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# NEXT STEP



## TECH TOOLS FOR THE TECH NOOB

*No matter which field you're in, there's a fair amount of general skills that are good to pick up. They'll improve the way you do things, whether it's at work or in the office, and as we always stress here at Next Step, understanding what different teams in your office do will improve communication while collaborating. Here are seven tech tools you'll be able to teach yourself for free by the end of the year.*

### 1. Google Analytics

Every company or individual has a website these days, and with online presence expected to extend to multiple social media sites, it's important to stay on top of your game. That means knowing how well your site is doing, i.e. daily visitors, length of their visit, what they click.

Check out Google Analytics, register yourself at the Analytics Academy, and start pulling metrics like unique visitors, visitors, time on site, bounce rate, and more. This way you can create more of what people like and keep them coming back for more.

### 2. Hootsuite

It gets hard to juggle five different social media platforms seven days a week. Scheduling posts or tweets or pins streamline your brand's communication. That's where social media management tools come in. Sign up for Hootsuite, study the quick start guide, and

start managing your social media without that overpaid outsourced social media manager.

### 3. WordPress

WordPress is the best place to pick up content management skills. While online content could be anything from web pages to blog posts to videos, once you get the hang of one, it gets easier to work with others.

Launch a site or blog just for fun on WordPress, and find out what it takes to go from an idea to a fully fleshed-out blog post. Learn the basics of the site's back-end in its tutorial for design tips and get post creation tips from its Blogging University.

### 4. Trello/ToDoist

Now that you're all grown up and leading teams, isn't it time to start using an app to collaborate and delegate work? There are a range of task sharing apps to choose from; play around with a couple and once you find one you like, set it up for the rest of your team

and keep track of assignments and schedules and get constant updates. And you can always just use it to plan an outing with your extended family or a school reunion.

### 5. HTML and CSS

We've already covered a list of places you can learn coding basics for free in the past, but Skillcrush's 10-day Bootcamp is a great place to start if you want to get into website design and creation. You never know where it may lead, but the best part about learning HTML and CSS basics is that it'll help you understand more about the online tools you work with every day, e.g. H1 and H3 tags, keywords, SEO, and basic website fixes. Who needs the IT guy?

### 6. Photoshop

Know the basics of image editing and you'll be set to edit your own images for print/online content, prototypes, and obviously, profile pictures. Register yourself for Adobe's 30-day

trial, watch a couple of tutorials and assign yourself a project. It can range from revamping your company's logo to making yourself a brand-spanking cutting-edge graphics-infused new CV.

### 7. MailChimp

The thought of e-mail marketing may initially be greeted with an 'ugh', but an increasing number of companies are sending out snazzy and useful newsletters and offers (think: Brain Pickings and international/foreign fashion brands). It's cheap and if you can deliver proper value, e-mail marketing can be super time-efficient. Set yourself up for a Forever Free plan at MailChimp and learn the tricks of the trade from its Getting Started guide and its Knowledge Base. The latter is e-mail marketing's best kept secret, with its detailed tips on e-mail marketing practices and design.

AMIYA HALDER

## ISCEA Certificate Giving Ceremony held at Dhaka

The International Supply Chain Education Alliance (ISCEA) Certificate Giving Ceremony was organised by Mind Mapper Bangladesh on July 30, 2016.

Since 2011, annual Certificate Ceremony has been the largest gathering of supply chain professionals in the country. At this year's event, about 350 participants of various certification courses of ISCEA were awarded with certificates.

During the ceremony, there was also a panel discussion on supply chain issues and the prospects of business. Panelists included Naquib Khan, Corporate Affairs Director of Nestle Bangladesh Limited; Asif Kibria, Supply Chain Director of Syngenta Bangladesh; Mahmud Hasan Khan, Supply Chain Director of Reckitt Benckiser Bangladesh; Asif Mohammed Touhid, Chief Procurement Officer of



Grameenphone Limited; Ishtiaq Ahmed, CEO of Omera Petroleum Limited; Kamrul Islam, COO of Rahimafrooz Batteries Limited; Md. Shakhawat Hossain, IT & Supply Chain Director of Amann Bangladesh; and Ejazur Rahman, CEO of ISCEA (Asia).

Special awards were given to the two teams that won First Runners-Up and Runners-Up at the global level for the ISCEA Ptak Prize Global Supply Chain Case Competition 2015. A joint NSU & IBA-DU team and a BUP team won USD 1000 as prize money from ISCEA Bangladesh.

## 3 biggest challenges you'll face when collaborating



While there is in fact an "I" in collaboration, collaboration is without a doubt essential to your team and your company's growth. But while teams that get along are dime a dozen, what are the usual mishaps that lead to the not-so-great outcomes?

### 1. Indecision

When there are several stakeholders and several ideas to choose from, it can get difficult for a team leader to fix a single line of action. Make it easy for yourself by letting your stakeholders or team members to propose a few ideas and choose one themselves. Set a deadline for things to "marinate" so the decision doesn't get lost in a mire of 'let-me-

get-back-to-yous' and 'I'll think about its'.

Keep in mind that too many cooks can spoil the broth. Know who your key stakeholders are and who will give you the most valuable feedback. Stay open to perspectives, but limit your priorities when it comes to feedback.

### 2. Miscommunication

How many times have you forgotten to hit 'reply all' or you didn't have a clear understanding what's expected from stakeholders? When in doubt, ask questions, even at the expense of sounding dumb. Mistakes will only lead to delayed deadlines so make sure you're clear on objectives and expectations.

And if two departments use different tools to communicate, find out and decide on a single mode of communication without changing everyone's way of working.

### 3. Pessimism

"I can't do it." "There's not enough time!" "He's too hard to work with." Negativity can be contagious so put a damper on it before it gets everybody's spirits down. Extreme pessimists tend to be the last ones to think of a solution, so think twice about whom you're assigning a task. Lay down your ground rules and communicate your expectations from these negative nancys.

AMIYA HALDER

## Become a master of the mic SPEAK UP WITHOUT HICCUP

"Power, presence and warmth are the three things you need to be charismatic," said Rubaba Dowla, Chief Service Officer of Airtel Bangladesh, addressing the youth at Speak Up without Hiccup, an event by Don Sumdany Facilitation and Consultancy, held at the EML Centre on August 6.

The event focussed on creating a common ground where experts from diversified fields came together to share their secrets of

public speaking. The panel of guests included Rubaba Dowla; Naveed Mahbub, Founder of Naveed's Comedy Club; Syed Tanvir Husain, Director, Centre of Expertise at Grameenphone; Rezaul Hossain, Chief Commercial Officer of bKash; Quazi M. Ahmed, CEO of FutureLeaders; Ayman Sadiq, Founder and CEO of 10 Minute School; Nafees Kausar, Inspire at Don Sumdany Facilitation and Consultancy; and

G. Sumdany Don, CIO of Don Sumdany Facilitation and Consultancy.

Issues such as how to present from a corporate point of view, use of humour, how to be charismatic in a presentation, the 4 Ps of public speaking, how to capture the attention of your audience from the very beginning of a presentation, and tips and tricks of engaging the audience were addressed during the day-long workshop.

## 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.

## TIPS TO DE-CLUTTER YOUR SCHEDULE

*If the phrase "tea break" sounds like heaven to you and your mind feels like an eco-system of buzzing to-dos, you probably need to de-clutter your schedule.*

Most of us have to juggle so much all at once—friends, family and work. But how exactly do we find the time? Here are some tips to help you get started.

### 1. Start with a break

Sit down with nothing else to do. Just breathe and clear your mind. The first step to doing anything is approaching it with a clear and calm mind. Clear out all the mess and confusion and give yourself some time to think and figure things out. Start asking yourself questions like "how busy am I happy with being?" and "what activities do I enjoy doing?"

### 2. Clarify what is important

You have to acknowledge the fact that your ability is limited, and it is not possible for you to do

everything or please everyone. It isn't enough to know what you have to get done, you also have to be aware of what you cannot do or get done. Start saying "No!" or "let me think it through". Don't take too much on your plate, take up tasks you are willing to complete as well as have the time to.

### 3. Lists and/or planners

Our mind has its own way of making things seem more complicated and messy when kept inside our heads. Begin every day with a clear list of what you hope to accomplish that day. Approach one thing at a time. For an even more planned out day keep a planner with each activity properly scheduled out. In this way you can ensure of never jumbling

up your tasks.

### 4. Set priorities

Figure out what is important to you and set aside time regularly to do that. Remember to keep yourself motivated and inspired. Complete activities of higher priority before accepting those of lower. Having a de-cluttered schedule takes effort and it might make a huge difference to your mood. It can help you feel less frustrated and also give you more free time for yourself. Recap on a regular basis to assess your weeks and make sure you don't fall back into bad habits. Other than that, just have a wonderful day every day, and keep doing what makes you happy.

RAHMA MIRZA

