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# NEXT STEP

## THE PRESTIGIOUS LEGACY OF BATTLE OF MINDS

Battle of Minds (BOM) is a yearly event organised by BATB aiming to find potential recruits from a large pool of fresh graduates through a talent competition by creating an exciting platform for graduating students of the country to show the world what they are capable of. It has been 14 years since its inception and the platform has been evolving since. The journey has been nothing short of exceptional for all the people involved and is the only sustainable recruitment platform in the country still growing in the span of 15 years.

The current process of Battle of Minds starts with an online assessment. Applicants have to pass tests that challenge their aptitude, verbal prowess, and mathematical knowledge in order to qualify to the next round. After they pass these tests, they are tasked with making a video that can range from a variety of topics.

### ANNISUL HUQ

Late Mayor, Dhaka North City Corporation  
Chief Guest, BOM-2016

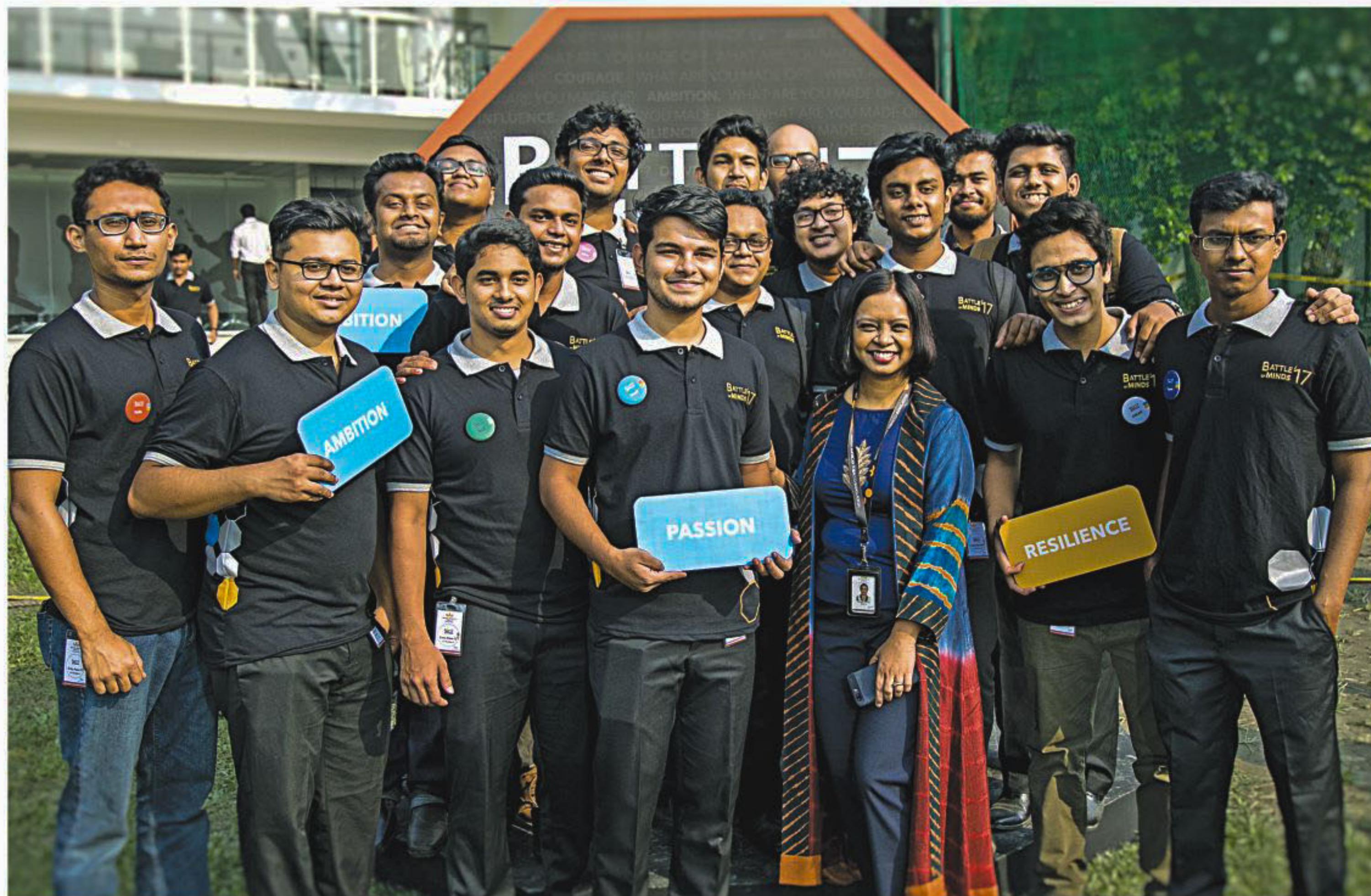
"We did not have the modern technologies or platforms like Battle of Minds to fulfil our dreams. I can only say 'wow' to how the participants performed with the opportunity they got.

In BOM 2017, the applicants were asked to make a video where they would highlight one aspect of their city that they would like to change and how they would go around to changing it. After that, the top 175 were called to the Boot Camp. There they received insights from the best business professionals of the country along with the top performers of BATB, and gathered extensive knowledge about solving business problems. They were then divided into groups and their ability to influence the group discussions was tested in an FGD platform. From the 175 candidates, the top 40 moved on to the next round where they were tasked with coming up with a solution to Dhaka city's traffic jam. They were sorted into 10 teams of 4 members each. The

### JALAL AHMED

Additional Secretary, Ministry of Finance  
Special Guest, BOM-2015

"Those who have participated in Battle of Minds, the spirit of competition has been imbued within them. All of the participants are nearing the end of their academic life. They are becoming familiar with the work that they will engage in during their professional life. This will help them succeed in their respective jobs."



### IQBAL AHMED

Former IBA Director  
Guest, BOM-2016

"This platform will give the students a flavour of working in one of the top multinational companies in Bangladesh, and nurture their skills."

top 6 teams made it to the finals. Following extensive live presentations, BUET stood strong as the champions of Battle of Minds 2017. Nasrul Hamid MP, State Minister, Ministry of Energy and Resource congratulated the ideas and the platform for driving such youth engagements for the betterment of the country.

The aforementioned rounds that gave every participant a thrilling experience were results of a long term evolutionary process. Battle of Minds began with humble classroom sessions in 2002, where the tests were aimed at assessing the mettle of the students involved. As time went on, the centres got bigger and case studies were introduced to test practical knowledge of the students. From 2006 onwards, roadshows for BOM were conducted

in some of the top universities of the country. From 2010, a new employee value proposition was added to the mix, thus the "Bring your difference" tagline was born. In 2012's installment, the candidates were given real-life problems to solve. This laid the foundation that would house BOM's core principle — giving students the stage to experience real-life implications with whatever they do in the competition. However, Battle of Minds didn't only give students problems to solve. Their raw talent was nurtured in such a way that they

### SYED NASIM MANZUR

Former President MCCI  
Chief Guest, BOM-2015.

"Bangladesh needs self-motivated young leaders. Battle of minds is a fantastic platform for these young leaders. Another side is that all graduates are not job-seekers. There are people who will be job-giving entrepreneurs. If anyone wants to succeed they need to put in hours, because there is no other way of getting to the top. Passion needs to become our profession too."

### MAHBUBUL ALAM HANIF

Joint General Secretary, Bangladesh Awami League  
Chief Guest, BOM-2017

"The platform for the talented young students, Battle of Minds, has highlighted a problem such as traffic congestion. I am amazed to see the passionate effort these young minds have put in."

would be able to apply this knowledge in any business profession. Thus, the rounds became more diverse and challenging, so much so that BOM 2016's 10 finalist teams were tasked with managing 1 restaurant each. They were given full control of operations and were expected to earn profits for their respective restaurants.

Students who are going to graduate soon have little to no knowledge or experience of corporate life, thus most of them struggle to adjust to the environment. BOM helps these students get accustomed to the high-octane planes of business so that they fit in seamlessly. BOM bridges the gap between corporate life and academic life. The top can-

### BARRISTER JUNAYED AHMED CHOWDHURY

Advocate, Supreme Court  
Guest, BOM-2016

"Battle of Minds is fully compliant with Tobacco Control laws, adding immense values to the graduates so they are ready to step into their professional lives."

didates of BOM also get called to the graduate-level jobs at BATB, so that's further incentive for students to challenge themselves and push themselves to the limit. Injamam-ul Alam, a BOM alumni said in an interview with The Daily Star "I have learned through BOM that whatever idea one has, needs to be pitched in the right manner, to the right people. Being

### KAMRUL HASAN

Former Secretary, Defence Ministry  
Special Guest, BOM-2015

"We all know there have been some questions raised regarding our education system. Battle of Minds is a tried and tested method of augmenting the skills of students. Through Public and Private Partnerships, these sorts of initiatives can be undertaken."

able to present my ideas clearly, as I have learned from BOM, has helped me immensely in my work."

Battle of Minds is much more than just an average competition. It is a proving ground for the country's best upcoming talents where they are given the grooming that they require to flourish. As it develops future business professionals, it also contributes to the national agenda of human resource development. Thus, BOM will forever stand as a great talent creation platform.

### KHONDOKAR HABIBUL KABIR

Associate Professor,  
Islamic University of Technology

"The conventional selection process involves a systematic approach. However, the creativity that these students bring to the table are proven on platforms such as Battle of Minds."

### SHAHRUKH IKHTEAR

The writer is a sub-editor of Shout, The Daily Star, and has recently graduated from IBA, DU.

## FIVE WAYS TO USE SNAPCHAT AND INSTAGRAM STORIES FOR BUSINESS

An all known thumb rule of business branding is: follow your consumers to the target media channel for communication. So it is only natural that advertisers have followed the footsteps of their target consumers over the course of time and used radio, television, Facebook and finally Snapchat and Instagram for business purposes.

The core idea to keep in mind is that you should use these channels not only for the purpose of advertisements and branding, but to communicate with your consumers on a personal level as well.

Snapchat and Instagram Stories have much higher engagement and wider reach than Facebook, which is reason alone why you should consider using these channels to communicate with your customers. More importantly, Facebook marketing is getting overcrowded every day, while Snapchat and Instagram still have room for innovation. Last but not the least, these channels give your brand a better platform to attract the young millennials - who are, undoubtedly, your future customers (if not present).

**Share discount codes and host giveaways**

Reward your loyal followers for checking your feed by sharing surprise discounts or hosting giveaways on your

Snapchat or Instagram stories. Not only does it grow your reach and follower base, but boosts sales too! Noir achieved a lot of success using this technique, especially with the help of YouTubers such as The Jhakanaka Project.

### Allow an account takeover

When you let an influencer or celebrity to take over your Snapchat or Instagram account, you instantly have a pull effect on that individual's followers and fan base. Given that you share a similar fan base, this is bound to create long term followers. More importantly, seeing a favourite influencer publicly endorse a brand generates sales as well.

### Follower features

Do not let your stories become monotonous by only sharing about your products and promotional messages - feature your followers on your stories to create engagement. You can tag them directly and give shout-outs as well, which further strengthens the

customer's bond with your brand. Urban Truth is an expert at this type of content marketing.

### VIP access and sneak peeks

You can share sneak peeks of upcoming products on your stories as teasers to create hype over your next release. This directly makes your followers feel privileged to have seen the teasers first, especially if you reveal such hints on other media channels much later.

For invite only events such as fashion shows, give your followers an opportunity to be a part of those events by getting to experience it from an insider's point of view. For example, the luxury fashion brand Zurhem shared parts of their recent fashion show on their stories, which let their followers experience the grand show without even being there.

Another fun and useful feature that can be used for these is the Instagram Live option. You'll see many celebrities using it to show the fans a day in the life.

### Vlog a little

One of the main purposes of using these channels is to bond with your customers, and for that you will often need to share a few personal snaps on your stories. A shot of your morning breakfast, perhaps a scenic view from your office space or even the late night shifts before a product launch - all these give a humane touch to your brand and makes your followers appreciate the hard working people behind the company.

But, always remember not to overdo your story length and count. You can even see insights on your Instagram stories, so remember to not let more people swipe away from your stories just because they find your stories irrelevant and overdone.

### SABRINA RAHMAN

Sabrina is the co-owner of Newton's Archive and a senior at IBA, DU.

## CLIENTS

What they say vs. what they mean

**"Your price is too high."**

Look, there's a person willing to write 49 pages of copy for 2500 taka only. In this organisation, we follow a strict policy of only giving work to the lowest bidder.

**"I made some changes."**

I couldn't comprehend what you wrote so I just wrote an inferior version of what was already there.

**"You'll get excellent exposure from this work."**

I don't have one penny to pay you so I'm making fake promises about fame.

**"It'll take you five minutes."**

I'm trying to flatter you to compensate for the abysmally low remuneration. I know that it's not humanely possible to make 10 illustrations in five hours.

**"You did great but something just doesn't feel right. Can you change the fonts to Comic Sans?"**  
I have really terrible taste.

**"You'll get your paycheck soon. The bills are processing."**

You'll end up married with three kids and these bills will still not finish processing. I'm sorry.