

WORLD

MANAGEMENT SUMMIT 2006

Strategic Leadership - CSR - Performance

SPECIAL REPORT

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Nutshell Forum believes that a good management always consists in showing average people how to do the work of superior people. Leaders are people who do the right things. Managers are people who do things right – there is a profound difference. We at Nutshell Forum have an intension not only to maintain this difference but also to create courage in our corporate leaders and managers how they can convert their managerial profiles into leadership.

Having this perspective in our mind and to analyze and discuss in depth the management issues of corporate world, which we are destined to face in the third millennium, Nutshell Forum (Pakistan's leading conference management company), conceived, designed and organized World Management Summit 2006 with a sprit to make it an annual event for the continuation of the theme.

The World Management Summit took place on Tuesday and Wednesday, December 5 & 6, 2006 at Sheraton Hotel & Towers, Karachi.

UFONE was the Headline Sponsor of the event. Jang Group, GEO TV, The News and FM101 contributed their role as Media Partners. NCR Corporation / Teradata and Si3 participated as the Gold Sponsors. Rotary International District 3270, Pakistan Software Houses Association and HRSI were the Strategic Partners of the conference where Brand Synario performed as the Online Partners.

Shaukat Aziz (Prime Minister, Islamic Republic of Pakistan) in his message on the occasion said that management is the ability and commitment to deliver excellence as well as the ability to empower others to deliver excellence. The Prime Minister further pointed out that management is about making those around you successful. He said that a good leader not only adapts to change with speed but also sees change as an opportunity. He said that great leaders internalize their responsibility effectively, translate their vision and empower people to exceed expectations in every way. The Prime Minister hoped that the deliberations of this summit would become vehicles for the corporate professionals and business leaders to reach their destiny.

Mohammedmian Soomro (Chairman, Senate of Pakistan) in his message on the occasion said that management with good leadership was the ability to inspire people and give them the



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motivation to surpass their own limit to reach a noble goal. He also congratulated Nutshell Forum for organizing the World Management Summit 2006 and hoped that the event would provide new insights in the field of corporate management for the progressive economy of our country.

Dr. Upali Mahanama (Senior Associate, Nutshell Forum, Sri Lanka) participated as the Conference Director. Dr. Mahanama did justice with his responsibility. In a very light way he conducted the whole Summit and bewitched the audience.

Muhammad Azfar Ahsan (CEO, Nutshell Forum and Founder, South Asian Management Professionals Forum) after recitation of Holy Quran, started the proceedings of the day by his welcome address, "As you all are aware that our region is one of the densely populated regions of the world. This means that we have the manpower, but most of the regional countries lack proper facilities to harness their available human resources in such a way, that they become productive for their own country, where as the same people demonstrate excellent capabilities while working overseas. Therefore we feel that it is the need of the hour to take steps for the development of our human resources, and our corporate world should think seriously and take appropriate steps to convert the available human resource into human asset which can benefit the country."

Ebrahim Khalifa Al-Dossary was the Keynote Speaker of the inaugural session. Al-Dossary is the Adviser to Prime Minister of Bahrain and he is a much respected leader in the field of management in the Arab world. He is the Chairman of United Hotels Company, Chairman of International Federation for Training & Development Organizations – IFTDO, and Chief Executive of Bahrain Society for Training & Development. In his keynote address Al-Dossary not only emblazoned the conference but also extended the academic and scholarly horizon by sharing his thoughts on Changing Leadership Behavior:

"The performance of any sector depends upon its competent leadership that faces challenges and generates achievements before the set period."

Al-Dossary said the corporate sector needs efficient leaders who boost the performance of the country and train in-house human resource of the company. Underling the capabilities of leadership, he said good leader has an ability to create the workable and competitive environment in the company, which also ensures the loyalty of workers in the firm.

"Leadership is the choice not a position. A good leader is the most forward looking to run its firm and who enjoys the most trust of its firm", he added.

Al-Dossary said that he was extremely impressed by the leadership of President Pervez Musharraf and Prime Minister Shaukat Aziz.

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We Asians believe that we have our own leadership style and that we have certain sets of values and principles. Al-Dossary was of the view that as long as we stick to these values and principles we will be able to move ahead. He pointed out that in the past we Muslims used to lead the world and it is about time that we need a "wake up call" to lead the world again in every field.

Al-Dossary said that he also believes that the 21st century would be the Asian century and cited the example of China.

Replying to a question, Al-Dossary believed that globalization should not be a threat to our culture and principles. With proper education we would be able to meet and compete globalization without affecting our values and principles and for the benefit of our societies and countries.

Khurram Rahat (Solutions General Manager, Emerging Business & Territories, Teradata, a division of NCR) also spoke in the inaugural session on "Leadership for Sustainable Business Development". He proved himself to be master of the subject. Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The profession of management is increasingly interested in sustainable development as today's organizations confront the realities of managing limited resources, many of which were previously considered to be unlimited in scope.

After tea break, the Second Session regarding "Power, Decision Making & Performance" was relished by the participants. Mubashir Naqvi (Chief Commercial Officer, Ufone) participated as the Session Chairman of Second Session. He started the session by giving new insights to the participants about the topic.

Dr. Patricia S. Seemann (CEO, Sphere Advisors Inc., Switzerland) was the speaker of the second session. She explored the topic assigned to her in her unique and skillful way and said, "I believe that individuals or organizations must realize that they are responsible to get the desired results out of a given task."





"Proper mix of correct people can give you best results because mix of good quality personnel can easily play a major role in success", she added.

After lunch the third session started by Kingsley T. Wickramaratne (Governor of Southern Province, Sri Lanka & Adviser to President on Food & Trade). He demonstrated a though provoking presentation on the topic of "Bridging the Digital Gap through Corporate Social Responsibility". He carried the participants to the real world of corporate and social interaction and the growing need of sharing and distribution social responsibility for the ultimate welfare of the society.

He said "The concept of Corporate Social Responsibility is widely accepted and adopted by Corporations, companies, and individuals all over the world, as it enables the business sector to reach out to the communities within which they operate, and brings long-term benefits to all segments of the society."

"Business in this region need to realize that their responsibilities towards the communities in which they work should be at the top of their agenda," he added.

Javed Jabbar (Global Vice President, IUCN and Former Federal Minister for Information and Media Development) was the Session Chairman of third session. He talked regarding the philanthropical measures to be taken by the both sectors of our corporate society and gave example of some persons involved in the service of humanity.

The Fourth Session was devoted to the theme of "Impact of CSR on Business: International Trends & Perspectives". Zaffar A. Khan (Chairman, Karachi Stock Exchange & Board Member, Pakistan Centre for Philanthropy) was the Session Chairman.

Dr. Stephen Frost (Founder & Director, CSR Asia, City University of Hong Kong) was the speaker of the session. He suggested that organizations must realize their responsibilities towards people and play their due role for poverty alleviation, health and hunger.

Dr. Frost said that "During this first visit, I found Pakistan a very nice place and the people of this country are very talented and are very much willing to play their part in the well being of their country. He was of the view that it is a good sign for Pakistan that corporate houses here are willing to play their due role in the field of CSR."

"Corporate Social Responsibility initiatives are most effective when they're consistent with the long-term goals of the organization. This connection to the overall business strategy increases CSR's return on investment, and ensures it's in keeping

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with the organization's positioning and core values", he added.

The Second Day's First Session was devoted to the theme of "Make It Happen Now: How to Perform at Your Maximum for Results". Amer Hashmi (CEO, Si3) was the Session Chairman.

Brad Tonini (Chairman, Tonini Group, Australasia) was the curtain raiser of the second day's show. He practically succeeded in capturing the full attention of the participants and in fact, he laid down the foundation of the day long proceeding of the conference with a scholarly spirit. Following are the key learning's from Brad's presentation:

- a) We live in a crazy fast paced world and its time to get a grip on your time and your goals.
- b) The business world has changed and we must adapt to the new challenges of this new speed.
- c) Understand your "time management peak performance style" – the advantages and pitfalls of it.
- d) Take responsibility for your actions and accept where you are.
- e) Adopt peak performance strategies to get the most out of each day.
- f) Never forget to "Think Bigger & Bolder" than ever before.

Tea break was followed by the next session with the banner of "Managing Your Leadership Brand". This session was chaired by Zafar Aziz Osmani (SEVP, MMC & Group Executive, Habib Bank Limited) in his usual style.

Kerry Larkan (Author & Management Consultant, Australia & Hong Kong) was the keynote speaker of the session. He took the participants on a beautiful, thought provoking exploring journey of the topic. Following is the summary of Kerry's presentation:

"A rather unusual concept to say the least, however perhaps if you think about it in the context of an employment brand.

Why would I want to work for you?



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Why should I stay in your employ?
Do you appreciate me as an employee and as a contributor or do you simply see me as yet another commodity to be used?

These were some of the questions Kerry Larkan posed in his engaging presentation. He made the point that the talent war would be getting worse not better and that unless you have well prepared strategies to manage your employment brand you'll struggle to attract and keep staff.

Dr. Leila Edwards (Managing Partner, The Makeover Experience, UK & Bahrain) was a person of her own kind. She knew the magical art of creating interest in the hearts and minds of the people. "The Art of Creative Thinking" was her topic and she dealt with the topic in a very unusual way etching her prints in the minds of the audience. This post lunch interactive session explored the dynamics of the creative process and developing mind-matter synergy. The session was chaired by Phil Edwards (Managing Partner, The Makeover Experience, UK & Bahrain).

After a short tea break Bakhtiar Khawaja (Director Human Resources, Bank Alfalah Limited) skillfully chaired the closing session cum open house discussion. The closing session took the conference to its peak by the diversified scholarly conversation of all the Panelists and Session Chairman, and thought provoking closing remarks of the Conference Director Dr. Upali Mahanama.

Nutshell Forum's World Management Summit 2006 was a phenomenal success! Summit attracted over 300 management leaders and experts from across Pakistan.

World Management Summit is earmarked to take place on Wednesday & Thursday, November 21 & 22, 2007 at Sheraton Hotel & Towers, Karachi.

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