

# OCTARA

National Solution  
To Quadruple Exports  
& Innovative Excellence  
In Pakistan

A WHITE PAPER





OCTARA, in full and exclusive partnership with Expothon, now tables world-class caliber, high value programs as “national solution” for Pakistan on quadrupling exportability and innovative excellence of mid-size businesses already in the USD\$5 to USD\$50 million range. These businesses are the heart and pulse of the national mid-size economy. Founders and owners are the real talented and experienced candidates as they are eager to grow into the global age; they are anxious to add additional super-skills to make them soar in the global markets and create grassroots prosperity at home.

Going forward in this partnership and effective immediately, OCTARA now exclusively focuses on deluxe programs for the deluxe minds of the entrepreneurs, founders, owners, principals of only the mid-size enterprises across the nation. OCTARA concentrates on offering world class programs, to the top 5000 mid-size business entrepreneurial families of the nation backed by powerful world-class thought leadership and solid global experiences.

Following are the four national entrepreneurial mobilization themes selected to create the nationwide discussion and debates that OCTARA will ignite. The talented and entrepreneurial intelligencia of Pakistan will be invited to lead and articulate in-depth discussions on such topics previously feared or neglected during in the last decades.

**OCTARA:** is Pakistan’s leading training and event management company with solid local and global experiences in special programs with high quality speakers from all over the world.

Octara is a pillar of TCS Companies

**EXPOTHON:** a think tank on nouveau entrepreneurialism and mobilization strategies for mid-size businesses and entrepreneurs to quadruple innovative excellence and exportability

Expothon Strategy, a Canadian invention, was a decade in the making and was funded by Mentor Worldwide that is always open to seeking alliances with trade bodies, Chamber of Commerce and top national trade associations

## The Quadrotectonic Shifts

The tsunamis of almost free technologies are cascading globally and now even in the smallest towns and villages of the world give smart mid-size companies the reach and global power that was once reserved for only Fortune 100 enterprises. Today it's less about funding and more about execution; less about MBA certification and more about entrepreneurialism and less about old styles and applying global age skills during dramatic shifts.

Four major global advancing cycles are already imbedded in mankind's transformational psyche, are now finally awake, altering thinking and perceptions that will manifest themselves into massive behavioral changes.

### This global realignment of human at this scale has never ever happened before

**The Re-definitions of Work:** The thousand-year old mindsets of earning models and job structuring will evaporate. Routines and annual distribution of time, with defined expected productivity based on the Julian Calendar that now impacts our daily, weekly, monthly and yearly regimented social and work fabric and culture will fade into the past.

What is work and who does what and what will be determined by algorithms? The elimination of white collar expertise will morph towards entrepreneurialism and only very smart work will be left for very smart workers, eliminating the 9-5 rat races that so drastically impact daily lives. New living styles and new intellectualism are emerging. How many nations are equipped and open to having the majority of their citizenry adopt such dramatic changes?

When office cubicles start leaving buildings, downtowns and corporate hierarchies will morph, impacting economies with cities redefining their purpose and suburbia begins to bloom even more brightly. New styles of consumerism and distribution of products will occur. The confused future of 10,000 cities will start bouncing amidst super-smart living.

## Additional new billion entrepreneurs may emerge.

In a smart thinking world, being busy will become a sign of being too old fashioned and be replaced with free-flow thinking where we will dive deep into global age expansion issues. Smart machines will do smart work; mankind will think of ways to mass deploy smart technologies and stay ahead of the curves. The global bureaucracies will no longer be filled by smart people, but rather by smart technology and robotic solutions.

**Re-definitions of government bodies:** During the last millennia governments, in any or all forms, were everything to a nation's citizenry and the world. During the next 50 years that will not be the case. It will have little or no credibility left as the all-encompassing true and honest leading body for a nation. All this will be replaced by sophisticated, independent, outsourced highly connected, accountable services taking care of the expenditures and implementation of national services. The Machiavellian philosophy of the last millennia was based on deceptions and that attitude is a disgrace that is now fading. That way of thinking is morphing into honest technological data over the accumulation of manipulated information.

The political posturing and fake diplomacy is being roasted by new live streams of truth and realities. The earth shattering shifts are in play and ready to slay these old traditional and broken systems. The swamps are full and overflowing, while the ground underneath is shifting.

**Re-definition of conflicts:** There are well-orchestrated, lubricated attempts to create, screen and make feel-good fake conflicts to keep the arsenal in demands and make the dogmatic populace scratch and sniff for votes. There is now a global scale realization of where and how conflicts are incubated and why they are considered the real economical driving engines of false economies. Lastly, mankind is getting tired of standing to salute and cherish temporary glory; they will sit down and refuse to move. Possibly the era of conflict, like a utopian dream, will be replaced like a sci-fi movie scene of serenity. In either case this frontier may make the final Quadrotectonic shift that could make the rest of the civilized world obsolete for quite a long, long time.



**Re-definitions on meaning of life:** If millennials are going to leave their legacy it will be all about the re-discovery of quality of life; this is where so many previous cycles failed so badly. The survival of mankind cannot be assured by having status symbols for the masses. People want and need freedom of thought, movement and charters of basic rights. This will also become the next pending Quadrotectonic shift. Somewhere in between these Quadrotectonic shifts lie the nirvana, the search of Gautam and some unknown paradise.

Speaking innovatively, innovation in isolation is suffocating; speaking universally, university degrees no longer guarantee great jobs; speaking economically, start-up businesses and incubators are exhausted like real-estate projects. Speaking politically, silence on hard debates and elimination of bonfires of creative intellectualism on grassroots prosperity proves incompetence. However, the miracle is still hidden right in our backyards. The bold ignitions of national mobilization of entrepreneurial talent are our largest buried national resource, and it is time for some digging and discovery. The key to transformation is bold dialogues and not single-day lip-service or teleprompter knowledge-based events. Time has come for leadership to prove entrepreneurial leadership and year-long mobilization of hidden national talents.

### The confused future of 10,000 cities will start bouncing amidst super-smart living

Globally speaking, “entrepreneurialism” is always diverse and tolerant; it is the present political types of leadership that’s not broadminded. Making national mobilization of entrepreneurialism as a major, open, national mandate, a better world would emerge as nations would be more occupied with expanding fair trading and grassroots prosperity.

But what’s stopping this common-sense approach, and who is blocking mobilization of national entrepreneurial talents?

### The Rise of Mid-Size Business Economy:

The White Paper, written by Naseem Javed as blue print for 100 plus Micro-Power-Nations

All over the world, medium sized businesses are finally awakening; mid-size business owners have been neglected for decades except for lip service monologues on teleprompters. Owners of mid-size businesses are the seasoned entrepreneurs of the new value-creation-based-economy. They are finally taking a stand and becoming smart, global players, poised to lead local grassroots economies with fair trade and massive global collaborations.

### How will all this play out for them and the rest of the world?

This White Paper written for the global audience focuses on new potentials and shows contrast amongst developed nations and their pending mega shifts. The emerging economies appears to have more ease to enter into some new mid-size business economical turnarounds. There are already some one hundred million mid-size businesses across Asia, most performing at the US\$5-50 million level. They are eager to quadruple exportability and innovative excellence and are excited to become the world’s largest combined economic force.

The tsunamis of almost free technologies are cascading globally and now even in the smallest towns and villages of the world give smart mid-size companies the reach and global power that was once reserved for only Fortune 100 enterprises. Today it’s less about funding and more about execution; less about MBA certification and more about entrepreneurialism and less about pushing old styles out of the way and more about understanding and applying a deep understanding of this global age and its dramatic shifts.

## Three Key Solutions

**Re-discover hidden entrepreneurial talents across the nation**

**Re-ignite the raw entrepreneurialism and mobilize across the nation**

**Re-evaluate the business models and create a free-flow global age 24x7x365 economy**

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This is how diversity problems are solved; this is how tolerance is created; this is how entrepreneurial collaborations bring grassroots prosperity; this is how we move forward; this is how fake news and economies are being overtaken; this is how innovative election platforms lead and wins.

If deployed properly with the image supremacy of innovative excellence and blended with nouveau entrepreneurialism creating collaborative synthesis with 100-plus micro-power nations, it becomes a natural, brand-new blueprint for political leadership and a solid platform for the next elections.

But what’s stopping this common-sense approach, and who is blocking mobilization of national entrepreneurial talents?

## Entrepreneurial Competency Quotient:

Today’s hyper-accelerated, new global age is not the “highest intelligent quotient” driven; but rather “entrepreneurial competency quotient”-centric. This is where innovative thinking and global age execution styles engage in collaborative synthesis for superior quality trading. This erases the old classroom knowledge models of sluggish bureaucracies based on fear, insecurities, and shared dogmatic confusions. A brand-new world is wide open to smart nations. New global age thinking on the mobilization of entrepreneurialism is going to hit the wall of old paper policies and economical development models demand real actions over incumbent economies.

**Hunter Gatherers were entrepreneurs; ask any academia now holding a pre-historic skull**

**All over the world, to begin with, we are all born as entrepreneurs.**

Hunter Gatherers were entrepreneurs; ask any academia now holding a pre-historic skull. Every mother is a natural born entrepreneur; someone naturally hardwired to stretch minimal resources and maximize their impact to make a family grow. As a grave leadership mistake, women are the most neglected groups; they have restricted access to entrepreneurialism. Society tries very hard, often with deliberate molds to treat women very differently. They fear the power of out-of-the-box adventurous thinking that includes tolerance and reasoning and excludes the closed-minded rumination of the long-term and safe thinking of yesterday.

The biggest national hidden treasure of a country is its hidden entrepreneurial talent; massively un-tapped, un-discovered, and un-commercialized, but ready for mobilization. What’s stopping it? Who is blocking it?



The nation's small medium enterprises are the driving engines of the economy and yet the most neglected by global leadership.

The time to change has already passed; the time to mobilize and revolutionize has started.

### Cold Facts And Warm Realities

**Hark! The humming noise is not air conditioners but the silent march of prosperity seekers**

#### **The Top Five Most Difficult National Transformational Challenges:**

Why is Entrepreneurialism taught in classrooms like drawing pictures of battlefields? Armies are not taught this way; they are in tactical combat units meeting the challenges of victory.

Why are new markets of global-age-connected societies of Alpha-dreamers ignored? They are three billion e-commerce smart, and they are increasing their global reach daily.

Why is Technocalamity, the free overflow of technology so feared? It is altering landscapes and yet organizations all over the world are oblivious to its powers?

Why is 'soft-power-asset-management' so foreign to 'hard-asset-centricity' thinking? Why is there still a lack of knowledge about the hidden powers of soft power assets?

Why will population rich nations take over knowledge rich nations? Nations are confused and must concentrate on brand new avenues for balanced success.

#### **The Top Five Most Critical National Performance Challenges:**

Why can't Trade Associations become 24x7x365, alive with high performance global marketing machines? What is stopping deployments of national and global customer profiles in real time?

Why can't Awards and Annual events become 24x7x365, with high quality delivery of 365 days of programs? What's stopping the steady continuous flow of pragmatic content and workable ideas?

Why can't houses of trade and chambers prove 24x7x365 value with 365 days of global programming? What is stopping the massive creation of global bounce of leads and opportunities in real time?

Why can't export development hunting groups operate on a 24x7x365 basis with high quality global performance levels? What is stopping sophisticated large, live databases from bouncing in real time?

Why can't Government economical programs lead 24x7x365 with superior messages, full control and command? Why are leaders not leading by example by creating image supremacy protocols of innovative excellence?

Today's world is being divided by fake news, fake economies, and fake conflicts. What is essential today is a new understanding of real truth, real work and real economy via collaborative synthesis on the world stage. The bold questions are about how long the markets will routinely continue to evaluate a one-million-dollar factory and award a hundred-million-dollar evaluation in order to affect the stock market? Trust has fallen by the wayside and will not change until honesty prevails.

How long will the global economic development standards stand up to the arrival of the Third Economy; The First Economy were the caravans, bazaars and silk roads; the Second Economy, was how to manipulate data to fit the national agenda, and now the Third economy, where real value creation is tabulated by smart technologies, creating simple, transparent balance sheets with the simple facts of bookkeeping that will give the true picture will save the world economy. Only then will trust be restored.



## Fooing the world with fake numbers is for fools

The future is hidden in simple answers and too often with forbidden questions

## Expothon Ignites Commercialization to Assist Innovation

The mantras of innovation are simmering down, partially due to the lack of commercialization, lack of monetization and lack of entrepreneurialism. The fact is entrepreneurial execution is always the most critical missing link and without it the greatest ideas stay as expensive rolls of Intellectual Property collecting dust. The resources are ready and waiting and just need to be on your mark, ready to discharge.

Expothon Strategy has the answers and it is essential to better understand and differentiate; thousands of advanced technologies were produced by master innovators, but it took a simple non-scientist to invent the I-Phone and create global scale deployments. What does it take to achieve this?

Around the world there are dozens of very important elections coming up between now and 2020. Western political leaderships are desperately seeking a miracle to wash off the decade's long downward spirals; the increased erosion of the Middle Classes, the droughts of prosperity and the harvesting of fruitless fields are getting us nowhere. The cry for help is loud and clear and the retort must be open and innovative change that will lead to entrepreneurial thinking. The global rise of entrepreneurialism is an unstoppable phenomenon. It just needs someone to push the start button.

### Starting Point:

In order to win pending elections, today's leadership must be able to articulate the true mobilization of entrepreneurial forces of national talents, diversity, tolerance and deliver all with the right language and message.

Very special high-power workshops are required, delivered at a cabinet-level advisory on deployment strategy, on how to transform massive numbers of new and old entrepreneurs re-entering into global age

spotlights and where layout options and blueprints will be provided.

It's time to totally capture the nation with innovative excellence thinking, global age speed, and unstoppable progressive models. It's time to monetize the sleeping giant and awaken the entrepreneurialism lost under the weight of academia. It's time to commercialize lingering innovation, which is presently collecting dust. To win pending elections, it's time for dramatic action. It's time to demonstrate the entrepreneurial leadership, and it's time for deployment and mobilization.

**It's time to win.**

**Lastly, mankind is getting tired of standing to salute and cherish temporary glory; they will sit down and refuse to move.**

## The Rise of Entrepreneurs:

It's no longer important which economical model you support, which super power you endorse, or to which nation you belong. The proof of decimated policies lingers behind fake economies, fake data and fake news and all of this is enough to recognize that the world is in the eye of an economic storm. We are in the vortex, whirling around totally uncontrolled and now it's time to rebuild strengths and relearn ways to deal with the real truth.

As a counter balance to holographic economies, stagnation and deep silence the "National Entrepreneurialization of a Country" now becomes an economic survival strategy that is slowly being deployed among smart nations. However, first, we must let real entrepreneurialism speak for itself.

**The warm facts and cold realities:** Why is the world so ready for a global war, with big missile push buttons and fake dramas, but not ready for unlimited



commerce and prosperity philosophies? This creates a situation where opposing sides fight over their fake economies. The evaluation models are counterfeit with 'value manipulation' models versus real hard core 'real value creation' models. Does phony data victoriously determine the national productivity? No matter what, the smart technologies keep stripping the bureaucracies and forcing them to march naked on charred economic landscapes, while a new series of great bright ideas are ready to awaken the new global age world.

**Re-definitions of Collaborative Synthesizm:** As CHINDUSA, China, India, USA, the world's most important economies open trade, the CHINDUSA triangulation will strangle its weakest link. The other 100 micro-power-nations, armed with new platforms will start enjoying borderless new markets.

**Re-definitions Entrepreneurial Immigration:** Now the USA is considering talent-based immigration over lottery based annual quotas. How many other smart nations are now open to this sophisticated entrepreneurial game? Nouveau Entrepreneurialism has prosperity as its nationality; it's borderless, universally diverse and tolerant. This is a hidden game changer.

**Re-definitions of Super-Data-Controls:** Whose data is it in the first place? What data is merging? Data is borderless; artificial intelligence is also borderless and smart enough to seep through water and spread its power and access around the globe. The new global standards will drive data, which in turn will drive trade flows and economical powers.

**If millennials are going to leave their legacy it will be all about the re-discovery of quality of life; this is where so many previous cycles failed so badly.**

**Re-definitions of Truth and Trust:** These noble notions have no nationality. They are universally accepted as principal pillars of mankind though most critically needed and least discussed topics. Are they being redefined or abused? Are we moving forward or losing grip?

Deniers should study the caveman. Why were they shown no mercy? Why did they have no option but to accept the wheel?

Why is the start of global revolution of entrepreneurs beginning now?

**Understanding Entrepreneurial Knowledge:** The superiority of the message embedded in the art and science of entrepreneurialism is clearly written in the language and symbolism of 'tacit knowledge' and should not be the deterrent for the top academic or national leadership or agencies. Rather this is an open invitation to bold and open dialogue.

**Fact:** Classroom education is 'explicit knowledge' like bookkeeping, something that can be written. Entrepreneurialism is 'tacit knowledge' like riding a bike, something that can only be practiced. Education must shift and create a learning culture that embraces hands-on, problem solving, real time, thinking approaches.

**The Methodologies:** Entrepreneurialism is for entrepreneurs, like mountain peaks for mountain climbers. Uplifting of entrepreneurial economies can only be achieved via entrepreneurial ways; create massive and total immersion of all programs already engaged on the entrepreneurial fronts in real time training, testing and evaluation. National mandated agencies across the world are clearly visible in their struggle to understand the core entrepreneurial message. The lack of knowledge, content, and substance are understandable. But the lack of action to advanced understanding of entrepreneurialism is missing. Already mandated agencies on such tasks are simply mired in minutia. It is time to lead, follow or get out of the way.

When the billions of youth and unemployed slowly became a fearful force all over the world, the billion-degree holders, burdened by debt, are wondering



about aimlessly wondering why the world has past them by. The bridge to innovation is still a bridge too far away. If innovation without commercialization is suffocation, incubation without entrepreneurialism is hallucination and searching for 'unicorns' is basically creating hologramic economies. There is hunger for grassroots prosperity. While communities of the world have acquired the taste of innovation and start-ups, they are still hungry and demanding full course meals.

**Classicism of Entrepreneurialism:** The advanced study of classicism of entrepreneurialism brings us closer to global age mobilization and deployments of entrepreneurial as a new phenomenon. This is new thinking that advances and mobilizes masses of entrepreneurs, impacting grassroots prosperity that is captured by superpowers with new technology platforms. The primary rules of entrepreneurialism are the boldness in pursuit of truth and value creation in a race to commercialization. Last century's tabulations of economical activity sluggishly gave the educated economists clout, where they pondered, forecasted and deployed academic theories. Today live interactive smart platforms and instant data challenges show major gaps and flaws in old economical and hologramic models when compared to the true entrepreneurial art of 'value creation' as the prime concept of capitalism. The 'value manipulation' economies are faltering all over the world.

**Understanding Mobilization of Entrepreneurialism:** Many nations around the world have tried very hard to create entrepreneurialism but frequently failed. However, these same nations were able to create well trained armies and high-ranking officers because they were all trained in tactical battlefield engagements and by veterans from the real battlefields. Soldiers do not draw pictures of battlefields on whiteboards and run around with water pistols. They practice real situations in boot camp fashion and live the battles.

When Alibaba sold USD\$1 Billion in just three minutes and now is trying to achieve this in one single minute proves something. The time to change has already passed; it's now time to recognize and embrace national entrepreneurialism and the hidden values of quality goods and services.

### **Understanding National Prosperity Mandates:**

What's stopping this? Being blessed with 1000 to 1,000,000 high value entrepreneurs, why would a nation not mobilize and showcase them to the world, provide advanced global age skills and tools to grow and quadruple national exportability. It's not about armies landing on beaches to seek and destroy, but about armies of entrepreneurs landing with collaborative synthesizim and innovative skills for mutual prosperity.

It's not The Funding: It's not funds but world-class execution with global age speed that makes an enterprise successful. The tools for all such transformations are already available. Study blue prints of 'national mobilization of entrepreneurialism' on Google. The global age has already arrived; it's the global age skills where the problems are hidden. Creating entrepreneurial prosperity is not that difficult but it demands high quality and high-speed smartness and execution of entrepreneurial thinking.

The time to change has already passed; the time to mobilize and revolutionize now.

**The New Entrepreneurial Standards:** Expothon Strategy blueprints lay out full and clear deployment steps. Once properly executed, such super innovative platforms encourage local political leaders, chambers of commerce, trade houses, and major trade associations to join the charge, come altogether on the national stage and shine. This is a new global age way to mobilize entrepreneurialism and create a massive drive towards prosperity.

Expothon programs are designed to quadruple innovative excellence and exportability and are deployment ready to multi-dimensional programs. Such deployments can transform 50% of a Nation's Mid-Size owners already in the US\$5 million to \$50 million range seeking positive trajectories for outbound global growth.

Expothon is a Canadian invention and developed over a decade by Mentor Worldwide; it is now getting global attention. It deploys 100-1000 new global age thought leaders and debates LIVE on 'real value creation' models and on global collaborative synthesizim that is Expothon? Expothon is a sophisticated delivery



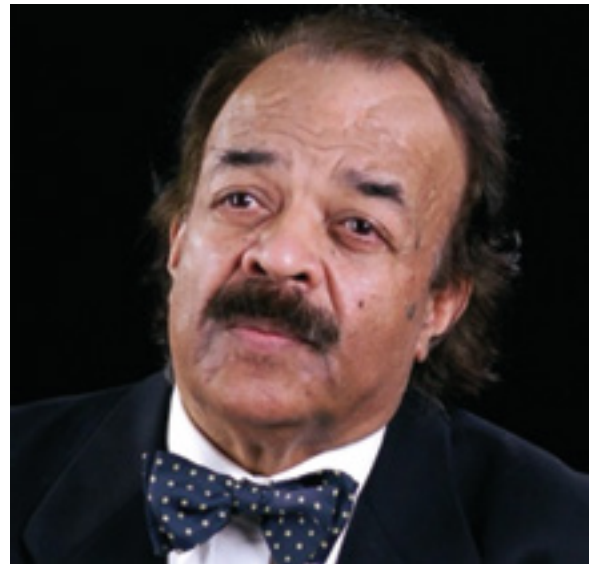
system of transformational debates, entrepreneurial strategies and expert discussions with pragmatic solutions critical to expansion realities on creation of grassroots prosperity by mobilizing mid-sized business owners. Expothon selectively engages within a nation, anywhere from 1000 to 10,000 owners of small and medium businesses in marathons of image supremacy of innovative excellence and exportability. All of these high calibers intense combative tactical field training situations of global age business methodologies and deployment strategies create the three-dimensional pace of new global age mobilization.

**The Transformational Challenges:** Expothon is currently engaged in selecting countries for large scale deployment and also selecting alliances with senior government leaderships, major national and global trade associations. The new global age is a massive new landscape of new opportunities for new players. It is only moving forward; there is no place for outdated thinking in this innovative model. Some 100 nations active at varying speeds of novel understanding are in this global race.

**Fact:** The world can easily absorb unlimited exportable ideas in unlimited vertical markets. **Fact:** The well-designed innovative ideas are worthy of such quadrupled volumes. **Fact:** The entrepreneurial and dormant talents of a nation are capable of such tasks. **Fact:** The new global age skills and execution are now the most critical and missing links.

Smart nations are already engaged in new thinking; they are getting ready for deployments and moving ahead. The revolution has already started and is ready for the new one billion entrepreneurs who are ready and willing to join the march

**Viva le prosperity**



**Naseem Javed** Chairman Mentorian Worldwide, the developers of Expothon Strategy and National Mobilization of Entrepreneurialism Protocols. He is leading a worldwide movement on how to create 'supremacy of innovative excellence and business leadership performance' via high speed 'mass market penetration strategy implementation modules'. His latest work is getting global attention. He is a corporate philosopher, a world-class speaker, syndicated columnist and author of several books. He is building a global network of high quality Mentorian Ambassadors.

[www.expothon.com](http://www.expothon.com)  
[www.mentorian.com](http://www.mentorian.com)

The Rise of Mid-Size Business Economy:

The White Paper - Authored by Naseem Javed

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# The Four Themes and National Discussions Agenda

1 - How can Pakistan Quadruple its exports? Despite all export promotional mandates during last decade, Pakistan's total exports only adds up to less than 1% of total global exports. Bangladesh does 50% more than Pakistan. What will fix it?

2 - How can Pakistan identify and help its mid-size business economy by creating world-class thought leadership to stand up to global age standards and allow them to showcase their image and power of quality to the world? What will mobilize it?

3 - How can Pakistan identify and help its women entrepreneurs already in mid-size business economy so they can become the Entrepreneurina and shine on global markets. What kind of business women would lead such national movement?

4 - How can Pakistan adopt a National Entrepreneurial Manifesto and mobilize and deploy national entrepreneurial talent as a force to innovative excellence and economical engine. How to undertake such tasks?

**The Execution Challenge:** all of the above programs and initiative are not new funding dependent but rather demand global age execution and new thinking to morph into such transformation. Furthermore, the massive overflow of free technologies provides solid bases to such massive deployments and the question raises, what's blocking it and who is stopping it.

**The New Events:** There are five major events taking place in Pakistan. There will also be a National communication and broadcast agenda to help the 5000 mid enterprises to come to grips with today's realities and offer pragmatic solutions. The broadcasted debates will provide ample opportunities to realign thought leadership and create a new thinking going forward.

**FIVE EXCLUSIVE EVENTS: BY INVITATION ONLY**  
FOR FOUNDERS, OWNERS, PRINCIPALS, NEXT GENERATION,  
FUTURE LEADERS & CEO's OF BUSINESSES ALREADY DOING  
USD \$ THREE MILLION TO USD \$ FIFTY MILLION IN TURN OVER  
ALL TYPES OF BUSINESSES & INDUSTRIES - ALL AGE GROUPS

WWW.OCTARA.COM  
REQUEST INVITATION

# FIVE EVENTS BY OCTARA BY INVITATION ONLY

**QUADRABILITY** SEPTEMBER 24-28, 2018 **60 SEATS ONLY**  
L A H O R E



**QUADRABILITY** OCTOBER 01-05, 2018 **60 SEATS ONLY**  
K A R A C H I



**QUADRABILITY** OCTOBER 08-12, 2018 **60 SEATS ONLY**  
F A I S A L A B A D



**QUADRABILITY** OCTOBER 15-19, 2018 **60 SEATS ONLY**  
I S L A M A B A D



**QUADRABILITY** OCTOBER 22-26, 2018 **60 SEATS ONLY**  
K A R A C H I **WOMEN ONLY-ALL FEMALE FACULTY**



REQUEST INVITATION - [WWW.OCTARA.COM](http://WWW.OCTARA.COM)

## **Why Quadrability Formation? Why four times the power? Why four times the profitability?**

Modern day business leaders must be fully conversant in such matters as new global age demands and it is essential that women take strong business leadership roles. They must think and execute simultaneously in four dimensional formations. The beauty of this is that the new pragmatic dimensions of Quadrability Formation can easily assist in achieving four times the results, four times the profitability, and assist these women leaders in attaining enormous success.

### **Quadrability will answer these challenges:**

- How to deploy 'soft power asset management' and create four times the profitability?**
- How to create 'extreme value creation' in order to add four times the competitive advantages?**
- How to achieve 'extreme image generation' creating four times the needed visibility?**
- How to mobilize 'auto-multinationalization' in order to open four times newer global markets?**

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**ALL FIVE **QUADRABILITY** EVENTS ARE THE SAME**  
**ONE SPECIAL BUSINESS WOMEN ONLY EVENT - ALL FEMALE FACULTY**  
**KARACHI, OCTOBER 22-26, 2018**

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Quadrability Team of 8 certified American and European experts will deliver a 'by invitation only' Boot Camp in Karachi to 60 Founders, Owners and Next Generation Leaders and over 5 days in a rigorous on hands training and coaching. Each single event in each city has only 60 seats.

The real benefits of Octagon Formation Training are that FIVE days of training in this format, equals to FIVE years of new experience. The Quadrability format creates more strategies and decision-making opportunities than most applicants would encounter in the next FIVE years in their projects.



# QUADRABILITY

Four Dimensional Thinking for  
Four Times the Result &  
Four Times the Profitability

Five Events in 2018

Lahore, Karachi, Faisalabad, Islamabad, Karachi

- Four teams each with 15 participants
- Four master trainers assigned to each team
- Four master moderators assigned to each team
- Four dimensions of image supremacy protocols
- Four battles, engagements, debates and discussions
  - Five days of simultaneous engagements
- **One full day** to engage will all faculty of 10 asking questions
  - All four teams in one large hall
- All real time interactions, simultaneous interaction
  - All about winning & losing strategies
  - All about new global-age learning
  - All about new entrepreneurial leadership
- **Results: 5 Days = 5 Years of learning**





# R

ENTREPRENEURINA

QUADRABILITY

ONE SPECIAL BUSINESS WOMEN ONLY EVENT  
ALL FEMALE FACULTY  
KARACHI, OCTOBER 22-26, 2018

# EXPOTHON FACULTY



**Jeffrey Alan Lovelace**, MBA, Massachusetts USA

Expertise: creative business expansion strategies, international markets

Experiences: high performance, innovative processes, technology & management

Education: MBA American University Washington, D.C.

Extra: Author, speaker



**Richard M. Highsmith** M.S. Florida, USA

Expertise: Entrepreneurship, guest lecturer at Harvard Business School

Experience: HP, NCR, BP, NASA, Siemens, Merck, Baxter, Novartis, Pfizer, Deloitte

Education: M.S., Community Psychology, University of Central Florida

Extra: Author, speaker



**Thomas Erickson** MA California USA

Expertise: management development, coaching and consulting

Experiences: Certified Trainer - Kepner Trego, Leadership Circle 360

Education: MA - Organizational Management

Extra: Author, speaker



**Jonathan Jordan** M.S. Florida, USA

Expertise: Mass change agent, organizational re-engineering, finance

Experience: Award- McDonald's global HR work, million employees, 120 countries.

Education: Master of Science, Social Science, Florida State University USA

Extra: Author, speaker



**Dr. Kim Malloy** PhD California USA

Expertise: Six sigma performance management, culture change specialist

Experiences: DuPont, Toyota, Merck, Kia, Kroger Foods, LG, Pfizer, Genentech Education: PhD

Industrial-Organizational Psychology: Allient University California

Extra: Author, speaker

**Special Assistant to Naseem Javed on Corporate Affairs – Asia**



**Patricia Noonan** MPA Colorado USA

Expertise: Moving leaders forward in organizational and strategic competencies

Experiences: multi-national companies, designing processes to foster growth Educa-

tion: MPA Organizational Development San Diego University California

Extra: Author, speaker



**Ginny Mueller Gianakos** MBA Florida USA

Expertise: corporate vision and values integration with sales leadership

Experience: Verizon, Bell Canada, AT&T, Sprint, CRM frontline integration

Education: MBA University of South Florida, Tampa Florida USA

Extra: Author, speaker



**Dr. Drumm McNaughton** PhD California USA

Expertise: management consulting, strategy and change management

Experience: Trident University, managed 24 faculty, 40 sections, 1000 MBA students

Education: Ph.D., Human - Organization Systems Fielding Institute, Santa Barbara, CA

Extra: Author, speaker



**Julie Ann McManus MA** Ohio USA

Expertise: Internationally-accomplished senior consultant, practitioner in enterprise  
Experience: Train leaders, challenge leaders, engage leaders  
Education: MA in Industrial/Organization Psychology Illinois State University  
Extra: Author, speaker

**Special Assistant to Naseem Javed on Corporate Affairs – Africa**



**Debra Sue Westlake, M A**, Florida USA

Expertise: Management change and expansion  
Experience: Wide experience in organizational training and international expansion  
Education: M A University of Utah, University of Phoenix, Salt Lake City, USA  
Extra: Author, speaker



**Kevin C Pitts, MBA**, New Jersey USA

Expertise: design and develop epic events that create a shift in leadership practices  
Experience: SABIC, Kimberly-Clark, P&G, Unilever, AT&T, Panasonic, DuPont,  
Education: MBA University of Virginia USA  
Extra: Author, Speaker



**Dr. Richard Schuttler, Ph.D**, Arizona, U.S.

Expertise: intellectually disciplined in applying higher-order thinking skill sets.  
Experience: Mass trainings, Ministry of Health, Muscat, Fortune 1000 organizations  
Education: PhD- Applied Management and Decision Sciences Walden University, USA  
Extra: Author, speaker



**Dr. Gerald G. Polesky, PhD**, Arizona USA

Expertise: Motivator, original implementers of Six Sigma into General Electric  
Experience: Authority in Entrepreneurship, Innovation and Creativity  
Education: Doctorate in Organizational Development and Behavior  
Extra: Author, speaker



**Dr. Isabel Marlene Thorn, PhD**, Maryland USA

Expertise: Strategic Leadership and Change Management  
Experience: Senior Role, International Monetary Fund, DC and global offices.  
Education: PhD University of Maryland  
Extra: Author, speaker



**Dr. Sarah Layton, PhD.** Florida USA

Expertise: business development, multi-billion dollar operations, worldwide experience  
Experience: Senior management leadership on innovation and performance  
Education: Doctorate in Business Administration, Huizenga Florida  
Extra: Author, speaker

**Special Assistant to Naseem Javed on Corporate Affairs – India**



**Naseem Javed, Toronto** Canada

**Team Leader: Image Supremacy Protocols – Octagon Formation**  
**Founder: Image Supremacy Movement**

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