



insightmap

VOLUME - 01

To Lead the Change Process Towards Best Management Practices

Message from the President



On behalf of Management Association of Pakistan (MAP), it is an immense pleasure to introduce yet another value adding initiative for all our members.

insightmap, our e-newsletter is the first edition among the many to be published, each quarter, which would keep all of you updated with our latest events and workshops. We hope this initiative would enlighten our distinguished members with the best practices and trends in the corporate world.

Management Association of Pakistan (MAP), by the grace of God, has proudly served for more than five decades helping organizations grow by providing them the platform to learn and expand while recognizing their best practices and achievements. I would like to take this as an opportunity to appreciate the support and contributions our members have made.

I further extend my gratitude and congratulations to the MAP Executive Director Mr. Salah Uddin and the Secretariat team for this initiative.

I am confident to say that **insightmap** would meet the expectations of our members and I look forward to seeing it as another medium of interaction between MAP and its members.

I hope you all would enjoy **insightmap** as a window of insight in the corporate happenings around us, no matter what industry or profession one belongs to.

Sincerely yours,

Syed Masood Hashmi

President MAP

Message from the Executive Director



Greetings from the Management Association of Pakistan.

I would like to take the honor to introduce you to our first edition of **insightmap**.

This newsletter has been

designed by MAP team to keep you abreast of our activities during each quarter, which I am sure you will enjoy as much as I do.

It is an encapsulation of all the events, activities and initiatives taken or to be taken by Management Association of Pakistan (MAP). Moreover, in the future editions, you will also gain insights on the latest trends in different industries and informative articles on the best practices that are being followed by different companies.

In this newsletter, you will see a glimpse of MAP's activities to be held during each quarter of the year. We successfully completed 18 training workshops,

including the 18th Convention: Dancing with Disruption and the 31st Corporate Excellence Award event during the year 2016. During the first quarter of 2017, we have so far held 2 workshops and the 32nd Corporate Excellence Award, the annual gathering of the contesting companies for the coveted top trophies in Industrial (Amir S. Chinoy Award) and the Financial sector.

The highlight of this quarter has been yet another value addition for our members i.e. participation by MAP member, Ms. Ayesha Afzal, nominee of our Institutional member PSO, in Tun Abdul Razzak Youth Leadership (TRYLA) program held in Malaysia in collaboration with Asian Association of Management Organization and Malaysian Institute of Management.

Among the successful events, pictures and memoirs of the MAP's 18th Convention and 32nd Corporate Excellence Awards, which took place on September 28 - 29, 2016 and February 28, 2017 respectively have also been included. Apart from this, our calendar of upcoming training workshops is also shared.

This newsletter will be circulated to all members through email four times a year. Please update your email addresses with us so that you do not miss out on the happenings in MAP.

I hope this initiative from MAP would be useful for our members. Furthermore, we encourage you to share with us any original articles on management thought and practices that our members may like to contribute for the subsequent editions of the newsletter.

I hope you enjoy **insightmap**.

Sincerely yours,

Salah Uddin

Executive Director

18th Convention: Dancing with Disruption

September 28, 2016 was marked as the day of disruption by many Institutional and Individual members who attended our 18th Convention: “Dancing with Disruption”, held with Octara as our Lead partner.



The Convention witnessed the Tsunami of Accelerating Change in the foreseeable future, which was gushed by Kate Sweetman, Shane Cragun and Raj Kumar.



Our Platinum Partner: United Bank Limited

To complement the event's theme, Mr. Wajahat Hussain, Dr. Daniel Ritz, Dr. Zeelaf Munir, Mr. Adnan Shahid, Dr. Asim Jamal and Ms. Jehan Era presented the hard and factual truths about their respective industries.



And to top that, a panel discussion comprising of thought provoking insights and dilemmas was moderated by Mr. Humayun Bashir with the panelists being Mr. Sarfaraz A. Rehman, Mr. Shazeb Mehmood, Mr. Saqib Shirazi, Mr. Khurram Khani and Mr. Furqan Qureshi.



Our Diamond Partner: Pakistan Telecommunication Company Limited

The Convention was followed by a workshop on September 29, 2016 by Shane Cragun and Kate Sweetman with a theme pedestalled on “Reinventing the Organization, Accelerating the Results in the Age of Disruption”.

Workshop: Selling with a Bang!

-by Sabahat Latif

True happiness for a Salesperson is when he closes a deal leaving a smile on the customer's face and that's what we at MAP call Selling with a Bang!



Not just us, but Atlas Honda, Shan Foods and KL-Technical & HSE Services, which all participated, shared the same thought. The workshop was facilitated by Mr. Sabahat Latif, Training Consultant for nearly 2 decades, on February 14, 2017.



Corporate Excellence Awards Ceremony

With an endeavor to recognize and share the success of companies for demonstrating remarkable performance, since 1982 the Corporate Excellence Award Ceremony has been one of MAP’s most distinguished and memorable events in Pakistan.



It is also considered as one of the MAP’s annual flagship events. This year we celebrated the 32nd Award Ceremony which was graced by the presence of Mr. Rasheed Razvi, President of the Supreme Court Bar Association of Pakistan.



The event was held on February 28, 2017 and was enjoyed by more than 40 short listed competing companies that had met the awards qualifying criteria, with an attendance of over 250 professionals.



Trophy Winner in Industrial Category: Lucky Cement Limited

Lucky Cement won the top trophy i.e. the Amir S.Chinoy Industrial category award and Jubilee General Insurance won the top trophy in the Financial category.



Trophy Winner in Financial Category: Jubilee General Insurance

Additionally, sector wise awards were won by Pakistan Tobacco, Mari Petroleum, Indus Motors, Thal Limited, Pakistan International Container Terminal, Fauji Fertilizer, Abbott Laboratories, Archroma Pakistan, Security Papers, Colgate-Palmolive Pakistan, Shifa International Hospital, Allied Bank, Orix Leasing Pakistan and UBL Stock Advantage Fund.



Winning Companies of Sectoral Awards & Certificates of Excellence

Certificates of Excellence in the Not for Profit Sector were presented to Shaukat Khanum Memorial Hospital, The Citizens Foundation and LRBT.

Tun Razak Youth Leadership Award (TRYLA)

A new value addition by MAP for its members was a 5 days training program, with a series of vigorous and challenging outdoor activities that transcended the capabilities and enabled young leaders to excel professionally and personally.



The 22nd Tun Razak Youth Leadership Award (TRYLA) was organized in collaboration with Asian Association of Management Organizations (AAMO) and Malaysian Institute of Management (MIM). The event took place in Lumut, Perak, Malaysia from March 12 - 17, 2017.



This year MAP, after applying the qualifying criteria, selected Ms. Ayesha Afzal from PSO, our Institutional member, to represent and share the culture of Pakistan while helping her to realize her true leadership potential. Ms. Ayesha is working at Pakistan State Oil (PSO) since 2002, holding over a decade of work experience and is currently working as Deputy General Manager - Corporate Planning.



Workshop: Value Innovation Blue Ocean Strategy

-by Javid Ahmed



Innovation and Strategy are the key elements for an organization's future success. As our businesses are challenged by the economic uncertainty and, an increasing rate of change and technological advancements, the ability to adapt will be fundamental to our survival, no matter the organization or industry.



Innovation will continue to be the birthplace of sustainable growth and performance. However, innovation cannot take place until the organization's mindset is geared for it. Innovative thinking isn't simply created, it must be learned. For breakthrough growth, a little disruption is required.



A strategy that makes your competition irrelevant is a strategy worth learning about. On March 28 - 29, 2017, Mr. Javaid Ahmed, Sr. Fellow Strategy and Market Innovation, facilitated and trained nominees from our Institutional members: UBL and Qasim International - DP World.



Management... View From Above

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

Recently, in a meeting I explained to the participants, what we as a management system were trying to achieve. I used the flow as given below, to explain the system and what management levels we operate on.

If you were on a satellite, viewing the world and slowly descended, this is what will happen. Infact think of it as viewing Google Earth.

A. You will see the world from faraway. The countries, towns, large highways, waterways, oceans and mountains will be apparent. You can see the clouds, the trees and how the wind flows. The functioning of the world at macro level will be clear and sitting there you will see very large cross connections. Maybe you can see the Gulf Stream and so understand how nature functions. Just reach out and touch the string which will unravel an issue. It's possible because you can see so much and so far. **This is management at a concept level.**

But you are not the be all! Allah (swt) never gives that status to any individual, team or country. There is a world operating below you and you do not see the details. Beware!

B. Later you descend to a lower Stratospheric level. You still see a lot and cover great territories. But so many countries have disappeared. The Gulf Stream is gone and many oceans and mountains. In the area you can see, the roads are apparent, the turns, the obstructions and the way around them. The thought process is still large, but you are now dealing with a narrower and shallower view. However, it is a necessity for the above concept to be successful.

This is the strategy level. Leadership will have to be tuned into strategy, for success to occur.



This is the operational level and is a vital cog in the overall management process.

C. We come down now to a skyscraper level. We are over a town. It's a large one and is an essential for the whole system. If we do not operate at this level we lose the whole edifice. One sees the roads, the cross roads, the connections, the diversions, the vehicles. We can see the traffic snarls and find a way to work around them. It is much more detailed and involved, yet, we can see that there is so much to do here, and because of the details, the larger picture is not so clear. Nevertheless, what we see teaches us that the strategy needs to be shifted in this space a bit, because the traffic snarl was not apparent from higher up. **This is the tactical stage.** If this is not done properly and lessons not learned regularly, Strategy and Concept will never happen.

D. Finally, we are now on the ground. We see infinite details. We see the doors, windows, shops, people and cars. We see our street, see how it operates and are managing it. Unless we get this right, its going to cause problems. Unless we communicate with the guys in the other streets and together we communicate with the leadership, they will not know the issues on the street.

Then tactics will fail and once tactics fail there is a chance that the strategy will collapse and once strategy collapses, then the concept might fail too.

We can reverse this view. We could start at the street level and go upwards, through the skyscrapers, to the stratosphere, finally to the satellite. Infact in real life that is exactly what happens. Information and also careers move in upward direction. At each level many drop off and finally consolidated information or very few people arrive at the satellite. And since very few or little arrives, it is imperative that what does get there is correct and reliable i.e. People and data.

Each level is important within the system; if a flow of information and people is not formed properly, then disaster will occur. The foundation or any part of the super structure rots, the whole edifice comes crashing down. Hence, **communication and what is called the team, is the essence of managing things.**

The above applies to businesses, to countries, to organizations and also really to our lives. **At some level we have to take a larger view of direction in our personal lives, then manage the strategy, tactics and implementation to get there.** And yes, I do realize that man plans and Allah disposes.



About MAP

MAP is a professional Association, a not-for-profit and a non-political organization. The Association has an elected board of directors, i.e. the Executive Committee, comprising of corporate leaders from Pakistan's top notch companies.

Since its inception in 1964, MAP has dedicated its efforts to achieving a new high in professionalism and facilitating managers with best management practices. The primary objective before the Association has always been to stimulate interest in, and disseminate knowledge about modern managerial practices and techniques.

It is through desire and dedication that the Association has flourished for over 50 years as an apex forum for training and communication of ideas in the field of management in Pakistan. During the last fifty years the Association has organized about 1500 Seminars and Training Courses with above fifty two thousand participants so far having benefited from such programs.

While some members join the Management Association of Pakistan simply for the intangible benefit of supporting the mission of the organization, others join to gain a specific discount or benefit from our training programs. Whichever the

case, MAP members are entitled to a wide range of tangible benefits such as:

Corporate Excellence Awards: Since 1982, MAP holds pride in recognizing and rewarding the best managed companies in Pakistan by instituting the Corporate Excellence Awards, attended by more than 300 corporate personalities each year.

Conventions: Each year, we bring together national and international leaders, strategists and management experts on one platform via our flagship event. The event carries a strong message each year, around which the theme is created. Last year, the 18th convention peddled on the theme: "Dancing with Disruption".

Benefits Through AAMO Membership: Our strategic alliance with Asian Association of Management Organizations (AAMO) provides our members with the opportunity to participate in the '**Asian Management Games**', winning team avails a free field study trip to Macau and Hong Kong. Additionally, two young MAP members are chosen to participate in the '**Young Managers Program**' held in Macau each year. The '**22nd Tun Razak Youth Leadership Award (TRYLA)**' was the last event which took place in Lumut, Perak, Malaysia.

Membership Recognition Certificates: We value our members and their patronage of MAP. To acknowledge this association, we issue a membership recognition certificate, renewed each year.

Certified and Customized Training Sessions: Our workshops and trainings are tailored to meet the diverse needs of quality professionals. In-house trainings at the Institutional members' location are arranged. Our array of events for members range to around 25 events each year.

Discounts & Incentives: As per policy, our senior citizen members are entitled to discounts of up to 75% on their membership fee. Also, all members can avail incentives on referrals and group participation at the events.

Networking Platform & Exclusive Members Area: Knowing the importance of networking, we aim to be the connector of choice for our members. MAP Members benefit from access to the Exclusive Members Only area of our website, which features exclusive digital benefits and content.

Transform your organization with MAP's Customized/In-House Training

" To Lead the Change Process towards Best Management Practices "



Understanding your objectives and providing bespoke courses, we believe in quality, convenience and YOUR choice!

Why Us?

- **Its Cost Effective:** If you have more than 10 people then In-House is probably the most cost effective option.
- **It's Convenient:** We can come to a suitable venue on a date that's best for you!
- **Go Customized:** We can apply your policies so that the training is relevant to your staff and create a course just for you by customizing content by assessing your needs and writing it from scratch.
- **Pair up with another organization:** This can mean sharing the experience as well as the cost. Get to know your contemporary organizations and help each other to succeed.
- **Great for team building:** In-House courses present a perfect opportunity to take time out with the whole team; interact and learn together.

Working with an array of highly qualified trainers, that are experts in their fields and are able and willing to write personalized courses for your organization, we aspire to enhance your organization's performance.

Our learning and development programs can be delivered in a variety of formats, e.g. lunch and learn, master-classes, bite-sized learning, seminars, and full day workshops; all certified by MAP – whatever works best for you and your organisation.

UPCOMING PROGRAMS 2017

Selling with a Bang!
14th February 2017, Karachi
with **Mr. Sabahat Latif**



**Tripod Beta Analysis-
Accidents' Root Cause Investigation**
5th April, 2017, Karachi
with **Dr. Tahir Barlas**



Effective Board Meetings
8th & 9th May 2017, Karachi
with **Mr. Ahmad Saeed & Mr. Aly Raza**



**Six Sigma - Concepts, Tools
& Deployment**
5th & 6th July 2017, Karachi
with **Mr. Zafar Bashir**



Know Your Customer
27th July 2017, Karachi
with **Mr. Muhammad Ovais**



**Value Innovation
Blue Ocean Strategy**
28th & 29th March, 2017, Karachi
with **Mr. Javaid Ahmed**



Digital Marketing 101
13th April 2017, Karachi
with **Mr. Raheel Nabi**



**Becoming a Result
Oriented Leader**
16th & 17th May 2017, Karachi
with **Mr. Salah Uddin**



Know Your Strategy
18th & 19th July 2017, Karachi
with **Mr. Salah Uddin**



Manage Your HR through MBTI
9th & 10th August 2017, Karachi
with **Dr. Muhammad Qamarul Hassan**



Workshops Being Planned:

- Negotiation Skills August, 2017
- 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

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