reported that in 2020 there were a record 13 psychiatric trials involving psilocybin.

Regulators are opening the door to psychedelics: **Oregon** approved psilocybin therapy in late 2020, while **Singapore** approved ketamine for treatment of major depressive disorder in mid-2021.



Psychedelic therapy is also becoming more visible in mainstream media and culture:



**How to Change Your Mind**, the 2018 book by Michael Pollan, was a watershed moment. A serious journalist talking openly about the benefits of psychedelics in major media outlets, from the New Yorker to Time to The Late Show with Steven Colbert.

**The Psychedelic Trial** is a BBC documentary that explores the implications of a major study at Imperial College.

**Lamar Odom Reborn** is a documentary detailing the former NBA player's recovery from addiction using psychedelic medicine.

A host of startups are investigating the medical potential of psychedelics and the experiences they unlock:

**Compass Pathways** is perhaps the most controversial startup in the space. Supporters point to its FDA breakthrough therapy designation, and believe that its desire to create reliable, high-quality synthetic psilocybin will help psychedelics reach millions more patients. Skeptics fear its restrictive approach to patents, and claim bringing overly capitalist motivations into the psychedelic realm will be detrimental to patient care.

**Atai Lifesciences** is a Peter Thiel-backed, Berlin-based biopharmaceutical company that has raised over \$400 million to research and develop psychedelic compounds that promote mental health and longevity.

**Mindbloom** is a digital telehealth platform that offers patients guided virtual psychedelic experiences. Patients are prescribed ketamine which they take at home, with a clinician watching and guiding via video call.

**Tripp** is a VR meditation app that guides users through breathing exercises while they immerse themselves in trippy visuals. Nanea Reeves, Tripp's CEO, says "[for] many



people that will never feel comfortable taking a psychedelic, this is a low-friction alternative that can deliver some of that experience in a more benign way."

## What if...?

- **The war on drugs becomes the war for drugs?** Where people have a whole range of natural and synthetic psychedelic compounds to manage and treat their mental health.
- **Technology means we understand and unlock the full power of psychedelics?** Real-time brain analysis and synthetic production means psychedelics could be safely personalized to every individual.
- **Psychedelic tourism becomes the new spa holiday?** Legal arbitrage and the desire for 'authentic' experiences will drive a boom in travel for both medical and recreational trips.
- **We embark on a new, mass psychedelic culture trip?** Psychedelic wellness won't happen in a vacuum. Expect ripples and opportunities to emerge in adjacent spaces, from art and media, to design and politics.
- **Psychedelics truly changed our world?** True believers argue they can help us deal with 'climate grief' and world peace. Now that's a trip worth taking...■

## Thanks to Nick von Christerson from

*<https://www.woven.science/> for inspiring me to dive deeper into this important topic.*

### Source:

<https://thefuturenormal.substack.com/p/future-normal-psychedelic-wellness>



Author The Future Normal / ex-MD @

TrendWatching / cofounder 3Space & Redo

# The 5 Biggest CUSTOMER EXPERIENCE (CX) Trends In 2022

Blog by Bernard Marr

Published on November 25, 2021

Improving customer experience (CX) – a concept that involves everything from the level of service to how well products fit into their lives – is a huge focus for businesses in 2022. Over the next year, brands will build on their successes (and learn from the failures), leveraging technology-driven solutions to the challenges of building deeper connections and relationships with their customers.

**Artificial intelligence (AI)** and **internet of things (IoT)** platforms have been enthusiastically adopted in marketing, product design, and customer services, primarily because they enable businesses to improve the experiences we have when engaging with brands or using their products or services. Thankfully, the days are long-gone when sporadic focus-group testing and customer satisfaction surveys were the only way of getting feedback on how well they are meeting our needs as consumers.

Technology and our data-driven, always-online world mean deeper, sometimes real-time, connections to their customers. However, before that happens, brands know they need to earn our trust and show that they can provide us with value. This will be the strongest trend driving customer experience throughout 2022, and here are five ways we will see this happen:



## Immersive, hybrid experiences

This might mean marketing-oriented experiences designed to help companies communicate their message in new ways

and connect with new audiences. But it will also be increasingly visible in sales, customer services, and product support. The term “metaverse” has emerged as a key trend, promoted by companies including Meta, Nvidia, and Microsoft, and describes persistent, online environments where we can connect, communicate and collaborate in increasingly immersive ways. Allowing brands to deliver new and interesting customer experiences over virtual platforms is likely to be a key reason the concept will be attractive to businesses, particularly as integration with virtual and augmented reality (VR/AR) will be a core feature of the metaverse. In 2022, businesses will look to these experiences to create new opportunities for us to interact and engage from our homes – such as Ikea’s Everyday Experiments. A growing number of services, such as Snapchat’s AR Lab, will make it easier for companies of all sizes to join this trend.

## Brands competing primarily on customer experience

Forget trying to undercut competitors' prices; providing a superior customer experience is swiftly becoming the priority for brands attempting to differentiate themselves from their competition. Brands are laser-focused on customer experience right now, partly because they know people will pay more for great experiences. Another major factor is that they understand that experience includes building trust, and when we trust businesses, we are much more likely to be willing to share our data with them. Technology creates countless ways to create and deliver these experiences. They could come in the form of a good customer service delivery, an on-target experiential marketing connection, or simply discovering that your products and services are a good fit for their lives. Research has found that as little as one bad interaction with a company is enough to stop many of us from giving them our custom ever again. As society transitions to a service-driven economy where the lifetime value of customers is of primary importance, 2022 will see



increasing investment in technologies designed to improve our experiences and earn our trust.

## Smarter products and services

Thanks to the IoT and wearables revolution, devices we carry and interact with are increasingly capable of collecting data from us and the world we live in. In fact, Gartner estimates that by 2022, the value of the global wearables market will hit \$81.5 billion. The additional free time many of us are enjoying thanks to switching to remote and from-home working is a driver of this, as well as an increasing interest in personal health.

Experience-focused businesses are quickly becoming adept at taking this data and using it to improve the richness and usefulness of our interactions with them. New smart materials that are being developed will allow the creation of smart clothing that powers itself, can be washed in a regular machine, and can pass many different types of data through to apps on your phone or watch to give you insights into your health. It's also expected that we will see the first fruits of Google's acquisition of health tracker manufacturer Fitbit, potentially leading to increased innovation in the smartwatch space. In 2022, many companies that are focused on improving experience will do so by developing products that use data to better integrate themselves into our lives, providing us with more valuable insights and richer user journeys.

## Automation in customer service

The level and quality of service that customers receive from companies is a key feature of the experience it provides. Contact centers play a big role in this – if customers know they will spend a long time "on hold," be passed between multiple departments, or end up speaking to poorly trained advisors who can't help them solve their problems, they are unlikely to rate their experiences with that company highly. Automated call handling systems were initially introduced to tackle some of these issues but unfortunately didn't always have the desired effect, as callers experienced increasing frustration while navigating menus or interacting with hit-and-miss voice recognition systems.

Businesses are counting on their ability to augment these systems with AI – customer service chatbots employing natural language processing (NLP), for example – to alleviate these issues. This should mean chatbots that get increasingly better at understanding our input and predicting the response we require. One application we may start to see becoming a reality in 2022 will be voice assistants in offline retail – for example, in a supermarket, we might ask Alexa to tell us where to find the products we need in the aisles. McDonald's is likely to start rolling out voice recognition at its drive-through terminals this year.

And sentiment analytics will increasingly be used to understand the content of written and spoken communications and more efficiently route it to the people or machines that will provide the best solution.

## Personalization

Increasing levels of personalization are going to be a very strong trend this year, with brands getting to grips with the idea of using technology to develop closer and more personalized relationships with their customers at scale. Personalized email headers and subject lines, for example, are known to improve click-through rates, but that's only the beginning. One hot topic in personalization over the next year will be the opportunities to identify and act on "micro-moments" – selling opportunities that can be open for just seconds but can be highly profitable to brands that understand how to identify and pounce on them at scale. These micro-moments can open up when a customer heads online with an intent to make a purchase or just to find out information on a subject such as what tool they need to do a job. In 2022, brands will be investing heavily in ways to recognize and leverage these moments, finding the right time to send a personalized offer that will help solve whatever problem is facing the potential customer at that time. This is about being able to reach the right customer at the right time – a cutting-edge marketing challenge but one that's increasingly solvable thanks to the technology solutions at our fingertips today.

These five CX trends represent very real opportunities – and risks – for businesses. Read more about these and other future trends in my new book, *Business Trends in Practice: The 25+ Trends That are Redefining Organizations* (<https://bernardmarr.com/books/>). Packed with real-world examples, it cuts through the hype to present the key trends that will shape the businesses of the future.

Thank you for reading my post. Here at LinkedIn (<https://www.linkedin.com/today/posts/bernardmarr>)

and at Forbes (<https://www.forbes.com/sites/bernardmarr>). I regularly write about management and technology trends. To read my future posts simply join my network here or click 'Follow' ■

### Source:

<https://www.linkedin.com/pulse/5-biggest-customer-experience-cx-trends-2022-bernard-marr/>



Bernard Marr is a world-renowned futurist, influencer and thought leader in the field of business and technology. He is the author of 20 best-selling books, writes a regular column for Forbes and advises and coaches many of the world's best-known organisations. He has over 2 million social media followers, over 1 million newsletter subscribers and was ranked by LinkedIn as one of the top 5 business influencers in the world and the No 1 influencer in the UK.

# OCTARA TRAINING PROGRAMS IN JANUARY 2022



Mark Your Calendar  
**Monday, 10<sup>th</sup> January, 2022**

2:00 – 3:00 pm (Dubai Time)

3:00 – 4:00 pm (Pak Time)

For Detailed Brochure



Scan the QR code

## Are we Leading a Healthy Life?

Create Awareness of Mental Health at Workplace

Presenter:



**Fatima Pervaiz Khan**

- Personality Development Facilitator/Trainer & Writer/Blogger
- Life Coach - helps her clients with seeking Clarity, Personal Leadership, and Wellbeing



ONLINE TRAINING

For Detailed Brochure



Scan the QR code

## DESIGN THINKING

January 17, 2022 | 11:00am to 4:00pm PKT - Via Zoom



Facilitator:

**MARK STUART, CSP**

- Keynote Speaker on Leadership in a Digital Age, Innovation and the Future of Work
- Certified in Innovation & Design Thinking by MIT



ONLINE TRAINING

For Detailed Brochure



Scan the QR code

## HIRE THE BEST

Tuesday, January 25, 2022 | 11:00 am to 4:00 pm PKT via Zoom

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

- Rahila Narejo



Workshop Facilitator:

**RAHILA NAREJO**



For Detailed Brochure



Scan the QR code

## Role of Effective Communication for **TECHNICAL STAFF**

**27<sup>th</sup> JAN  
2022**

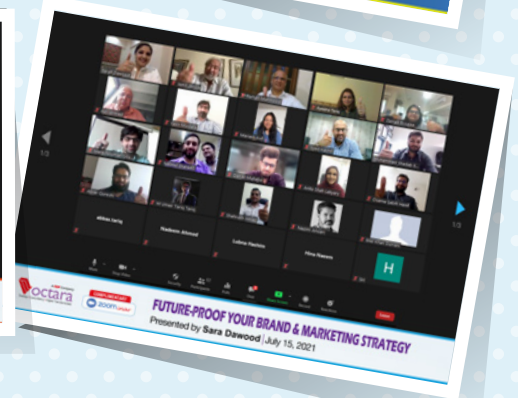
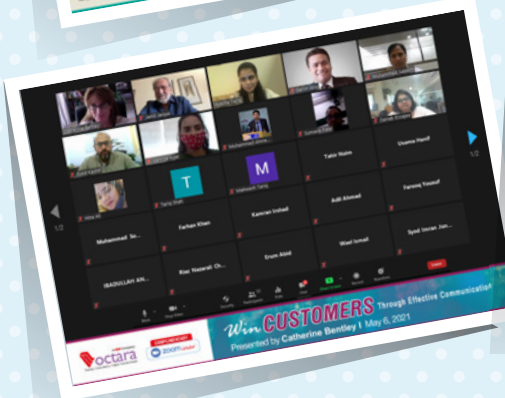
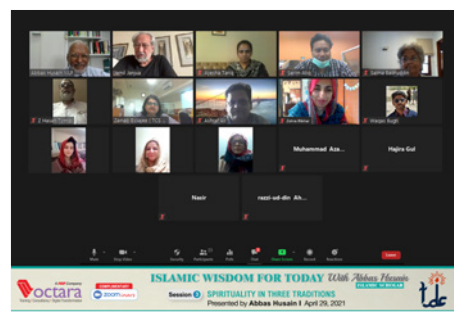
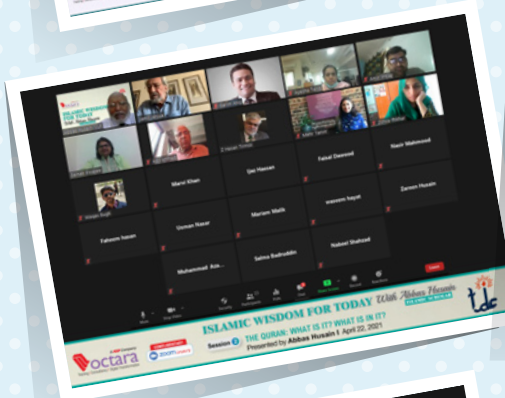
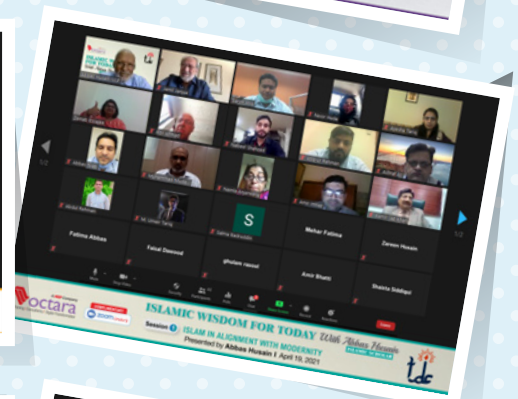
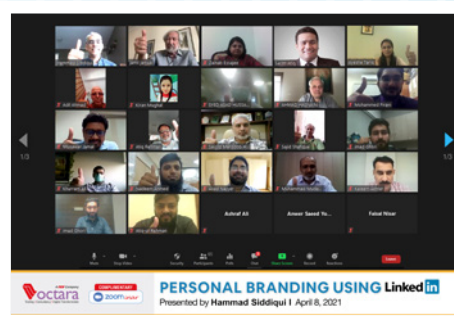
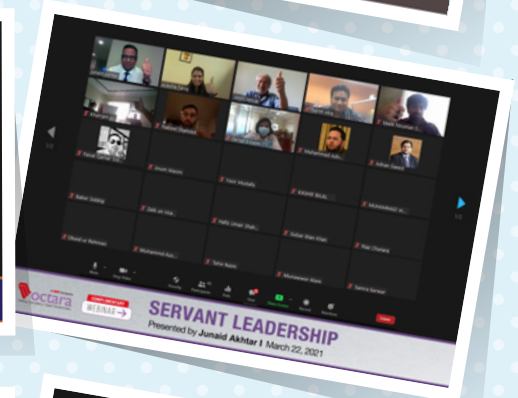
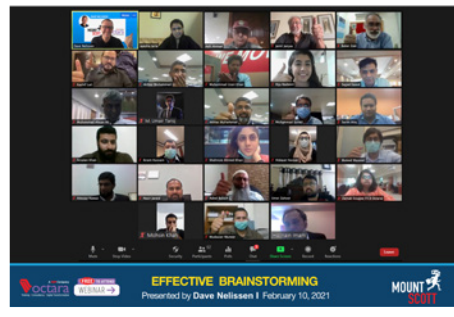
10:00 AM to 5:00 PM  
Regent Plaza, Karachi



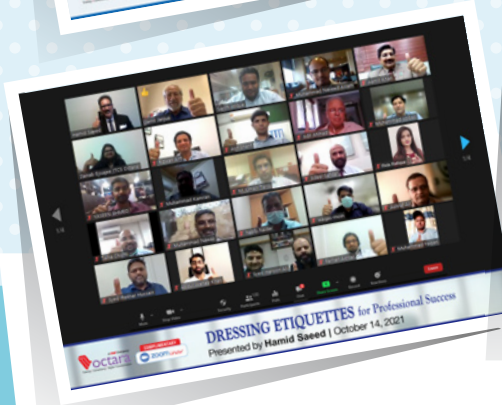
Workshop Facilitator:  
**KHALID LATIF**



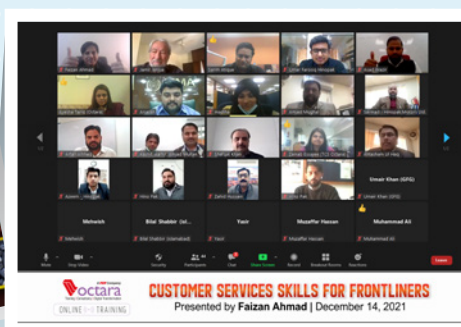
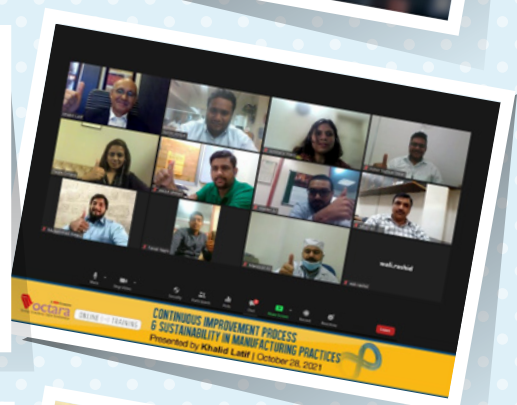
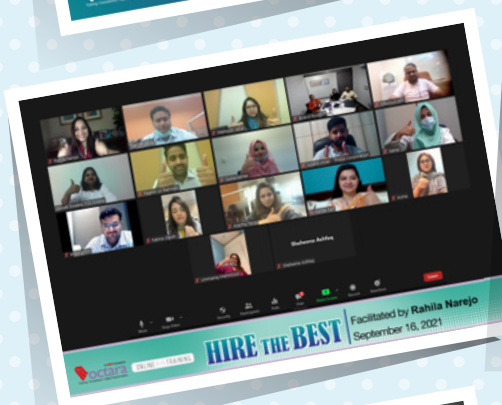
# Glance of “OCTARA Webinars & Workshops in 2021”





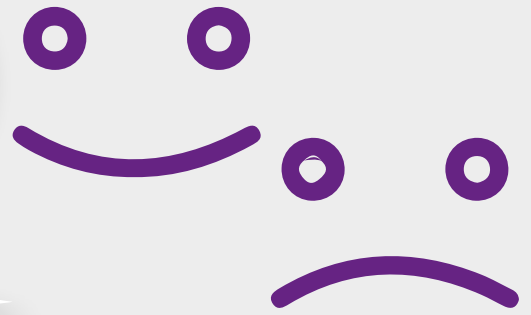


## Octara Workshops & Online Trainings





# Know what Readers have said about octara.com e-Newsletter!!



“Very informative. Wide variety of topics. Keeps the reader interested. Enjoy it every time.”

- Rafiq Rangoonwala, President of Pakistan Food Association (PFA)

“I am among those silent admirers and beneficiaries who are awestruck by the wonderful work presented in octara.Com and forget to say even thank you. The efforts are a continuous source of information, learning enrichment, and vocabulary enhancement. Adil pen-pricks and word-vaccines are quite effective! Keep mesmerizing us.”

- Khalid Nasir, GM HR, Master Motors

“Thank you for sharing the OCTARA.COM e-Newsletter regularly. I find it very useful in terms of its overall presentation and content. Getting articles & interviews on diverse range of subject helps understand other businesses and their dynamics. For a FMCG man it's very useful to gauge how other sectors and businesses are performing and their thought process. The layout is user friendly and very well presented. Wishing Octara continued success with excellent contribution to our knowledge.”

- Ali us Sajjad Khan, Chief Executive Officer Reliance Distribution Pvt Limited

“Very informative e-Newsletter!!”

- Mian Yousuf Salahuddin (aka Yousaf Salli), Pakistani socialite, philanthropist and ex-politician

“It's one of the best magazines. Though I miss reading all of it but I do get the gist of it. The tips are very informative. I believe the readers would be absorbing a lot from the short and crisp blogs from the magazines. Adil sb aap nai tabahi pheri hui hai....well done!!”

- Hamza Hashmi, Founder and CEO, Terrabiz

“The contents are relevant and engaging. 16 pages are a little too much for the busy executives; perhaps 6-7 pages will encourage serious reading. Cheers”

- Fariq Mukhtar, Corporate leader, Academic, and Business Management Trainer

“I think it is an excellent magazine. Well laid out and attractive with all relevant info in interesting fashion.”

- Ziaul Islam Zuberi, Former Director Public Relations, SIEMENS

“Team Octara efforts are great and material is also interesting. Read a blog from Rose-marie Fernandes in Issue 53, she is my old buddy. I must admit, I had preferred the circulation of the hard copies... but this is more cost effective and convenient to forward around. Keep it in top gear Team Octara & Adil Ahmad!!”

- Ayaz Hashambhoy – Retired from PIA Services

“I have started looking forward to the newsletter, though in all honesty sometimes I can only for a quick scan. Thank you for sharing these, I look forward to continue receiving them”

- Rahila Ashraf, Senior Manager, Sales Training, Adamjee Life

“I Find OCTARA.COM very interesting and one of my sources to connect with the World”

- Abdul Samad, Mixed Martial Arts MMA Champion and Coach

# Lifelong Learning Tips

Contributions from TCS Octara People!!!

The 'Lifelong Learning Tips' is a self-learning and self-development 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 !!**

## How To Keep Everyone On The Same Path

When an organization changes course, it needs a steady driver to keep everyone on the right track. After former General Motors CEO Jack Smith and his successor, Rick Wagoner, implemented a major restructuring of GM operations, Wagoner created a "System of Communication" that would ensure that the company maintained a Single Vision.

Wagoner established the following regularly scheduled meetings:

- **Every week**, an Automotive Strategy Board made up of GM's Top Executives Meets via conference call or in person at GM Headquarters in Detroit
- **Three weeks out of every month**, the 14 top operating executives from the United States and abroad hold a one-hour conference call with Wagoner
- **Once a month**, all executives attend a mandatory day-and-a-half meeting, with Global directors attending the meeting by video conference.

Agenda of the Meeting:

**Before each Monthly Meeting**, the executives are expected to review relevant materials posted on a secure Website. The first day focuses on business issues, such as budgets, product programs and sales performance.

Discussion on the second day is about process, such as improving productivity, efficiency, and quality, as well as personnel issues. *"You can't undersell the importance of all that melding together,"* said Wagoner. "It is critical to the way we run today?"



Contribution by **M. Shahzad**  
Office Support  
Octara Pvt. Ltd. - A TCS Company  
Source: Leadership Strategies - 2004

## The Keys To Instilling Innovation

In 1995, Dell Computer founder Michael Dell implemented a break-through innovation—mass customization of PCs. He forced the company to focus on direct sales online. Dell's sales climbed to \$50M per day, and within five years, half of the company's sales were booked online. Every customized computer was built to order and shipped within days, reducing inventory and boosting the bottom line.

Dell also earned its spot as the top PC vendor through other break-through innovations in their core operations. The company tightly integrated its customer service, supply chain, production scheduling and fulfillment functions into its direct sales front end. As a result, Dell achieved optimum operating efficiency, cycle times and customer service. The savings resulting from improved practices were converted into competitive pricing—boosting

profits and growing market share.

What can you do to encourage innovation?

**Using the Dell approach:** Reward and recognize employees for their creativity. Acknowledge their accomplishments, and call them personally to thank them for their contributions to the company.



Contribution by **M. Nazim Ansari**  
Creative Manager  
Octara Private Limited - A TCS Company  
Source: Leadership Strategies, May 2004

## Leaders Achieve Goals with Simple Phrase

Effective leaders are very aware of every move they make and every word they utter, because they know they are very closely analyzed by people who are working for them. They use their influential power for achieving goals which may at times seems out of reach.

A very interesting incident has been mentioned in the title article which is contrary to corporate, regarding St. Louis when police Chief Joe Mokwa was asked to reduce the homicide and murder cases which have been reached to 100 homicides annually and averaged 145 murders per year for the last decade.

At the end of the year 2002 he (Chief Joe Mokwa) wrote '99' and handed it

to homicide department. The message was clear and simple. While Mokwa was bit sceptical in reducing the homicide and murder rate, he kept the team motivated all year long and focused to achieve the goals.

Can you guess the Results? The 2003 homicide toll in St. Louis dipped to '69', which means credit goes to team with determined leader for stating Simple and Clear Goal.



Contribution by **Ayesha Tariq**  
Product Specialist Training  
Octara Pvt. Ltd. - A TCS Company  
Source: Leadership Strategies

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



Topics of Trainings	Duration	Trainer Name	Date	Loc.
<b>JANUARY</b>				
Complimentary Webinar: <b>Create Awareness of Mental Health at Workplace</b>	60 min	Fatima Pervaiz	10-Jan	Zoom
Online Training: <b>Design Thinking</b>	5-hours	Mark Stuart	17-Jan	Zoom
Online Training: <b>Hire the Best</b>	5-hours	Rahila Narejo	25-Jan	Zoom
New Workshop: <b>Role of Effective Communication for Technical Staff</b>	1-Day	Khalid Latif	27-Jan	Karachi
<b>FEBRUARY</b>				
Workshop: <b>Bearing Damage Analysis</b>	2-Day	Khurram Shahzad	9-10 Feb	Lahore
Workshop: <b>Strategic Thinking &amp; Planning</b>	5-hours	John Bentley	15-Feb	Zoom
New Workshop: <b>Think Again Future Proof your Brand and Marketing</b>	Half day	Sarah Dawood	17-Feb	Karachi
Workshop: <b>Performance Management</b>	1-Day	Farhan Mahmood	23-Feb	Karachi
Workshop: <b>Compensation &amp; Benefit</b>	1-Day	Farhan Mahmood	24-Feb	Karachi
<b>MARCH</b>				
Workshop: <b>Best Secretarial Practices</b>	1-Day	TBC	March	Karachi
New:Workshop: <b>Bearing Damage Design</b>	1-Day	Khurram Shahzad	March	Karachi
<b>Train the Trainer</b>	5-hours	Mark Stuart	March	Zoom
Online Training: <b>Growth Mindset for Success</b>	3-hours	TBC	March	Zoom
<b>UPCOMING PROGRAMS IN 2022</b>				
<b>Supply Chain Management</b>	Half-day	TBC	Apr	TBC
<b>Impactful Communication</b>	Half-day	Kanwal Akhtar	Apr	TBC
<b>Learning &amp; Development</b>	Half-day	TBC	Apr	TBC
<b>Online Training: Business English Course ( Every Saturday)</b>	3-hours	Shahid Mirza	TBC	Zoom
Workshop: <b>Human Resources in the Age of Digital Transformation</b>	1-Day	Dr. Frank Peter	TBC	Karachi
Workshop: <b>Digital Marketing Masterclass</b>	1-Day	Dr. Frank Peter	TBC	Karachi
Online Training: <b>Growth Mindset for Abundance</b>	3-hours	Rose-marie	TBC	Zoom
Workshop: <b>Blue Ocean Strategy</b>	2-Day	TBC	TBC	Karachi
Workshop: <b>Sales Management for Pharma Professional</b>	Half-Day	Talib Faruqi	TBC	Karachi
Workshop: <b>Email Writing Etiquettes</b>	Half-Day	Kanwal Akhtar	TBC	Karachi
Online Training: <b>21 Effective Brainstorming Techniques</b>	1-Day	Dave Nelissen	TBC	Karachi
<b>Understanding Fintech, Cryptocurrencies &amp; Blockchain</b>	TBC	Petros Geroulanos	TBC	Karachi
<b>Designing Agile Organizations</b>	2-Day	Fredrick Haentjens	TBC	Karachi



...only from Octara!!!



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