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The Daily Star  
DHAKA, FRIDAY, MARCH 4, 2016  
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# NEXT STEP

## Management in the fast lane

Donning the motto 'The World on Time', FedEx's value chain has to be well co-ordinated because the logistics industry is no straightforward league. A big part of it is the employees who work painstakingly to ensure on-time deliveries. Thus the function of HR cannot be overstated. We caught up with the Head of HR of Bangladesh Express Ltd., licensee of FedEx Corp, to get to know more about this fast paced business sector.

**How would you summarise your job in short?**

As an HR professional and practitioner, my prime responsibility is to cater effective HR solutions according to present and future organisational needs.

**What are your major responsibilities? What is your favourite?**

There are lots of responsibilities to be honest (laughs). But the major ones would be formulating and implementing policies and strategies. However, my favourite job has to be imparting knowledge to the workforce through training and development.

**What is the role of training in such a dynamic environment?**

Training is absolutely vital. There are numerous training sessions on leadership, sales, etc. which makes learning a continuous process. One special type of training that I conduct myself is navigating attitude for better performance and life; it focuses on stress management through which employees can get the most out of their work and personal life.

**What do you expect of your employees?**

In this line you have to be extremely customer-focused, so you need a positive outlook or else you cannot extend good service. Employees also need to be well aware of compliance issues that come with logistics management and understand the international dimension to the business as well. If you talk about someone's disposition, they need to be time sensitive, and of course, dependable. One also has to be committed, as we expect our employees to be with us for a long time.

I always try to stay positive, which makes facing problems a lot easier. I also try to maintain a high level of spirituality. We should all focus on the light at the end of the tunnel rather than getting worked up about small things.



**What is the recruitment procedure like?**

Mostly we depend on internal recruitment. This motivates our employees and ensures their career progression. Even though we have a very low staff turnover, we do need to go for external recruitment sometimes. For this we use a standardised procedure which starts with screening applicants, short listing for a written test, panel interviews and so on.

**How does your department contribute directly to the main function: effective logistics management?**

The importance of people in businesses is

at an all time high; for a service business this is even truer. My department is responsible for developing a customer-driven attitude. It doesn't end there, we have to constantly review their skills and re-equip them as per needs all the time, while making sure they are motivated, satisfied, and engaged. To eradicate stress, a congenial working environment has to be maintained along with safety and security. As you can see, we contribute to a great extent.

**It all sounds complicated. So how does a stress management expert deal with his own stress?**

For effective management I try to lead a

healthy life. This involves all the good habits we know of—exercise, proper sleep, and eating healthy. Part of the training I conduct focuses on work-personal life management. I always try to stay positive, which makes facing problems a lot easier. I also try to maintain a high level of spirituality. We should all focus on the light at the end of the tunnel rather than getting worked up about small things.

INTERVIEWED BY: SHAHRIAR SHARIF

The interviewer is a sophomore at the Institute of Business Administration, University of Dhaka.

## BSHRM to organise BSHRM-MetLife International Human Resources Conference

Bangladesh Society for Human Resource Management (BSHRM) organised a press conference last Saturday, February 13 to announce the date of their biggest event of the year. BSHRM-MetLife International Human Resources Conference will be held on Friday, March 11, 2016 at the Bangabandhu International Conference Centre in Sher-e-Bangla Nagar. With around 2,000 members, BSHRM is the largest professional body in the country concerned with human resources.

The United States Ambassador to Bangladesh, Her Excellency Marcia Stephens Bloom Bernicat will be present as the chief guest at the conference. Guests and speakers at the conference will include Lyn Goodear, CEO of the Australian Human Resources Institute; Aranesto G. Espinosa, Outgoing President of the World Federation of People Management Association; Somes Dasgupta, President of the National Institute of Personnel Management, India; David Lee, President of the Hong Kong Institute of Human Resource Management; Yuji Misiro, Director of the Japan Society for HR Management; Rohita Amarapala, President of Sri Lanka Institute of Personnel Management; Aresanadriana J., President of the Malaysian Institute of Human Resource Management; and Mohammad Musharraf Hossain, President of the Asia Pacific Forum for Human Resource Management.

Nearly 1,000 human resource professionals from home and abroad will participate in this conference. The Daily Star is the strategic partner for the conference and MetLife is its title sponsor.



## Career Crafting Session A new way to look at yourself as a professional

"There is only one thing common among us all, that is, we are all unique. Each one of us is promised a destiny, a unique place to belong and to excel. Jobs we do are mere spaces of exploration helping us to uncover this destiny. And being guided by this destiny is what makes our journey magical." This is what we learned from the Career Crafting Session organised by SevenSages and powered by The Daily Star. SevenSages is an organisation working with Human and Organisational Development. Creating local resources for the Global Enterprises is its service mantra.

The coach for the session was Indroneil Mukerjee who has been a Transformational Coach for about 17 years and has touched the lives of around 5,000 individuals. This session was unique in many aspects. A lot of students wonder what they want to become, what they are good at, and fumble on the readily available options even if their potential lies in something else.

A lot of professionals also waste a lot of time doing things they don't want to do, and as a result they cannot utilise their full potential, get average results and end up frustrated. This session gave the participants guidance on why it is

very important to find their destiny, why it is important to understand what that one thing is that they are good at, and act upon it by doing some interesting soul searching exercises. Whatever roles we take on in our lives are 'outside-in' reactions. Never for once do we try to explore our innate preferences and the innate potentials one is meant to grow towards. Whereas, when we can understand our inner potential and choose things accordingly to complement it, we will only save time and flourish more in life. We will not only respond to the opportunities given to us, but we will be able to breakthrough and create our own opportunities.

In the keynote, Faheem Tanveer Ahmed, former Head of Business, SAP Bangladesh and current CEO Of Crossways IT LTD said that, "We need to produce more white collar graduates whose sights will be set on not only Bangladesh, but the whole world. I dream of a day when a Bangladeshi will become the next Steve Jobs or Sundar Pichai and we want to help our young graduates in achieving this dream."

While talking about employability, our special guest, Hasinul Arefin, Compensation and Benefits Manager, British American

Tobacco, Bangladesh said that, "Never lie in your CV or your interview. Represent yourself smartly, exactly like who you are. Understand your strengths and weaknesses, only then jobs will find you."

Dr. Tamgid Ahmed Chowdhury, Assistant Professor in the School of Business and Economics, North South University talked about the top five things MNCs and local large companies in Bangladesh want, as well as what they don't want. Both the guests emphasised on the fact that students should always craft their strengths and weaknesses first, and accordingly start their career, one should never run after the "hot jobs" in the market. They also appreciated this career crafting sessions, adding that we need more sessions like this for the students in Bangladesh.

Shuvashish Roy, Strategic Project Planner of The Daily Star, presented the newspaper's new youth-centric brand campaign #JoinTheJourney to engage and inspire the nation builders of tomorrow during the program. This wonderful experience of self-exploration ended with a certification ceremony.

AFSANA ZARIN NABILA

## Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

## BODY LANGUAGE TRICKS TO POWER UP YOUR CAREER

What's something that doesn't take much time to master, but can make a big difference in your career? Body language. Becoming a pro at how you present yourself to the outside world can change how people treat and perceive you. After all, non-verbal communication makes up to 93% of your communication. Your body language can impact first impressions before you've even talked to a person. Here are three key aspects of body language that you need to be aware of:

### Eye contact

Different situations call for different levels of eye contact. In an interview, look straight at the person talking to you, but glance away now and then. This way the interviewer will know that they have your full attention and you are interested in hearing what they have to say.

When you're nervous, refrain from looking at the ground or to the side for an extended period of time. This is a tell-tale sign of

nervousness. Instead, take a deep breath and listen to what they are saying or asking—you'll forget about your nerves right away.

### Smiling

The way a person smile can reveal a lot about him or her. If you want to look amiable and sincere, make sure to smile with your eyes. This should raise the cheeks and form crow's feet around the eyes. Avoid smiling with your mouth shut because this rarely comes off as genuine and can end up as a sinister-slash-sarcastic grin instead.

### Body orientation

When people feel nervous or shy, they tend to crumple up inwards. They might tuck their feet under their chair or rest their arms limply in their laps. Needless to say, this isn't exactly the definition of confidence. In professional settings especially, it's important to appear confident and ready. Claim your space by planting your feet firmly on the ground when seated, lean back and let your arms relax. Don't

huddle up and slouch.

While you want to give off a relaxed air, don't get too laid back. Closed arms, for example, can mean that you are blocking other people off or guarding yourself. You'll come off as detached and defensive. Open and relaxed arms show that you are confident and inviting.

Body language is all about context, but having a general understanding of it will help you to see patterns within yourself and those around you. The most important thing is to get comfortable in your surroundings—even though the workplace is a formal environment, you're interacting with people just like yourself.

AMIYA HALDER

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