

# Leadership Effectiveness for Managers

Shape your emerging talent into effective future leaders

Wednesday, **April 24, 2019** | Karachi Marriott Hotel  
Friday, **April 26, 2019** | The Faletti's Hotel, Lahore  
9:00 am to 5:00 pm



## Muhammad Adnan Azam

- Founder & CEO, Leaders Lab
- MBA, Lahore University of Management Sciences (LUMS)
- Certified Coach for Marshall Goldsmith Stakeholder Centered Coaching
- 5+ Years of Project Management Experience at Siemens Pakistan, Saudi Arabia & Germany
- Ex-Head of Learning & Organizational Development, TCS Express & Logistics
- Co-author of two International Research Publications in Singapore & India
- Trained 3000+ Individuals from 100+ Organizations including Fortune 500

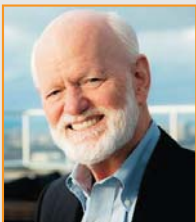


### Course Overview:

According to LinkedIn's 2018 Workplace Learning Report, 'Leadership' is the most desired skill to learn from Learning & Development (L&D) programs for Talent Developers, People Managers, and Executives.

Leadership and Management must go hand in hand but they are not the same thing. Leadership Effectiveness for Managers is a uniquely designed program to improve manager's efficiency, effectiveness and working relationships for inspiring and leading the workforce and achieve true leadership potential.

The course will take participants through a journey of self-discovery. Participants will reflect on desired leadership mindset and acquire broad essential skills and tools in people management to optimize individual and team performance. Best practices about managing and leading change and innovation will also be discussed.



## Dr. Marshall Goldsmith

World's No.1 Leadership Thinker by Thinkers50, Fast Company & INC Magazine

"**Adnan** is a highly qualified coach and teacher. He has an excellent education and a great attitude toward life. Along with his outstanding work qualifications, he has a wonderful philosophy about 'giving back' to others who may be in need. I think that he can do a great job in helping successful leaders get even better!"

Print Media Partner

BUSINESS  
RECORDER

Business Magazine Partner

PAKISTAN TODAY  
Profit

International Partner

SIMFOTIX  
Connect and Grow

## Module 1: Leadership Mindset & Self-Management

- Are Leaders Born or Made?
- Self-Leadership Energy, Enthusiasm & Vigour
- Breaking the Mental Barrier
- Alignment of Personal & Organizational Vision & Values
- Passion, Personal Mastery & Purpose
- The Secret behind Inspiration: Leaders & Organizations that Inspire

## Module 2: Emotional Intelligence & People Management Skills

- STO Model of Management
- Bridging the Credibility Gap
- Situational Leadership: Task-oriented vs. People-oriented Situations
- The Communication Style Matrix: Which Style are you?
- The Art of Managerial Listening
- Emotional Intelligence: How Emotionally Intelligent are you?

## Module 3: Culture of Change & Innovation

- How Leaders can create a Culture of Risk & Innovation?
- 'The Institutional Yes'
- Culture Eats Strategy for Breakfast: Soft Dimensions of Strategy & Change
- The Change Response Bell Curve & What to do about it?
- Getting Strategy Execution Right

## Module 4: Manager's Toolkit

- Time Management & Prioritization: Making Every Minute Count
- Maximizing your Meeting Productivity
- Learning to Say 'No'
- Resolving Conflict & Negotiating with Trust

## Module 5: Leader as a Coach & a Mentor

- Changing Line Management 'ings' to Coaching 'ings'
- The Coaching Process & Assessment
- Requirements for Leadership Coaching: Courage, Humility & Discipline
- Differentiating Coaching & Mentoring
- Practicing 'Feedforward' instead of 'Feedback'

### Course Methodology

- Assessment Questionnaires for Self-Reflection
- Short Case Studies for Cerebral Engagement
- Team Activities aimed at Learning Objectives

- Video Discussions for Higher Retention
- Group Discussions for Better Internalization
- Role-Plays for Hands-on Practice

### Who Should Attend?

Line Managers, Supervisors, Team Leaders, Project Leaders and Individuals making the transition into management roles plus any executives without formal management training

Note: Above commendations have been compiled from different courses of Muhammad Adnan Azam

## What Past Participants Have to Say About Adnan

Working with Adnan is always a pleasure. He likes to work with a holistic picture in mind, making sure that his trainings are addressing the core issues. His grasp over different management concepts is excellent which come through in all his trainings and discussions. He believes in a consultative approach to training rather than the much easier one-size-fits-all approach

**Mohsin Nizam Zaheer** - Customer Development (CD) Capability Manager, Unilever

Energetic, Enthusiastic, Consistent, Simple and Powerful  
**Kamran Ahmed Ansari** - Country Manager, TranQuini GmbH

Engaging course covering all the aspects, great individual with all real life examples  
**Syed Akhter Naqi** - Senior Manager, Standard Chartered Bank

It was a great learning and interactive session. Adnan was able to make the audience understand about the course in depth even in short time  
**Nazia Khan** - Assistant Manager - Legal, Telenor

An excellent trainer who can inspire to change and start a new business life  
**Rukhsar Ali** - Vice President (VP) Relationship Manager, Meezan Bank

He has prepared and delivered an exceptional course regarding communication  
**Farhan Mahmood** - Senior Engineer Maintenance, Fauji Fertilizer Co. Ltd.

Along with me, all participants felt their spirits uplifted and fresh. You were very welcoming and your session triggered the participants to unlock their creativity. I'd call this session 'A Service Pill' and it sure got us energized!!!

**Parishey Agha** - HR Specialist, TCS

Participants from following organizations have attended Open Enrollment and In-house Training Seminars of Muhammad Adnan Azam, Founder & CEO, Leaders Lab:



Muhammad Adnan Azam has worked with following organizations and academic institutions for his Management Research, Management Consultancy, Global Business Competitions, and Corporate Training Curriculum Development Projects:



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

Asian Journal of Management Cases



SERENA HOTELS





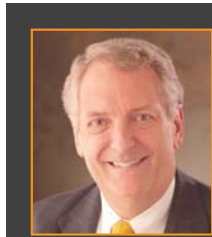
**Course Facilitator**

**Muhammad Adnan Azam**

- Founder & CEO, Leaders Lab
- MBA, Lahore University of Management Sciences (LUMS)
- Certified Coach for Marshall Goldsmith Stakeholder Centered Coaching
- 5+ Years of Project Management Experience at Siemens Pakistan, Saudi Arabia & Germany
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With great humor, insight and humility, Founder & CEO Leaders Lab Muhammad Adnan Azam brings the lessons learnt about Leadership and Business Communication from his travel of 10 countries and professional work experience of almost 10 years interacting with several experts in different cultures. His unique combination of “attention to detail” learnt during his Engineering and ability to “connect the dots” gained during his MBA makes his training sessions highly productive for the corporate audience. Designing training interventions for top tier organizations including Fortune 500, Adnan has the exposure of serving at each node of the Training Value Chain including his tenure as Head of Learning & Organizational Development as well as Training Consultant. His focus is to read, write, research, coach, and train on Personal and Corporate Leadership, Business Communication, Personal Motivation, Customer Services, Sales, and Organizational Cultures for Innovation and Creativity. Adnan likes to read books and learn from success/ failure stories in his spare time.



**Dave Ulrich**

World’s No. 1 Management Guru by Business Week & World’s Most Influential HR Thinker

“In the process of working with Adnan, I found him enormously responsive, insightful, and personally caring. He has useful insights on how to use talent, leadership, and culture in an organization. He clearly has a passion for the HR profession and a personal passion for learning and growth. It is easy to endorse him and his work.”

**REGISTRATION DETAILS**

Regular Tuition Fee: Rs. **19,500** per participant

Group Discount: **10% Discount** on 3 or more nominations from the same organization

Includes courseware, TerraBiz and Leaders Lab certificate, lunch, refreshments, and business networking

For registration(s), send us your **Name, Designation, Organization, Mobile, E-Mail and Postal Address** to [register@terrabizgroup.com](mailto:register@terrabizgroup.com)

For further information please contact **Marya Saeed**  
Mobile: 0330 318 4168 / 0300 213 3849  
Phone: (021) 3480 1888 / 3483 3775

**Terrabiz Cancellation Policy:**

For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at anytime.

