



YEARS OF PASSION FOR DEVELOPMENT

2008 - 2018

E-NEWSLETTER

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Message from the Founder

Jibran Bashir

Chief Executive Officer

“ Many of us dream of being able to leave behind a legacy of our own for the generations to come and for that we put extraordinary energies to build something amazing. I had the same passion while setting the foundations of Highly Keen and today I feel happy and more passionate while sharing with you that Highly Keen - The Management Institute is successfully completing 10 years of its passion for development. This milestone is not only very significant for myself, but for everyone who has been associated with Highly Keen for the past decade. We have come this far and yet have a long way to go and I strongly believe that our vision, our team members, our clients and trainees are the building blocks who make us Highly Keen. ”

Jibran Bashir



Message from the Founder

Sara Afzal

Director Operatios & Communication

“ I feel great pleasure in sharing with you all that Highly Keen - The Management Institute is celebrating its 10 years of passion and development. Despite all the wonderful achievements of past decade - which you will be viewing in this 10 Years Anniversary Issue - we still have a long way to go, and we are determined to continue our efforts towards growing this institute with same zeal and zest. I want to congratulate each and every of my precious team members who have been and who are a part of this glorious journey, it is also because of their devotion and untiring efforts that we are celebrating today. I also want to thank our clients, trainees and alumni who trusted us for their development and today they shine at our portfolio - It is because of you all that we have achieved our milestones. ”

Sara Afzal



Highly Keen's Story

Highly Keen - The Management Institute began with a humble journey where the dynamic duo Jibran Bashir & Sara Afzal, with their complementing skill sets at work yielded incredible and enviable results. Like many other successful business partners, who happen to bring up a workable business idea, while working on something else and end up being successful entrepreneurs - a decade ago, Jibran and Sara while doing a combined research project, discussed forming a company and eventually founded Highly Keen in 2008. From its modest origins as a provider of HR services to small and medium sized organizations, today Highly Keen is serving the large corporations and business groups through its Organization Development & Human Resource Consulting, Family Business Management, Retail Consulting, Leadership & Business Coaching, Corporate Trainings, Professional Certifications and Mini MBA certification programs.



Highly Keen's Story

The founders' passion for developing Pakistani Organizations and Professionals has led them to establish an organization that offers what has become a need of the hour, where their enthusiasm keeps on fueling it and in continuation of their passion, Highly Keen - The Management Institute has completed its glorious 10 years of accomplishments.

Today Highly Keen - The Management Institute stands as an organization that while capitalizing on its strengths and special initiatives, has served the Corporate Sector & SMEs through its multiple Consulting services for Organizations as well as Certification Courses, Training Workshops, and Distance Learning Programs, for Individuals. At the moment Highly Keen has 500+ Organizations at its Client List (Consultancies & Trainings), 1,000+ successful Certified Professionals (In HR, Marketing, Finance, & Communication Courses); and 25,000+ Trainees on its credit (for Soft Skills & Technical Skills Workshops).

Moving ahead - in the decade to come - Highly Keen envisions to continue the value addition in Pakistan's corporate sector, professionals and the country's youth in masses, through its Consulting, Coaching, Certifications, Trainings and Publication initiatives.



Yaqoob Izhar
Director
Izhar Group of Companies

Firstly, congratulations are in order at Highly Keen's 10th anniversary. We met many consultants before coming across Highly Keen & were lucky to select them to transform our company. Nobody else ever guided us the way these people did. They completely transformed our organization through their multiple interventions in Sategy, Structure and Systems. They also provided leadership coaching to our directors, and Management Development Programs for our staff, which helped us immensely. They helped us curtail our practices that were leeching the resources without providing any output.

I can feel that they are going to go very far ahead on the road to success.

What Defines US

Our Purpose

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

Our Dream

"To be a brand of excellence in consulting, coaching and learning".

We Believe In

Passion – Professionalism – Quality – Practicality – Development



Saria Zaheer
Deputy General Manager HR & OD
Sapphire Textile Ltd.

Highly Keen is a true management institute which has a very strong understanding of Pakistani corporate sector. Here I found great mentoring which helped me in achieving my professional life goals. From here I learned a lot about business processes and the different issues any company usually faces in terms of its overall management and what could be the possible solutions for them. Thus, I would greatly recommend Highly Keen - The Management Institute to anyone who requires consultancy regarding their overall business operations or for Organization Development.

Highly Keen Philosophy

Over the past 10 years, Highly Keen's premium quality services in corporate sector have garnered quite a trustworthy reputation of the Institute for delivering hands-on practical knowledge and measurable results for organizations. Along with that our strategic relationship with the clients from different industries as well as our steady connection with the alumni and trainees has them affiliated with Highly Keen in a way that they feel its ownership as a prestigious brand where they proudly belong. At Highly Keen the idea is to deliver practical knowledge - to our trainees who are senior, mid career and young professionals - for helping them get maximum benefit out of it, thus making a path towards guaranteed success and career growth at affordable investment. Also for organizations we serve as performance partners where our clients aptly believe that their engagement with Highly Keen will deliver measurable performance growth for their businesses.



Farooq Ahmad Randhawa
Additional Director HR
(Punjab Health Care Commission)

I congratulate Highly Keen and its team on their 10th anniversary. Highly Keen has groomed many in the business industry and made them into knowledgeable successful persons. They are not only providing theoretical knowledge but also teaching with the help of real life case scenarios of our local industry and the application of knowledge. To me, the most humble offering an institute can extend is to keep helping their learners even after the end of their time at that institute. And Highly Keen is only such institute I ever came across.

I would highly recommend Highly Keen to every HR or Management related professional and organizations. I wish Highly Keen the best in future.

Our Services

Highly Keen - The Management Institute is currently providing services to different Pakistani business groups, entrepreneurs and corporate professionals. Following are the services that are being offered presently;

Highlights of Recent Programs



OD & HR Consulting

Our vastly customized services according to an organization's business needs help them develop or improve their Organization's Strategy, Balanced Scorecard, Reporting & Grading Structures, Job Descriptions, HR Policies and KPIs based Performance Management Systems.

Family Business Management

Highly Keen's family business consultation is quite popular among the family businesses. Our passion is not only to build new businesses but is also to assist businesses for their growth for better sustainable and thriving family businesses. Our consultants at Highly Keen have an expertise in addressing the unique challenges faced by family owned businesses.

Retail Consulting

Our team of consultants, works alongside leading retailers to develop and implement customized solutions to address today's challenges and tomorrow's opportunities in Pakistani retailing markets. 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 for long-term benefits.

Leadership and Business Coaching

The purpose of Our Leadership and Business Coaching (LBC) is to build a vision for CEOs, directors and entrepreneurs, to take the business to new heights through tangible strategies along with realistic action plans. Today, a Pakistani business leader requires insights, experience and business acumen to address the specific business needs and Highly Keen helps them do so through leaders' coaching.

AnumShehbaz
Director
TM Group of Companies



It gives me immense pleasure talking about Highly Keen because it was one of the best decisions of our Management at TMGC to hire Highly Keen for their services. We hired them for our Organization Development consulting project and they are such passionate and result oriented professionals who stirred us with their deep analytical skills and solutions and I'm glad that we have such people working in the field who are actually bringing organizations out of their problems and giving viable solutions. With their help we were able to develop the whole organization's system and also get a competent and professional team which is asset to our organization till date.

I congratulate them on completing 10 years of such great devotion, and I also recommend Highly Keen to all the organizations out there who need any kind of help to improve their system and prosper.

I wish you good luck and you guys are the best.

Corporate Trainings

Highly Keen addresses the developmental needs of companies and individuals alike. We ensure valuable return on investment by ensuring practical development of trainees. Under the umbrella of corporate trainings, we offer In-House & Open Enrollment Training Workshops under the domains of; **Retail Business Management, Human Resource Management, Family Business Management & Entrepreneurship, Communication and Management Development Program (MDP).**



Iram Azeem
HR Consultant

First of all I'd like to congratulate Highly Keen on the completion of 10 years of service. In spite of my 10 years' experience as an HR professional I felt there was something lacking so I was planning to go abroad for Organizational Development training because I'd already checked every HR institute here and had many certifications but I couldn't find the missing puzzle piece. Then someone recommended Highly Keen and I'm thankful to them for introducing me with Highly Keen. I knew then that this is what I was waiting for. Highly Keen did everything to quench my thirst for learning. I would highly recommend Highly Keen to every individual because there's always a new learning waiting for you at Highly Keen. And believe me, you'd want more. I wish Highly Keen many more decades of success and knowledge.

Professional Certifications

Since beginning, our inspiration has been to build and enhance critical professional skills of our trainees, which are required to succeed in today's most in-demand fields. This also creates better professional prospects for them for their career growth. We cover different areas of business management through our well designed certifications.

Mini MBA Certification

Highly Keen's Mini MBA is a well thought initiative helping Pakistani professionals and entrepreneurs equip themselves with the knowledge of core functional areas in their organizations by training them on practical use of selected management concepts. This is a fast track affordable certification, through which trainees not only develop a whole strategic perspective and business acumen, but also obtain a leadership insight.



Publications

Highly Keen feels pride in maintaining that it is the first institute to publish two books much needed on very important topics in the perspective of Pakistani Corporate Sector and prevailing organizational practices. Our two popular and successful publications are the books titled 'Chief Leadership Officer' and 'Human Resource Management in Pakistan's Context'. Collectively 5000+ copies of these books have been sold till date.

Chief Leadership Officer

Mr. Jibran Bashir did not just write a book, he has wrote down a winning formula for all to step outside of the status quo of traditional leadership talks and do more meaningful work. It's this kind of work we need as inspires others to follow, help one get desired results, and leave a legacy long after you're gone. His forte is a bold advice, delivered with convincing rhetoric. Chief Leadership Officer

HR Management in Context of Pakistan

Highly Keen - The Management Institute's first publication with an ISBN 978-969-9820-00-7 was "Human Resource Management in Pakistan's Context". This is an ideal book for any student or young HR Professional who wants to build their HRM practical knowledge base in the context of Pakistan so to get most benefit out of it when they join any organization to work for.



Farhan Khalid
Head HR
Qadri Group of Companies

I congratulate Highly Keen on completing a successful decade of services in business industry. I went abroad for my professional studies but when I came back to Pakistan I found a great difference between the studies and real life practices in Pakistan's industry. And to fulfill that gap I had no better option than to join Highly Keen. And as anticipated my experience turned out to be very result oriented. The good thing about Highly Keen is that they not only teach about common practices but also educate people about how to implement those practices on local industry's issues. I would highly suggest to all the newbies and professionals of business industry to reach Highly Keen if they want to learn something worth their time and resources. I wish Highly Keen the very best of luck in their future.

Social Initiative of Highly Keen (JibranBashir.com)

CEO of Highly Keen, Mr. Jibran Bashir's passion is to develop the masses and contribute vigorously for everyone's success through 'The First Success Portal of Pakistan'. In Pakistan more than 3.4 million people have Internet access, so best way to reach them is through an online platform. Hence, the launch of JibranBashir.com in 2017 has helped convey the message of dreaming big and ways to achieve success. The team at JibranBashir.com has so far shared 150+ informative, inspirational and motivational videos, and 100+ blogs on similar positive themes. In addition 1000+ knowledge based articles and news for positive happenings around the globe have been shared. In its Enhance Your Learning section 500+ courses of different training institute were shared in the perspective of youth development and for same purpose a Job Portal is created to help young professionals and fresh graduates find the right job for them.



Zara Sehar
Talent Resourcing Partner
at AKZO Nobel

First of all congratulations Highly Keen on completing 10 years of successful services in the field of management and HR. My experience at Highly Keen has been wonderful as here I found a platform to enhance my thinking and growth. The best thing Highly Keen does to its learners is enforcing them to think outside the box and always look at the bigger picture of things. It nourishes and helps people grow. I would totally recommend Highly Keen to all the people out there, no matter at what stage of their careers they are. And I wish Highly Keen best of luck.

Highlights of Recent Programs



What & Why of Highly Keen's Flagship Programs

What & Why of MDP?

Highly Keen's Management Development Program (MDP) is a well tailored training program, designed to enhance the managerial skills of professionals through innovative and practical ideas about different management issues. Our institute aims to prepare professionals to become effective managers of their departments, and more valuable contributors to their organizations. Managers need a distinctive set of managerial skills to exercise their role in organizations, and lead staff operations 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.

What & Why of Mini-MBA?

Mini-MBA is a term used by institutions worldwide to describe a training focused on the fundamentals of business in a non-credit program which aims to develop business mindset of the trainees. Since 1949, worldwide different training and consulting companies are developing professionals through their fast track Mini-MBA programs. Few of the world renowned companies which offer Mini-MBA are: IME foundation, Singapore; McKinsey & Company, New York, USA; PWC Academy, London, UK; PetroKnowledge Training and Consulting Company, UAE and many others. Highly Keen is the first Pakistani management institute to offer Mini-MBA - a three month certification.

Mini-MBA is one of the many special initiatives of Highly Keen that aims to deliver such service that bridges the time and cost gap for people who don't have time and budget to enroll themselves for a regular MBA degree. But our even bigger purpose was to educate professionals, technical managers and entrepreneurs so that they become more progressive and effective at their jobs and businesses a solid foundation in current business theory and practice in Pakistani scenario.

What & Why of LBC?

Leadership and Business Coaching Program builds links across business areas—Leadership, Business Decisions, and Business Management. In order to better relate the concepts for enhanced business understanding and for procedural execution at corporate level. We have experienced that many business leaders and owners always look for ways to grow and develop themselves and their businesses. Our Leadership and Business Coaching helps in creating a vision for where they want to be in their businesses and develop tangible strategies along with actions plans to reach there.

Highly Keen's Upcoming Services

Brand Management Consulting Services

We are living in the era of brands and it's truly said that brands add colors to our life. Today only a quality product or service is not enough for customers, but an overall brand experience is their top most priority where they can enjoy status of the brand they are using. Multiple organizations in Pakistan, from industries like Retail, Fast Moving Consumer Goods (FMCG), Electronic Products and many others need strong brand management to stay competitive and distinctive. By keeping in view this need of businesses', Highly Keen - The Management Institute is launching its Brand Management services which are much more than just the services of any ad agency.

"At Highly Keen, our Motto is "We are Brand Architects who love to build brands"

As brand Consultants we believe in Big, Strategic and Creative Thinking. We help our clients identify and solve their market needs and challenges. Whether it's a first time brand launching, revamp of an existing identity or a more comprehensive strategic brand exercise, we aim to help our clients craft the brands that stand for something, and ultimately stand out from the competition.

Phase 1

Strategic Planning

Step 1:

Current Situation Analyses
& Marketing Research

Step 2:

Brand Businesses Strategy
Formulation

Step 3:

Brand Scorecard

Phase 2

Brand Development & Marketing Plan

Step 1:

Brand Elements Major
Decisions & Dec

Step 2:

Marketing Plan Development

Phase 3

Brand Campaign Execution

Step 1:

Current Situation Analyses
& Marketing Research

Step 2:

Brand Businesses Strategy
Formulation

Step 3:

Brand Scorecard

Corporate Finance, Tax & Audit Services

Over the past 10 years working with diverse industrial segments for their organization development needs we were continuously pressed with the need for managing the Financial, Tax and External Audit functions of the organizations at various levels. Providing these services at as and when required basis it eventually became a strong suit of our team and so upon the completion of Highly Keen's 10 years in business, we are formally launching the Corporate Finance, Tax and Audit Services (which includes the advisory, consultation and management levels). With the help of our diverse range of qualified and experienced professionals, which includes Chartered Accountants, Cost and Management Accountants, Corporate Law Specialists, Information System Analysts, Tax Specialists and Corporate Affairs Consultants we have gained a substantial individual and collective experience of industry.

Corporate Finance

- a. Risk Advisory Services
- b. Financial Advisory Services
- c. New Venture Feasibility & Planning Services

Tax

- a. Tax Planning
- b. Tax Consulting & Advisory
- c. Tax Compliance and Reporting

Audit

- a. Risk Assessment
- b. Planning & Performing Audit
- c. Review & Quality Control Procedures
- d. Audit Reporting

Journal of Pakistani Corporate Case Studies

On its 10th Anniversary, Highly Keen -The Management Institute is proudly announcing a Journal of Management Cases in Pakistan. This annual journal will carry cases from Pakistani Corporate Sector. It covers all the major management areas including Human Resource Management, Marketing Management, Entrepreneurship, Finance and Accounts, Supply Chain Management, Family Business Management, Leadership and Strategic Planning.

There is a dire need of such kind of Journal in Pakistan, because the real time case studies of Pakistani Business Organizations are being produced in a very small number due to multiple reasons. Therefore, students of Pakistani Universities usually have to study the case studies of Multinational Organizations, but when they join the jobs as professionals in Pakistani Companies or start their businesses in extremely challenging environment of Pakistan then they usually find themselves unable at relating academic studies with on job real time cases.

Thus, Highly Keen - The Management has taken an initiative of its first Pakistani Journal of Management Cases. Its first Volume with ISSN will be published in December, 2019, followed by Highly Keen's National Conference on Management Cases. Further details regarding Journal and conference will soon be shared with case writers and readers.



Rana Fahad Rasheed
Head of HR (Cross Stitch)

First of all I would like to congratulate Highly Keen on its 10th anniversary. I'd also like to congratulate all the students who've passed their certifications from such a prestigious organization. I remember when in 2008 at SIEMENS, I was searching for an institute that would offer an HR certification in Karachi. I came across a name from Lahore that had expertise in the field and I wished I was in Lahore so that I could join Highly Keen. When finally I moved to Lahore I became associated with Highly Keen. Highly Keen is also providing consulting and training services at Cross Stitch and it's been a very successful experience for both, our organization as well as employees' learning. Highly Keen is our learning partner and I have seen people grow under Highly Keen's wing. I recommend Highly Keen to all the people who want to learn and excel. I wish Highly Keen good luck in future.

Highlights of Recent Programs



A Selection from Our Client List

