

# G.O.A.L. FRAMEWORK

*Transform Your Technical Expertise into Outstanding Leadership*  
by **Imran Azam**

Wednesday, 24<sup>th</sup> November 2021

10:00 a.m. - 05:30 p.m.

Venue: Royal Rodale Club, Karachi



Using **G.O.A.L. Framework™**



## Overview:

- Have you ever noticed that people get promoted into leadership roles because of technical or functional skills and expertise that enable them to perform well in their technical domain, but that do not translate into effective leadership?
- Do you observe that they struggle to inspire, coach, co-create, and build commitment to a shared vision and to strengthen ownership and accountability in their teams?
- Do you experience that attributes like technical competence, detail oriented and being strictly logical, can get in the way getting the people around them to do their best work?

With the introduction of Productivity Accelerator System by Imran Azam, all of your above concerns would be addressed using his four-step proprietary Signature Solution - "G.O.A.L. Framework™" that is an acronym of:

G: Grow Growth Mindset

O: Orient to New Leadership Role

A: Align Team Goals to Business Strategy

L: Leverage Results

Four Modules of Productivity Accelerator System are:

Grow Growth Mindset	Orient to New Role	Align Team Goals to Business Strategy	Leverage Results
Desire to Change	Inspire Action	Tying Team Goals with Personal Goals	Measure & Evaluate Results
Adopt New Behaviours	Teach Emotional Intelligence	Share Vision   Co-create Action Plans	Develop Engaged Workforce
Foster Thriving Culture	Master New Skills	Empower teams with ownership and accountability	Accelerate Productivity

## Facilitator's Profile:



**Imran Azam** is the Founder-Productivity Accelerator System and a sought after Leadership Growth Strategist helping strong technical experts like Engineers, IT, Finance & Accounts Specialists to become effective People Leaders so that they build the capacity to translate business

strategies into actions resulting in at least a 25% increase in productivity and profitability within 90 Days. He does this utilizing his expertise in Leadership Behaviours, 20+ years of experience in developing leadership framework for a few of the best managed companies in Oil & Gas, Retail, Aviation, Healthcare, IT and Manufacturing industries in North America and Asia, and through his proprietary Signature Solution — G.O.A.L. Framework™. Imran also holds dual professional HR designations- Chartered HR Professional-CPHR (Canada) and SCP-SHRM (USA).

## This is for you IF:

You are leading an organization/an HR Function filled with Technical Leaders unable to manage the people side of their business:

- 🔴 Retention issues?
- 💀 Turnover in critical roles?
- 🔥 Low productivity and morale?

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Management Association of Pakistan

## REGISTRATION FORM

Institutional Member

Student Member

Individual Member

Non-Member

Name \_\_\_\_\_

Designation \_\_\_\_\_ Membership No. \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mobile \_\_\_\_\_ Email \_\_\_\_\_

MODE OF PAYMENT

Cash/Cheque No. \_\_\_\_\_

Dated \_\_\_\_\_

Amount \_\_\_\_\_

### ADMINISTRATIVE INFORMATION

Registration Fee*	Early Bird Fee (Register by) 10 <sup>th</sup> Nov 2021	Regular Fee
MAP Institutional Member	Rs. 11,900/-	Rs. 13,500/-**
For two or more Institutional member nominations	Rs. 10,900/-	Rs. 12,500/-
MAP Individual Member	Rs. 9,500/-	Rs. 11,000/-
Student Member	Rs. 5,000/-	Rs. 5,500/-
Non-Member	Rs. 15,000/-	Rs. 16,000/-**

\*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.

\*\* Note: 20% Discount is available on nominations for 5 or more participants

### Registration:

Registration to be confirmed only on receipt of cheque in advance

- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
- Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
- Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

### For Direct Transfer

- Acct Title : Management Association of Pakistan
- Bank Name : MCB Bank Limited
- Account Number : 0006903010000302
- IBAN : PK62 MUCB 0006 9030 1000 0302
- Branch Name : GTB Branch Karachi (0069)
- Payment Advice to be sent at:  
accountant@mappk.org | info@mappk.org