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The Daily Star

DHAKA, FRIDAY, APRIL 29, 2016

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# NEXT STEP

## CRAFTING THE LEADERS OF TOMORROW

Leadership Summit 2016 organised by Bangladesh Brand Forum

Leadership Summit 2016 organised by Bangladesh Brand Forum (BBF) took place on 23rd April at the Radisson Blu Water Garden Hotel Dhaka. Addressed to future leaders, the agenda of the event was 'realising potentials'. The event then kicked off with the first out of five sessions.

The event also served as the launching of Mind Your Marketing, the official journal of the World Marketing Summit. BBF obtained the rights to print a Bangladeshi version and handed a copy out to all the guests in attendance. Also included in the summit was a panel discussion with the topic of realising potential in the perspective of Bangladesh, moderated by Munawar Misbah Moin, Group Director of Rahimafrooz.

The distinguished speakers talked about inspiring and guiding leadership by focussing on five broad areas.

### LEADERSHIP IN THE NEW AGE

Sanjiv Mehta, CEO and Managing Director of Hindustan Unilever Ltd., talked about how different emerging issues are changing the leadership landscape and stressed the importance of coping with these changes. He identified climate change, emergence of the middle class, and women empowerment, among others as drivers of change. He called the current situation VUCA (acronym for volatility, uncertainty, complexity and ambiguity). In his words, leaders should be "purpose led and value driven".

### GROWING GLOBAL EXECUTIVES

Ripa Rashid, Executive Vice President, Centre for Talent Innovation, and Managing Partner, Hewlett Consulting Partners in New York, having talked about the VUCA world too, stated that surviving in it was crucial. She identified three major competencies as a must have for any global executive. They are: Projecting credibility globally; driving value locally; and winning sponsorship back at headquarters. She defined sponsors as people who will advocate for you based on your



Speakers at the Leadership Summit: Mohammad Abdul Momen (Director of Pride Group), Tom Cumming, Nazia Andaleeb Preema (artist and President of Women in Leadership), Professor Amitava Chattopadhyay, Ripa Rashid, and Alia Khan with others.

talent and hard work.

### GUIDELINES FOR DRIVING INNOVATION

Professor Amitava Chattopadhyay, GlaxoSmithKline and Chaired Professor of Corporate Innovation, Inseed, started out talking about the innovation challenge, which comprises of getting people on board with a shared vision and communicating this vision. From there, he went on to talk about why innovations fail. Most companies aren't equipped for the innovation challenge and hence 90% of innovations end up failing. He recognised in-

ertia as a major hindrance, drawing the example of Tata Nano. He ended with general guidelines about creating consistent structures and procedures for employee contributions.

### TRANSFORMING POTENTIAL INTO PERFORMANCE

Tom Cumming, Founder and Owner, Leading Ventures, B.V., Amsterdam, pointed out three universal guidelines for transforming potential into performance: the ability to understand and respond to changes in the external environment; having the skills to survive and thrive in situations of low certainty; and

having networks while being constantly updated with changes.

### WOMEN IN LEADERSHIP

This session by Alia Khan, Chairwoman, Islamic Fashion and Design Council, was a bit different from the rest as it began with an interactive session in which Ms. Khan asked members of the audience what they understood by the word 'important'. She spoke about the obscure nature of communication and its importance. She broke down her watchword into three segments: vision, purpose and strategy, and posited that they can

be identified by asking what, why and how respectively. She ended by emphasising that leaders must think beyond their lifetime in order to leave a legacy and must therefore plan accordingly.

The summit was attended by some of the biggest names of corporate Bangladesh and there was a networking session to make full use of having the corporate elites under one roof. By the end of the evening, people had truly been instilled with the belief that they could actually realise their untapped potentials.

SHAHRIAR SHARIF

## WOMEN IN LEADERSHIP INSPIRED WITH RIPA RASHID



ambitious enough—in fact the women from the emerging markets were more ambitious than the ones in USA. She stated that this drive and commitment comes from the fact that women feel they are their true selves at work, recognised based on their merits and this process of self-actualisation leads them to be more committed. It is a respite from the household and family duties, which make them enjoy work instead of looking at it as "work".

However, a woman's career faces various obstacles. Childbirth and caring for the elderly force women to make difficult choices between their career and family, often having to let go of promotions for the sake of giving more time to their families. Choosing career over family leads to severe criticism and post-decision guilt, but many feel that family and social commitments are rather duties they are willing to invest in. As a result, women feel the need to fulfill multiple roles in their family and the workplace. "It provides a broader range of rewards for us to aspire to," Ms. Rashid stated. She also pointed out another interesting fact—the women of emerging economies tend to earn more than their husbands, although the problem of unequal pay at the workplace persists.

Ms. Rashid went on to talk about the push factors from the workplace and the environment that make it difficult for a woman to balance career and family. Late or inappropriate corporate hours, commuting and transportation safety, and workplace biases and stereotypes were the major areas she focussed on. A research showed that the number of men agreeing to the presence of workplace gender bias were higher than the number of women. "Women leadership roles are also difficult to fulfill because they are judged based on male executive models, measured against a standard that doesn't apply for us", Ms. Rashid said.

After covering the challenges, she moved on to the various solutions that many multinationals have adopted in order to empower the female workforce, such as exposure to professional networks that help build a community of female leaders to share ideas. Training on executive development programs and sponsor connecting programs are also solutions that are critical to empowerment and sustaining ambition.

Following the session was an engaging Q&A session where many interesting views and questions emerged. One particular question was regarding unequal pay, to which Ms. Rashid replied that although slight changes have been taking place, gender inequality still remains a major issue. However, she pointed out that more often than not women underestimate themselves, not asking for promotions or raises. Negotiation of salaries often helps solve this problem, but an overall transparency in organisations help slim down the wage gap.

This session was an amazing experience for myself—not just because of how engaging and easily approachable Ms. Rashid was—but also because it was an honour and privilege to be surrounded by so many women exuding strength, leadership, intellect and of course, beauty.

SABRINA RAHMAN

## 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.

### 4 MARKETING TIPS TO KEEP STARTUPS LEAN

DESIGNED BY: SHAHRIAR RAHMAN



#### ADDING BRAND VALUE & AWARENESS

By creating a distinctive design, logo and approach, a startup can easily create brand value and drive conversation. Make sure it resonates with the product, the target group and industry.

#### EFFECTIVE DIGITAL MARKETING ON A BUDGET

A startup never has a million dollar budget to spend on digital marketing. So do it in-house with existing resources. Email, SEO, Content Marketing or PR—whatever you do, do it through unpaid channels. It would save tons of money.



#### FORTIFIED WEB PRESENCE

No matter what your product is, in this era having strong web presence is a must. And it starts with your very own website. Without a proper website you can never actually measure how effective your digital marketing campaigns are doing.

#### NETWORKING & ENGAGING WITH PEERS & CLIENTS

Develop a kickass personal network. Make sure you become the face of your brand. Attend every possible networking event, go to seminars, host in-house mixers—whatever makes you and your brand a known name amongst your peers.

