

SEASONS GREETINGS

At the close of another year we gratefully pause
to wish you a peaceful, prosperous and happy 2019



Management Association of Pakistan

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insightmap

Message from the Executive Director

MAP wishes you a very happy, prosperous and a peaceful **2019**. This year's final volume of **insightmap** 2018 comprises of thought provoking articles, glimpses of the year 2018, news and updates of this quarter from MAP.

Each year MAP brings together national and international leaders, strategists and management experts on one platform via its flagship event i.e. the Annual Convention. Continuing with its tradition, MAP held its 20th Convention on 3rd October, 2018 at Karachi Marriott Hotel on the theme **"Reinventing Management in the Age of Technology."** Details and memoirs are included within.

MAP is glad to inform you that with the beginning of New Year 2019, we are offering new value additions to membership benefits for our members. To explore the benefits, you may like to read the details on page no. 3

The workshops held during this quarter include: **Effective Business Continuity & Management, Strategic Decision Making, and Anti Money Laundering & FATF** and an In-House Session with Hascol Petroleum Limited on the topic **"Emotional Intelligence & Change Management"**. Additionally, there is a lot more to explore within; we hope you find this volume interesting and useful.

We would be glad if you could share your blogs, articles and brief research papers to enlighten our membership. Also, the institutional members are welcome to share significant happenings within their companies along with photographs.

We are thankful to our members who have renewed their membership for 2019. Your updated certificates are being mailed; those who have not been able to do so because of their preoccupation, are requested to expedite.

Sincerely Yours,

Salah Uddin

MAP Welcomes New Individual Members



MUHAMMAD HUMAIR

Chartered Accountant
Chief Financial Officer at Dawood Corporation
Patek (PVT) Ltd



ZIA-UL-MUSTAFA

Fellow Cost & Management Accountant (FCMA)
Chief Financial Officer at
Pakistan Expo Centres Pvt Ltd



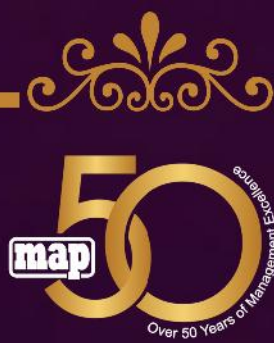
FARHAT RAFI

MBA (Marketing & Finance)
Business Development & Sales Manager at
Pakistan Expo Centres Pvt Ltd



HINA MUNIR ABBASI

MS (MGT Science)
Lead Trainer at Pakistan International Airlines



Management Association of Pakistan

New Year, New Value Additions For MAP Members!

Dear Members,

We wish you a very happy, prosperous and peaceful 2019.

Here are some additional membership benefits for you to avail:

Institutional Membership:

- i. **Category 'C' Company:** 2 complimentary trainings for one selected employee for any one-day workshop in a calendar year.
- ii. **Category 'B' Company:** 1 complimentary training for one selected employee for any one-day workshop in a calendar year.
- iii. **Category 'A' Company:** One 50% discounted training for one selected employee for any one day workshop in a calendar year OR a complimentary training for a half-day workshop in a calendar year.
- iv. If a **member company** signs and implements an **Annual In-house Training contract** with MAP:
 - a) the company CEO plus one other senior official gets a cordial invitation for MAP's annual Convention.
 - b) the company gets Diamond Training Excellence Certificate during the Corporate Excellence Awards event.
- v. If a **member company** participates in 7 or more MAP **Public Workshops** in a calendar year, the company gets Gold Training Excellence Certificate during the Corporate Excellence Awards event plus a cordial invitation for the CEO for the annual Convention.

Individual Membership:

An Individual member registering for 3 or more MAP workshops in a calendar year, can avail complimentary participation for the 4th workshop along with a cordial invitation for the Corporate Excellence Awards event OR the annual Convention.

Student Membership:

A student member registering for 2 or more MAP workshops in a calendar year, can avail complimentary participation for the 3rd workshop along with a cordial invite for the Corporate Excellence Awards event OR the annual Convention.

20th MAP Convention Reinventing Management in the Age of Technology

3rd October | Marriott Hotel | Karachi



Management Association of Pakistan (MAP), in collaboration with Terrabiz, held its 20th Convention on **3rd October 2018** at Karachi Marriott Hotel on the theme “**Reinventing Management in the Age of Technology**”.

The Convention highlighted that reinvention of management is posing a fundamental shift in today’s business world. The new reality is that firms gain advantage, not by working efficiently, but by coping up with the change that is happening around.

To cope with these challenges, management needs to be reinvented. The technology revolution is another shift that is giving birth to entirely new ways of conducting business.



The convention started with the welcome address of **Mr. Asif Ikram** – President, MAP who underlined how the rapid adoption of technology is creating disruption in the business globally. He said, “*The rapid change is putting existing organizations under tremendous pressure and driving them into the land of irrelevance.*”

The keynote session of **Magnus Lindkvist**, trend spotting futurologist and author of the book, *The Attack of the Unexpected*, was the highlight of the convention. He discussed how the world is revolving around change. Magnus stated, “*The future is a thing that changes and disappears. The future of yesterday will be different tomorrow*”. Magnus enlightened that all of our conflicts and competitions among each other originate from the fact, not that we are running out of resources or ideas, but because we are a little bit lazy to explore what we want for ourselves, so we all end up running after the same thing.

“*We need to know what nobody else is doing which is truly difficult to answer and it lies at the heart of future thinking,*” Magnus elaborated. “*Many companies are established by R&D which means Rip off and Duplicate. Taking off risk is difficult but ripping and duplicating is easy,*” Magnus further stated.

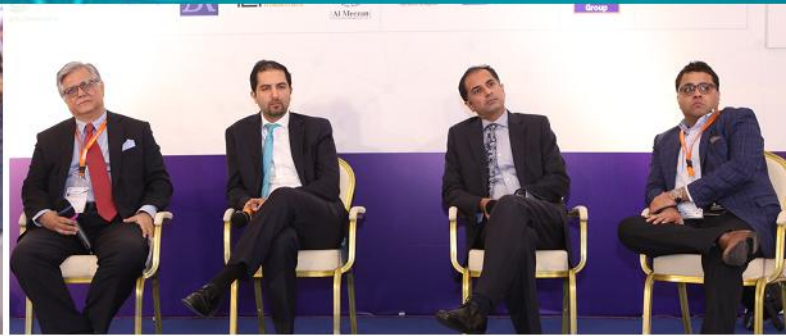
He also envisioned how most of the people are being dominated by mimetic desires. “*We don’t really know what we want but we are aware what other people want so we go for what they want for us,*” Magnus explained.

Other eminent corporate personalities who marked their presence in Convention also shared their views on the theme.

While addressing the session on the topic ‘**The Digital Consumer**’, **Irfan Wahab Khan** – CEO Telenor Pakistan, highlighted how the rapid technological revolution is changing our engagement with customers.



Reinventing Management in the Age of Technology



Humayun Bashir – Chairman Board NCCPL, chaired the session on the topic: **‘Driving the Agenda in Pakistan’**.

The session began with the address of **Khurram Hamid** – CDO Pfizer who discussed the **‘Roadmap to Digital Transformation’**. He said, *“In order to start the digital journey, senior leadership needs a growth rather than a fixed mindset.”*

Umar Hameed – partner, Financial Services, FinTech, RegTech, KPMG (UAE) presented his views on the topic **‘Going Beyond the Hype – Making Blockchain Real for Business.’** *“Blockchain is trying to address the issue of trust in transaction making by providing assurance that our transactions are authentic and genuine,”* Umar stated.

The session continued by **Sharjeel Shahid** – Group Executive Digital Banking, UBL addressing the topic: **‘Future of Banking.’** He said, *“The 3 major forces that are disrupting the banking & finance world globally are rapid technological adoption, increasing competition and changing customer behavior.”* **Humayun Bashir** concluded this session with his closing remarks followed by Q/A with the audience.

After the lunch break, **Ehsan Masood** – Knight Fellow in Science Journalism, spoke on the topic: **‘New Perspective on Pakistan’s Science and Innovation Policies.’**

Later, in the second half of the day, **Zainab Hameed** chaired the panel discussion on the topic **‘Empowering Women with Emerging Technologies.’** The panel comprised of **Dr. Ayesha K. Khan** – CEO Acumen, and **Rabia Azfar Nizami** – Member of Provincial Assembly of Sindh.

Asim Rashid – Founder & CEO CreativeSwan Consulting led his session on the topic, **‘Re-engineering Human Capital to Cater Future Challenges.’** He said, *“The skills get irrelevant pretty quickly compared to the past and that means people will have to re-imagine and re-invent themselves more frequently than the past.”*

Lastly, the convention focused on the topic, **‘Business 4.0 – How to Excel in Execution.’** The panel was led by **Yusuf Hussain** – CEO Ignite National Technology Fund, along with **Helmet Von Struve** – Managing Director Siemens Engineering Pvt Ltd, **Mir Nasir** – CEO Inbox Business Technologies, **Nadeem Elahi** – MD & Country Manager TRG, **Khurram Hamid** – CDO Pfizer, and **Maheen Rahman** – CEO Alfalah GHP Investment Management Limited.

The convention also provided a branding opportunity to the partnered companies which include **Jubilee Life Insurance, EFU Life, Martin Dow Limited, Kot Addu Power Company, International Industries Ltd, English Biscuit Manufacturers, Dalda Foods, Institute of Business Management, Pakistan Cables, NBP Funds, SICPA Inks Pakistan, PCI Group, Al Meezan Investment Management Ltd, National Clearing Company of Pakistan Limited, and Jang Media Group.** The support of these partners made the event a huge success and a memorable one.

For the participants, the Convention was a massive networking opportunity with the corporate luminaries of Pakistan.



Workshop

Effective Business Continuity Management

by Ayesha Tariq Sethi | 16th October 2018



In today's highly dynamic world of changing variables, it is becoming trickier to anticipate and manage risks. To inculcate the process of managing risks in companies, MAP conducted a one day workshop on 16th October, on "Effective Business Continuity Management", a strategic imperative for corporate survival by Ayesha Tariq Sethi.

Effective Business Continuity Management minimizes the chances of a disruptive incident which can occur from supply chain disruption to IT failure or a fire out at the site, and if such an incident occurs, resilient organizations will be ready to respond in an appropriate way, not only for survival, but to prosper. The workshop focused on the BCM process, which is a life cycle, to be continuously adhered to as the new risks appear and old ones have to be modified over time.

The participants learnt that business continuity is a part of overall risk management in a company, starting from the understanding of BCM in organizations to discussing the international standard ISO 22301 which specifies the requirements to design, operate, monitor and to persistently improve a documented management system to protect against disruptive incidents. Such incidents may be generic and could happen in all organizations, or parts thereof, regardless of type, size and nature of the organization. Interactive discussions were held on the extent of implementing these requirements, which depends upon the operating environment and complexity of an organization.

The key learning take away from this one day workshop was for companies to adopt a holistic approach to ensure that all business functions are well prepared to deal with disruption and can resume business activity as fast as possible.



Participants From:



Workshop Strategic Decision Making

by Raza Abbas | 23rd October 2018



Decisions shape our lives. "Should I change careers?" "Where should I live?" "How should I invest my savings?" Making decisions is a fundamental life skill, and we can all learn to become much better at it.

Similarly, business leaders use strategic decision-making when they plan the company's future. Strategic management involves defining long-term goals, responding to market forces and carrying out the firm's mission & vision. Strategic planning occurs at a high level and involves non-routine decisions. Managers must decide what to do about abstract or theoretical scenarios. These scenarios are not happening yet but probably will.

Considering the importance of this vast topic, a one-day workshop was organized by MAP on the topic "Strategic Decision Making" by Raza Abbas. The workshop was attended by participants from Jubilee General Insurance, Nabiqasim Industries and Arif Habib Dolmen group. Raza initiated the workshop by explaining how important it is to understand the role of a strategic decision for any leader. No matter you are leading a few people or many, a large organization or a small, you require effective ways to make high-quality decisions. Participants learnt how they can make a perfect decision statement using the right tools. Making good decisions requires us to balance the seemingly antithetical forces of emotion and rationality. We must be able to foresee the future, accurately perceive the present situation, have insight into the minds of others and deal with uncertainty.

Importance of alternative decisions was also highlighted: In real-life business situations, decisions can often fail because the best alternatives are not clear at the outset, or key factors are not considered as part of the process. To prevent this from happening, one needs to bring problem-solving and decision-making strategies together to clarify one's understanding.

The key take away from the workshop was that if followed for decision making, a logical and ordered process can help you address all of the critical elements needed for a successful outcome.



Participants From:

Jubilee
GENERAL INSURANCE



ARIF HABIB DOLMEN
REIT MANAGEMENT LIMITED

MANAGEMENT ASSOCIATION OF PAKISTAN

Workshop Anti-Money Laundering & FATF

by Umair Hameed | Hasan Mandviwalla | Mohammad Talha | 23rd October 2018

Today's increasingly complex global environment reflects a novel reality which offers new possibilities for money laundering, activities that include market manipulation, trade of illegitimate goods, corruption of public reserves and tax evasion. Considering the significance of this intense subject, a one-day workshop was organized by MAP on "Anti Money Laundering & FATF", conducted by Mr. Umair Hameed, Mr. Muhammad Talha and Mr. Hasan Mandviwalla.

The workshop focused on the aims and objectives of Anti money laundering, its process and sanctions fundamentals which comprises of (AML ordinance 2007, AML Act 2010, CFT regulations for banks and DFIs, AML/CFT guidelines and AML regulations, 2018 issued by SECP). FATF Recommendations and Mutual Evaluation were discussed with prevalent examples and penalties for non-compliance.

Managing Risk Assessment for both enterprise and customer level, were discussed with the understanding of trends associated to impact on Pakistani institutions as a result of AML or breach of law. Impact and implementation of new technologies such as Blockchain was shared with the participants. The workshop concluded with numerous questions and issues addressed by participants regarding the AML Compliance and FATF. KPMG was the lead partner for the program.



Participants From:



MANAGEMENT ASSOCIATION OF PAKISTAN

Workshop Emotional Intelligence & Change Management

by Fauzia Kerai Khan | 22nd December 2018

Emotional intelligence comprises of a range of essential skills that allows you to confidently respond to people and changing situations. Handling the way you react to activities and your ability to communicate effectively is essential for leaders of organizational change, and for managing personal change. For enhancing the emotional intelligence (EQ) in the employees of HASCOL PETROLEUM, a one day in-house workshop was organized by MAP with Ms. Fauzia Kerai Khan as the facilitator on the topic "Emotional Intelligence (EQ) & Change Management".



The skills of emotional intelligence highlight responsiveness, self-control and self-management of emotions. These skills are considered as vital to leadership success and capabilities to manage life's curve balls - the challenges of life that often include 'change'. Emotions dictate the value of our experiences; Kerai explained the five roles of our emotions which include survival, decision making, motivation & appreciation, communication & connection, and learning & beliefs.

It's not what happens that matters but how you respond to it that really counts. Developing Emotional Intelligence is a gradual process that starts with emotions to thoughts which leads to your behavior and performance. For developing emotional intelligence skills one must review responses to feelings, changing thinking patterns, and altering behaviors which requires experimenting new things. Learning takeaways from the workshop were much appreciated by HASCOL Team; the participants were awarded certificates on behalf of MAP.



Participants From:



IMPULSIVE OR INTUITIVE



Dr Tommy Weir

A thinker, speaker, and writer to the core, Dr. Tommy holds a doctorate in strategic leadership from Regent University, and is the founder of EMLC where he is the region's leading CEO Coach. In addition to writing a number of books including the Amazon #1 best-seller, Leadership Dubai Style and 10 Tips for Leading in the Middle East, Dr. Tommy is the editor-in-chief of Emerging Markets Business

While in the midst of trademarking an algorithm and related AI model that our company uses to optimize employee productivity, I received an email from our attorney, detailing considerations from the United States Patent and Trademark Office. Before I had even finished reading the message, an idea popped into my mind, and I suddenly found myself dialing the number of one of my company co-founders. As he answered, I blurted out that we should change the name of our leadership app.

To my colleague, the suggestion came completely out of the blue and was void of any context, while from my side, the phone call was purely a reaction to what I had read in my inbox. Without any real thought or consideration, I was proposing a significant change to our company that had never been on the cards.

The question is, was I acting on impulse or was it intuition?

Just as a fine line exists between genius and madness, an equally fine line exists between impulse (acting without thinking) and intuition (understanding without thinking or conscious reasoning). The difference between them is subtle, and discerning between the two requires close attention. In both instances, the brain is acting without thinking. However, while an impulse is a reaction, intuition is an understanding – it is essentially the brain on autopilot. When you think intuitively, your brain processes information without you being consciously aware of it. It is instinctive understanding based on experience and cumulative knowledge.

In both instances, the brain is acting without thinking. However, while an impulse is a reaction, intuition is an understanding – it is essentially the brain on autopilot. When you think intuitively, your brain processes information without you being consciously aware of it.

Now, gut reactions can be as brilliant as they are dangerous, but my reaction to the email wasn't one of my better ones. In fact, quite frankly, when I opened the email from our attorney, my gut wasn't even working. I wasn't relying on my intuition, I was being impulsive, and as my colleague and I talked it through, I quickly realized that I was acting without thinking. Fortunately, I thought better of the idea, but if we had gone through with the name change for our app, it could have been a dangerous knee-jerk reaction.

When you act on impulse, you're reacting immediately and subconsciously to an external trigger – an emotion, a place, a person. You don't pause, sit down and analyze what's happening or what the impact could be, you just go for it. It's a shot in the dark that seems perfectly clear for a fleeting moment. Then, reality sets in and you're forced to course correct. Impulse is an impelling force or emotion that will trigger some kind of reaction from you. In effect, it is something that overpowers your being and controls you.

When an idea pops into your head and you take instant action, intuition isn't guiding you. Instead, you're being guided by impulsivity, which is often laced with fear.

That is what happened to me on this occasion. When I read the considerations from our attorney, a subtle fear crept into my mind and that drove me to act impulsively. All of a sudden, I was afraid that our application for the trademark wouldn't be approved and that fear made me jump into action.

The challenge and indeed the confusion is that both intuition and impulse are based on feeling and they both generally lack proof. As a result, you shouldn't rely on gut instinct alone to guide your decision-making, and it is important to learn how to separate out the understanding that comes with intuition, from the reacting that accompanies impulse. In my case, my intuition was telling me to make sure that our trademark application would be approved – and that intuition was sound. However, my impulsive reaction wrong.

In order to get it right, allow your intuition to help make sense of a situation so that you can devise a plan of action, and allow the automatic information processing that underlies intuition to carry on, but press pause on reacting impulsively.



Upcoming Programs Calendar 2019

Enhancing Team Quality Through Effective Communication

9th January 2019, Karachi



by
Zari Khan

9th April 2019, Karachi

Social Media Marketing Unlocked

by
Raheel Nabi



'Thinking Edge' - Understanding & Solving Problems

24th January 2019, Karachi



by
Zain Goplani

19th June 2019, Karachi

KAIZEN in Manufacturing

by
Khalid Latif



ISO 45001 Occupational Health and Safety Management System

7th February 2019, Karachi



by
Dr. Tahir Barlas

4th July 2019, Karachi

Becoming a Result Oriented Leader

by
Salah Uddin



Diversity & Inclusion Conference

6th March 2019, Karachi

Organized by
HR Metrics in collaboration with MAP



16th July 2019, Karachi

Excellence in Warehousing Management - Module 1

by
M. Shoaib Pasha



Creative Thinking

14th March 2019, Karachi



by
Fauzia Keral Khan

16th October 2019, Karachi

6S Housekeeping

by
Khalid Latif



Design Thinking for HR

26th & 27th March 2019, Karachi



by
Furqan Qureshi

22nd October 2019, Karachi

Excellence in Warehousing Management - Module 2

by
M. Shoaib Pasha



Bring these Programs In-House

These workshops can be customized to suit specific needs of your organization which may lead to significant savings and avoid difficulties

Please contact

Ms. Ushna Nehal: 021-35172432

Email: programs@mappk.org

Our Valued Institutional Members

Category C



Our Valued Institutional Members

Category B

syngenta

ALLIED CAT Rental

PARCO



TAPAL

NIFT
THE IMAGE OF TRUST

RIC Reliance Insurance
Company Limited
....Rely on Reliance

ARCHROMA
LIFE ENHANCED

JS Global

CHERAT CP
PACKAGING
Cherat Packaging Limited

National FOODS
SINCE 1970

PHILIPS

PSX
PAKISTAN STOCK EXCHANGE LIMITED

Frank
The Legend Leads...

Hilton PHARMA

NOVARTIS



AGS
بات ہے کوالٹی کی...

THAL LIMITED

engro foods

HINO



Pakistan Cables
Trusted not to Compromise



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...WITH A DIFFERENCE

Dalda

Premier Insurance

JS BANK

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LIFE
Zaroori Hai

Shirazi Trading
An Atlas Group Company

Soneri Bank



ISI INTERNATIONAL STEELS LIMITED
Shaping Tomorrow



Atlas Honda



Attock Cement Pakistan Limited
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Jubilee
GENERAL INSURANCE

EXIDE

GATRON

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PAKISTAN LTD

KSB



OBS
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automotive

Shan

Shezan



Pakistan Oxygen

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AGP
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Ali Gohar & Company (Private) Limited



Our Valued Institutional Members

Category A



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