Workshop on ‘The Inner Game’ (Creating a Contagious Culture)

Overview

In today’s competitive business environment, creating a contagious corporate culture is a crucial component for success. According to MIT Professor and organizational development guru, Edgar Schein, “The bottom line for managers is that if they do not become conscious of the cultures in which they are embedded, those cultures will manage them. Cultural understanding is desirable for all of us, but it is essential to managers if they are to lead.

Learning Goals

1. Learn how to become a "Contagious Leader", rather than a "Contained Leader".
2. Learn to identify, refer to and hold people accountable for their strengths.
3. Understand how specific words and phrases set a positive tone.
4. Discover the keys of listening leadership.
5. Learn to give - and receive - effective feedback.
6. Find ways to build bridges and develop trust in professional relationships

Participants Profile

All those involved in supervising people.

Trainers

Lead Trainer: Mr. Zafar Siddiqui has over 28 years of teaching experience at the colleges and universities including: Institute of Business Administration, College of Business Management, Baharia University of Illinois Chicago, and Moscow State University. Mr. Siddiqui has an MBA degree from The Institute of Business Administration. He also holds a degree of M.S. in Marketing Communications from Chicago. He has 28 years of experience with the F.M.C.G. sector both in the field of Sales, Marketing and General Management. He was associated with Gillette for 15 years in Pakistan and Overseas. His last assignment with Gillette was as Chief Executive for Gillette Pakistan (Pvt.) Ltd., and Area Director for Afghanistan, Sri Lanka, Bangladesh, Nepal & Maldives. Mr. Siddiqui is also on the Board of: Engro Foods Limited; Inbox Business Technologies (Pvt.) Limited; Faysal Asset Management Limited; Zulfeqar Industries limited.

Mr. Zafar Siddiqui is currently Director for the Centre of Entrepreneurial Development at the Institute of Business Administration, Karachi.

Co-Trainer: Ms. Ozma Akhtar has over 18 years of business experience in multinational companies. She has been associated with Citibank, Shell Pakistan and headed Human Resources and Corporate Relations at Pak Oman Investment Company. Ozma was Performance Management Practice Head at Engage Human Resources. Ozma has experience in corporate strategy implementation, performance management systems and policy development and (brand) communications.

Workshop Fees

PKR 20,000/participant
Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments, Group Photograph & Business Networking.

Discount Policy

*10% Discount for 2 or more than 2 participants from the same organization
**15% Discount for 5 or more than 5 participants from the same organization

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