Workshop on
Drive for Results

Overview

This workshop is designed to enable participants to analyze business situations from the point of view of the practicing general manager. General Managers have responsibility for making strategic decisions that insure the long-term health of the organization or its division. The key tasks involved in general management include the adaptation to environmental change, the procurement and allocation of critical resources, the integration of activities across subparts of the organization, and, at the most senior levels, the determination of corporate purpose and direction.

Learning Goals

✓ Development and reinforcement of a general management point of view -- the capacity to view the firm from an overall perspective, in the context of its environment.

✓ Development of an understanding of fundamental concepts in strategic management: the role of the general manager, the levels and components of strategy, competitive analysis, and organizational evolution and change.

✓ Development of an awareness of the impact of external environmental forces (technological, governmental, demographic, social, etc.) on business and corporate strategy.

✓ Practice in working out business strategies and implementation plans.

✓ Development of habits of orderly, analytical thinking and skill in reporting conclusions effectively in both written and oral form.

Who Should Attend

✓ Functional Heads;
✓ Senior & Middle Management;
✓ All those involved in decision making.

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 40,000/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

FOR REGISTRATION:

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