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the newsletter



Coming next to Octara!!!

The Sales Doctor
Ramez Helou
Sales & Negotiation



Paul Bridle
Leadership
Styles for
the Future



Tony Buzan
Comes to Town

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Dear Readers,

It's a great pleasure to be in your midst again with a brand new, exciting edition of Octara.com. Tony Buzan is the reason for much of the excitement, and we in Pakistan will treasure the memories of our interactions with this great man whose exploits have fairly revolutionized the way the world thinks and commits to memory.

Tony's a brave man who disregarded all the negative and alarming travel advisories put out by Western governments warning their citizens against visiting Pakistan. He reposed great trust in us at Octara, and had only good things to say about his first ever visit to Pakistan, notwithstanding the fact that Karachi was in a state of lockdown on the night of our dinner for him. The disturbed law and order situation of the city, however, did not stop from turning up in strength the corporate delegates who had signed up for his seminar. I dare say they were not disappointed. Thanks a million Tony! We shall look forward to playing host to you again in the near future.

Roger Harrop graces this edition of Octara.com, and comes out strongly in support of wealth producers and global trade. He is optimistic about the way businesses are turning the corner, but warns about being influenced by a media preconditioned to bad news.

Elsewhere in this edition of Octara.com Ron Kaufman gives us a pep talk on bloated customer satisfaction surveys that begin to look 'like a bus with 48 seats and 100 extra people hanging from every window, rooftop railing, and bumper!' Definitely worth a read.

Octara associate Ramez Helou, our man from Lebanon in Dubai via the USA, advises us not to lose sight of our financial goals, and compares money to oxygen, saying 'you need it and can't live without it.' The Sufis and Sadhus in our midst would disagree, I suppose, and good luck to them! In his article on sales negotiations Ramez talks about how we can justify the premiums we charge while avoiding the incessant customer clamor for discounts.

William J. Rothwell and Naseem S. Sherwani analyze Common Misconceptions in Dealing with Retention Issues, and say that along with knowing why people leave we should know why people stay.

Thank you for sparing your time to go through these pages, and we look forward to reconnecting with you again, and again.

jamil janjua, CEO, Octara & Chief Editor

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Inside

Support your
Wealth Producers
Roger Harrop



Sales Negotiation's
Boot Camp
Ramez Helou



An Interview with
The Sales Doctor
Ramez Helou



The Death of
Customer Satisfaction
Ron Kaufman



Common misconceptions
in Dealing with
Retention Issues
William Rothwell



Tony Buzan
Comes to Town



Octara Goes to Thailand!

Octara Introduces
Ramiz in
Bangladesh



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"If we really do want our Nations to thrive once again there should be no sector of society more supported, more revered than the wealth producers"

A man with white hair, wearing a dark suit and a colorful striped tie, is speaking with his hands raised. He is positioned in front of a background featuring 3D financial graphics: a green bar chart with an upward-pointing arrow, a large green dollar sign, and a grey map of the world. The title "Support Your Wealth Producers" is overlaid in large, bold, green letters with a white outline.

Support Your Wealth Producers

Roger Harrop

A look at history shows us clearly that nations prosper by trading across their borders. This has to be true - whether it was the UK in the 19th century, the US, Japan and Germany in the 20th, or China, and increasingly India now. It may be that nations have abundant and valuable natural resources to trade but if not, then it has to be goods and services that the world wants.

The 'rebalancing' of Western economies since the credit crunch of 2008, after years of living beyond their means, was surely inevitable. Without wishing to get political I simply cannot believe that more borrowing by Western nations and more spending on internal infrastructure projects can produce the return to GDP growth we all seek.

REMOVING THE RED TAPE

If Nations are to invest at all then it needs to be in helping the wealth producers develop and to trade globally. Wealth producing businesses should be massively encouraged and supported through the removal of red tape, investment funding, tax incentives and underwriting some export risk. Often we see the reverse happening - UK universities, for example, have an envied reputation for excellence around the world and are an

important generator of wealth and foreign exchange for the country - but we have the government making it more difficult for overseas students to come to the UK through new visa controls.

If we really do want our Nations to thrive once again there should be no sector of society more supported, more revered than the wealth producers. - And by the way, I do not believe ownership is important here. In the UK, for example, our motor vehicle industry is no longer British owned. What that has meant is that vast amounts of outside finance has been brought in to modernize and develop the industry and as a result it is now prospering globally- whether it is Jaguar, or Land Rover, or Nissan, or Ford, or Toyota. They are exporting more than ever and contributing massively to the Nation's GDP. Now is surely the time for us to be injecting support and confidence.

PRECONDITIONED FOR BAD NEWS

Consumer confidence had one of its biggest upturns according to the Bank of America Merrill Lynch's Global Customer Confidence. It is time for our governments and our media to be helping that confidence - rather than, so often, the reverse. I work with and meet many, many business leaders throughout the UK

and Europe and, quite truthfully, the vast majority are doing well & seeing sustained profitable growth. That is not what most of us would expect to hear from what we see in the media.

I was speaking to a journalist the other day who wanted me to comment on the economy and the state of business, but when I shared with him the business success I am seeing and optimism for the future he simply did not want to know. He was preconditioned for bad news - and that was all he wanted to hear. PLEASE let's start shouting about all the good stuff that is happening, and have the confidence to get behind our vital wealth producing organizations.

Roger Harrop, The CEO Expert, has spent over 25 years leading international business at the highest level, that has put him in a unique position to deal with contemporary business challenges. His mix of vast experience allied with an accomplished ability to make business simple and his infectious enthusiasm and energy has inspired global audiences and made him the most highly regarded and sought after international business growth expert ■



Sales & Negotiation Boot Camp!

Sick and tired of hearing your clients ask you for discounts?

What does it mean when your customer wants a discount?

Well, think about it. Would you ask for a discount on a product you don't like, or don't want?

Would you walk into a store and start asking for discounts on every item you see or you would stop at the items of interest then start to ask for a preferred price?

When a customer asks you for a discount it means that they want what you have to offer!

Let's go a bit further. In our part of the world, people like to get a good deal and they will ask for it. What to do?

- 1) Know your competition- their strengths, weaknesses and their pricing.
- 2) How are you better or worst?
- 3) What would the extra value you offer be worth to your clients? (peace of mind, less interruptions, availability of material for a flawless operation etc...)

You see, if you have no perceived differentiating value and you are as much as 1% more expensive than your competitor, then you will soon go out of business and won't be able to compete except on price.

So let's assume the customer knows you're better and values some aspect of your product or service and still asking for a discount, then what to do?

From experience, they are testing you to see how much you believe and value our products or services.

What to do?

Simply be prepared to investigate what they value from your offerings then assure them that they will get it and

that it's worth every penny they pay for it! For example:

I can appreciate the fact you're asking for a discount, if I was in your shoes, I would do the same. Let's put that on the side for a moment, can I ask you to tell me why are you talking to our company instead of our competitors? (here they will state the value they see in your products or services or the areas of dissatisfaction they had with previous suppliers and vendors).

In their answer lie the seeds for justifying your premium... If that still persists, give a small concession and get something in return. For example: We don't have much room in our pricing because it costs us a lot to provide you the levels of service you want and expect from us. As a sign of good faith I can offer you 2% (it's your choice to put your number here, and make sure you start in single digits) discount if you pay cash instead of credit card. Or if you make your payment in full up front! Or ask for



The
Sales Doctor
Ramez Helou

whatever is important to you... Taking the time to have the customer realize their areas of dissatisfaction only help you sell the value you offer! ■

Ramez Helou is visiting Pakistan and will conduct a full day seminar on
Sales & Negotiation Boot Camp

on **March 21, 2013 – Lahore**

March 22, 2013 – Karachi

For registration details, visit

www.octara.com



Don't lose sight of your Financial Goals

Ramez Helou started The Academy for Sales Excellence Management Consultancy in Dubai three years ago to train

Interview with Ramez Helou

business people on how to sell. He started his career as a door-to-door salesman in the United States before launching his own business in Puerto Rico and Costa Rica. Although having plenty of cash to splash is certainly not his only motivation in life, he compares money to oxygen: "You need it and can't live without it".

Describe your financial journey so far

I'm one of six children and my father is an accountant, so you would think he taught us wisely. But the idea of financial independence was not something I grew up knowing about during my childhood in Lebanon. I had to learn about it as I was not totally savvy from a financial point of view. My first investment was at age 24 when I set up an individual retirement account to put some money away. My dad advised me to take the highest risk option and in three years my money doubled, which was really cool. It was invested in the S&P 500.

Are you a spender or a saver?

Do I spend my money on things I don't need? No. But when I want to buy something I try to buy quality, as I've learnt that when you don't, you can lose your money. I buy based on goals so when I achieve a goal I reward myself by buying something like a new suit or something else. I try to be a wise spender and a wise saver. But I do spend money. Recently I paid to bring my parents over here for a holiday from Lebanon.

What's your philosophy about money?

Money provides me with an opportunity to help myself so I can help others. I would say I don't do things for money and it's certainly not the only factor that motivates me. I see money like oxygen, you need it and can't live without it.

What's the aim of The Academy for Sales Excellence Management Consultancy?

The aim of the business is to make people make more sales and ultimately more money. I have been in Dubai for some time and during the global financial crisis it became obvious that some companies know how to sell and some don't. Before the crisis, customers bought products regardless but when it hit customers became choosier and it became difficult for some companies to sell. Generally, in this region there's a lack of experience in selling and my vision was to change that.

What are the challenges of starting a business here?

The biggest challenge is getting the right advice from people about setting up a business. When I do things I like to do them by the book so I got a trade license. I set up a professional services business with the Dubai Department of Economic Development. That was almost three years ago.

Did you make any financial mistakes along the way?

I made mistakes, but I try to follow the philosophy of learn to live and

live to learn. When I started my business the only resources I had were my savings and time and I should have duplicated what I was doing sooner by bringing other people in. A year ago in March my business was just me and it was not sustainable.

Do you believe in planning for the future?

I have my wheel of life, including personal, professional and spiritual and set my goals for each on a daily, weekly and yearly basis. Sometimes you do have to adjust your plans to fit the circumstances, but the important thing is to not lose sight of your goals.

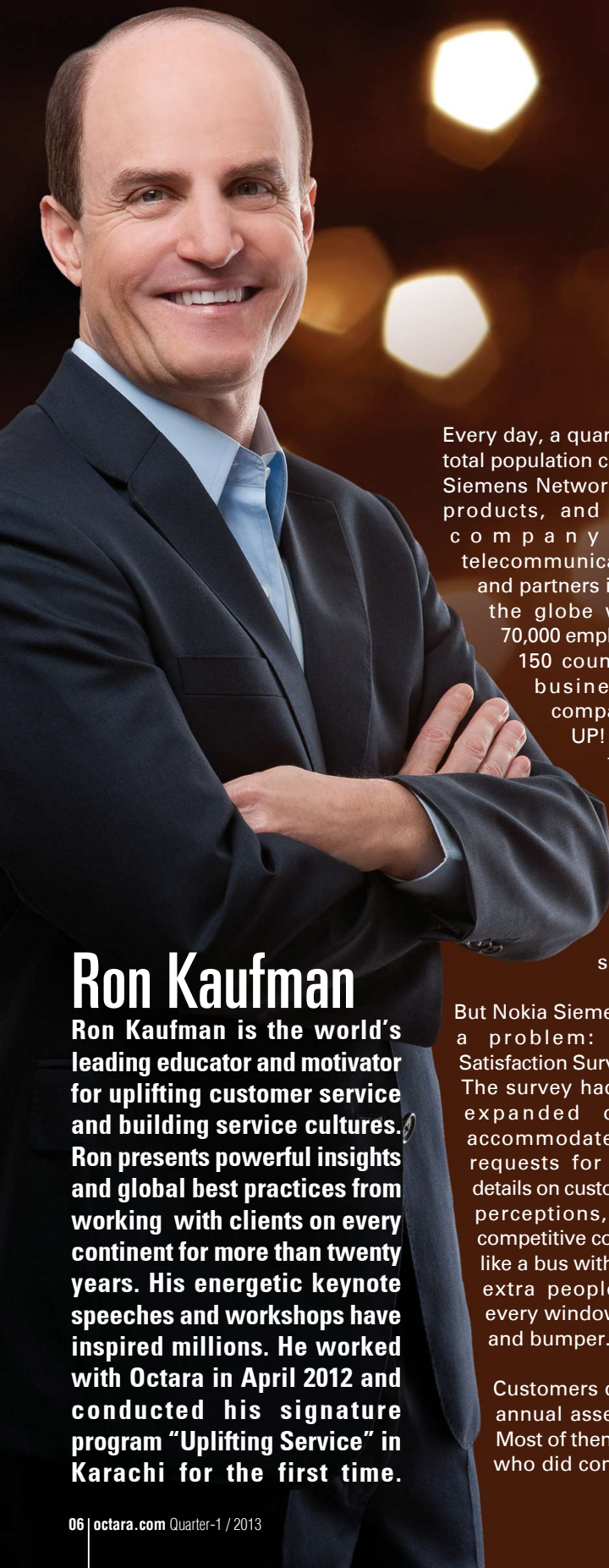
What is your idea of financial freedom?

When you're free from financial burden and have enough wealth to sustain yourself and keep the same standard of living for you and your children. That's what everyone should aspire to achieve.

What do you enjoy spending money on?

I like good clothes and I like to spend money on personal development and education. If everyone spent 10 per cent of their income on educating themselves, the world would be a different place ■

Interview conducted by Tom Arnold and published in The National, UAE on February 23, 2013.



Ron Kaufman

Ron Kaufman is the world's leading educator and motivator for uplifting customer service and building service cultures. Ron presents powerful insights and global best practices from working with clients on every continent for more than twenty years. His energetic keynote speeches and workshops have inspired millions. He worked with Octara in April 2012 and conducted his signature program "Uplifting Service" in Karachi for the first time.

Every day, a quarter of the world's total population connects via Nokia Siemens Networks infrastructure, products, and solutions. The company serves telecommunications providers and partners in every corner of the globe with more than 70,000 employees throughout 150 countries. This giant business-to-business company is a client of UP! Your Service, and they knew very well that satisfying customers was essential for growth in profitability and market share.

But Nokia Siemens Networks had a problem: its Customer Satisfaction Survey was unwieldy. The survey had grown bloated, expanded over time to accommodate many internal requests for more data and details on customer expectations, perceptions, priorities, and competitive comparisons. It was like a bus with 48 seats and 100 extra people hanging from every window, rooftop railing, and bumper.

Customers did not enjoy this annual assessment process. Most of them ignored it. Many who did complete the survey

used it as a hammer to hit the company hard with their complaints. Employees did not appreciate it either: it was difficult to decipher and hard to fathom what to do. Even worse, individual incentives were tied to very specific changes in one part or another of the survey, leading to individual actions that did not align each other across the organization.

ACTION-ORIENTED, VALUE-CREATING QUESTIONS

"Imagine a customer satisfaction survey that consisted of 150 questions," says Jeffrey Becksted, the company's Head of Customer Experience and Service Excellence. "We thought that the more information we could collect, the better we would be able to respond. But, imagine the effect of 80 thickly detailed PowerPoint presentations descending on our organization all at the same time. We simply had too much data for us to digest in a meaningful time frame. We were so focused on asking our customer about us, that we failed to ask the really important question of what actions we can take to create more value for them."

Managers at Nokia Siemens Networks knew there was a problem with the survey. "It was obvious that we had to take a fundamentally different approach to surveying our customers," Becksted says. "We were focusing on too many areas, and not asking action-oriented, value-creating questions. So, we started over."

Rajeev Suri, the CEO of Nokia Siemens Networks pulled the plug on this dysfunctional practice, and formed a new team to find a better way to measure. Imagine that for a moment. Here was a legacy process-built on years of adding, and arranging questions to collect feedback for every department and process throughout the company—that generated massive amounts of data. And, overnight, the Customer Satisfaction Survey was gone.

The Death of Customer Satisfaction

MOVING BEYOND SATISFACTION

How do you move beyond satisfaction? How do you stop looking backward to evaluate performance, and instead look forward to create new possibilities and potential? By changing your mindset and transforming your survey to a value-add proposition. Nokia Siemens Networks brought people from different departments together with a new goal-to create conversations and cultivate insights that would improve the relationships with their clients moving forward.

"Instead of asking clients how they rate our service, we asked them to explain their challenges, their goals and the ways in which we could help them," says Becksted. "We asked them where Nokia Siemens Networks fits into their future - not how we've served them in the past. We asked about their expectations and experiences of working with Nokia Siemens Networks." Today, instead of 150 questions focused on expectations, satisfaction, and competitive

comparisons, Nokia Siemens Networks interviews its clients with a Customer Experience Survey that has far fewer questions and a greater focus taking the right new actions, on increasing loyalty, and building future business. And, they've already witnessed a tremendous response.

"It's a simple change," says Becksted. "'How did we do?' — a lagging metric of past performance — becomes 'What can we do?' — a leading indicator of future success." How can you move beyond satisfaction? "Change the goal," says Becksted. "Companies don't put limits on process improvement, product development, and the bottom line. Why put a cap on improving service by simply reaching customer satisfaction?

ADDING CONSTANT VALUE

The goal needs to be constantly adding value. Focus on them, not you. Instead of asking a client to tell you how they perceive your service, ask them to tell you about their needs, challenges, desires, and

goals. It doesn't matter how well you've done as much as it matters how they see you in their future."

"Get leadership involved," Becksted concludes. "If the leaders of an organization can't see the detriment of only measuring the past, then your company is doomed to become a thing of the past. However, if they can look into the future, and change the mindset and the survey, to move beyond satisfaction, the results can be astounding. It's a simple change that's already paying off for our company and our customers ■"

"How do you stop looking backward to evaluate performance, and instead look forward to create new possibilities and potential? By changing your mindset and transforming your survey into a value-add proposition."

Ron Kaufman



Common Misconceptions in Dealing with Retention Issues

By William J. Rothwell and
Naseem S. Sherwani



BOSS & COWORKER ISSUES, NOT SALARIES & WAGES

The first misconception is that employees leave because salaries or wages are lower than average. That assumption is, of course, false and is overly simplistic. While

salaries and wages are important, they are not the only or even a primary reason that employees leave. More often they leave because they are experiencing problems with their immediate supervisor, co-workers, or both.

The old adage that “people quit their bosses and not their jobs” is supported by research (Society for Human Resource Management and the SHRM Foundation, 2000 &

Society for Human Resource Management and CareerJournal.com, 2004). Unresolved workplace issues prompt individuals to seek alternative employment. Without specific research in an organization on the reasons for turnover—and how those might differ between high potential workers and other workers—no clear conclusions can or should be reached.

EXIT INTERVIEWS - SUPPLYING PLEASANT FICTION

The second misconception is that exit interviews, administered on the last day of employment, are adequate by themselves to determine the root causes of employee departures. Exit interviews, as traditionally administered, are not adequate because they are prone to social desirability bias (Rothwell, 2005). In short, workers tell HR practitioners what the workers think that HR

practitioners want to hear. Worried on their last day of employment about possible references or the ability to come back later to request reinstatement to their old jobs, workers do not always tell the truth but more often supply pleasant fiction about why they leave. More work is needed to identify effective approaches to exit interviews.

ASCERTAINING WHY PEOPLE STAY

The third misconception is that examining why people leave is adequate, by itself, to pinpoint root causes for turnover. But that is not true. It is just as important to explore why people stay and, more specifically, why high potential workers stay.

To that end, HR practitioners or others may interview workers and separately interview high potentials. Particularly good questions to ask are these: *Tell me a story about the most exciting, energizing and motivating situation you have ever experienced in your job in this organization.*

- What happened? Describe the situation step-by-step as it unfolded.
- Who was involved?
- When did this happen?
- What did you do, and what happened as a result of what you did?
- What made this situation so motivating for you?

These stories can then be analyzed for common themes. Those themes become key indicators of why people stay. They are also useful in establishing employment brands, themes that may induce like-minded people to seek employment with an organization when tied into recruitment literature (Eisenberg, Kilduff, Burleigh & Wilson, 2002).

It is important when conducting studies of why people stay to distinguish between the reasons why high potentials stay and why other groups of workers stay. The reason is that high potential workers may stay with an organization for reasons different from their lower-potential counterparts. If so, then pinpointing their reasons for staying will be helpful in intensifying a climate for retention of high potentials and attracting other, similar people.

HR PEOPLE ARE NOT SOLE STRATEGIST

The fourth misconception is that the primary responsibility for discovering strategies for stemming turnover and critical turnover rests with the HR Department. That is, of course, not true. Building a climate conducive to retention should be regarded as a team effort. Managers and HR practitioners alike bear responsibility.

BENEFICIAL TURNOVER

The fifth misconception is that the entire turnover is bad. That is untrue. If the organization can retain a higher percentage of solid performers and high potentials than it loses of other groups, then turnover can be beneficial. Indeed, a common source of dissatisfaction among top performers is that they must compete for resources and promotions with other, less productive, people. If less productive people are encouraged to leave the organization while more productive people are encouraged to stay, then workplace productivity goes up and the workplace climate may also improve.

Employee retention is a key component of an effective organizational talent management strategy. Organizational leaders would be well-advised to explore why people leave, why people stay, why high potential workers leave, and why high potential workers stay. By doing so, they will be able to use the results to build employment brands and establish, and maintain, an organizational climate that supports retention.

William J. Rothwell, Ph.D., SPHR is President of Rothwell and Associates Inc., a private consulting firm. He is also a Professor of Workforce Education and Development on the University Park campus of Penn State University. He has authored, coauthored, edited or co-edited more than 275 books and articles.

Naseem Saeed Sherwani is a doctoral student in Workforce Education and Development in the Department of Learning and Performance Systems, Penn State College of Education ■

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Tony Buzan Comes to Town

In measured manner the father of Mind Maps put forth his treasured thoughts that have brought about a global revolution in the way our human brain can be optimized for knowledge retention. Over 200 delegates registered for this one-of-its-kind seminar, **Mind Maps for Business** representing a cross section of Pakistani trade, commerce, industry and academia. Most were familiar with the content on offer. Mind Mapping has been around for the last four decades. But the occasion was unique for it offered the privilege and pleasure of hearing it from the horse's mouth, as it were.

Octara's latest offering, Tony Buzan, is an international celebrity and the world's leading author on the brain and learning, who has authored and co-authored over 100 books. Mind Mapping is all about optimizing the comprehension and retention of information and knowledge, loaded into the brain through the use of key words and colorful imagery. Mind Mapping, the Swiss Army Knife for the Brain, is now used by major corporations world-wide to improve thinking, innovation and productivity.

This was Tony's first trip to Pakistan, a long overdue trip he says. He has traveled to 75 countries around the world, and Pakistan is the latest addition at number 76. As an Englishman he had met many people from Pakistan in England, but somehow his visit failed to materialize. Travel advisories from his government to the contrary, this time Tony decided to see for himself what this enigma called Pakistan was all about.



Tony's audience was alive and radiant throughout the day as it imbibed with relish Tony's illuminating discourse, peppered as it was with entertaining and informative examples from his vast store of experience. A day earlier Tony had been given the nickel tour of Karachi by Octara CEO Jamil Janjua, and it included the Karachi Literature Festival, whose caliber

impressed him immensely. The tour also included dinner at the Bar B Q Tonight Restaurant that seems to have floored Tony completely, but in a good way! "It is the best restaurant around the world that I have ever been to in my entire life," he said. "The food was phenomenal, and the smell captivating. The place was full with families and children, and I felt totally secure. I was very happy, and



I ate, and I ate, and I ate some more, course after course after course! It was some of the most delicious food that I have ever had." High order praise indeed which Sardar Rahim and his high performance crew at Bar B Q Tonight Restaurant can justifiably feel proud of.

Brain's potential is phenomenal

Map out your thoughts, says Tony. "The memory system is based upon imagination and association, and was practiced by ancient Greeks many centuries ago. I realized that one-colour monotonous note-taking was creating a gigantic logjam in the individual and collective global brain that needed a new note-taking and thinking tool to unblock it."

Information overload is an illness of the Information Age and causes stress, he says, talking about 'death by power-point'! Knowledge management requires managing the mind. "We use less than one percent of our brains. The brain's potential is phenomenal." Tony has been a winner of the World Memory Championship and is the man with the highest Creative IQ in the world.

"Having struggled through my student days, I was determined that everyone should have the benefit of this liberating thinking tool."

The memory is an infinite database, and Tony's objective is to help other people help themselves. In school the teaching of memory is the opposite of how memory works. "Leonardo Da Vinci said that in some way everything connects with everything else. Children are interested in everything. They're the fastest learners and the most creative. Babies are a beautiful example of scientists given their curiosity and eagerness to experiment."

I finally got to sit down with the man himself for an interview after the day's proceedings had come to an end, amidst some apprehension that he might be too tired to engage with me. But Tony was fresh as ever. When passion and purpose intersect, they make for an inexhaustible store of joyful energy.

Everything about him was available in the public domain, a fact that he alluded to gently, but humored me nonetheless, and took me down memory lane to how it all began.

Wither Brain Manual?

As a young child, said Tony, he had loved the idea of taking notes and of learning. But by the time he was a teenager his thinking was already getting into a mess, and he began to hate anything to do with study, especially note-taking. He noticed the extraordinary paradox that the more notes he took the worse his studies and memory became. He went to the librarian looking for a book that would help him memorize better, and was directed to the medical section! While there was a manual on how to use all manner of gadgetry, there was no manual available on how to use the brain.

In an effort to improve matters Tony began to underline key words and ideas in red, and to put important things in boxes. Magically, he says, his memory began to improve.

While in school, Tony experienced



a situation that caused him quite forcefully to question the validity of the teaching system. His best friend loved Nature, as also did he, but his best friend was by and far more knowledgeable than he was, Tony felt. His friend could walk out into the woods and identify by flight pattern different butterflies and birds. But back in school he was called dumb and a dullard. One day there was a test on Nature, and Tony topped the class while his best friend bottomed out.

Questioning the System

"I knew that he knew more than I knew, and he was supposed to be #1, and I knew I wasn't #1. He should have been #1. I was 7 years old at the time and it got me angry and motivated. It made me ask the question what is 'smart'? What does 'intelligent' mean? Who has the right to say that a child is unintelligent? So I investigated."

Tony says that while taking notes he had been taught to use one colour and write in lines, which he found boring and rigid, and so his grades fell. It led him to explore how

his brain really worked. That led him to the use of colours that helped him remember better, and to the use of keywords that connected the ideas together.

"So, I got better and better, and my grades improved and time spent studying became less and less. I was trying to rescue myself by using a learning tool, a note-taking method that was clearly helping me. I used to say to my friends 'Hey! Look at this! Try this!' and they would try it and say 'It really works! From near failing marks I started getting Bs and As!'"

Working with 'delinquents'

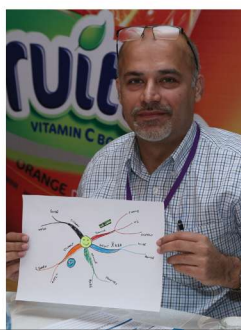
Clearly Tony was onto something, and before long he had started teaching in school. "I was working with delinquent, wild and poor children, and I was told that they weren't very bright and wouldn't go to university. That did not make sense to me. Learning to speak is more difficult than playing the piano concerto! It is a phenomenally complex thing that the brain can do."

When children begin to mind map they discover they are more intelligent than they were told they were, says Tony. "They realize they're more creative, and learn how their brain works. They realize that if they got hit on their head then they would get concussion and bruise and damage their brain cells. Now they do not wish to damage their bio-computer, and do not want to fight anymore."

Tony says that just because the kids speak with a 'funny' accent they shouldn't be stereotyped as dimwits. "When people speak with an accent they are speaking perfectly in the way people in their area speak. They make brilliant students. When I taught these kids I asked them what their daydreams were, and helped them mind map. Their mental clarity improved tremendously. When they mind mapped their subjects they went from the bottom of the class to the top, to first class."

Bomber Planes & Doodle Bugs

Tony Buzan was born in London on the 2nd of June 1942, and notwithstanding his teenage





academic crisis which he himself successfully overcame, he went on to become Head Prefect of his school. He remembers the Second World War when at the age of 2 years his little bedroom was in an area under the staircase, considered the safest place in the house during air raids.

He remembers the bomber planes and Doodle Bugs that made a whistling sound as they approached the ground before detonation.

Tony finished secondary school and went to university on a scholarship to the University of British Columbia (UBC) in Vancouver, Canada. There he told them that he wanted to study everything! And was politely told that that would not be possible! Tony says that he found everything interesting, in particular History which he saw as the memory of the nation and tribe, and indeed the human race. He became interested in History as a hobby. Four years at the UBC and Tony joined Simon Fraser University where he became charter student president, and studied and taught Psychology, English Literature, Mathematics and Statistics, a most unusual combination of subjects.

realized in the late 1960s that every student needed to know mind maps, so I taught at schools and universities, and did radio interviews." In 1973 the British Broadcasting Corporation (BBC) found out what he was doing, and asked him if he would do a half hour program on the brain and note taking techniques.

"I went to a meeting with the head of education at BBC Television. He said they wanted something on brain cells, memory, problems with memory, how to use the memory system, reading, reading faster, concentration, note taking and mind mapping. I told him we would need to do 10 programs! He said 'Jolly Good! Ten programs it is!' Each branch of the brainstorming session's mind map generated a half hour program in a ten part series. He then asked if I could write a book on that as well, and I said yes. He said 'Jolly good! Ten programs and a Book!' and we shook hands. This was in 1974.

These 10 programs went on air 3 times a year on BBC from 1974 until 1989. People were calling me from around the world asking if I would give a lecture, or teach their children, or work with the government, or work with Fortune 500 companies. So I have traveled around the world from 1974 to 2013, and the end of the road is so far in the distance."

BBC lends a hand

He did not have a branding business plan, says Tony. "I

Passions of Life

Tony's first job after graduation was working on a farm as a laborer,



shoveling chicken manure. His other job options had been selling insurance and mortgage funds, but neither of those he felt needed a graduate degree to do. The farm job attracted him since he loved animals and Nature. He asked the lady at the employment agency how much the farm job paid, and says she got very angry, accusing him and other students of being interested only in the money. "I told her I have 20 years of education on my CV, and I want to know why the Universe is offering me a job shoveling manure! I worked at it the entire summer, and it was one of my favorite jobs. It was wonderful exercise in the outdoors and fresh air. I loaded the lorry up with manure, drove it into the woods, and emptied it so the trees had the fertilizer."

Also, while doing physical work Tony says he could think. "Doing paperwork in a bank one can't think. Out there in Nature, using my body, I could really think." Tony has been partial to rowing on the sporting front, in particular sculling, which he calls motion yoga. Living near Marlow-on-Thames, he is inspired by Sir Steven Geoffery Redgrave, arguably the world's greatest rower with 5 Olympic gold medals (1984 to 2000), and who's been world's number one for 25 years. Asked how he did it, Redgrave said rowing is all about the brain, and the way the athlete thinks and envisions the goal. He said he trained his brain on how to think and synergize the brain and body.

Tony is also fascinated by swimming, even though earlier on he had been scared of it. He taught himself how to control his breath while underwater, and learnt the freestyle crawl and backstroke.

Fathering 'thought gene' children

Tony Buzan never married. Had he married, he says, he would have liked to have fathered 20 children, each a specialist in a different field like music, athletics, poetry, science, and so on. Instead, Tony has focused on global mental literacy, and fathered millions of children with his thought gene rather than the physical gene. "Hundreds of millions of mind maps have been done by children, and I think of them as my children," says Tony.

Since 1974 and the launch of the 'Use Your Head' ten-part television series on BBC, he has devoted his time to lecturing and teaching about the theory and application of Mind Maps, says Tony. "Having struggled through my student days, I was determined that everyone should have the benefit of this liberating thinking tool ■"

Thank you Tony Buzan.





Mind Maps for Business with Tony Buzan



Feedback



SHAKAIB ARIF

(COO, National Foods). As a company National Foods supports its people, for it is they who are responsible for the company's phenomenal growth. We invest in our people by sponsoring programs such as Tony Buzan's. We have 40 people from National Foods attending this seminar, and also had the pleasure of sponsoring Ron Kaufman's program. Mind Maps are a very helpful tool in elaborating ideas. It enables the natural spread of one's thought process. The use of buzz words and images stimulates the mind, and encourages the making of linkages and associations. At National Foods we encourage the assimilation of such applications to enhance productivity. Our education system does not encourage the use of the right brain, and that is a limitation that we have to overcome.



SALMAN AKRAM

(Vice President Sales, TCS). Many thanks to Tony Buzan for coming to Karachi. TCS is fully

supportive of its sister concern Octara in the organizing of such occasions that make a huge value addition to the learning and development of the corporate world. My sincere congratulations to Mr. Jamil Janjua, CEO Octara, who has nurtured the Octara enterprise from its inception, and grown it quickly to its impressive present proportions. In this he has been ably assisted by Mohammad Arif, the Head of Octara, and the fine team of executives that they have developed there. I look forward to many more such salutary occasions in the future.



The Legend Leads...

RAHEEL SALEEM

(HR Manager, English Biscuits). This is my first exposure to mind

maps, and I am quite looking forward to seeing how I can apply them to achieving EBM's mission. Tony's pace is helpfully slow and conducive to digesting the flow of information from him. It is encouraging me to open up my boundaries and think aloud. It will help in refining our thought

processes.

HBL

ROOFI JAMIL

(Deputy General Manager, Learning & Development, Habib Bank Limited).

"Very engaging, with content delivered in simple and effective fashion. No clutter or information overload. The topic relates to each one of us irrespective of our professional backgrounds and experience. It's a universal concept that we can easily relate to and absorb. The event has been organized in a very orderly and commendable manner. Full credit to Octara for the ambience created and communication with the over 200 delegates. If the senior managements of organizations embrace mind mapping then it will cascade down the organizational hierarchy."



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www.nfoods.com



Farm House

COOKIES



Peek Freans invites you to a fresh experience of excellence

Peek Freans Farm House Cookies award the discerning few with a journey to explore a timeless world of serenity, tastes of insurmountable pleasure and nature's scent of freshness.

Let the goodness of our rich, wholesome and pure ingredients blended with crunchy delicious coconuts, freshly churned creamy butter, and thick chunks of chocolate exquisitely baked to perfection satiate your innate desire for home-baked farm fresh cookies.

Cherish the indulgence of our rich delectable varieties and forever lose yourself to their irresistible taste and freshness.

Irresistibly Fresh



Octara Goes to Thailand

Lead Consultant Octara, Dr. S. A. Rab, facilitated a session on the Annual Sales Conference 2012 for one of the leading Pharmaceutical Companies in Pakistan. The conference was held in Thailand and was attended by more than 200 participants.



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Start planning **now** for your **tomorrows** with EFU Life –Zaroori Hai

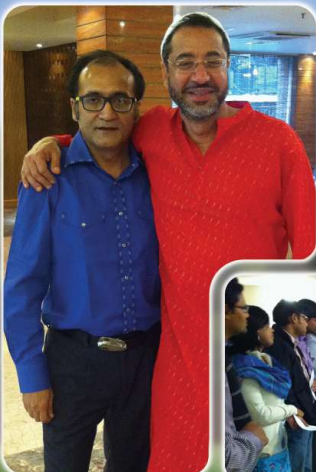


“Dreamed about
working in
Bangladesh!



Beautiful country,
great people!!”
Ramiz Allawala

Octara Private Limited collaborated with HR Kites and successfully introduced Ramiz Allawala in Bangladesh where he delivered his two most powerful programs “Creativity & Critical Thinking” and “Strategic Persuasion”. The participants reflected an overwhelming response and positive feedback and Ramiz himself enjoyed this experience where he says that his workshop participants were highly reflective and self-aware and were amazingly well in interpersonal, inter-generational, and inter-group relationships functions.



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Training Calendar 2013

JANUARY - 2013

Business Communication Toolkit©
Hassan B. Rizwan

From Ledger to Leadership
Ali Saeed & Nadir Jamal

Managing Technical and Operational Teams
Yasar Lodhi

Executive Secretaries & PAs
Arshi Ahmad-Aziz

Creating and Implementing A Dynamic Marketing Plan
Ian Ruskin Brown

Marketing Your Service Business
Ian Ruskin Brown

FEBRUARY - 2013

Mind Maps for Business
Tony Buzan

Managing Upward
Ramiz Allawala

Train the Sales Trainer
Dr. S. A. Rab

Supervisory Toolkit
Hassan Bin Rizwan

MARCH - 2013

Customer First
Sandra Reeves

Sales and Negotiation Boot Camp
Ramez Helou

Financial Modeling Using Microsoft Excel 2007

Microsoft Excel for Finance Professional
Nooruddin Surani

Financial Modeling & Business Valuation
Ali Saeed

Network Like a Pro!©
Sandra Reeves

Maintenance Best Practices
Ben Stevens

Effective Work Management in Maintenance
Ben Stevens

APRIL - 2013

Effective Delegation Skills
Ramiz Allawala

Innovative Pharma Brand Management
Dr. S. A. Rab

Managing Performance & Development
Irfan Hafeez

Strategy Planning & Execution
Ahmed Zafar

From Sales Manager to Business Manager
Ali Saeed

MAY - 2013

Crisis Response & Communication Management
Jeremy Parsons

Leadership Styles for the Future
Paul Bridle

Presentation Skills for Finance Professionals
Ali Saeed

Life Equilibrium
Dr. S. A. Rab

Excel Masterclass (Intermediate + Advanced)
Nooruddin Surani

JUNE - 2013

Resolving Conflict - Resolving Options
Ramiz Allawala

Time & Stress Management
Dr. S. A. Rab

Project Management in Maintenance
Ben Stevens

Value Engineering
Dr. Moinuddin

Staying in the Helicopter - The Key to Creative & Innovative Change Management
Roger Harrop

Enhance Productivity through a Disciplined Life
Bob Urchuck

SPECIAL EVENTS:



Paul Bridle
Leadership Styles for the Future



Bob Urchuck
Enhance Productivity through a Disciplined Life



Ahmed Zafar
Strategy Planning & Execution



Ben Stevens
Project Management in Maintenance



Jeremy Parsons
Crisis Response & Communication Management

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in the words of International Speakers



"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."

Ron Kaufman
Service ICON and Founder, Up Your Service

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

Bob Urichuck
Bob Urichuck Management



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

Roger Harrop
Business Expert, Author & International Speaker, Roger Harrop Associates

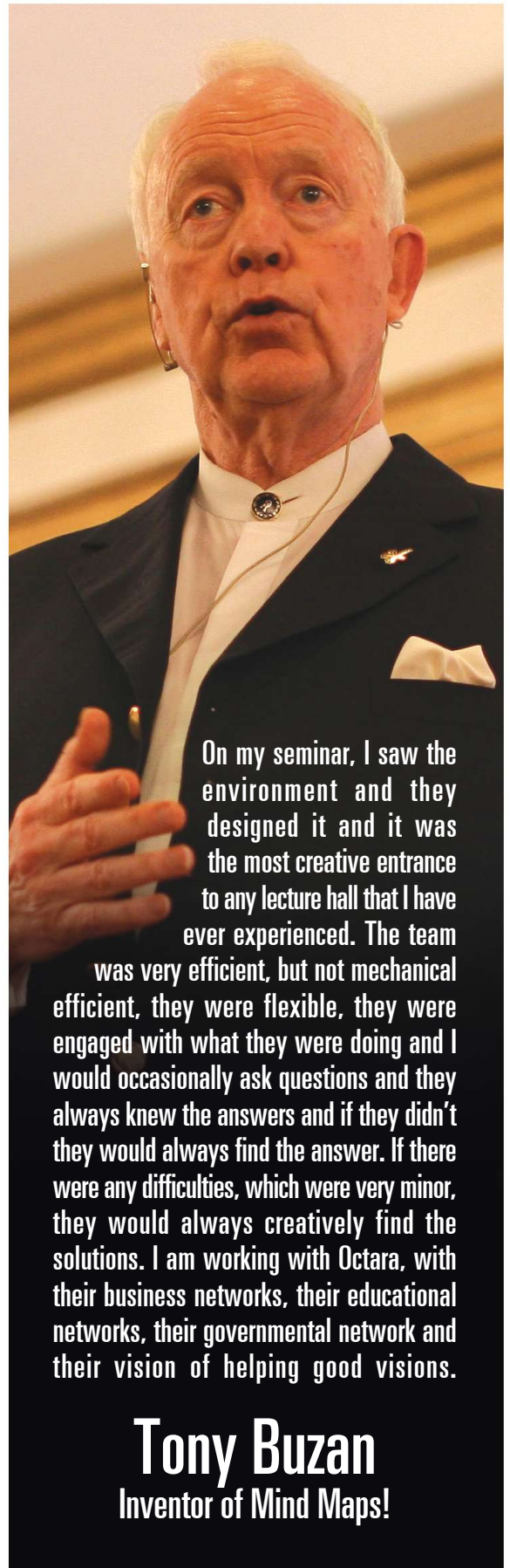
"It's the people who make the difference! From the very beginning, the Octara team has displayed a highly competent and professional approach to business. I work with companies similar to Octara in many corners in the world - Octara are in the top tier. I look forward to working with them for years to come."

Ben Stevens
President, DataTrak Systems Inc



"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."

Lucy Cornell
Chief Inspiration Officer, Voice Coach



On my seminar, I saw the environment and they designed it and it was the most creative entrance to any lecture hall that I have ever experienced. The team was very efficient, but not mechanical efficient, they were flexible, they were engaged with what they were doing and I would occasionally ask questions and they always knew the answers and if they didn't they would always find the answer. If there were any difficulties, which were very minor, they would always creatively find the solutions. I am working with Octara, with their business networks, their educational networks, their governmental network and their vision of helping good visions.

Tony Buzan
Inventor of Mind Maps!