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# NEXT STEP

## BATTLE OF MINDS 2016 SETTING THE STANDARD IN TALENT QUESTS

*British American Tobacco Bangladesh has been hosting its talent search platform Battle of Minds (BoM) successfully for 12 years now. The 13th edition ended with a festive touch on October 24, 2016.*

The top five teams battled it out amidst the presence of many professionals and business leaders of the country, the Institute of Business Administration, University of Dhaka winning the trophy at the end of the night. BUET and North South University won the runners-up and second runners-up titles respectively.

This year's tagline for BoM was "What are you made of?" in order to bring out the creative differences that BAT has been prioritising over the years while recruiting fresh graduates. The Head of Human Resources at BAT Bangladesh, Rumana Rahman explained, "We organised this event to find out the concealed skills, enthusiasm and abilities of the talented graduates—to make them realise their hidden power."

Mubina Asaf, Head of Legal and External Affairs, further remarked, "Those who have been recruited through this initiative are working at both home and abroad, competent to face any kind of challenges in their job. Those who are not working with us are successful in different national and multinational companies. Battle of Minds is not only a platform for recruitment, it also provides real life experiences to develop abilities and professional skills before entering corporate life. That is why we are constantly motivated by everyone to keep hosting this event."

One of the guests at grand finale, Junayed

Ahmed Chowdhury, Barrister-at-Law, Advocate, Supreme Court, Bangladesh, commented, "Battle of Minds is a great platform for graduates to showcase their talents and this platform is not violating the tobacco control law in any way."

A staggering 2,300 applications were received for the initial online rounds, which tested the cultural and cognitive mind-sets of the applicants. Vigorous filtering through audio-visuals, field surveys and group discussions brought the number down to 40 individuals, who were then grouped into

teams of four for the semi-final. This round required the participants to serve as consultants of selected restaurants in Dhaka for 10 days to help drive their revenue and brand equity. Managing Director of BATB Shehzad Munim said he hopes the participants could learn from this because it was a learning experience that not even the best business schools cannot provide them with.

This year's Battle of Minds was designed to provide participants with a real challenge of managing a business. To do this, BAT

partnered with 10 reputed restaurants in

Dhaka where 10 teams were assigned for 10 days. Each team had to develop a campaign centred around an offer for 10 days. The teams were required to not only develop the campaign plan but also to execute the plan in the restaurants. The resulting improvement in the business was then measured and the top five teams were selected for the Grand Finale.

At the Grand Finale, the top 5 teams had to present their analysis of the restaurant, their plans and also the outcomes of their campaign. The judging panel was adorned

with the presence of Rezaul Islam, Head of Marketing, BAT Bangladesh, William Pegel, Head of Finance, BAT Bangladesh and Rumana Rahman, Head of HR. DNCC Mayor, Annisul Huq, also graced the event as Chief Guest with his presence and gave a very motivational speech to the youth on life's goals and dreams. He also marvelled at the tenacity of BAT as a business on a global scale, overcoming countless challenges and hurdles with finesse.

When asked about the BoM experience, Tahmeed Alam Sameen from Bangladesh University of Professionals said, "Battle of Minds tests you to the core and gives you a taste of the corporate world right before you graduate. The experience and mentorship were provided with its truly incomparable." Sabira Mehrin from the winning team from IBA said, "Each and every round had twists and turns, which made the whole competition nothing short of an exciting rollercoaster ride!" Taosif Amin Khan from the same institute commented, "I encourage people to participate because there is literally no better way to learn business administration. When you get pushed out of your limits into a real-life work scenario, you really find out what you are made of."



Winning team from the Institute of Business Administration, University of Dhaka with Annisul Huq, Mayor of DNCC; Golam Mainuddin, Chairman, BATB; Shehzad Munim, Managing Director, BATB; and Rumana Rahman, Head of HR, BATB.



Chief Guest Mayor Annisul Huq graced the event with his presence and gave a motivational speech on life's dreams and goals



The judges' panel consisting of BATB heads William Pegel, Rumana Rahman, and Rezaul Islam

SABRINA RAHMAN

## BE LIMITLESS, BE UNBEATABLE

A daylong grooming session 'Limitless, Season One' was organised by Event 52, on October 29, 2016 at Krishibid Institute Bangladesh (KIB).

Inaugurated by The Daily Prothom Alo's Youth Programme Co-ordinator, Munir Hasan, the session addressed personality development and positive thinking, anger



management, time management, career assessment prep, job interviews, etc. The panel of speakers was composed of Minhaj Anwar, Masud Rayhan, Naved Mahub, Ayman Sadiq, Niaz Ahmed and Nafeez Al-Amin. At the end of the session Osama Nin Noor and Sarzina Islam were awarded the 2016 Young Star Award.

## Rotary Club of Dhaka Mavericks organises leadership programme

The Rotary Club of Dhaka Mavericks organised its first programme on rotary leadership on October 8, 2016. The Rotary Leadership Institute (RLI) is a multi-district, grassroots leadership development programme organised into regional divisions throughout the world. RLI seeks to have Rotary Clubs in member districts identify those Rotarians who have the potential for future club leadership (not necessarily as club presidents) and provide them with a quality education on rotary knowledge and leadership skills for voluntary organisations. The daylong event was conducted by the Club President Rotarian Arif Jebtik, and facilitated by Rotarian Barrister Shahwar Jamal Nizam and Secretary Barrister Mahjabeen Fatima Omar.

## USER EXPERIENCE DESIGN THE NEW FRONTIER

*The day Steve Jobs introduced the first iPhone to the world, a revolution took place that eventually led to the way we live today. What distinguishes an iPhone/MacBook from its competitors with similar or even better functionality is its superior user experience or UX.*

UX refers to the overall experience of a person using a product, be it a website or a computer application, especially in terms of how easy or pleasing it is to use. And experience designers are the people who make it convenient and pleasant for customers to use these continuously evolving technological products.

A famous Silicon Valley saying goes like this: "A user interface is like a joke. If you have to explain it to people, then it's not that good." Technology is embedded in our lives. For many people, they're literally connected from the time they wake up till the time they go to bed. Unfortunately, using technology can be difficult and frustrating, especially if it's a new technology. An experience designer's ultimate goal is to make using technology not only possible, but also fun and enjoyable. So what do experience designers do in their day-to-day lives? They try to understand how humans interact with technology so they can empathise with a user's pain points and figure out how they can make the experience more useful, usable and compelling. To generate a better understanding, they might keep their field work as simple as interviews, personas and user journeys or as advanced as full-blown prototypes and behavioural observations.

UX design has become a major job field in the service sector. Globally, a good number of industries including, but not limited to, telecommunication, banking, healthcare, hospitality, creative agencies, and software developers are hiring UX designers to make their products and

services ready for the digital world. A recent study on global brands showed that organisations that use and embed design in their core tend to have 200% more profitability than their competitors. Tesla, Apple, Uber, Spotify are some of the best examples of companies leveraging great UX for higher profitability.

enables us to be more relevant and meaningful and helps deliver more value to them. Our team is sharing resources, competencies, and best practices with the global community of designers across all Telenor business units and trying to contribute to the local community representing and promoting a design-driven

designer? "It's best to start early while you're still in uni and gain experience as a part-timer or intern at different digital and tech companies", commented Bushra Zerine, who is working as a Creative Conveyor at CoDesign Ltd. Although currently there is no formal tertiary level degree available in Bangladesh on UX design, there are plenty of opportunities waiting abroad for interested students. Besides, the option of self-learning through various online educational sources, like Coursera, is always available. The main point to remember here is that becoming a UX designer is all about understanding human interaction, which is a continuous learning process throughout one's life.

UX design is going to be one of the top 20 professions at the global level in the next few decades. Now is the right time for Bangladeshi students to grab this opportunity and prepare themselves for this field of immense opportunity. Amit Seal Ami, Lecturer at the Institution of Information Technology, University of Dhaka, explained the bottom-line in a simple way: "There will always be similar service providers, so the one who provides better UX for its customers will stay ahead of the competition".



With Bangladesh moving rapidly towards a digitalisation movement, this profession is becoming relevant here also. Telecom and banking sectors are already embracing the potential of UX design. Md. Moinuddin Bhuiyan, Head of Design & UX team at Grameenphone said: "Understanding customers better

organisational culture." Besides local opportunities, Bangladesh can also become a global hub of experience design outsourcing given the sheer number of talented app and software developers around.

So how does one prepare himself/herself to become an experience

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