

May you be blessed with peace
and happiness on this Eid-ul-Fitr.

From
Management Association of Pakistan



Message from MAP's Newly Elected President, Mr. Asif Ikram

It's a privilege to be elected as the President of an over 50 years' organization, Management Association of Pakistan (MAP), established with a vision to lead the change process towards best management practices.

MAP is an organization that has, over the years, conducted numerous workshops and training programs to enhance the human capital in terms of good management practices, productivity and creativity.

This strategic positioning is earned due to the continuous efforts of MAP's Executive Committee, its Secretariat and above all its partners, Institutional members and Individual members. With this persistent drive, we intend to transcend organizations and prepare their teams to meet the global benchmarks, surpassing competition at any level.

MAP welcomes new organizations and individuals, having the same mission, to join and make it a place where learners can dwell and progress at the same time. We have tried to create and maintain a networking platform for companies and individuals from various sectors to connect and share their best practices, which have now become our flagship events: Corporate Excellence Award Ceremony and Annual International Convention.

You can now also connect with us through our online presence on social media platforms, namely Facebook, LinkedIn and Twitter. Furthermore, our e-newsletter: **insightmap** would enlighten you with all the insights of our events and may keep you updated with the latest industry trends.

We are in collaboration with different institutions, businesses and organizations to promote ongoing learning, to stretch the boundaries of the organization and to shape teams to work on what we cannot do single-handedly. We do cater in-house services as well for companies as per their training requirements.

On behalf of MAP, I welcome you to participate in MAP's programs, workshops and convention for your professional as well as personal development and to enhance your organization's performance.

Regards,
Asif Ikram
President, MAP



Message from MAP's Executive Director, Salah Uddin

Welcome to MAP's second edition of its e-newsletter: **insightmap**. This edition covers the recent events organized by MAP, including our programs in collaboration with COMSATS Institute of Information Technology and HR Metrics.

The highlight of this quarter has been our AGM of the general body of our members, held on April 25, 2017. Subsequently, as per our traditions, MAP's Executive Committee elected the new Office Bearers of MAP.

We have initiated a competition by the name of "Young Leaders Write" for young MAP's professionals to encourage them to share their learnings through **insightmap** platform where they can be recognized for their achievements. Details about the competition can be found in this issue.

We encourage you to share with us any original content that would be beneficial for professionals in their careers. Furthermore, your feedback and suggestions regarding any section of this edition would be highly appreciated.

I thank all MAP members who have extended their membership till 2017 and hope this would continue to be valuable for their professional development and networking.

Sincerely yours,
Salah Uddin
Executive Director

MAP's 51st Annual General Meeting 25th April 2017



Management Association of Pakistan held its 51st AGM on Tuesday, April 25, 2017. During the AGM the general body of MAP members confirmed the Minutes of the 50th AGM held on Monday, April 28, 2016 which was proposed and seconded by Mr. Husain Basrai and Mr. Shariq Ali Zaidi, respectively.

The AGM considered and approved the Annual Accounts of the Association and the Reports of the Auditors and Executive Committee thereon for the year ended December 31, 2016 as proposed and seconded by Mr. Zain-ul-Abrar Naqvi and Mr. Saeed Haider respectively.

Finally, the AGM considered and approved the appointment of the Auditors of the Association and fixed their remuneration as proposed and seconded by Mr. Aziz Husain and Mr. Muhammad Nadeem, respectively.

Thereafter, the floor was opened for questions/answers; the AGM concluded with tea and refreshments, besides networking amongst the members.



MAP Elects New Office Bearers - 4th May 2017



MAP's New Office Bearers with the Executive Committee

Management Association of Pakistan (MAP) in its Executive Committee meeting, held on May 4, 2017, elected Mr. Asif Ikram as the President of the Association for the year 2017-18.

Mr. Amir Jamil Abbasi was elected as the Vice President, Mr. Sarmad Ali as the Honorary Secretary and Mr. Talib S. Karim as the Honorary Treasurer.

The Executive Committee praised the contribution made by Syed Masood Hashmi as the President in steering MAP forward. Syed Masood Hashmi would continue to serve on the Executive Committee of the Association.

Introducing the New Office Bearers



Mr. Asif Ikram

Mr. Asif Ikram has been elected as the President at MAP. He has M.S in Engineering Management from the Vanderbilt University, Nashville, Tennessee, USA and a B.S. in Chemical Engineering from the University of Mississippi, Oxford, USA. He started his career with E.I. Dupont De Nemours & Co, USA and was the founding CEO of Dupont Pakistan. He was appointed Managing Director of SICPA Inks Pakistan (Pvt) Limited in July 2011. He served as Past President of the Swiss Business Council. He has held various positions in the past as President of American Business Council, Member Managing Committee of Overseas Investors Chamber of Commerce & Industry (OICCI) and Member, Managing Committee of Karachi Golf Club.



Talib S. Karim

Mr. Talib S. Karim has been elected as the Honorary Treasurer of MAP. He currently holds the position of Rector, IoBM and Executive Director, EMEC (Entrepreneurship and Management Excellence center) in IoBM. He has done Master in Economics from University of Arizona, Tucson USA, Bachelor's Degree in Systems Engineering from University of Arizona, Tucson USA. He previously worked at Development Finance Institute in various capacities for Business Promotion and Marketing, Research, Planning & Publicity, Merchant Banking, Administration & Personnel and Coordination, Planning & Research Division and Bankers Equity Ltd. He is also the President of Marketing Association of Pakistan.



Amir Jamil Abbasi

Mr. Amir Jamil Abbasi has been elected as the Vice President of MAP. He joined KPMG Taseer Hadi & Co, as Chartered Accountant in 1980 and was promoted to Partner in 1994. He is currently the Head of Location for Karachi and Head of Audit for KPMG Middle East & South Asia (MESA) sub region. He also worked in KPMG (Middle East & South Asia) Regional office UAE for 2 Years and six months as Chief Operating Officer. He is currently a Fellow Member of the ICAP Professional Standards and Advisory Committee (PSTAC) and Member KPMG ISA (International Standards on Auditing) Panel.



Sarmad Ali

Mr. Sarmad Ali has been elected as the Honorary Secretary of MAP. He has done M.S. from Villanova University, Pa, USA. Having joined as Executive Director Marketing at The Jang Group in 1998, Mr. Sarmad Ali currently holds the position of Managing Director (Marketing). His past experience includes the roles of Director Marketing at The News and Director Client Services at IAL/Saatchi & Saatchi. He is also the President of All Pakistan Newspapers Society (APNS).

MAP President Meets President AAMO

17th May 2017



Mr. Asif Ikram, MAP President with AAMO Team

During his recent visit to Malaysia, President MAP, Mr. Asif Ikram met President AAMO Dato Ng Tieh Chuan. The two Presidents exchanged views on mutual interest. President MAP appreciated the efforts of President AAMO for his initiatives in boosting AAMO activities and in fostering relationship between national management organizations (NMOs) of AAMO member countries.

MAP's New Members

It is an honor to welcome the following members to MAP

Institutional Members



MAP welcomes KPMG, a global network of professional firms providing Audit, Tax and Advisory services across a wide range of industries, Government and not for profit sectors. KPMG operates in 155 countries, having more than 174,000 people working in member firms around the world.



MAP welcomes Dollar Industries Limited, one of the leading writing instruments and stationery manufacturer in Asia, with exports to more than 50 countries. Established more than half-a-century ago, the Company has attained the status of a heritage brand and a household name in Pakistan.

AAMO's First Council Meeting of 2017, 20-22 April, Kuala Lumpur



Executive Director MAP Mr. Salah Uddin with AAMP President Dato Ng Tieh Chuan during AAMO First Council

Executive Director MAP Mr. Salah Uddin attended the First Council meeting of 2017 and the AGM of Asian Association of Management Organizations (AAMO), held in Kuala Lumpur on 20-22 April 2017.

The meeting discussed new initiatives like international membership for individual members of all

national management organizations (NMOs), new Management Capability Index framework effective from 2018, arrangements for Tun Razak Youth Leadership Award (TRYLA), Young Managers Program (YMP), on-line Asian Management Game (AMG) and AAMO ePaper (already circulated to MAP members through email).

MAP already provides facility to its members to participate in TRYLA, YMP and AMG. Soon, MAP would be announcing another value addition i.e. the process for international individual membership of national management organizations for MAP individual members.



1st AAMO Council Meeting of 2017, Kuala Lumpur, 20 - 22 April 2017

“ LEADERSHIP IS NOT ABOUT A TITLE OR A DESIGNATION.

IT'S ABOUT IMPACT, INFLUENCE AND INSPIRATION.

IMPACT INVOLVES GETTING RESULTS, INFLUENCE IS ABOUT SPREADING THE PASSION YOU HAVE FOR YOUR WORK, AND YOU HAVE TO INSPIRE TEAM-MATES AND CUSTOMERS. ”

ROBIN S. SHARMA

Leadership Is Not Rocket Science!



48 pins. Such was the power of this literally everything was now designed goods, markets, schools, cinemas, They replicated the industrial floor.

At the same time separate events were The French Revolution in 1789 brought American Revolution created the dream rise from the bottom to the top. Consumer and human needs (call it compeller.

This today has become the modern mass developed systems and output

versus our other inner drive for individuality. Our human is born unique. Unique DNA, unique retina, unique fingerprint, unique voice note. So why, oh why do we expect this human to function like a regular mass number, standard deviation one? It does not work like that. People have to want to do something on their own, for themselves, for inner satisfaction. People are not numbers.

Today's working society faces this big challenge. The individual has to take his/her individuality and somehow find a legitimate means to fit in, into this mass vision. Similarly, mass organizations have to find a means of marrying their needs to these individual needs. As far as I can see, there is only one way to resolve this conundrum. Create a team.

Why create a team. Because once a team is created, then any objective can be achieved. Nowadays they call it Employee Engagement. To get the employee or contributor interested in what they are doing. If they become interested individually, they will eventually form a team. It's a sense of belonging, which then drives team dynamics. It's your family and one fights for one's family. My personal belief is that there is also great spirituality involved in this. It's not possible to prove this. But anecdotal events at least tend to suggest this spirituality. The Spartan 300, Greeks at Marathon, Ikrimah at Yarmuk, Muhammad Fateh at Constantinople, the creation of Pakistan, the World Cup 1992 and so many more. These are all events which appeal to me, but all humans have their own personal spiritual team story. When teams form, we just go on a roll, challenges which seem back to wall, are overcome and results are astonishing, considering the individuals involved. Where did these heroes come from? Not this decrepit unassuming human. How did he/she become a super hero?

So through all my life, I have looked for the story which catches one's imagination. If you find that story and it appeals to people and inspires them, then belief happens. When belief happens then passion is created, and this leads to ownership, teamwork and hard-work. You do not need to do anything, the people themselves will take care of the end goal (the Vision). They will achieve the dream you have made them see and believe. It's the very essence of leadership and it's actually simple. No rocket science at all.

Written By:

“IF YOU FIND THAT STORY AND IT APPEALS TO PEOPLE AND INSPIRES THEM, THEN BELIEF HAPPENS. WHEN BELIEF HAPPENS THEN PASSION IS CREATED, AND THIS LEADS TO OWNERSHIP, TEAMWORK AND HARD-WORK.”

Man started off as an individual. When Hazrat Adam descended to this earth with Mother Huwa, they were left to search for each other for long before they became one and along came the human race. Till very late in our human existence, we lived as individuals, mainly driven by the whims of kings, queens, nobles, lords and ladies.

Somewhere around the late 18th century, history was turned on its head. The Industrial Revolution changed us humans. Suddenly 'mass' was the way to go. We have all heard how an individual used to make a single pin in a day, but once a team was set up for mass production, overnight this individual made

vision and its success. Everything, this way. Warehouses, movement of colleges, sports events and rallies.

propelling things towards individuality. individual rights to the fore. Also the of individual success. People could Individuality was now a huge driver. greed if you wish) was/ (is) a powerful

day conundrum. Man's penchant for (our capitalistic efficiency drives this)



Sarfaraz A. Rehman,
Executive Committee Member at MAP,
Coach and Consultant

Programs and Events

Workshop: Tripod Beta Analysis-Accidents' Root Causes Investigation 5th April 2017 by Tahir Barlas



Are the causes of accidents predictable? Many of the organizations are still searching for the answers to this dilemma. To facilitate and help the organizations to understand the root cause of accidents, Tripod Beta; an investigation methodology was developed in the early 1990s.

This tool is designed explicitly to help accident investigators to uncover the organizational deficiencies due to which the incident occurs.



Understanding the need of companies to learn this methodology, MAP arranged a workshop on April 5, 2017, facilitated by Mr. Tahir Barlas, HSE Consultant. Nominees from Agriautos, Bayer Pharma, Hinopak Motors Limited, K- Electric Limited, MAL Pakistan, Mitsubishi Corporation, Pakistan International Containers Terminal Ltd, SICPA Inks Pakistan Ltd. and Thal Limited participated in the workshop.

**“THE DIGITAL ECONOMY
MUST BE BUILT ON
DECENT WORK WHICH
GIVES HUMANS DIGNITY”**

GUY RYDER

Workshop: Digital Marketing 101 13th April 2017 by Raheel Nabi

Tomorrow's Business would be digitized business!



The emerging trend of digital marketing has changed the traditional business perspectives. The presence of companies on digital media is more important than having a physical presence of an organization. Companies have now started incorporating these trends into their strategic planning process and are striving to plan the top-notch strategies for digital marketing.



MAP organized an exclusive workshop on April 13, 2017, facilitated by Raheel Nabi, Manager Digital Marketing & Communication at UBL Fund Managers. This was to help the companies to explore the new avenues of Digital Marketing and to gain knowledge and expertise in this field.



Nominees from Ali Gohar Company, Aman Foundation, ICI Pakistan, Jubilee General Insurance, Lucky Cement, National Investment Trust and Pakistan Cables participated in the workshop.



HR Metrics organizes “Global Diversity & Inclusion Benchmarks” Conference

27th April 2017



HR Metrics, in collaboration with MAP, organized a conference on Global Diversity & Inclusion Benchmarks Conference (Standards for Organizations around the world) on April 27, 2017, at KSBL, Karachi. MAP provided special discount to its members to participate in this Conference.

The session began with a short webinar conducted by Ms. Julie O'Mara, Co-Author GDIB 2016, President O'Mara and Associates Former President American Society for Training & Development.

Later on Mr. Ishrat Husain (Former Governor SBP), Marvi Memon (Minister of State & Chair Person BISP), Zahid Khan (CEO HR Metrics), Shahzad Dada (CEO Standard Charter Bank), Sadia Khan (CEO Sellar Enterprise), Dr. Sitwat Husain (Group Head HR, Habib Bank AG Zurich) and Dr. Zeeshan Ahmed (Dean KSBL) highlighted the importance of Diversity & Inclusion Benchmarks for Organizational Growth.

Thereafter, a panel discussion took place by CEOs, professionals and market leaders of various companies on how they performed their roles in designing policies pertaining to diversity and inclusion in their organizations.

COMSATS Institute of Information Technology Organizes “Managing a Science Based Regulatory Drive” Conference

3rd May 2017

COMSATS Institute of Information Technology, in collaboration with MAP, organized a conference on “Managing a Science Based Regulatory Drive for ensuring Drug Quality” on May 3, 2017 at Marriott Hotel, Karachi. MAP Institutional and Individual members were cordially invited to attend this conference.

With an audience comprising mostly of Regulatory Affairs professionals and Quality Inspectors from the Pharmaceutical Industry, Dr. Obaid Ali and Ms. Roohi Obaid delivered thought provoking presentations.

Thereafter, a panel discussion took place with Dr. Izhar Hussain - Director, Institute of Business Administration (IBA), Mr. Zahid Saeed - CEO of Indus Pharma, Mr. Qaiser Waheed - MD of Medisure/ Chairman of Pakistan Pharmaceutical Manufacturers Association (PPMA) as the panelists and Dr. Obaid Ali as the moderator.

Workshop: Becoming a Result Oriented Leader

23rd - 24th May 2017

by Salah Uddin



A wise quote of Peter Drucker, “Leadership is all about results”, is widely accepted by many leaders around the globe. Leaders need to become result oriented in order to augment the organization's performance. One should learn the necessary management skills and traits that are considered essential to achieve a positive bottom line.



Keeping this in view, MAP organized an insightful 2-Day workshop on May 23-24, 2017 which was attended by participants from EFU Life Assurance Ltd, Pakistan Petroleum Limited and State Bank of Pakistan.



Topics like Styles of leadership, Levels of leadership, Leadership code and how to become result-oriented, were comprehensively covered during the workshop which ended up by participants carrying a workbook for the self-evaluation of their leadership role in their own organizations.

“Young Leaders Write” Competition Guidelines

MAP is organizing a “Young Leaders Write” Competition for young professionals who have a knack of portraying their experiences in the form of life lessons. Regardless of the designation you’re working at, if your experience matches our theme for the next quarter, you are most welcome to write and email us an article/ success story which pertains to “Successful Work Habits for Young Leaders at a Managerial Role”.

MAP will select one article that meets the following guidelines and the writers of the articles, apart from getting their articles published in **insightmap**, which will be circulated among Institutional members and Individual members, will also receive a free pass to one of our upcoming training workshops to be held till December 2017.

Guidelines:

- Nominees from Institutional members and Individual members in good standing who have paid subscription dues up to 2017, up to the age of 35 years, are eligible for this competition.
- In case of Institutional member, writers may submit their articles, in hardcopy and softcopy, along with a Letter of Employment by the concerned Institutional member.
- In case of Individual Member, the article should be emailed through the registered email address as per particulars submitted in the membership database.
- The article should not exceed 750 words (Calculation will be done through MS Word).
- Though the submitted articles will be scanned for plagiarism, however, the onus of the work being original or otherwise will be on the writer. If required, please cite the source from which the content has been paraphrased.
- The document should be emailed to us in MS Word with no encryption or password set up.
- The copyright of articles selected would be solely given to Management Association of Pakistan (MAP). Thus, MAP would have full publishing rights and would be allowed to publish/use wherever MAP finds relevant.
- At the end of the article, the writer should provide the following details:

Full Name
Age
Scanned Copy of CNIC
Current Designation in the Organization
Organization Name
MAP Membership Number
Recent Academic/ Professional Qualification
Total Years of Work Experience
Direct Contact Number
Passport size photograph (Semi formal)

- The writers of the articles may be called for screening purposes in case of ambiguity / validation check.

MAP Presents Employee of the Year 2016 Title to Mr. Farooq Iqbal

MAP’s heartiest congratulations to Mr. Farooq Iqbal, MIS and Secretariat Executive for winning the Employee of the Year 2016 title. Mr. Farooq began his career as an IT Officer in 2011, and he joined Management Association of Pakistan in 2015 as MIS Officer.

Having completed Aptech Certified Career Professional (ACCP) in 2015, Mr. Farooq is currently pursuing Bachelor of Science (Computer Science). His commitment and conscientious efforts has earned him this title and MAP is privileged to recognize such efforts.



Farooq Iqbal Wins the Employee of the Year 2016

Mr. Farooq enjoys working on the Company website and preparing analytical reports. He is a multi-tasker by nature and the best part of his day includes detecting the unobvious bugs in the system and trying to resolve them.

We wish Mr. Farooq all the success in his future endeavors and may he continue achieving greatness.

Announcement for MAP’s Membership Certificate

We humbly request MAP’s Institutional and Individual Members to settle the Annual Subscription dues up to 2017 so that we can send our valued members their updated MAP’s Membership Certificate.

“STRATEGY IS ABOUT SETTING
YOURSELF APART FROM THE
COMPETITION.
IT’S NOT A MATTER OF BEING
BETTER AT WHAT YOU DO
- IT’S A MATTER OF BEING
DIFFERENT AT WHAT YOU DO.”

MICHAEL PORTER

Testimonials



Malik Ahmed Jalal

CEO at Aman Foundation
on Digital Marketing 101 Workshop

Digital Marketing is still in early stages of development, especially in Pakistan and a new area for senior management. Even if you're not a CEO, it is an important channel because this allows you to reach your audience in a focused and timely manner. Nowadays, customers want to directly engage with organizations up to CEOs, and not just the communications departments. Therefore, understanding and leveraging digital medium is critical for establishing connection with our audience.

The workshop was useful in helping me and our team understand how to improve social media engagement with external as well as internal stakeholders. I use social media to engage with employees, donors and beneficiaries because one simply cannot just sit behind a desk! You have to be out there representing your organization in person or in digital format. This workshop has been helpful in making me become more effective in my engagement with our different audiences.



Tabish Shafi

Engineering Manager at Bayer Pharmaon
on Tripod Beta Analysis Workshop

Regarding the workshop of "Tripod Beta Analysis - Accidents' Root Cause Investigation" by Management Association of Pakistan, it has always been a prodigious pleasure to be part of such events as it helps to get updated with the market challenges and new technological vicissitudes. Mr. Tahir Barlas, the trainer knew the ground veracities of current Pakistani industries which helped the audience to engage and discuss their issues. This is what I like in the training, which is arranged by Management Association of Pakistan, that they always have trainers who engage, with not only vast theoretical understanding but also practical knowledge about the ground issues and their rectification plans.

I definitely look forward to being a part of such events organized by MAP.



Rashid Mehmood

Divisional Head at State Bank of Pakistan
on Becoming a Result Oriented Leader Workshop

The trainer presented the learning message, of being result oriented leader, across by breaking everything down into simplified sections. The training was very informative and practical to deal with real time and applied side issues in the execution of strategically important tasks as well as normal operations. The case studies, from within Pakistan, were of great learning that gave insight into the very own culture and values of local firms and their successes owing to the result oriented leadership role of entrepreneurs and CEOs. The learning about recognition, realization and adaption of individual's role as leader of one team and simultaneously as member of another team, was of great importance and practically desirable in day to day execution of tasks. Nevertheless the format, audio visual support and venue selection by MAP's team were awesomely amazing and appreciable.



Ramesh Kumar

Manager at EFU Life Assurance Ltd.
on Becoming a Result Oriented Leader Workshop

What an immense pleasure to express that I was part of such an interesting and valuable training session on "Becoming a Result Oriented Leader" conducted by Mr. Salah Uddin. It was extremely useful and well targeted for all professionals especially the managers in order to become a good Leader in future.

The overall training sets a good foundation that can be applied practically by all attendees in their personal and workplace life. Most importantly, the quality of the training was exceptional, consistent and empowering.

It built confidence and exposed to the latest leadership techniques and gave valuable insight into my own abilities.

Lastly, I'd like to thank Mr. Salah Uddin and his team for playing such an important role in this training session. I have been greatly enriched by his input, expertise and knowledge..!

TRAINING CALENDAR 2017

Six Sigma - Concepts, Tools & Deployment

5th & 6th July 2017, Karachi
with **Mr. Zafar Bashir**



Know Your Customer

27th July 2017, Karachi
with **Mr. Muhammad Ovals**



Manage Your HR through MBTI

9th & 10th August 2017, Karachi
with **Dr. Muhammad Qamarul Hassan**



Business Modeling

22nd & 23rd August 2017, Karachi
with **Mr. Sohalb Jamal**



Advanced Excel

10th & 11th October 2017, Karachi
with **Mr. Sohalb Jamal**



Know Your Strategy

24th & 25th October 2017, Karachi
with **Mr. Salah Uddin**



HR for Line Managers

1st & 2nd November 2017, Karachi
with **Mr. Zafar Aziz Osmani**



Hazard Identification & Risk Assessment

15th November, 2017, Karachi
with **Dr. Tahir Barlas**



Art of Negotiations

5th & 6th December 2017, Karachi
with **Mr. Zafar Aziz Osmani**



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For Details:

Add: 3rd Floor "K-House" Plot No.1-C, Khayaban-e-Shahbaz Lane-4,
26th Street, Phase- VI, DHA Karachi – 75500, Pakistan.
Tel: 021-35172431-33-34, E-mail: info@mappk.org

Programs Being Planned:

- 19th MAP Convention September, 2017
- In-House Trainings on the request of Companies (Year Round)

Our Valued Institutional Members

Category - C



Our Valued Institutional Members

Category - B



Our Valued Institutional Members

Category - A



Contact

Management Association of Pakistan (Main Office)
Address: 3rd Floor "K-House" Plot No.1-C, Khayaban-e-Shahbaz
Lane-4, 26th Street, Phase- VI, DHA Karachi – 75500, Pakistan.
Phone: +92-21-35172431-33-34 Fax: +92-21-35172432,
E-mail: info@mappk.org



Management Association of Pakistan