

learningm!nds

**ANNUAL  
LEARNING  
ROUNDUP**

**2018**

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# A Stellar **Vision**

Since 2007, Learning Minds is in the business of promoting learning and empowering individuals, and enterprises to achieve their goals through customized, interactive and engaging learning experiences.

## **Vision**

'Transforming individuals, teams and organizations'

## **Mission**

'To be a growth-oriented company, offering innovative learning products and solutions to our clients.'

# Core Values

Transforming  
Individuals,  
Teams and  
Organizations



## Clarity

We focus on building clarity as we believe confidence follows clarity. We focus what we do best and strive to build on our strengths to maximize the impact for our clients.



## Humility

We value the spirit of compassion, humility, and abundance. We strive to create connected relationships, serve others, and have fun.



## Agility

Excellence demands agility, not stagnancy. We collaborate with our clients and encourage new, divergent ways of thinking to overcome challenges, solve problems, and make improvements.



## Responsibility

Everyone at Learning Minds takes personal responsibility for keeping our company agile, innovative, and healthy, so that we can continue to make a difference in people's lives.



## Trust

We take pride in the trust we enjoy from our clients and colleagues. We are fair and ethical, and follow through on our commitments to our employees and our clients.

# Company Profile

The background of the top half of the page is a dark blue chalkboard. On the right side, there is a large, hand-drawn lightbulb with several short lines radiating from it to indicate light. Below the lightbulb, there is a staircase graphic consisting of four steps, each represented by a yellow rectangular block. Curved arrows are drawn in white chalk, pointing upwards and to the right, following the path of the staircase steps.

Learning Minds was founded in 2007, as a center of excellence in blended learning and the use of latest learning techniques and approaches. Designing and delivering engaging, interactive and effective learning and training programs is our forte and we take great pride in being one of the leading training agencies of Pakistan, committed to empowering individuals and organizations to achieve their goals through intelligent, effective and enjoyable learning experiences.



81% of participants became more **effective leaders** and have successfully applied the new learning to their job

Managers of 89% of participants have reported a **positive shift in behavior** after Learning Minds intervention

217 **in-house trainers trained** through our **Train the Trainer Bootcamp** during 2017-18

Learning Minds **partnered** with **110+** organizations by delivering close to **500 customized interventions** in 2017-18

Over **12,500\*\*** **professionals** attend a Learning Minds training every year



# HIGHLIGHTS

## 2017-18

17 **Great Managers Academy** executed during 2017-18 with **397 middle management** influenced and enabled

Facilitated **28 Sales/Business Conferences**

**13 Public Programs** conducted during 2017-18

**18 video projects** delivered



\* Survey of more than 1,250 participants, six months after attending Great Managers Academy program during 2017-18.

\*\* This number doesn't include participants of our sales/business conferences and other large scale company programs.

# Company Information

## Founders

**Sohail Zindani**, Founder and CEO

**Shama Zindani**, Co-Founder and COO

## Core Team

**Murad Bhaleshah**, Client Communications Manager

**Anam Zehra**, Client Facilitation Manager & Project Lead, Well-being Initiative

**Muneeba Samad**, Client Facilitation Manager and Project Lead, Experiential Learning

**Faizmeen Shehzad**, Client Facilitation Manager and Project Lead, HR Consulting

**Darakhshan Rabdino**, Client Facilitation Manager & Project Lead, Reel Learning

**Suniya Zafar**, Client Facilitation Manager & Project Lead, Open Enrolment Programs

**Anum Bukhari**, Client Facilitation Manager

**Saher Dharani**, Consultant, Client Development

**Syeda Zauwia Riaz**, Manager, Communications and PR

**Aftab Zindani**, Manager, Finance and Administration

**Faiza Virani**, Associate, Communication and Research

**Clive Andrews**, Associate, Support Services

## Consultants

**Sohail Zindani**, Principal Consultant, Leadership and Performance Coach

**Dr. Arif Pyarali**, Senior Consultant

**Naveed Ilyas Saya**, Senior Consultant

**Yogi Wajahat**, Senior Consultant and Well-being Coach

**Meena Vali Muhammad**, Senior Consultant and Communication Coach

# CEO'S REVIEW

It is my pleasure to present to you the Annual Report of Learning Minds, for the year ended December 31, 2018. This year witnessed a significant development in the history of Learning Minds, with the launch of new learning solutions and products and corporate restructuring to align capabilities, resources and goals.

Pakistan's HR industry especially the Training and Development sector has witnessed a remarkable transformation over the past few years. Organizations are beginning to embrace the concept of technology-based training and many are ready to embark on the eLearning journey.

In view of the changing business landscape, I, with the core management of Learning Minds, have crafted the 'Learning Minds Vision 2025'. Vision 2025 will be cornerstone of Learning Minds growth and expansion plan.

With a persistent focus on our base business, Learning Minds is poised to continue with our legacy of growth and innovation, through the addition to new products and solutions in our service portfolio.

Throughout our growth strategy, offering best-in-class services to clients remains at the core of our business philosophy. Thus, we continue to work with our stakeholders in different areas to promote our philosophy of 'promoting learning no matter what'.

In order to vigorously pursue Vision 2025, and sustain the furtherance of our current projects and base business, I seek the full and whole-hearted support of every member of the Learning Minds family. Needless to say, Learning Minds core strength, is, and has always been, its people.



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**Sohail Zindani**

Founder and CEO, Learning Minds





# COO'S MESSAGE

As one of Pakistan's leading management consulting firms, Learning Minds has gone through many changes and significant growth over the years. However, the year 2017-18 has been particularly eventful for us. The year witnessed new alliances and business restructuring. Furthermore, the enviable addition of new solutions to our portfolio gives us an opportunity to further boost the stakeholders' confidence, and to reassure our commitment for further growth and the development of the Learning and Development sector of Pakistan.

The fiscal year 2017-2018 witnessed a smooth development of our projects. With the fast-paced development of our projects, we aim to transform the Learning and Development sector. During the year, we continued to invest in our people through training and development and enabling them in achieving greater accomplishments in their personal and professional lives. We also rolled out our new values which will further enrich our inclusive and performance driven culture.

The robust performance we have achieved, the new initiatives we have spearheaded, and the bold steps we have taken in new ventures, all demonstrate our determination to achieving enduring success in our future aspirations.

In the end, I would like to thank our employees for their outstanding contributions to the success of the company, our families for their unwavering support and our clients for reposing their continued confidence in the organization.

Warm Regards,



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**Shama Zindani**  
COO, Learning Minds



# Products & Services

## Engage with Learning Minds

In addition to customized programs and open enrollment, we welcome your ideas and will collaborate with you to create new engagement opportunities for you or your company. Below are a few ways that we can work together:

**01.**

### Executive Coaching

Our coaches advise and support executives and teams at various levels of an organization, from high-potential middle managers to the CEO. Our coaching areas include executive development, strategy coaching for CEOs and senior executives, executive team coaching, and on-site coaching workshops and assessments.

**02.**

### Keynote Speaking

Our trainers and exclusive panel of speakers can deliver insight, energy and cutting-edge education through dynamic speaking engagements for any type of gathering, on virtually any business topic. Invite us to challenge conventional thinking.

**03.**

### Industry Specific, Career-Transition Offerings

We deliver specialized programs across the industries. Examples include: Healthcare Leadership, Automotive Executive Development Program, Branch Managers Development Program and more.

**04.**

### Online Learning

Our capabilities around developing and delivering online learning allow you to share existing best practices with peers across the organization. Bring your teams together across time and distance.

**05.**

### Consulting Solutions

What would it mean to you if your business was able to achieve outstanding business results through people? Our consulting services are geared towards addressing all your talent management needs. To put it precisely, we help our clients attract, align and assess talent.

**06.**

### Experiential Learning

Learning Mind's experiential learning approach is a development framework that emphasizes on high achievement through active learning, personal & professional development and leadership & teamwork – across diverse learning environments.

**07.**

### Reel Learning

We are committed to innovation and Reel Learning is a testament to our belief. Whether you are looking for animated videos, product videos, eLearning video courses or corporate videos, we've got you covered.

**08.**

### Specialized Interventions

In addition to our diverse solution offering, we've designed and delivered some exciting interventions including English Language Coaching, Factory Staff Grooming Project, Harassment Awareness & Prevention Training, Health and Safety Awareness Campaign, Internal Employee Communication Consulting & Nationwide Retail Banking Service Culture Intervention.

# Signature Programs 2018

## Emerging Leaders Program

The Emerging Leaders Program (ELP) has been designed to help emerging leaders develop insights and tools to deal with the multi-faceted contexts in which leadership plays out while learning traits of successful leaders.

## Great Managers Academy

A comprehensive competency-based management development program, GMA has been designed to help transform frontline managers into exceptional catalyst leaders. Offering 14 core management competencies, GMA is divided into 6 interactive sessions, spread over a period of 6-12 months.

## The Embracing Leader Program

Thought-provoking, unconventional, stimulating and inspirational, this program teaches participants how to tap into your leadership capabilities and potential and provides practical tools and insights for its full realization.

## Exceptional Performer Series

The series has been designed to equip individuals with the right skills and vision that enhances individual effectiveness and helps fulfil their personal and career inspirations. By using interactive learning experiences, the series promotes positive behavior change which results in high-performance and engagement.

## Communication Suite

Communication suite is a comprehensive program that is aimed at helping participants learn how to leverage the techniques of communication to shape opinions, influence behavior, and guide outcomes. The program also offers key strategies and tools to communicate effectively and inspire others across a variety of business contexts.

## Master Trainer Program™

The program has been designed to introduce new and seasoned trainers to new approaches for delivering powerful training. Through modeling of the best practices and latest techniques in training delivery, the highly immersive program provides vision and direction to participants and enables them to discover concepts and competencies required for conducting interactive sessions.

# Signature Programs 2018

## Strategy Execution for Team Leaders

The program offers practical approaches through which an organizational leadership can learn how to successfully execute strategies. Participants also learn how to deal with issues and challenges that hamper effective strategy execution.

## Breakthrough TAO

Designed to cater the fast-paced work schedule and desire to learn, breakthrough Tao helps participants identify and overcome the most common performance challenges often found in workplace behavior. The program also helps participants learn a seven-step method to get rid of troubling habits and accelerate their success.

## Sales Suite

High-performance salespeople build relationships that lead to sales. Through our sales suite, participants will learn how to generate more leads, resulting in increased sales performance. The comprehensive program also helps participants learn how to optimize sales and customer service resources and deliver sustainable and profitable growth to their organizations.

## Performance Feedback and Coaching

The program is aimed at helping participants learn the process, purpose and importance of performance feedback and coaching. As a leader, one of the most important roles is to coach the team to optimal performance. Using interactive learning experiences, the program helps managers assess, evaluate and address the developmental needs of their employees and promote a high-performance culture.

## Values Roll-Out

An organization's core values form the foundation on which the organization conducts itself. Our values roll-out program has been especially designed to help organizations communicate their values to their employees and boost employee engagement.

## Happiness Workout

The transformational workshop has been designed to help participants contemplate transitions, your career, legacy, relationships, decisions, emotions and purpose. Packed with anecdotes, research, exercises and actions for how to be happy – right here, right now, Happiness Workout is a highly interactive program helps participants rethink, refocus and reenergize.

# 2018: Year in Review

## Mastery Mornings, Episode 1 with Sarfraz Rehman



The first episode of Mastery Mornings took place in Karachi on January 11, 2018 in Karachi at PSO House. Sarfraz Rehman, former CEO, Engro Foods Limited and Pepsi Co. gave an insightful talk on 'Living Abundantly'. The session was attended by 136 participants from 48 Karachi-based organizations.

## Mastery Mornings, Episode 2 with Professor Dr. Atta-Ur-Rehman



163 participants from leading organizations attended the second episode of Mastery Mornings. The event took place in Karachi on April 3, 2018 at Marriott Hotel. Dr. Atta-ur-Rehman graced the session with his auspicious presence and delivered an insightful talk on Exciting Innovations, Transforming Economies: Pakistan.

## Nurturing Future Leaders (NFL) - A Parenting Skills Seminar



The one-day workshop facilitated by Sohail Zindani on parenting skills took place in Karachi on April 7, 2018. The seminar took a proactive approach on parenting and focused on 4 core ingredients: compassion, consciousness, curiosity and courage and was aimed at helping parents figure the right way to raise their children.

## Insights Business Forum 2018



Over 350 business executives, senior leaders, and decision makers came together in Karachi at Movenpick Hotel on August 11, 2018 to celebrate the sharing of ideas at the first annual Insights Business Forum.

Hosted by Learning Minds, the first-of-its kind Leadership event gathered 6 speakers from leading management consulting agencies of Pakistan on one platform to discuss recurring business issues. The forum looked through the lens of leadership and performance and concentrated on opportunities like

sharpening business strategy and reaching peak performance.

The 2019 Insights Business Forum is scheduled to take place in August.

**To pre-register for the forum, please visit:** <https://goo.gl/forms/KTGfW3fKCgCePU4R2>

**IBF 2018 Highlights:** <https://www.youtube.com/watch?v=lvAYHOoFpiw&t=6s>



# Human Resources

## Learning Minds – Leadership Development & Transformation

Learning Minds has come a long way. Over the past year, Learning Minds has grown progressively. The HR department has played a vital role in ensuring this transformation by partnering with the business at every step of the way. The key focus of the workshop this year was on setting Direction & Organizational Alignment.

### Sharpening the Vision

For any organization to succeed, it is essential for all employees to share the organization's vision and for them to live by a common set of values. An exercise to formulate Learning Minds values was initiated. Everybody in the company was engaged for this initiative. The vision and values of Learning Minds have been finalized and will be cascaded at all levels in the next year.

# Marketing & Communication

The company launched several initiatives for enhancing its brand image and increasing its visibility to existing and potential customers.

### Redesigned Corporate Website

New Corporate Website: A user-friendly, responsive website with simplified navigation and additional features for easy access of information.

### Marketing Strategy Focused on Digital & Social Media

Being a socially engaging organization, Learning Minds maintains a strong social media presence. It stays engaged with its social media following through both outbound communication such as updates and announcements about its services and products as well as through speedily addressing the concerns and queries received through various social media platforms. In addition to maintaining a strong digital presence, Learning Minds also utilized electronic marketing media for different campaigns.

**Facebook:** <https://www.facebook.com/learningminds/>

**Instagram:** [instagram.com/learning.minds/](https://www.instagram.com/learning.minds/)

**LinkedIn:** <https://pk.linkedin.com/company/learning-minds-group>

**Twitter:** <https://twitter.com/LMGonline>

# Corporate Social Responsibility

Learning Minds believes in creating value for its stakeholders and society simultaneously, in a manner that is integrally linked to its values. The organization recognizes that it is part of the community at large and that there is a strong need to contribute to the society. Throughout 2018, Learning Minds partnered with various organizations to design and implement initiatives, primarily in the education sector, benefitting the society.

Learning Minds focus on providing quality education to the youth has rooted itself firmly as an extension of its values and as part of its business strategy.

### Partnership with The Citizen Foundation

Being an organization that is serving in the Learning and Development industry for more than a decade, the organization has always wanted to do something for children, especially underprivileged children, so that they can also get a fair chance to become all they possibly can be. Adopting a TCF school is Learning Minds first step towards helping these children gain access to quality education.

#### A Typical Day at a TCF School:

<https://www.youtube.com/watch?v=ajoXR3fmOfo>





# Employee Engagement

Learning Minds values its human resource as its most valuable assets. The organization aims to foster a relationship of trust and loyalty among its employees by building professional relationships that encourage a sense of camaraderie with the organization. Learning Minds uses various means to ensure that its employees stay motivated and committed to the cause of the organization and are groomed to develop into better professionals as well as productive members of the society.

## Annual Retreat

Keeping up with the aim of finding an improved fit between its employees' needs and organization's benefits, the organization held full-day strategy meeting session at the Arabian Sea Country Club. The meeting, in addition to providing a venue for exchange of creative ideas also proved to be an effective team-building initiative.



## Company Retreat

To increase interdepartmental collaboration and team harmony, Team Learning Minds went on a 7-day retreat to Bangkok in December. We believe letting employees interact with each other in a relaxed, alternate setting can spark new ideas and result in renewed inspiration, vision, and sense of belonging.



# Glimpses from 2018



# Transforming Individuals, Teams and Organizations