



**Consultancies | Coaching | Certifications | Trainings | Publications**

**OD & HR Consulting • Family Business Management • Retail Consulting • Leadership and Business Coaching • Corporate Trainings • Professional Certifications • Mini MBA Program**



## Message from Jibran Bashir

We all want to leave behind a legacy of our own for the generations to come. For this purpose, we put our extraordinary energies to build something amazing. I have the same passion for Highly Keen. Its evolution throughout the past almost one decade has been built on accomplishments, strengths and special initiatives based on consulting, certifications, corporate trainings and publications in the field of Organization Development and Human Resource Management.

I take pride in our strategic relationship with clients from different industries as well as our continuous connections with the pass outs and current students / trainees. Our success is based on our enduring impact on clients and the expertise that we apply while solving some of the hardest organizational challenges. Further, our training approach to impart practical knowledge in trainees simply differentiates us from other training institutes.

Now, Highly Keen is expanding its work scope with greater coverage of various management aspects, where our current Human Resource Management and Organization Development consulting, certifications and trainings will continue, but as per the industry needs we are now adding the consulting services for Family and Retail Businesses to our portfolio. In addition to cater the vastly spread learning and training requirements of trainees' we are now offering courses and trainings in other management fields like Business Administration, Marketing, Sales, Retailing and Supply Chain Management. Further we are now formally providing one-on-one executive / business coaching for Pakistani CEOs and Entrepreneurs with an aim to develop them as effective and result oriented business leaders.

My Team and I are here to help you and respond to as many questions you ask, so with all confidence you can get benefits from the services of Highly Keen – The Management Institute.

Kind Regards;

*Jibran Bashir*

Jibran Bashir

Chief Executive Officer

Highly Keen - The Management Institute

“Our approach of training to impart practical knowledge in trainees simply differentiates us from other training institutes.”



## Welcome Note from Sara Afzal

It is with great pleasure that I welcome you to Highly Keen – The Management Institute. As Director Operations & Communication, it is my intention for the Institute to be known as a leading example in providing outstanding consulting and learning services to our clients and trainees respectively. Our goal is to provide quality deliverables to our clients and students while building professional yet friendly relationships.

With Highly Keen you will experience excellence in everything that we do, as our services are unique in several aspects, radically different from others. Our practically designed consulting processes, certifications, coaching and training programs ultimately give us an edge in the consulting and training industry. Over the period of time we have developed our own consulting process titled, “The Highly Keen Way” for catering the unique OD and HR needs of businesses. Moreover our progressive and practical pedagogy based multi-disciplinary innovative learning programs make us stand out as the real solution providers for organizations and professionals.

Since its inception, Highly Keen has succeeded in providing beneficial and innovative services to positively transform the Pakistani organizations and professionals. We aim to continue this development journey for betterment of many.

Looking forward to explore new horizons!

*Sara Afzal*

Sara Afzal

Director Operations & Communication  
Highly Keen - The Management Institute

“Our goal is to provide quality deliverables to our clients and students while building professional yet friendly relationships.”

# Who **WE** are?

## OUR MISSION

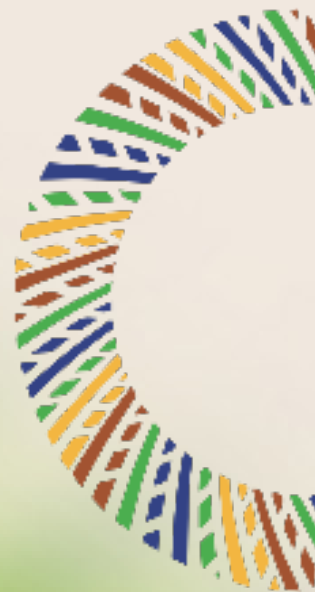
“Enable Pakistani organizations, business leaders and professionals - to step ahead - through consulting, coaching and practical learning programs”

## OUR VISION

“To be a brand of excellence in consulting, coaching and learning”

## OUR VALUES

- Passion
- Professionalism
- Quality
- Practicality
- Development



# What **WE** do?

Today the world puts an enormous emphasis on performance and thus it demands more systematic approach & skills than ever before. Yet far too many organizations do not have the required systems to achieve desired business results and simultaneously a vast majority of professionals and managers don't get the guidance they need to tackle their challenging roles. Highly Keen aims to end this paradox and help organizations and people to stop just letting it go... and start excelling.

## **HELPING ORGANIZATIONS ACHIEVE MORE**

For organizations, we focus on developing their systems and staff through our consulting and training services. Our services help hundreds of organizations tackle key issues ranging from strategy development to managing change. Our interventions offer greater success and a better return on investment.

## **TAKING PEOPLE FURTHER**

Our practical qualifications are ideal for business leaders, managers and professionals at any level, and we serve as the management accolade. Whatever qualification you choose, all of them will be highly valued by employers, and boost your career prospects. When you develop your skills with Highly Keen, you start a journey that will help you become better at what you do and increase your daily job fulfilment through more assertive decision making and improved results.

Further, where the employees are well trained and equipped, the leadership needs to be equipped with highest level of management acumen, which gets possible through the finest coaching offered by our business coaches for enduring success of your leaders.

Start Excelling with Highly Keen Today!



# What **WE** offer?



A close-up photograph of a person's hands in a dark suit, holding a black pen over a white document. The person is in the process of signing or writing. The background is blurred, showing what appears to be a window with a view of a brick building. The word "CONSULTING" is overlaid in large, bold, red capital letters across the middle of the image.

**CONSULTING**

# 1. OD & HR CONSULTING – THE HIGHLY KEEN WAY

Highly Keen's Organization Development and Human Resources Consulting is ideal for those organizations, who are interested to develop or improve their Organization's Strategy, Balanced Scorecard, Reporting & Grading Structures, Job Descriptions, HR Policies and KPIs based Performance Management Systems. Our Consulting Services are highly customized according to business needs of the organizations.

## CONSULTING PHASES



## CONSULTING PROCESS





## 2. FAMILY BUSINESS MANAGEMENT

Highly Keen provides consulting services to family businesses that want to build, grow and sustain a thriving family business; generation after generation. Family-Owned Businesses (FOBs) present unique challenges to those who own and work for them, raising very familiar sounding questions; like how succession to next generation will be managed? How to take a professional approach in business without losing family spirit and values? What's the best way to share rewards between family and non-family members? What can be the pros and cons of hiring a CEO from outside the family? How to draw the line between ownership and management? and many more.

Our consultants and coaches at Highly Keen understand the practice, philosophy and sometimes the pains of running a family-owned business from an integrated approach of the family itself, ownership and business dimensions. Through a decade of experience, we've helped a broad variety of FOBs to address these and other issues, offering dependable guidance on the aforesaid challenges.

**Our family business consulting services address the needs of family businesses including;**



Perhaps most important of all, we can help you in transferring to your next generation, not only your family traditions and goodwill, but the relationships and connections that are crucial to the long-term success of your business.

### 3. RETAIL CONSULTING

Consultants at Highly Keen work alongside leading retailers to develop and implement customized solutions that address today's challenges and tomorrow's opportunities. In the past several years, Highly Keen has completed number of projects to help retail businesses tackle their top Strategic, Operational and Human Resource Management issues.

The services that we offer for Retail Businesses are;







**LEARNING**



## 4. LEADERSHIP & BUSINESS COACHING (FOR CEOs & FAMILY BUSINESS OWNERS)

Great business leaders and owners are always looking for ways to grow and develop. For such businessmen who are CEOs, COOs, Directors or working at any other top positions in their own entrepreneurial or family owned business, our Leadership and Business Coaching creates a vision for where they want to be in their businesses and develop tangible strategies along with actions plans to help them get there. In our specific one-on-one coaching sessions on leadership, decision making and business management; our coaches provide the insight, experience and business acumen to the business leaders while addressing their specific needs.

So if you feel there is still a room for improvement to perform better at your own workplace, Leadership & Business Coaching is the genuine solution. The content of this program is made real via concrete examples and deliberate practices. During this program, links are drawn across business areas—Leadership, Business Decisions, and Business Management. Therefore, you will be able to relate the concepts for better business understanding and for procedural execution at corporate level.



## THE COACHING PROGRAM CONTENTS



\* The attendees can get this program tailored as per their requirements.

With the rapidly changing business scenarios – Now it's a high time to let a coach enter for your business success...!!



## 5. CORPORATE TRAININGS

Corporate Trainings at Highly Keen aim to address the developmental needs of companies as well as individuals.

We ensure a valuable return on investment by focusing on real practical development of trainees, instead of just providing them an opportunity to enjoy a break from work.

Under the umbrella of corporate trainings, we offer In-House & Open Enrollment Training Workshops under following domains;

### RETAIL BUSINESS MANAGEMENT

- Strategic Planning & KPIs Development of Retail Business
- Retail Growth through Effective Analysis
- Retail Sales Champion
- Retail Management in Fashion Goods

### HUMAN RESOURCE MANAGEMENT

- Performance Management System
- Compensation & Benefits
- Training Need Analysis
- HRM for Line Managers

### FAMILY BUSINESS MANAGEMENT & ENTREPRENEURSHIP

- Managing Family Business
- Family Business Constitution for Sustainability & Growth
- Mastering the Art of Entrepreneurship

### COMMUNICATION

- Written Business Communication
- Art of Win-Win Negotiations
- High Impact Presentation Skills



## MANAGEMENT DEVELOPMENT PROGRAM

Managers – to exercise their role in organizations – need a distinctive set of managerial skills. They are responsible to lead operations and staff to achieve departmental goals. People get promoted to managerial roles on basis of their domain knowledge, skills and experience but at this level it is essential to have a blend of both, the people skills and business knowledge. They must know how to effectively manage time, emotions, & staff members and most importantly how to understand the business in perspective of top management.

Highly Keen's Management Development Program (MDP) provides innovative and practical ideas about different management issues. This program encourages participants not only to think beyond the confines of their own discipline, but also open new horizons of thinking. By the end of program, participants are well prepared to become more effective managers of their departments, and more valuable contributors to their organizations.

## LEADERSHIP DEVELOPMENT PROGRAM

With the changing business scenarios every organization needs leaders to run the operations successfully. In order to shape up the regular managers as great leaders, their development is vital, so that these leaders get able to balance much demanding job roles.

For this Highly Keen has designed Leadership Development Program (LDP) for the corporate managers, based on its' bestselling publication, the book – 'Chief Leadership Officer'.



## 6. PROFESSIONAL CERTIFICATIONS

Highly Keen's professional certification programs are the practical learning based courses designed to build and enhance critical professional skills needed to succeed in today's most in-demand fields. Each of our professional certifications is a designation earned by the person which assures their qualification to perform a job or task. Find the program that meets your specific needs. Stand out and succeed at work.

### a) HR CERTIFICATIONS

Level – 1 Certifications:

- Certified Human Resource Management Professional (CHRMF)
- Certified Performance Management Specialist (CPMS)
- Certified Compensation & Benefits Specialist (CCBS)

Level – 2 Certifications:

- Certified Senior Human Resources Professional (CSHRP)
- Certified Organization Development Specialist (CODS)
- Certified Strategic Planning Specialist (CSPS)

Level – 3 Certification:

- Certified Human Resources Leader (CHRL)

### b) RETAIL CERTIFICATIONS

- Certified Retail Sales Professional (CRSP)
- Certified Retail Management Professional (CRMP)



### c) **MARKETING & SALES CERTIFICATIONS**

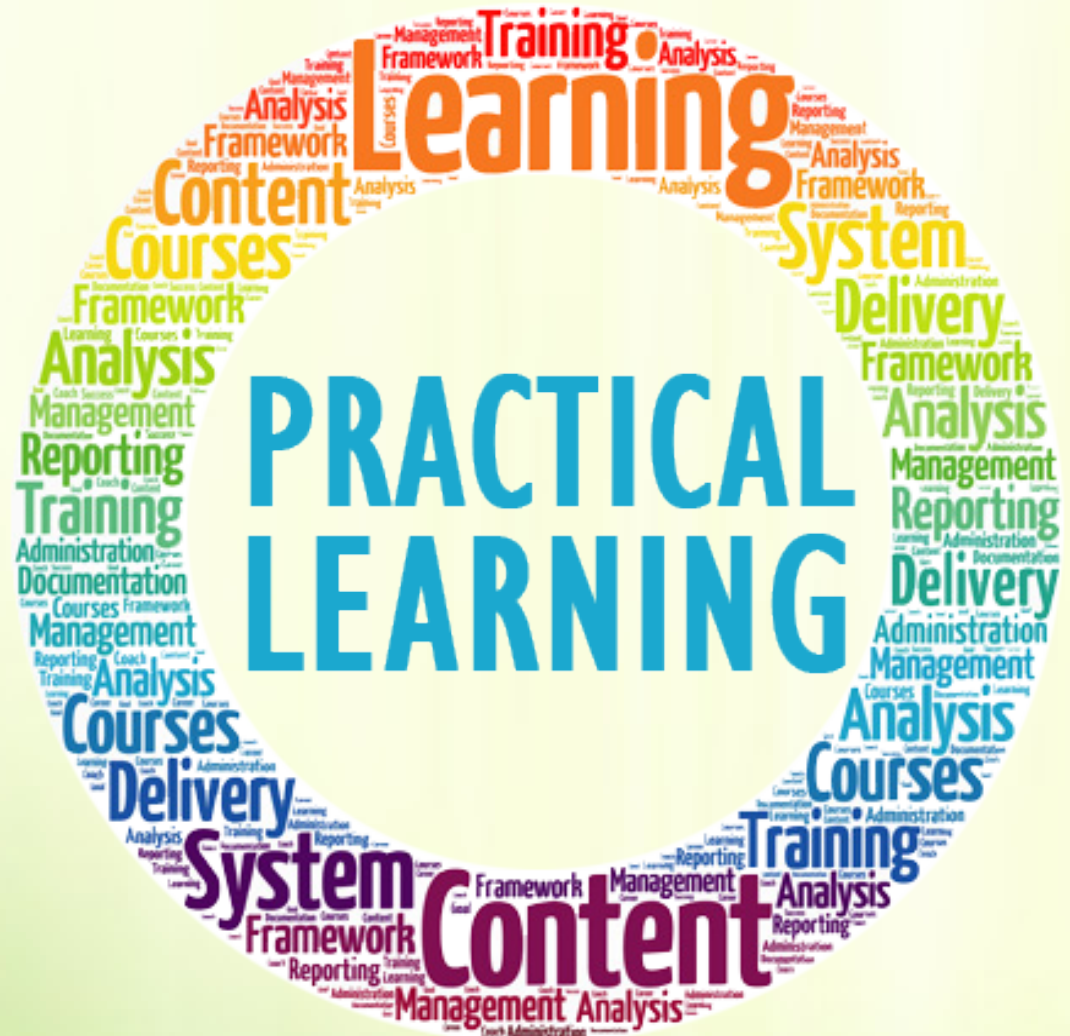
- Certified Marketing Professional (CMP)
- Certified Sales Manager (CSM)

### d) **SUPPLY CHAIN CERTIFICATIONS**

- Certified Supply Chain Professional (CSCP)
- Certified Inventory Specialist (CIS)
- Certified Procurement Professional (CPP)

### e) **ADMINISTRATION CERTIFICATIONS**

- Certified Administration Professional (CAP)
- Certified Executive Assistant (CEA)



## 7. MINI MBA PROGRAM

Many successful managers look back on their careers with pride, yet they regret not having pursued an MBA degree. Executive MBAs and Professional MBAs are a logical next step for those who have available time and budgets. But what about rest of the people? To bridge this time and cost gap, globally the Mini-MBA programs are designed to equip professionals with the key insights, comprehensive management practices, benchmarks and business strategy tools that are usually taught in leading MBA programs.

Mini-MBA is a term used by institutions worldwide to describe a training regime focused on the fundamentals of business in a non-credit bearing program focused on attendees' business mindset development.

Highly Keen's Mini MBA Program allows students to gain the training of procedural and strategic business knowledge and management skills offered in a more convenient manner. Further this program provides students with the opportunity to engage with complex business problems and learn from real-world scenarios through international and local case studies. It is based on six modules of practical learning having the essence of management tools, which are necessary to perform in a corporate world where knowledge is power and personal development is the key to success.

### THE LEARNING MODULES:

The program provides participants with a clear picture of organizations, their strategies, structures, and management methodologies.

We provide the MBA experience in an intensive 4 months program under six integrated modules that cover:

**Module 1:** Business & Strategy

**Module 2:** Marketing, Social Media and Sales Management

**Module 3:** Supply Chain & Operations Management

**Module 4:** Human Resource Management

**Module 5:** Accounting & Finance

**Module 6:** Personal Development & Leadership



## ENHANCE YOUR BUSINESS UNDERSTANDING

Highly Keen's Mini MBA introduces you to core areas of organization and trains you in practical use of selected management concepts. It will broaden your strategic perspectives; develop your business acumen and leadership insight. There is a strong focus on customizing the program so it matches your current work experiences.

## PARTICIPANTS

Highly Keen's Mini MBA is designed for those who wish to gain the business skills provided by a traditional MBA program without incurring the time and costs necessary to undertake a full MBA program. It is ideal suited for non-business graduates, mid-career professionals and business owners, who seek greater insight into their organization.

Limited class number (up to 20 participants) ensures individual attention and highly interactive training sessions with your peers and Highly Keen's competent practitioners who possess vast experience from a variety of industries.

## CERTIFICATION

At the end of this program, all successful participants will receive Highly Keen's 'Mini MBA' Certificate of completion. The certificate of completion is awarded to those who meet minimum marks and attendance requirement.



## CONTACT US



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