

# octara.com

Summer 2017 / Issue 22

Helping You Succeed



*In memory of*  
***Ramiz***

1958 - 2017

Tree planted at PSTD Karachi

**Inside**

**The Secret is Out! | CFO Conference '17 | Exponential Organization**  
Per Kristiansen | ICAP & Octara | Dr. José Cordeiro

 **octara**  
A *TCS* Company  
Training | Conferences | Publications  
[www.octara.com](http://www.octara.com)

*Helping You Succeed!*



# LEADER ACCELERATION PROGRAMS

...only from Octara!!!

# Public Training Calendar July to December, 2017

TOPIC	DAY/S	TRAINER/SPEAKER	LOCATION	MONTH
Mastering the Art of Business Communication	2	Catherine Bentley	Khi & Lhe	July
Emotional Intelligence for Success Masterclass	2	John Bentley	Khi & Lhe	July
Health Care Cost Control Productivity & Performance	2	Benedict Stanberry	Khi & Lhe	TBC
Enterprise Risk Management	1	Phil Griffiths	Khi & Lhe	July
Channel Management	2	Tony Lewis	Khi & Lhe	August
Crisis Response & Communication Management	2	Jeremy Parsons	Khi & Lhe	August
Maintenance Management Masterclass - Certificate in Maintenance Planning	2	Ben Stevens	Khi & Lhe	August
An Intro to Blue Ocean (Blue Ocean Strategy & Blue Ocean Leadership)	2	Raj Kumar	Khi & Lhe	August
The Leadership Code	1	Kate Sweetman	Khi & Lhe	August
Leadership in Supply Chain	2	Alexander Borg	Khi & Lhe	TBC
<b>Logistic &amp; Supply Chain Forum</b>	1	Multiple Trainer	Khi & Lhe	TBC
Business Driven Strategic IT Planning	1	Gill Laware	Khi & Lhe	TBC
<b>Corporate Communication Forum</b>	1	Key Note: Jeremy Parson & Multiple Speakers	Khi & Lhe	August
Measuring, Monitoring and Improving The Customer Experience	2	Alan Power	Khi & Lhe	September
Corporate Treasury (Trade Finance & Corporate Treasury)	2	Chris Van Dijn	Khi & Lhe	September
Creativity, Speed and Change	1	Roger Harrop	Khi & Lhe	September
Successful Product Launching and Brand Positioning	2	Dr. Darren Coleman	Khi & Lhe	TBC
Fraud & The Internal Audit Role	2	Phil Griffith	Khi & Lhe	September
Designing Learning	1	Beth Yoder	Khi & Lhe	TBC
<b>PA's &amp; Secretary Forum</b>	1	Multiple Speakers	Khi & Lhe	TBC
<b>19<sup>th</sup> MAP Convention 2017</b>	2	Multiple Speakers	Karachi	September
Brand Manager	2	Leland D. Shaeffer	Khi & Lhe	October
Effective Project Management in Maintenance	2	Ben Stevens	Khi & Lhe	October
Emergency Response Planning	2	Jim Truscott	Khi & Lhe	October
Financial & Strategic Leadership	2	Ted Wainman	Khi & Lhe	October
Healthcare Operations Management	2	Professor David I Ben-Tovim	Khi & Lhe	October
Strategic Marketing	2	Graham Hollins	Khi & Lhe	TBC
Reputation Management	1	Rebecca Bou Chehel MacMillan	Khi & Lhe	TBC
Best Practices in Warehouse Operations & Management	2	Mike Badwi	Khi & Lhe	TBC
Key Account Management	2	David Vachell	Khi & Lhe	November
Budget & Budget Control of the HR Function	2	Tom Raftery	Khi & Lhe	November
Best Practices in Procurement	2	Tee Ann Ooi	Khi & Lhe	TBC
Leading Digitization	2	Fred van Leeuwen	Khi & Lhe	TBC
Healthcare Strategy & Strategic Planning	2	Benedict Stanberry	Khi & Lhe	TBC
Risk Management	1	Richard Walker	Khi & Lhe	TBC
Managing Pay & Incentives for Sales Force (Pre-Forum Workshop)	1	Robert Mosley	Khi & Lhe	November
<b>Compensation &amp; Benefits Forum</b>	1	Key Note: Robert Mosley & Multiple Speakers	Khi & Lhe	November
Advance Compensation & Benefits (Post-Forum Workshop)	1	Robert Mosley	Khi & Lhe	November
Measuring Return on Investment of Training	2	Jack J Philips	Khi & Lhe	December
Operations Management	2	Alan Power	Khi & Lhe	December
IT Management Masterclass	2	Julian Burgers	Khi & Lhe	TBC
Board Secretarial Practices	1	Sharon Ditchburn	Khi & Lhe	TBC
Fleet Management	1	David Seisun	Khi & Lhe	TBC
<b>Corporate Learning &amp; Talent Development Forum</b>	1	Key Note: Ian Thomson & Multiple Speakers	Khi & Lhe	December
Managing Learning & Development Function (Post-Forum Workshop)	1	Ian Thomson	Khi & Lhe	December
<b>Manager to Leader - Seminar</b>	1	Multiple Speakers	Khi & Lhe	December

Octara seeks to expand its pool of professional Trainers. Opportunities exist to partner with Pakistan's premier training & event management company.

**For Details:** Karachi: 021-34534261, 34547141, 34520093, 34551198, 34520092

✉ info@octara.com 🌐 www.octara.com 📱 teamoctara 📺 Octara - A TCS Company



## Dear Readers,

The beauty of the human condition is that it is both frail and formidable, mortal, yet invincible. Octara, and all of us associated with it, were privileged indeed to have known and worked with Ramiz Allawala, and imbibed his exhilarating brand of logic that set many thousands free from the clutches of self-doubt and indecision. An interaction with Ramiz advanced the human condition, bringing on levels of self-awareness that turned even the most dithering and vulnerable amongst us into high value human assets. Rest in peace Ramiz, and May Allah grant you a place in Heaven, and give us the strength to celebrate and further your life's work, ameen. Also leaving us for his Heavenly abode was Muhammad Hanif Jakhura (CEO, CDC Pakistan Limited), who added enormous value to strengthening the corporate fabric of Pakistan, and was a sincere and good friend whose memory will live on in our lives, may Allah rest his soul in peace, ameen.

Since our last publication Octara has led an action packed life, as usual, and this is reflected in our content, starting with Ron Kaufman's visit and Octara's association with the CFO Conference 2017, both of which were organized in Karachi and in Islamabad.

The world's leading futurist Dr. Jose Cordeiro engaged with Octara's valued clientele in a workshop on Exponential Organizations, bringing to us the good news that humanity was poised on the verge of an age of abundance, Ma'shallah, Inshallah. He was also the keynote speaker at the CFO Conference where he mesmerized the audience with his many disclosures of what is to come with quantum advancements in technology.

Catherine and John Bentley graced us with their presence in Pakistan on the issues of 'Effective Business Email Writing' and 'Emotional Intelligence for Leadership Excellence', with both workshops hugely important in the globalization context and extremely well received by our clientele.

Octara engaged with the Dawn Education Expo 2017 and assigned six of its top trainers to help our young adults make intelligent and informed choices as they stand on the threshold of transiting from the carefree life of academia to the unsparing rigors of practical life.

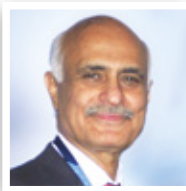
Helping our corporate leadership negotiate the VUCA world we find ourselves in is a top priority for Octara. We are confident that with the many global gurus and subject specialists that Octara has assembled, VUCA will be an acronym of the past, and give way to crystal clarity of the way ahead, helping us ascend the hierarchy of successful and prosperous people in no uncertain manner, Inshallah.



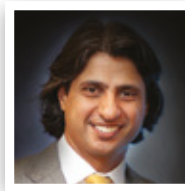
Ramazan Mubarak & advance Eid Mubarak from Team Octara ☺

**jamil janjua, CEO, Octara & Chief Editor**  
janjua05@gmail.com

**Feedback: info@octara.com**



**Patron-in-Chief**  
**Khalid N. Awan**



**Patron**  
**M. A. Mannan**

**Correspondent:**  
**Adil Ahmad**

**Editor:**  
**Muhammad Arif**

**Art Director:**  
**M. Nazim Ansari**

## Inside

# 04

Per's first trip to Pakistan  
**The Secret is Out**  
*Play well & get serious at play*



## Future of Moneyman in Focus

CFO Conference 2017

# 06

# 12

## End of an Era

*and the beginning of a new one*



## Service with a Passion Ron Kaufman Ki Wapsi!

# 20



### Octara Creative & Design

We offer services including ID Development for Corporate & Brands

- Product Packaging Designs • Brochures • Flyers • Product Catalogues • Annual Reports • Newsletters
- Greeting Cards • Business Stationary • Events related Theme and Promotional Material.

☎ 021-34551198, 34520093 🌐 [www.octara.com](http://www.octara.com) 📱 [teamoctara](https://www.facebook.com/teamoctara)

**www.octara.com**



# The Secret Is Out!

## PLAY WELL & GET SERIOUS AT PLAY!

'Play Well' is what Lego® stands for in the Danish language (Leg Godt), and Per Kristiansen, the chairman advisory board for Lego® Serious Play® and on his first trip to Pakistan, is not Lego® founder Ole Kirk Kristiansen's grandson! Even though he is reinventing the founder's vision in ways that Ole may not even have imagined when he started crafting wooden toys in 1932 under the brand name Lego®. The name Kristiansen, as Per (pronounced Pier) puts it, is as common in Denmark as the name Smith is in England. The common denominator is in the name of the company itself, and that is what Lego® Serious Play® sets out to do by helping others play well at whatever it is they're playing at, and make the world a better place. That states the Lego® Company's vision in all its broad and splendid simplicity.

### Hands-on, 'minds-on'

Johan Roos and Bart Victor created the "SERIOUS PLAY" concept and process in the mid-1990s as a way to enable managers to describe, create and challenge their views on their business. They felt that if Lego® helps kids unlock knowledge and accelerate learning, then it should be assumed that it would do the same for adults. Dr. Roos is now Chief Academic Officer at Hult International Business School and Dr. Bart Victor is Cal Turner Professor of Moral Leadership at Vanderbilt University, but when they created Serious Play® they were both professors at IMD in Switzerland.

The conceptual foundation of serious play combines ideas from constructivism (Piaget 1951), its subsequent version constructionism (Harel and Papert 1991), complex adaptive system theory (Holland 1995) and autopoietic corporate epistemology (von Krogh and Roos 1994; 1995) applied to the context of management and organizations.

### In Search of Original Strategies

The empirical foundation of the concept of serious play stems from Roos and Victor's experiments with leadership teams in Tetra Pak, Hydro Aluminium and TFL and during an IMD program for the top 300 leaders in the Lego Company. They presented their early ideas in a short article published by IMD in 1998 entitled "In Search for Original Strategies: How About Some Serious Play?" and in the 1999 article "Towards Model of Strategy Making as Serious Play" published by European Management Journal. In 2004 the journal Long-Range Planning published their article "Playing Seriously with Strategy" (with Matt Statler), which serves as the foundation for the concept and practice of Lego® Serious Play®.

Lego® Serious Play® is a facilitation methodology offered by a Lego® Serious Play® Certified Facilitator, which Per Kristiansen is. Its goal is fostering creative thinking through team building metaphors of organizational identities and experiences using Lego® bricks. Participants work through imaginary scenarios using visual three-dimensional Lego constructions, hence the name Serious Play®.

The method is described as 'a passionate and practical process for building confidence, commitment and insight'. The approach is based on research which suggests that hands-on, 'minds-on' learning produces a deeper, more meaningful understanding of the world and its possibilities. It is claimed



Per Kristiansen  
Chairman Advisory Board for  
Lego® Serious Play®



that participants come away with skills to communicate more effectively, to engage their imaginations more readily, and to approach their work with increased confidence, commitment and insight.



*Per & Hassan Bin Rizwan are Certified Lego® Serious Play® Trainers*

## Brain thinks in terms of metaphors

"It is taking something which is intangible and turning it into something concrete," says Per Kristiansen who was in Pakistan at Octara's invitation, putting over 60 young and dynamic executives through their paces, assisted by Octara Associate and fellow Lego® Serious Play® Certified Facilitator Hassan Bin Rizwan. "We know so many things we don't know we know," he said, beginning to sound a bit like George W. Bush! "It is really hard to share it and for other people to interact with it. This is the way of giving it shape and making it more concrete."

How, for instance, do we make a model representative of the competitor, asks Per? "It is always going to be metaphorical. That is good because the brain thinks in terms of metaphors which make for a more efficient communication. On a table of eight participants we have eight metaphors gaining shape and aligning using Lego® bricks. Through the shared metaphors will emerge a much more coordinated understanding

tasks and hope for the best."

Per has a M.Sc. from CBS and coach training from NeuroLeadership Group. He has followed 'Leading Change & Organization Renewal' at Harvard Business School and 'Leadership Foundations' by Peter Senge (Society of Organization Learning). He is certified in the Cynefin method of Dave Snowden, Cognitive Edge, and trained in Transformative Scenario Development by Adam Kahane and Reos Partners. He holds a certificate program in 'Foundations of Neuroscience Leadership'. Per's specialty is assisting companies in making robust strategies in rapidly changing environments.

Per travels all over the world, and has done work in Mumbai. He is experiencing more demand from South Africa which he sees as the bridgehead into the rest of Africa, especially sub Saharan Africa where he would like to engage.

This is Per's first time in Pakistan, and he looks forward to future visits, his hectic schedule permitting. Per didn't buy into all the negative media hype about Pakistan, and had no second thoughts about heading this way with the reassuring presence of friends like Hassan Bin Rizwan and Team Octara here to receive him and extend to him the fabled Eastern hospitality of this great land of the mighty Indus and towering Karakorum.

## Listen to your inner voice

Per Kristiansen is married to Christina, and has two sons Karl (13) and Alexander (10). Per is an advanced level athlete and runs the Marathon, an interest that he attributes to his brother who is really passionate about it. "Since we mostly like the same things I decided to give it a try. Most people run with music or podcast in their ears. I don't do that, and not just because of the traffic, but also we need to have time to listen to our inner voice. That is why I am against people using their phones because when you do that you don't hear yourself. If we don't have this conversation with ourselves we just keep on doing the same thing. You have the 'Aha' moment in the shower because nobody is talking to you in the shower so you have time to think. We are also not checking Facebook when we're in the shower!"

Per cites good food as his favorite food, and is open to partaking a variety of cuisines. He exercises regularly which keeps his digestive system in good working order, and also helps beat jet lag. Thank you for visiting us in Pakistan, Per Kristiansen! ■

*Interviewed by Adil Ahmad, Correspondent, octara.com*

*Per Kristiansen is the chairman advisory board and Master Trainer for Lego® Serious Play®. He is exclusively working with Octara for his workshops in Pakistan.*

*For Inquiries, info@octara.com*

## Make this world a better place

What is important for the Lego Company and its owners is the impact Lego® Serious Play® has on helping people think differently about the potential of other people, says Per. "Where companies really respect each person's contribution. Of course they want to sell more Lego® bricks, but they want to make this world a better place." Lego® Serious Play® was developed as a one team workshop with no more than 10 people at a time. That gives the facilitator a lot more credibility and he can guide the process, says Per. "With such a big audience you're just a moderator and can assign



of reality whether it is who we are today, and what do we want to become, and what defines our competitor."



*Per Kristiansen Dining-out with Team Octara in Karachi*



# FUTURE MONEYMEN IN FOCUS

Hosted by ICAP, CFO Conference 2017 brought under one cool, very large 5 star roof the best and brightest money managers in the country; and there were a lot of them, presided upon by the ICAP president Nadeem Yousuf Adil who, along with his father Yousuf Adil, has notched up 36 years of service in the top job at ICAP. It's a tightly knit fraternity like no other, the joining of which requires the shedding of much blood, sweat and tears. The Chartered Accountant has always been a cut above the rest in terms of professional qualification, and is to be found in every sector of trade, commerce and industry keeping track of the money. But that role has undergone a substantive change in the new global economy, with the Chief Financial Officer having to now fill the boots of the Chief Sustainability Officer.

CFO Conference '17 had Allied Bank for its Platinum Partner, and MCB, Unilever and Jubilee Life Insurance as Gold Partners. Meezan Bank and Al Meezan Investment Management were Lunch Partners, and the roster of Silver Partners included National Foods, EFU General, Century, Engro, UBL, PSO, HBL Asset Management, Marsh, Tapal, and FINCA. Wateen chipped in as the Connectivity Partner, Jang Media Group and Geo News as Media Partners, Prime Event Management as Event Partner, and Octara responsible for the conceptualization and design of CFO Conference '17.

## the Big Shift

Shaping the Future, Connecting the Dots – Learn, Leverage, Lead was the

## Shaping the Future Connecting the Dots

LEARN → LEVERAGE → LEAD

theme that led the conference, with the top futurist Dr. José Cordeiro, founder of the Singularity University in California's Silicon Valley, presenting the Keynote Address titled 'Global Trends – A Glimpse at the Big Shift – Impact on Business Growth and Economy'. José Cordeiro is a Venezuelan with a PhD from the Massachusetts Institute of Technology (MIT). He first came to Pakistan in 1988

after his graduation, and says the country has changed a lot since then.

His other major involvements cover The Future Society

and The Millennium Project of the United Nations where he is in search for the technologies of the future and how they will radically improve the human condition. The Millennium Project has groups of futurists all over the world, including Pakistan. "We study the future trends in different areas of economics, environment, and energy, and the different challenges faced by humanity. Singularity University was formed in 2009 to prepare humanity for the big changes that are happening with all the new technologies like Nano, Bio, Info and space travel."

Concept & Design Partner

 **octara**  
A  Company  
Training | Conferences | Publications



## “There are no excuses anymore to be poor” - Dr. José Cordeiro

Dr. Cordeiro spoke of the exponential technological progress that in 30 years had gone from the 1K IBM punch cards to a 128GB flash drive. So what could happen in the next couple of decades? “Singularity is defined as the point where artificial intelligence reaches human intelligence. We expect this to happen between 2029 and 2045. That is the time

when computers will have more transistors than humans have neurons in their brain,” says Dr. Cordeiro, declaring that there will be free Internet throughout the Planet, in the middle of the Indian Ocean and the South Pole, even in North Korea beamed directly from the sky! This will radically change humanity, he says, with the population of the planet stabilizing in the next 20 to 30 years, and then going down.

“The human condition until the year 1800 comprised of poverty, hunger and disease,” says the good doctor. “The



Dr. Musadik Malik, Official Spokesperson of the Prime Minister of Pakistan



Speakers at the CFO Conference 2017



Khaliullah Shaikh, FCA, VP South & Chairman PAIBC, ICAP



Keynote Speaker, Dr. José, USA



Nadeem Yousuf Adil, President, ICAP



Speakers of TED Style Presentations “A New Canvass on the Horizon - CPEC”



Dignitaries and participants of the Conference



Khalid Awan, Chairman TCS; Jamil Janjua, CEO Octara & Muhammad Arif, Business Head Octara in CFO Conference 2017 stand alongside distinguished guests



Executive Discussion on Human-eering: Re-engineering Human Capital in Karachi



Executive Discussion on CFO as Chief Sustainability Officer in Karachi



Executive Discussion on Human-eering: Re-engineering Human Capital in Islamabad



Executive Discussion on CFO as Chief Sustainability Officer in Islamabad





President ICAP, Nadeem Yousuf Adil, FCA presents mementos to the distinguished Speakers & Sponsors



economic progress since then has been exponential and we have gone from \$1000 to \$15,000 per person per annum, and this will keep on increasing. We truly live in incredible times, and today is the best time to be alive!" The United Kingdom became the first country to double its income during the Industrial Revolution (1780 to 1838), and today China holds the world record, doubling its income every 7 to 8 years. "There are no excuses anymore to be poor. We know today what works and what doesn't work."

## From manufacturing to 'mindfacturing'

In the next 20 years we will see more change than we have seen in the last 2000 years, says José the Futurist, emphasizing value addition as the enduring mantra. "Mickey Mouse hats generate more revenue than all the petroleum of Venezuela! It's made of petroleum derivatives and costs 10 dollars. A barrel of oil at today's prices costs 50 dollars. From one barrel of oil can be made 1000 hats, and that's 10,000 dollars. We need to go from manufacturing to 'mindfacturing'."

The bad news for the finance men gathered at CFO Conference '17 was that the financial industry will be completely disrupted in the next 10 years because right now it is very opaque and expensive. Peer to peer lending, bitcoin, blockchain and a whole lot of other 'Fintech' or financial technology will play havoc with the status quo, with financial advisers being fired because computers do it better and cheaper, and do not complain!

"Goldman Sachs is already going into consumer lending. Big sectors of the insurance industry will disappear in the next 10 years with self-driving cars and no accidents. Transfers and payments are now being made through cell-phones radically affecting the banking industry. By 2045 man will reach singularity and we will become 'immortal' by sequencing our genome and knowing what we will die of, and taking preventive action. We are all part of the last generation that hasn't been designed. We are here by 'mistake'. In the future we will be able to decide the characteristics we want for our children. The Human Genome Project began in 1990. It took 30 years and over 1 billion dollars to sequence the first human genome. Today you can do that

for 900 dollars in three days. By 2025 you will be able to sequence your complete genome in 1 minute for 10 dollars."

## Crisis = Danger + Opportunity

The most fascination prediction made by Dr. Cordeiro was the use of telepathy to communicate in the next two decades. "Talking is very primitive. It's a narrow bandwidth and very slow. My one hour long presentation will take 1 second in the future. In Korea they are working on a law to give human rights to robots. 20 years ago Gary Kasparov was the last human to win over a computer in chess. IBM's Watson knows the entire Wikipedia, and IBM is now working on Doctor Watson, Lawyer Watson and Accountant Watson. It is artificial intelligence that learns by itself. The science fiction of today is the science reality of tomorrow." Wrapping up his engrossing presentation that held the audience in a trance like state, Dr. José Cordeiro mentioned the Chinese word for 'crisis' which comprised of two characters, the first standing for danger, and the second for opportunity.

## Magic Corridor

CFO Conference '17 came laden with a thought provoking feast for the mind, and the food served up during the lunch interval did justice to the appetites whipped up earlier in the day. But before lunch could be had there was more mental stimulation to partake of. Three TED style presentations followed on 'A New Canvass on the Horizon – CPEC Opportunities and Challenges of the Magic Corridor'. Hartmut Noack (Regional General Manager, Marriott), spoke on the hospitality industry and its prospects in the CPEC era, emphasizing the paramount importance of security. Amir Jamil Abbasi FCA ( Partner, KPMG) looked at the financial services sector, lamenting the proliferation of grey areas and the general lack of information that he hoped would be overcome with the passage of time. Brigadier Syed Kausar Hussain Shah, SI (M) (Retd), Director Operations & Plans, National Logistics Cell (NLC), gave a detailed review of the One Belt One Road (OBOR), of which CPEC was one of 6 parts that encompassed 65 countries and 60 percent of the world's population.

## Distilling leadership thoughts





*Nazir Ahmad Chaudhri, FCA, Vice President – North, ICAP presents mementos to:*



*Humayun Bashir, Startups,  
Advisory Board Governance,  
Former IBM Country CEO*



*Saad Kaliya, FCA, Partner  
A.F. Ferguson & Co*



*Bakar Ahmed, SVP / Country Head  
HR Division, Askari Bank*



*Syed Mazhar Hussain,  
CHRO, PTCL*



*Azfar I Mir,  
Managing Partner, A.I. MIR*

*Yacoob Suttar FCA, FCMA, Council Member, ICAP  
presents mementos to:*



*Dr. José Cordeiro, USA*



*Brig. S. Kausar Hussain Shah, SI (M)  
Director Operations & Plans, NLC*



*Bruce Garrett, MD  
Marsh | Energy & Power*



*M Hanif Idrees, FCA, CFO &  
Co. Secretary, DHL Pakistan*



*Rashid Masood Alam, FCA  
Financial Controller, Jorhum KSA*

*Abdul Rahim Suriya FCA, FCMA, Past President, ICAP  
presents mementos to:*

*Rashid Ibrahim, FCA, Council Member, ICAP  
presents mementos to:*



*Asim Siddiqui, FCA, Partner &  
Country Leader, TAS, Ernst & Young*



*Hartmut Noack, Regional GM  
Marriott International*

*Khalilullah Shaikh, FCA, VP-South &  
Chairman PAIBC, ICAP presents mementos to:*



*Dr. Zeeshan Ahmed, CFA  
Acting Rector & DEAN, KASBL*



*S. Khalid Noor, FCA, Country CFO  
& Head HR, Novartis Pakistan*

There after came the CONCURRENT SESSIONS, with Executive Discussion – 1 featuring ‘CFO as Chief Sustainability Officer – Driving Change Through Transformed Performance Matrix’, and Exclusive Round Table Sessions that required Pre-Registration on the topic of Cyber Security, with Saad Kaliya, FCA (Partner, A.F. Ferguson & Co) and discussing Blockchain, with Ashraf-ul-Kabir (Country Software Architect, IBM Pakistan). Executive Discussion – 2 was on ‘Human-eering: Re-engineering Human Capital to cater the Future Challenges’.

Humayun Bashir (Startups, Advisory, Board Governance, former IBM Country CEO) moderated seasoned panelists M. Hanif Idrees, FCA (CFO & Company Secretary, DHL Pakistan), Bruce Garrett (MD, Marsh | Energy & Power), Helmut von Struve (MD, Siemens Pakistan) and Rashid Masood Alam, FCA (Financial Controller, Jorhum KSA) who discussed threadbare the CFO as CSO, while Dr. Zeeshan Ahmed, CFA (Acting Rector & Dean, KSBL) moderated panelists Sarfaraz A Rehman (Executive Coach & Consultant, Former CEO, EFL), M. Merajuddin Ahmed (Head HR, Faysal Bank), Syed Khalid Noor, FCA (Country CFO & Head HR, Novartis Pharma Pakistan Ltd.), Azfar I Mir (Managing Partner, A.I. MIR, UAE) and Hasan Adnan Ahmed (Director - HR, Coca Cola Beverages Pakistan Ltd.) on the issue of Human-eering.

Session titled ‘Happiness – Laugh It Out’, and followed it up with an end-of-day Energizer titled ‘Unlocking Happiness – Happiness Why Not for Everyone? – Adopting a Win-Win Lifestyle’. This laugh-at-will advocacy succeeded quite comprehensively in loosening the inhibitions of a traditionally sober sided and strait laced fraternity that deals with the very serious matters of money.

The Institute of Chartered Accountants of Pakistan (ICAP) established under The Chartered Accountants Ordinance, 1961 is a self-regulatory body of professional accountants in Pakistan. It represents accountants working in public practice, business and industry, education and public sector. 14 CFO conferences have already been held across the country with participation of over 7,000 business leaders and finance professionals. The Conferences continue to be the most sought after platform for professionals to share expertise, build knowledge and network. Since the last two years, the Institute has been organizing the Annual ICAP Middle East Conference in Dubai. ■

[www.icapcfoconference.com](http://www.icapcfoconference.com) / [www.icap.org.pk](http://www.icap.org.pk)

Report filed by **Adil Ahmad**, Correspondent, [octara.com](mailto:octara.com)

*Octara was the Concept & Design Partner of ICAP's CFO Conference 2017 held in Karachi & Islamabad.*

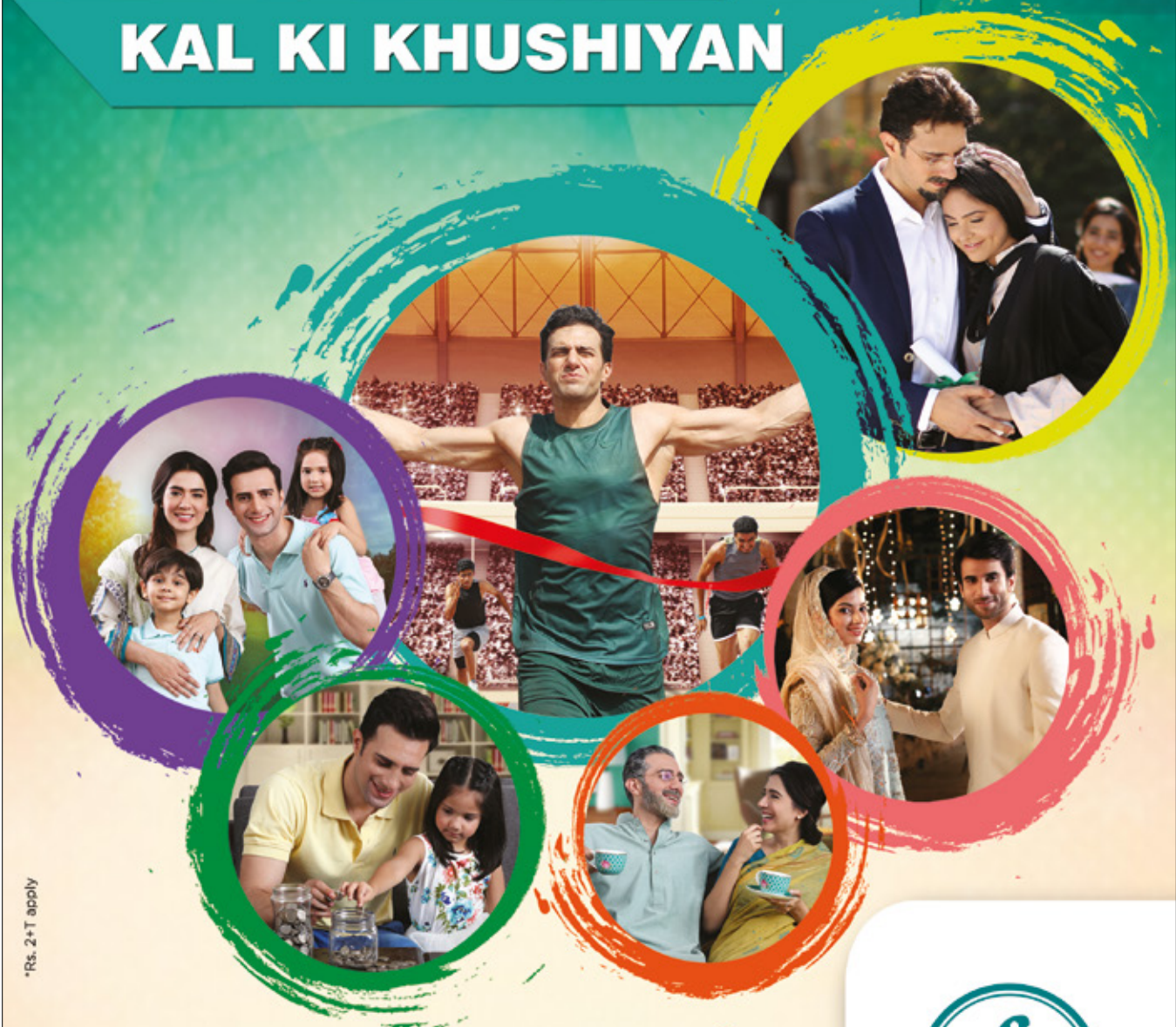
**For Inquiries, [info@octara.com](mailto:info@octara.com)**

Happiness Coach Jo-Dee Walmsley conducted a Special



# AAJ KI TAYYARI...

# KAL KI KHUSHIYAN



\*Rs. 2+T apply

**'KAMAL' likh kar 9898\* par SMS karain**

In the race of life, victory belongs to those who are prepared. Take control of your destiny by making smart choices of securing yourself and your loved ones through EFU Life's Protection, Savings, Child's Education, Marriage, Investment & Retirement solutions.

**Life mein kamal karna zaroori hai**



## LIFE

*Zaroori Hai*



(021) 111-338-111



efulife.com



EFU Life PlanIT

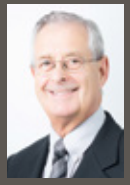


/EFULifeAssurance



# Bentleys come to Karachi

John Bentley



The Bentleys (PowerBase Consulting, Management & Leadership Consultants) were in town and delivered a double whammy on behalf of Octara that left Karachi's corporate set empowered and much the wiser. While Catherine Bentley addressed 'Effective Business Email Writing' in her Workshop, John Bentley focused on 'Emotional Intelligence for Leadership Excellence' in his Workshop, and what a treat it turned out to be, and entirely well worth the investment considering the two areas addressed constitute the fundamental building blocks of successful business organizations.

Catherine Bentley



## EFFECTIVE BUSINESS EMAIL WRITING



With a Masters Degree in English Language (University of Edinburgh, UK) and a Diploma in Marketing (Chartered Institute of Marketing – UK), Course Facilitator Catherine Bentley is a Qualified TESOL (Teaching English to Speakers of Other Languages) facilitator with 16 years' of business management experience within the UK Financial Services Industry that includes Royal & Sun Alliance, MBNA International Bank, and the Royal Bank of Scotland. Since 2004 Catherine has been based in the UAE and has applied her commercial experience to facilitating diverse, multi-cultural teams across geographical locations in the setting and achievement of first-class customer service and communication standards.

Catherine works both with individuals and groups to develop confidence in communication, which she believes allows latent talent and potential to shine through and enhances customer experience and brand credibility. Her mantra is "Success lies simply in being the very best that you can be" and this positive energy runs through her coaching and training programmes. Through a blend of discussions, activities and case studies, participants were made to RECOGNISE



the principles of persuasion in business writing; UNDERSTAND the rules for presentation in business emails; APPLY the five step process for effective email writing; ADOPT the seven stage model for written complaint handling; GENERATE a bank of useful words and phrases for professional emails; DEVELOP a set of templates for particular types of business emails; and APPRECIATE the Power of Language and Plain English for impactful communication.

As the business world moves to communicate increasingly online and to operate as a global village, the need for effective business writing is critical. Email has now become the default mode of business communication with over 200 billion emails being sent on daily basis. Many second language English communicators display excellent spoken communication skills but lack confidence when writing business emails. Writing professional business emails involves expressing points clearly, using language with

precision, and constructing a logical argument – all to ensure the understanding of the reader and enhance the credibility of the writer and the organization represented.

## EMOTIONAL INTELLIGENCE FOR LEADERSHIP EXCELLENCE



John Bentley has over 30 years of sales and general senior management experience, leading teams in Europe, the Middle East and Africa for multi-national companies including IBM, Hitachi Data Systems and Hewlett Packard. He blends his extensive commercial experience with a passion for developing leaders and teams. His belief is that Emotional Intelligence is critical for sustainable success and this theme runs through his workshop and coaching programmes. The overall aim is to develop leaders who are able to create a context of trust in order to align with organisational objectives and vision.

John has assisted executives and senior managers across industries to improve their insight into leadership effectiveness by focusing on the 4 main areas of: Influence, Efficacy, Design and Direction. Similarly, he has worked with a range of professional teams focusing on Satisfaction, Business Agility, Results and Sustainability.

"Most managers have high levels of expertise on the technical side of their work, but significantly fewer have substantial training in the human side of the job – that is, dealing with people," says John. "This becomes vital when we consider that 80 – 85% of decisions are based on emotions; therefore, Emotions Drive People and People Drive Performance."

Thank you for visiting Pakistan, Catherine and John Bentley. We hope you take back great memories of your trip and will visit us again one day soon. ■

[www.powerbaseconsulting.com](http://www.powerbaseconsulting.com)

Report filed by **Adil Ahmad**, Correspondent, [octara.com](http://octara.com)

*Catherine Bentley is a Qualified TESOL (Teaching English to Speakers of Other Languages) & John Bentley believes that EI is critical for sustainable success. Bentley's from PowerBase Consulting, UAE are working exclusively with Octara for their workshops in Pakistan.*

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



**Ramiz Allawala**  
( 1 9 5 8 - 2 0 1 7 )

# END OF AN ERA

## And the Beginning of a New One

While Hillary Clinton and the US State Department may have faltered and failed in their multibillion dollars campaign to win hearts and minds in Pakistan, Ramiz Allawala succeeded beyond all measure as evidenced by the outpouring of affection for him from pretty much around the world once he had passed on to his immortal abode. He reveled in repartee, his razor sharp wit drawing upon a formidable store of knowledge that he kept updated, relishing an engagement with formidable minds. And yet he was a simple man with few needs and a heart of gold.

Born into a wealthy community of seasoned and highly respected entrepreneurs, the Punjabi Saudagars of Delhi, Ramiz Allawala was an outlier and followed in the footsteps of his dad, the formidable Ahmad Allawala, breaking away from the pursuit of material wealth, and bringing to bear his phenomenal store of passion driven energy on the pursuit of knowledge and adding value to the lives of fellow human beings. By most accounts Ramiz was a saint with a mischievous glint in his eyes; a warrior saint who found opportunity in adversity to better oneself. With all this talk of disruption and reinvention that has recently become the fad of the corporate world, Ramiz was disrupting and reinventing corporate lives much before the gurus began talking about it.

As CEO of Gulfstone Training for 18 years and 2 months, Ramiz was committed to bringing major shifts in current leadership capabilities. His firm's core strength being the helping of client organizations and their employees apply critical learning rapidly and effectively. That is one agenda that needs rolling out across the board on a war footing if Pakistan is to blast its way out of the restrictive and handicapping quagmire of the Third World suffering from a perpetual paralysis of analysis.

Ramiz Allawala's specialties were strategic thinking, conflict resolution, problem solving and solutions, values based decision making and corporate ethics, negotiations and persuasive communications, all vital for the establishment of prosperity, peace and progress in a world gone VUCA – Volatile, Uncertain, Complex and Ambiguous.



## Mushy and teary eyed remembrance

The Pakistan Society of Training and Development (PSTD) first floor hall was packed with Ramiz's pals, colleagues and family. Karen, Alina, Alisa and Zach were there as also was Mr. Iqbal Allawala, Ramiz's uncle. Azeez Allawala, the eldest and only surviving sibling of Ramiz, and a dear old friend, spoke on behalf of the family along with Ramiz's daughter Alisa who made the audience feel mushy and teary eyed with her very personal remembrance and tribute to her father. Knowing Ramiz one can only hazard a guess at the kind of bond he shared with his kids, the depth of which became evident as Alisa spoke, with her siblings Alina and Zach sitting quietly and discovering through other people's eyes what a great chap their father was, something they already knew.

***“Unless we celebrate such people we will not be able to capture the essence of their contributions” – Khalid Awan***

Mr. Khalid Awan, the Chairman TCS, was lost for words when asked for his thoughts on Ramiz's passing, and then came back forcefully, declaring that we must ensure Ramiz's agenda is vigorously promoted and pursued to enable the dawning of a new era. Referring to a recent publication, 'The Rise and Fall of Nations', he said that the strengths and weaknesses of a society could be ascertained by looking at their rich and famous and how they attained their preeminent positions – by making great bets; through political patronage; or by building institutions and focusing on developing other people. “Mian Abdul Ghani, the man behind the PSTD, was a great Pakistani. Unless we celebrate such people we will not be able to capture the essence of their contributions. Ramiz inspired and motivated thousands of people.”



***“I knew he had what it took to be a first rate trainer” – Jamil Janjua***

Jamil Janjua, the CEO Octara and co-host with the PSTD of Ramiz's remembrance day, emceed the occasion, and spoke of his own association with Ramiz that dated back two decades and more. “In the early 1990s I was working with TCS, and we had differences amongst the leadership which is normal in progressive organizations. One day Mr. Khalid Awan invited Ramiz to speak to us all. He walked into a boardroom full of senior executives, slowly took off his jacket, loosened his tie and rolled up his sleeves. The body language was clear. It was time for action! For the next two and a half hours he mesmerized all of us. He talked about the value of empathy and listening with a view to understanding and not just framing a reply, and the centrality of teamwork and pulling together in the pursuit of excellence. At the end of it the atmospherics inside the boardroom had undergone a qualitative change for the better. That is my first recollection of Ramiz. I knew he had what it took to be a first rate trainer.



Later when I joined the British Council and put together a leadership series I asked him to come onboard, and that started him off in the corporate training field, becoming the most asked for trainer in the corporate world.”

Ramiz could engage in equally earnest dialogues at the CEO level as with the tea-boy level, said Jamil Janjua, and on a more personal note he said that Ramiz had a voracious appetite and was an unusual dresser who complimented the clothes that he wore rather than the clothes complimenting him.

***“Ramiz helped us out of a serious jam at the Habib Bank in 2001” – Zafar Usmani***

Zafar Usmani, a valued enabler of the Pakistan Society of Training and Development (PSTD), was there on the 5th of March 2017 when Octara organized a Memorial Day for Ramiz at the beautifully appointed and very impressive premises of the PSTD.



“Ramiz helped us out of a serious jam at the Habib Bank in 2001. At the time HBL had one of the most difficult labour unions in its history, representing some 18,000 members and prone to getting violent. I was in a flap and told Ramiz I had never before dealt with such people. He came up with the perfect solution, and organized a negotiating skills training workshop which was attended by the management team and the labour union leaders, two sets of diametrically opposed participants acutely hostile to each other, sitting face to face for two days while Ramiz took our class with a focus on achieving win-win outcomes, which we did, to the amazement of all people.”

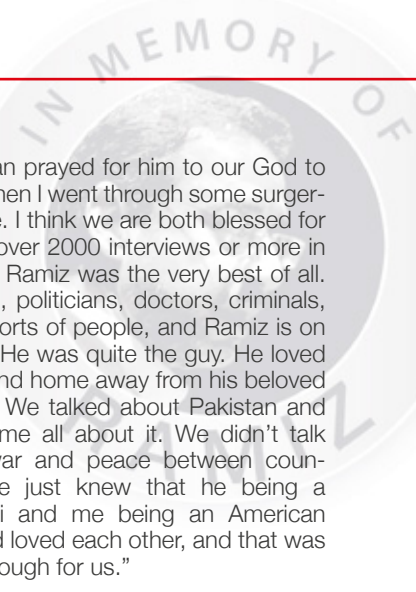
***“He helped us out in our darkest hour” – Zaufi and Haseeb Hasan***

Then there were those colleagues, friends and admirers of Ramiz who sent in their condolences and remembrances via video, not being able to grace the occasion themselves. Rehan Allahwala sent Ramiz's career synopsis that highlighted his many achievements. Kamran Rizvi spoke of him as a

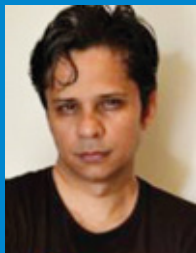


giant of a man, and his first meeting with him in 1998 at the British Council workshop where he spoke of ethos, pathos and logos, leaving an indelible mark on his mind. Zafar Ahmed referred to him as his buddy, a word that summed up his relationship. Hammad Siddiqui called him a very helpful, great soul, and Haseeb T. Hasan saluted the man who had helped him out during the darkest period of his life. “Ramiz and Karen were there for Zaufi and I in Karachi those days, and we owe them so much. They recommended that both of us start our own business and today, by the grace of Allah, Zaufi and I have been working for 21 years based on their advice.”

***“Less grief and more disbelief” – Crystal Heart Kazmi***



Imran Owais Kazmi, also known as Crystal Heart Kazmi, called Ramiz public property that was attached to everybody, and said that he felt less grief and more disbelief, with a part of him not willing to accept that Ramiz was no more. Zaufishan Haseeb called Ramiz a true warrior and spoke of his unconditional acts of giving to those in need.



When Ramiz relocated to Northfield in Minnesota (USA) true to form he developed some tight friendships. Wayne Eddy, former president of the Minnesota Broadcasters Association, and anchor of The One 95.1FM, brought together some of Ramiz's friends there to reminisce. Major (R) Bruce W. Morlan (USAF) spoke of him as the most curious person he had ever met, and Teri Knight said that Ramiz's light is so bright still that it shines through the valley of death. Jeff Johnson was struck by Ramiz's ability to make people feel good about themselves and the world which is something one cannot replace.

My Bible group as a Christian prayed for him to our God to help him get through this. When I went through some surgeries he prayed to Allah for me. I think we are both blessed for those prayers. I have done over 2000 interviews or more in my lifetime, and I would say Ramiz was the very best of all. I've done senators, athletes, politicians, doctors, criminals, and all sorts of people, and Ramiz is on the top. He was quite the guy. He loved his second home away from his beloved Karachi. We talked about Pakistan and he told me all about it. We didn't talk about war and peace between countries. We just knew that he being a Pakistani and me being an American liked and loved each other, and that was good enough for us."



*Tree planted in remembrance of Mian A. Ghani, founder of PSTD*



*Karen with Chacha Iqbal Allawala*



*Karen Allawala planting a tree in remembrance of Ramiz at PSTD, Karachi*



*Karen with Jamil Janjua, M. Arif & Jason Bosco from Octara*



*Friends, Families of Ramiz and HR & Trainers Fraternity present at the Event*

## **"My Bible group as a Christian prayed for him to our God" – Wayne Eddy**

Wayne Eddy interviewed Ramiz in depth and spent 24 hours in continuous conversation with him cut up in two hours segments. "In one of our interviews we came up with the idea of chronicling his trip through cancer treatment, never anticipating that it would end on his death. He would come in every other Friday if he was strong enough after chemotherapy, and he would tell us what it was like and what he was going through. It gave him something to look forward to because it's such a downtime when you're taking chemotherapy. We would not just talk about his cancer, but about everything and anything.

## **"He made sense of all the dashes and dots that I was not familiar with" – Shireen Naqvi**



Shireen Naqvi, trainer and motivator extraordinaire, was there in person at the PSTD on the 5th of March, 2017 to pay tribute to a man she summed up in three words – Ahan! Fear, and Azmat. "I first met Ramiz at a Trainers Resource Group session, and all I could do was say ahan, ahan, ahan! So that's what life's all about! He made sense of all the dashes and dots that I was not familiar with. I am



still running his courses that he created, designed and initiated. I feared him. I was scared when I saw him, not knowing how to react to him because he was so azeem. I felt he had every right to ignore me, and yet he was there with his hypnotic voice and charming smile. His message is find out who you are and live the life you're supposed to lead."

## **"We worked hard and played harder" – Khurram Khwaja**



Khurram Khwaja was Ramiz's childhood friend, and spoke of always living in the shadows of their elder brothers, and making their own brotherhood! "We worked hard and played harder. We scuba dived, went swimming and played rugby, the hardest game one can think of. We formed the Pakistan Rugby Union. In 2015 we got recognition at the world level, and my brother Fawzi attended the World Rugby Awards that brought forth special praise and encouragement from Ramiz."



Sarfaraz Rehman went to school with Ramiz and confided that Ramiz wasn't very good in his studies in school. "His attitude towards those who were good in their studies was that when he grew up he would run a business and the rest would work for him! In my periods of indecisiveness Ramiz encouraged me to follow my conscience. He has been a wonderful influence on many people."

Rufi Jamil was another childhood friend of Ramiz's and said that his legacy is his values, fondly remembering him sitting in the last row in class and throwing pellets at his friends! She spoke of his smile and courage with which he braved his cancer, insisting on getting up on his feet each time she went to meet him.

Waqar, a fellow HRD practitioner, recited an emotionally charged passage from Inshajee Chalo. He said that Ramiz loved his Karachi and his Sind Club, and came back here to live out the last days of his life. "We should institute a Ramiz Memorial Lecture and engage weighty personages to deliver it."

Fahad Ahmed, Ashok Kumar Sanjwani, Abdul Rafay and Kamran Ahmed Ansari were also people whose lives Ramiz touched, and they spoke of their personal experiences with him and how he changed their lives.

## **"Over the past year I have taken his advice and never been happier" – Umair Jaliawala**



Umair Jaliawala, leading the new generation of trainers who have already left their mark in the realms of youth empowerment, was the last speaker on the roster, and spoke of the advice Ramiz gave him in his final few days. "Do not fear anything. Go out and live. Go out and love. And then go out with honour and your head held high." That is exactly

how Ramiz led his life. "Once I was very despondent for not being able to bring people together on the TRG platform, and he asked me why I had taken it upon myself to do so? He advised me to go out and enjoy life and concentrate upon myself. Over the past year I have taken his advice and never been happier."

## **"God doesn't employ accountants" – Clay Christenson**

The last item on the agenda, before we all went out to plant trees in memory of Mian Ghani and Ramiz, was a four minutes video clip by Clay Christenson on 'How to Measure Your Life.' How do you measure the profitability and success of your life is the question Clay posed in the video. "We aggregate, and hence have this sense of hierarchy, wealth and so on. The reason I concluded that God doesn't employ accountants is because He has an infinite Mind. He doesn't have to aggregate up above the level of individual people in order to have a perfect understanding of what's going on in this world. So when I have my interview with God at the end of my life He is not going to ask me how high I went in anybody's organizational chart, or how much money I left behind in the bank when I died. He will say I put you in such and such circumstance, now can we talk about



the individual people whose life you helped become better because you worked with them, or because they were members of your family, or you just met them and they needed your help. Let's talk about the individual people whose life you blessed because you used your talents I gave you to help them. I realized that that is the way God will measure my life by the number of individual people whose life I blessed.

It's actually very important that you succeed at what you're succeeding at. But that isn't going to be the measure of your life. God doesn't count. He doesn't aggregate. He is going to assess you on how much you helped other people be better people."

## **Bonanza!**

By the above reckoning Ramiz has hit pay dirt in a very big way in the Afterlife. May Allah bless his soul and grant him a place in Heaven, ameen, summa ameen. ■

Report filed by **Adil Ahmad**  
Correspondent, [octara.com](http://octara.com)

For viewing his interview and event's video, go to our YouTube channel "Octara Private Limited Pakistan" and Facebook Page "In Remembrance of Ramiz Allawala"





I have known Ramiz for many years now, and had the privilege of penning the biography of his illustrious father, the legendary Ahmad Allawala, during the course of which my interactions with Ramiz were substantial. Ramiz made the transition to his celestial abode on the 13th of February, 2017. He fought the cancer tooth and nail, almost vanquishing it on more than one occasion. His loving and supportive family, along with his legion of students and fans provided him with positive energy as they prayed for his wellbeing.

At the appointed moment, however, the Lord's work had to be done even if it were to leave behind a huge emptiness in the hearts and minds of his family and friends who flocked to his funeral to bid him farewell. For me, I did not feel the emptiness, for even in his absence I could sense him loud and clear. Ramiz was a warrior through and through, and his conquests were legendary as they ignited the minds and fired the imaginations of corporate leaderships across the board.

Ramiz's work and remembrance will carry on of that there is no doubt. His specialties were strategic thinking, conflict resolution, problem solving and solutions, values based decision making and corporate ethics, negotiations and persuasive communications, all vital for the establishment of prosperity, peace and progress in a world gone VUCA – Volatile, Uncertain, Complex

and Ambiguous.

Ramiz understood that it was all about mindsets. What he taught was not rocket science; what he taught was unadulterated commonsense that has regrettably become most uncommon in the mad dash of life as we know it today. He beguiled us to stop and ponder that which sat on the tips of our nose evading our attention. It was a treat to see the light switch on in the eyes of the participants as the penny dropped, revealing the solution in all its simplicity. Pure genius. Such was Ramiz.

## EULOGY

by **Adil Ahmad**, Correspondent, [octara.com](http://octara.com)

As CEO of Gulfstone Training for 18 years and 2 months Ramiz was committed to bringing major shifts in current leadership capabilities. His firm's core strength is helping client organizations and their employees apply critical learning rapidly and effectively.

The likes of Ramiz are not to be mourned. They are to be celebrated. He has enriched our lives and left us much the wiser. To each of his students to whom he was a river of knowledge and self-awareness the time is now upon us to put his many thoughts into action and make this world a better place.

Rest in peace, my friend, and may Allah bless your soul and grant you a place in Heaven, ameen, summa ameen.



Karen thanked everyone for the great support that the family received every step of the way. "Thank you to PSTD, Khalid Awan, Jamil Janjua, Arif, Jason and their wonderful staff for putting together this great tribute to my husband. My Chacha Iqbal Allawala, Beenish, Adeel, Alina, Alisa and Zach, and a special thank you to Stewart for giving us the transportation to fly from Rochester to New York City. It was Ramiz's fond request before he died to have the opportunity to say goodbye to his family and friends here in Pakistan. He wanted to be placed with his Abbu and Ammi. Finally, he wanted his life celebrated just as we are doing today.

Being amongst Ramiz's dearest as we have been over the last few weeks has illuminated the sincere impact he had on people he came in contact with. His capacity to really listen and empathize, and



read between the lines and hear even that which is not being said, made him a great source of advice, encouragement and motivation. He belonged to everyone. He drew people to him with his down-to-earth charisma and extraordinary sharp wit.

Ramiz often referred to his cancer as a gift. For the first time in decades he was able to sit back and let others take care of him, something he never felt comfortable with. He was at peace in the company of his kids Alina, Alisa and Zach, and his grandson Kaya.

I was blessed beyond my wildest dreams to spend the last 33 years with this great man. He taught me so many lessons. He was a great instructor on my life and in my life. Ramiz took his last breath on February 13th, 2017 at approximately 4am. The heavens lit up and a bright new star was once again seen, and his journey continues."

## KAREN'S Tribute





# OCTARA Faculty at Dawn Education Expo 2017

## Empowering the Youth Factor

## Enter Octara's Hefty Half Dozen!

Pitching in with their bit to prevent Pakistan's demographic dividend from turning into a nightmare, Octara fielded six of its top tier trainers to engage with students and bring them up to speed to succeed in the rough and tumble of the ultra-competitive big, bad world outside academia.



**Syed Ali Hasan Naqvi, GM Marketing  
DAWN Media Group  
& Jamil Janjua, CEO, Octara**



**Abdul Kadir Jaffer  
President, The HUB School & Chairman,  
Ahmed Jaffer & Company (Private) Limited**

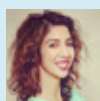
A series of workshops for students were organized by Octara in partnership with DAWN Education Expo 2017.



**Dr. S. A. Rab** talked of 'Getting Ahead in Your Career', discussing academic qualifications that can maximize the chances of finding employment.



**Ali Saeed** pitched 'Mind Map Your Career', showing how to effectively formulate one's career map.



**Sulmeen Ansari's** discourse was titled 'A Career – A Passion!' and she advocated making passion a profession.



**Adeel Durvesh** focused on 'Learning Made Easy' with the use of Apps.



**Javaid A. Khan** talked of 'Building Your Dreams', with the message to make the most out of everything.



**Noman Malik** focussed on 'Resume Writing' for young professionals.

The Pakistani DNA is right alongside the very best in the world, and all the youth need is for the more experienced generations that have preceded them to take an interest in grooming those poised to enter the fray. ■

[educationexpo.dawn.com](http://educationexpo.dawn.com) / [www.dawn.com](http://www.dawn.com)

Report filed by **Adil Ahmad**  
Correspondent, [octara.com](http://octara.com)

*Octara in collaboration with DAWN Group has been organizing series of workshops at the Annual DAWN Education Expo. The objective is to empower the Pakistani youth through such event.*

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



“EXPONENTIAL ORGANIZATIONS should be for anyone interested in the ways Exponential Technologies are Reinventing best practices in business ”

- Ray Kurzweil

## Creating the Future Organization

A one-day seminar held on March 15, 2017 in Karachi

# EXPONENTIAL ORGANIZATIONS

## *Futuristic Vision of Abundance*

Dr. José Cordeiro's (PhD, MBA)



At face value from a layman's perspective the good doctor has gone stark raving mad! 'Curing' death and making man 'immortal' are the sole preserves of those who have lost their minds. And yet, there he was, addressing an empowered segment of Pakistan's corporate leadership who was taking him very seriously.

For those of us who make it a habit to venture beyond our comfort zones, the signs have been there for a long time, too profound to contemplate for most people, much like alien visitations and the existence of Area 51. But Dr. Cordeiro has made it his passionate business and pastime to follow the world at its cutting edge, and prepare the wider public for quantum growth enabled by exponential advancements in technology.

### Preparing for Exponential Organizations

Dr. Cordeiro engaged Octara's esteemed clientele at Karachi



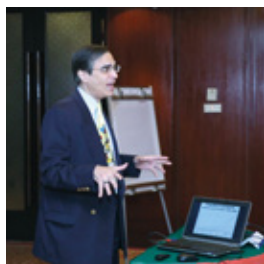
in full day workshops on Exponential Organizations based on the book by the same name co-authored by Salim Ismail, Michael S. Malone, and Yuri Van Geest which unveil years of research learning how organizations can accelerate growth with technology to achieve performance 10 times better than the competition.

José Cordeiro holds degrees in engineering from the Massachusetts Institute of Technology (MIT), Cambridge, Massachusetts, economics from Georgetown University, Washington, DC, management from INSEAD, Fontainebleau, France, and science from Universidad Simon Bolívar, Caracas, Venezuela.

He is chair of the Venezuela Node of The Millennium Project; founding faculty and energy advisor at Singularity University



in Silicon Valley, California; founder of the World Future Society's Venezuela Chapter; co-founder of the Ibero-American Transhumanist Association; and former director of the Club of Rome (Venezuela Chapter), the World Transhumanist Association (Humanity+) and the Extropy Institute.



José is also invited faculty at the Institute of Developing Economies IDE – JETRO in Tokyo, Japan, the IE Business School in Madrid, Spain, and the Moscow Institute of Physics and Technology in Russia. He has published more than 10 books in 5 languages, including the

## A world of abundance

Welcome to a time of exponential change, the most amazing time ever to be alive, says the good doctor, his eyes ablaze with excitement at what he sees unfolding in the not too distant future. "Exponential Organizations will help you navigate the shifting business environment due to the introduction and proliferation of exponential technologies."

Today's organizations are built for a linear world: hierarchical, centralized, closed, top down and focusing on ownership due to scarcity of people, resources, assets and platforms. "They evolved one hundred years ago for an era of economies of scale and relative stability and predictability. Our environment is changing exponentially, mainly driven by



best-selling edition "The State of the Future" with The Millennium Project, and has appeared in programs with CNN, Discovery Channel and the History Channel, among many other international media interviews.

## "In business, performance is key. In performance, how you organize can be the key to growth" – Dr. José Cordeiro

"ExOs are perfectly fitted for the ASIAN region due to large amount of young people embracing its attributes!" says Dr. Cordeiro. "Today the only constant is change, and the rate of change is increasing. Your competition is no longer the multinational corporation overseas; it's now the guy or gal in the Silicon Valley or Mumbai garage using the latest online tools to design and cloud print their latest innovation. But the question remains: how can you harness all of this creative power? How can you construct an enterprise that is as quick, adept and innovative as the people who will be part of it? How will you compete in this accelerated new world? How will you organize to scale? The answer is to create the organization of the future - The Exponential Organization."

In the past five years, the business world has seen the birth of a new breed of company - the Exponential Organization (ExO) - that has revolutionized how a company can accelerate its growth by using technology. "An ExO can eliminate the incremental & linear way traditional companies get bigger and leverage assets like community-big data- algorithms and new technology into achieving performance benchmarks ten times better than its peers."

exponential technologies and globalization. As a result, the world is becoming increasingly open and transparent and we are slowly moving from a world of scarcity to a world of abundance."

Exponential Organizations lay the framework for organizations to adapt and thrive in a world of abundance by diving into new organizational structures that leverage exponential technologies and a shifting global business mindset. "Today, if you're not disrupting yourself, someone else is. Your fate is to be either the disrupter or the disrupted. There is no middle ground," says SALIM ISMAIL, Author of the book, Co-Founder and Chairman, ExO Works.

"The ExO Sprint solves the immune system problem. It removes the resistance of an organization to transform itself to the new Exponential Age," adds FRANCISCO PALAO, Co-Founder and CEO, ExO Works, while Paul Polman, CEO, UNILEVER, says that he has found ExO concepts to be extremely valuable. "I've made the book required reading for senior management and we are implementing many of its principles." ■

Report filed by **Adil Ahmad**, Correspondent, [octara.com](mailto:info@octara.com)

*The Futurist, Dr. José was the Keynote Speaker at CFO Conference 2017 in Karachi & Islamabad and also delivered one-day workshop on Exponential Organizations in Karachi. He is exclusively working with Octara for his workshops in Pakistan.*

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

Listen to Dr. José Cordeiro talk about The Future of Technology at:

<https://www.youtube.com/watch?v=5YKkcUcSpMU&t=60s>

RON KAUFMAN

February 8

A LEADER  
ACCELERATION  
PROGRAM

...only from Octara!!!



**PEHLAY AAP!**  
Service with a Passion

# RON KAUFMAN KI WAPSI!



*Ron presenting his book "Uplifting Service" to  
Wajahat Husain, President & CEO, UBL*

Hospitality is the fabled tradition of the East, more so the Land of the mighty Indus and the Karakorums whose giant peaks adorn the outer fringes of Pakistan at the north end while the deep blue of the Arabian Sea stands guard in the south.

Within this land has come the ravage of war, sharpening the divide between the large and increasingly vocal majority that seeks peaceful coexistence, and the lunatic fringe that seeks to disrupt the functional state through violence. Bad news sells, and notwithstanding the fabled hospitality of Pakistan, a 24/7 global mass media has repositioned Pakistan's image, and branded us unsafe to visit. That misperception strikes overseas visitors the moment they land on our shores, and the unanimous verdict is that the reality of Pakistan and the perception of it overseas are poles apart.

**"Service is the single most important aspect that drives the success of a business" – Wajahat Husain**

For Ron's Karachi seminar Octara had United Bank Limited (UBL) as the Platinum Sponsor, and Wajahat Husain, President & CEO UBL welcomed the very large turnout of paid delegates from the top corporates which included EFU Life Assurance Company Limited, Dawn Media Group, MCB



## Partners of Karachi Event



Bank Limited, Cupola Group, Silk Bank Limited, UBL Fund Managers and Premier Agencies, with Greenstar Social Marketing Pakistan Limited as the Gold Sponsors, and K-Electric Limited, Pakistan State Oil (PSO), Habitt Pakistan & TCS as Supporting Partners. The Institute of Business Manage-

ment & UP Your Service engaged as Knowledge Partners.

"Meeting up with the Service Guru himself, Mr. Ron Kaufman, is a special privilege," said Wajahat Husain. "His global legacy and customer focus precedes his presence here today. It is a foregone conclusion that an uplifting service culture will provide any business, big or small, with a sustainable competitive advantage and distinguish the winners from the also ran. UBL, Pakistan's best bank in 2016, has at its very core a focus on service. 'Customer First' is our first core value at UBL. We are here to serve and exceed their expectations thereby gaining their trust. Customer First is backed by Honesty of Purpose, Teamwork, Excellence and Meritocracy as the ethos that drive our business and organizational growth."

In recent times there has been a lot of collaboration between finance and the world of technology, commonly known as Fintech, said Wajahat Husain. "UBL has been in the forefront and pioneered many technology firsts. OMNI, UBL's branch-less banking offering, has an agent network of over 42,000 'dukaans' over and above the 1350 bricks and mortar branches. UBL has partnered with the Pakistan Railways to come up with its e-ticketing module. The first inter-operable digital payment service was launched by UBL in association with Master Pass via the QR digital payment conduit of which much more will be seen, moving people away from plastic to a brand new medium of payment. Service is the single most important aspect that drives the success of a business. We must all, within our respective spheres of influence, ensure that this very crucial and critical aspect of business is given its due importance."

## "Uplifting service is a journey and not a destination" – Zargham Durrani



Service is where one can truly differentiate with every other innovation prone to being copied and replicated by the competition, said Zargham Durrani, Head of Retail Banking (North) for Muslim Commercial Bank Limited (MCB), the Platinum sponsor of the Lahore seminar which was also supported by TCS, Pakistan State Oil, Coca Cola Beverages Pakistan Ltd, and FranklinCovey | IMS Knowledge & UP Your Service as Knowledge Partners. The bulk of the nominations came from Fatima Group of Companies, Haleeb Foods Ltd, Service Sales Corporation (Pvt.) Ltd, Adcom Leo Burnett, Pak Elektron Limited, and Silk Bank Limited.

Gurus like Ron Kaufman are global assets, said Zargham Durrani. "Quality of service cannot be achieved in the short term. Uplifting service is a journey and not a destination. It's

a continuous process, and while it requires a lot of method, it also requires a lot of passion." Zargham Durrani mentioned fellow banker Ronnie Afridi as a role model, saying he would not allow anything that was disadvantageous to the customer.

"At MCB we have a clear focus on service which has a strong mention in our vision and mission statements. We have a strong and independent service quality department with internal service measures, and measure our external service through mystery shopping. Our chairman Mr. Mansha, one of the richest men in Pakistan and the biggest employer, visited the MCB branches and stood at the reception and thanked the customers as they came in. Customers are the revenue source and pay our salaries."

## "The soul of the people of Pakistan continues to be warm, hospitable, welcoming, and kind" – Ron Kaufman

Ron Kaufman is one such visitor from the United States of America who has scratched below the surface and come up with some heartening conclusions. "This amazing city of Karachi and this amazing country have been through turmoil and difficulty, floods, earthquakes, and political conflict, but the soul of the people of Pakistan continues to be warm, hospitable, welcoming, and kind. In fact, everywhere around the world, in every society and every city people struggle with the difficulties that we do, and have to deal with the situations as they are. But inside what all of us share in common is the spirit and the willingness and desire to take care of other people to make our lives better. In Karachi (Pakistan) people have the soul and the spirit of uplifting service."



## Partners of Lahore Event





Ron Kaufman was once again back in Pakistan, live and in person, with his trademark 'Uplifting Service' seminars in Karachi and in Lahore. Ron's been back so often that we've stopped counting! The fact that two of the country's leading banks were solidly in Octara's corner enabling Ron's presence in Pakistan, along with some top corporates and hundreds of paying delegates, was testimony to the centrality of Ron's content for Pakistan's burgeoning service sector, in particular banking.

## World's premier thought leader, educator and motivator

Author of 'Uplifting Service', a New York Times bestseller, and Founder of UP! Your Service, Ron Kaufman is cited as the world's premier thought leader, educator and motivator for uplifting customer service and building service cultures. A regular columnist at Bloomberg Businessweek and the author of 14 other books on service, business, and inspiration, Ron provides powerful insights from working with clients all over the world in every major industry for more than 20 years.

Service that is guided by fundamental principles and actionable models

We are deep in a service crisis, says Ron. "In the operating room, surgeons and their teams communicate in a very precise language; airplane pilots follow a strict protocol to take-off and land safely every time; and, when launching a new product, companies lay out a plan that all employees follow. But when it comes to building a strong service culture, the path to success is usually much less clear. We relegate service to a single department guided by anecdotal wisdom

and less than helpful clichés like 'the customer is always right.'

With global economies transforming at record speed, we are largely unprepared for the service demands we face day and night from around the world, says Ron. "We promise our customers satisfaction and then allow internal politics and inefficient methods to frustrate our ability to deliver. With service so much a part of our daily lives, why aren't we doing it better?" Ron Kaufman knows the answer to this question, and not only believes we can do it better, but shows us how by taking us on a journey into a new world of service that is guided by fundamental principles and actionable models. He has discovered that while each successfully team is different, the architecture they apply to build an uplifting service culture is the same.

**"You're one of the most resilient people in the world"**  
— Ron Kaufman

"Pakistani culture has at its heart tremendous warmth, kindness and generosity towards other people," said Ron Kaufman. "So the spirit of my message and the practice of my message

have resonated very well with my audience. Here in Karachi it is extraordinary, because you're one of the most resilient people in the world."

*Thank you Ron Kaufman ■*

[www.upyourservice.com](http://www.upyourservice.com)



*UBL team with Ron Kaufman in Karachi*



*K-Electric Team with Ron Kaufman in Karachi*



*PSO Team with Ron Kaufman in Karachi*



*Dr. S. A. Rab, CEO Greenstar Marketing with his team in Karachi*



*MCB Team with Ron Kaufman in Lahore*



*Hasan Adnan, Director HR, CCBL with his team in Lahore*



*Habitt team with Ron Kaufman in Karachi*

Report filed by **Adil Ahmad**  
Correspondent, [octara.com](http://octara.com)

Ron Kaufman is the globally recognized Service Guru, Author of New York Times bestseller book, and Founder of UP! Your Service. He is exclusively working with Octara for his workshops in Pakistan since 2012.

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



# 2017

## Octara Workshops at a Glance



These workshops can be customized to suit specific needs of your organization which may lead to significant savings & avoiding pitfalls. For Inquiries, [jason.bosco@octara.com](mailto:jason.bosco@octara.com)

# Octara's Premium Learning Events in the words of International Speakers



## Tony Buzan

Inventor of Mind Maps & President of ThinkBuzan

"On my seminar with Octara, I saw the environment and they designed it and it was the most creative entrance to any lecture hall that I have ever experienced. Team Octara was very efficient, but not mechanical efficient, they were flexible and they were engaged with what they were doing. If there were any difficulties, which were very minor, they would always creatively find the solutions."



## Peter M. Senge

Founding Chairman of Society for Organizational Learning (SoL) & Director of Center for Organizational Learning at MIT

"It was a pleasure working with Octara on my recent visit to Pakistan. They did a great job coordinating all the details and planning the content of the event. The event itself was produced in a thoroughly professional manner at a high level that would meet any standards internationally."



## Ron Kaufman

Service Culture Expert, New York Times Bestselling Author, Keynote Speaker & Founder of UPI Your Service

"I have worked with many event management companies around the world, and Octara is Absolutely World Class in event management for my public Uplifting Service workshops. In publicity, enrollment, on-site registration, room and stage layout, sound system, and graphic design - this company knows how to do it RIGHT."



## Brian Tracy

Entrepreneur, Professional Speaker, Best Selling Author Success Expert & CEO of Brian Tracy International

"Octara is a good company full of very intelligent, talented and skilled people, and it has a great future."



## Lucy Cornell

Keynote Speaker, Author & Founder of Voice Coach, Australia

"It has been a wonderful experience. I shared the day elevating the voice of inspiring business leaders in Karachi, crossing boundaries of age and business seniority. Thank you, Octara, for organizing an inspiring day and all the support and hospitality given to me throughout my visit."



## Dr. José L. Cordeiro & Rohit Talwar

"Both José and I had a fantastic time and thought that this was probably the most demanding - and as a result the most personally stimulating - event that we had done this year. A massive thank you to our fantastic hosts at Octara and MAP and to all of the delegates who made this such a memorable experience for us."



## Raj Kumar

CEO of UCSI Consulting Group, Malaysia Certified Blue Ocean Strategy Expert

My experience with Octara has been tremendous, because I think that they are very customer-centric and they are very keen to give the best to the people in the country. Octara is a purpose-driven company, very experienced with their role and they are doing it very well.



## Roger Harrop

The CEO Expert, Author, International Speaker Owner of Roger Harrop Associates

"It was a Great day - ran a CEO Masterclass, once again expertly organized by Octara-A Truly World Class company."



## Catherine Bentley & John Bentley

"The whole experience was made extremely easy and most enjoyable, thanks to the high level of support and professionalism of the Octara team. At each stage of the process from planning the marketing materials, arranging travel, accommodation and business visas through to actual on site support at the event, the organisation and attention to detail exceeded all expectations. This enabled us to focus completely on the actual workshop delivery. The partnership of PowerBase Consulting and Octara will turn up with great work in future."



## Kate Sweetman

Keynote Speaker, Co-Author of Global Bestselling Book & Founding Principal & President, SweetmanCragun, USA

"I cannot recommend Octara more highly. As colleagues, they are smart, professional, creative, willing and able. They get the big and the details. They know what Pakistani business leaders need to learn to take their businesses to the next level, and they work tirelessly to support the resources that they bring in to meet that need. It is an absolute pleasure to work with Octara"



## Bob Urichuck

International Professional Speaker, Trainer and Best Selling Author & Founder of Bob Urichuck Management Inc / Velocity Sales Training LLC

"OCTARA is the BEST at what they do! Thanks for our ongoing partnership."