

MARCH

27 & 28

2022

# TRAINING PROGRAM ON SUSTAINABLE LEADERSHIP COMPETENCIES (SLC)



## OVERVIEW OF THE COURSE

Industry leaders have an increasingly essential role in building an environment that supports continuous success in today's business world, which is dominated by technology disruption and fast change. Sustainable Leadership Competencies (SLC) is a program that aims to assist new and aspiring leaders to unlock their own and others' potential and build high-performing teams. You'll study leadership techniques that effective in achieving substantial results in any organization or industry.

The SLC course equips you with the ability to lead with influence in any business situation while also allowing you to explore various leadership styles, frameworks, and best practices. Discover the importance of sustainable leadership styles in the individual, team, and organizational contexts as you learn new insights and techniques. Further, develop crucial skills, empower yourself with the tools to bring people together around a common goal, and discover your own leadership style. In this training, you'll be given scenarios in which you'll witness numerous leadership challenges and develop your own insight and capability to deal with them.



## WHO SHOULD ATTEND?

Sustainable Leadership Competencies (SLC) is suitable for mid-level to senior managers, executives and those who are working in different areas like marketing, people management, business development, product development, human resources, finance and accounting, program / project division.

## MAJOR TOPICS TO BE COVERED

- Different leadership styles in action
- Best leadership approach in different situations
- Co-leadership and its different facets, making teams more productive
- Increasing the effectiveness of your team (Physical and Virtual)
  
- Effective Leadership Communication
- How to improve your communication as a leader
- Techniques of persuasion as a leader
- Crisis moment communication
  
- Managing expectations, accepting failures, recognizing responsibilities
- Servant Leadership, succession planning
  
- Managing internal and external networks, maximizing the value of the networks
- Managing inside and outside politics
- Developing talent and leadership
- Creating a culture of leadership
- Motivating a diverse and inclusive workforce
- Managing talents and retention
- Improving organizational capability, execution, and innovation
  
- Corporate Etiquette and Professional Grooming

## SUSTAINABLE LEADERSHIP COMPETENCIES (SLC)



## LEARNING OUTCOMES

- Discover your own ambitious leadership style to grow your capabilities and apply sustainable leadership in any context
- Understand the strengths and weaknesses of various leadership styles, and gain insight into your own leadership tendencies
- An understanding of the values, thinking, and practices needed for sustainable leadership
- Understand your motivational drivers, emotional intelligence, and communication methods to establish a personal leadership style
- Take charge of your professional development as you navigate the challenges of transitioning from an individual contributor to a leader
- Apply or adapt your leadership style to meet specific challenges
- Improve your communication and persuasion skills as a leader for better team performance
- Improve your ability to lead complex modern organizations by developing your decision-making and communication skills
- Lead more effective change initiatives in your organization by gaining the ability to effectively communicate, influence, and engage with stakeholders
- Handle stressful and demanding leadership situations including failures, succession planning and servant leadership
- Manage the conditions that drive team performance, like motivation and talent retention
- Better engage your people, and develop more collaborative teams
- Navigate the broader social networks and political pressures impacting your business

### SUSTAINABLE LEADERSHIP COMPETENCIES (SLC)





## RESOURCE PERSON

**MR. KHALED MAHMUD**  
Associate Professor  
IBA, University of Dhaka

Mr Khaled is a next generation multi-skilled professional, who is a blend of Business and IT. He completed MBA (Finance) from Bentley University, Massachusetts, USA as Fulbright Business Fellow. Prior to that, he had another MBA (Marketing) from Institute of Business Administration (IBA), University of Dhaka. His bachelor of science was in Computer Science and Engineering (CSE) from Bangladesh University of Engineering and Technology (BUET), he worked at multinational corporations at managerial positions. At the same time, He served academia both as a full time and adjunct faculty member. He is also actively involved in research and published many articles at home and abroad. He is working closely with the Government of Bangladesh in policy level in different projects under different ministries. He has worked in projects in different leadership roles funded by international development organizations such as UNDP, World Bank, Asian Development Bank (ADB), USAID, etc. He has worked with ICT Ministry, Ministry of Finance, Ministry of Power, Energy and Mineral Resources, Bangladesh Telecommunication Regulatory Authority (BTRC), National Academy for Planning and Development (NAPD), etc. He is training professionals for more than a decade. His area of training is marketing, communication, branding, sales, business ethics, team building, market research, project management, etc.

## RESOURCE PERSON

**HOMAYRA LATIFA AHMED**  
Associate Professor  
IBA, University of Dhaka



Homayara Latifa Ahmed has been an HR professional in the capacity of a teacher, trainer and a consultant for the last 17 years. She is currently employed at the Institute of Business Administration, University of Dhaka as an Associate Professor. She has completed two Masters degree: MSc (HRM) from Aberdeen Business School and an MBA from IBA. She is currently pursuing her PhD from Universiti Putra Malaysia.

Her career spans from multinational banks to working in multifaceted HR and organizational development related consulting projects with Mr. Monower Ahmed, at Monower Associates. Since then, she had undertaken other training and consulting work with many private and few government organizations in the country, namely British Council Bangladesh, ACI Godrej, BRAC University, Robi Axiata Ltd., Lanka Bangla Finance, Bangladesh Bank etc



## RESOURCE PERSON

**MR. SHEHZAD MUNIM**  
**Managing Director**  
**British American Tobacco Bangladesh**

Shehzad Munim joined BAT Bangladesh as a Territory Officer in 1997 after graduating from the Institute of Business Administration (IBA), University of Dhaka. He worked in various marketing roles within BAT Bangladesh before taking up assignments in BAT New Zealand as Group Brand Manager in 2003 and subsequently taking over the role of Head of Brand Marketing in 2005. In 2006, Mr. Munim was engaged as a Manager in the role of product and packaging innovation in Sydney, Australia, before returning to Bangladesh as Head of Brand and subsequently as Head of Marketing. In 2010, he took over the role of Area Head of Marketing for South Asia. He was appointed as the Managing Director of BAT Bangladesh in 2013 and is the first Bangladeshi to become the Managing Director of BAT Bangladesh. Within a short period, he has contributed immensely to elevate the organisation to its next level, ensuring sustainable shareholder and stakeholder value creation, while also enhancing the company's contributions to economic development to achieve the SDGs, aligned with the vision of the Government. Mr. Munim was appointed as the President of the Foreign Chamber of Commerce and Industry (FICCI) for two years, 2018-19. During this stint, he led many relevant initiatives to serve the interests of the nation, as well as those of FICCI membership.

## RESOURCE PERSON



**MS. RUPALI CHOWDHURY**  
Managing Director  
Berger Paints Bangladesh Limited

Ms. Rupali Chowdhury is an MBA from IBA, University of Dhaka, and completed her Graduation with Honours in Chemistry from the University of Chittagong.

She started her career with Multinational Pharmaceutical & Chemical Company, 'Ciba Geigy (Bangladesh) Limited', in 1984 in the department of Planning Information and Control and worked there for about six and a half years. She was the Brand Manager while leaving Ciba Geigy (Bangladesh) Limited in 1990.

Ms. Rupali Chowdhury joined Berger Paints Bangladesh Limited in 1990 as Planning Manager and during her tenure she worked for various departments such as Marketing, Sales, Distribution, Planning and Systems under different supervisory capacities.

Ms. Chowdhury was promoted to the position of Managing Director of the Company on 1 January 2008. She is also the Managing Director of Jenson & Nicholson (Bangladesh) Limited, a 100% subsidiary of Berger Paints Bangladesh Limited and Director of Berger Becker Bangladesh Limited, a joint venture between Berger Paints Bangladesh Limited and Becker Industrial Coatings Holding AB Sweden and Berger Fosroc Limited (a joint venture between Berger Paints Bangladesh Limited and Fosroc International Limited, UK) which was formed during her tenure as MD.

Ms. Chowdhury has been selected as a Commercially Important Person (CIP) for her outstanding performance in the Industrial sector.



## RESOURCE PERSON

**MS MUBINA ASAF**  
Legal professional and social activist

Ms Mubina Asaf is a lawyer, corporate trainer and social activist.

In her career spanning nearly three decades, she has worked in various capacities as a lawyer and legal professional, including in the Attorney General's Office of the Government of Bangladesh, first as Assistant Attorney General and then as Deputy Attorney General. She is enrolled as an Advocate of the Dhaka District Court, High Court Division and Appellate Division of the Supreme Court of Bangladesh. Currently she is working as the Head of Legal and External Affairs at a leading multinational company in Bangladesh.

She takes a keen interest in helping young professionals in nurturing their corporate etiquettes, and as a corporate trainer, Ms Asaf has facilitated numerous workshops, sessions and discussions on professional grooming and business etiquettes.

Ms Asaf leads and actively supports women empowerment initiatives in Bangladesh and is also involved in various social initiatives. She is the President of 'Care in Need' Foundation (companion care service for elderly citizens) and is also in the board of 'SEID Trust' (daycare service for children with special needs).

She is a Director of the Governing Body of Prerona Foundation and plays an active role in providing strategic direction to support the Foundation's various projects, with special focus on women empowerment, youth skills development and economic inclusion of marginalised communities.



# Methodology to be used

- Experience Sharing
- PowerPoint Presentation
- Open Discussion
- Cases from Renowned Journals
- Question-Answer

# Assessment & Certification

The course assessment will be done through and group assignments, presentations, case studies, quizzes and examinations. On successful completion of the course, participants will be awarded a certificate for the course.

# Registration Details

For registration or additional information please call us at

Phone: +88 02 - 223385208-11, 223354129-31, 223388435

or



E-MAIL

sg@mccibd.org and joha@mccibd.org  
imran.islam@prerona.info  
Website: www.mccibd.org

We request you to confirm your registration through email or postage along with filled training registration form by **March 23, 2022**



**Day 1 : 10:00 am to 1:00 pm**  
**Day 2 : 09:30 am to 1:30 pm**

**Payment Process:**  
A/C Payee cheque in favor of  
Metropolitan Chamber of Commerce and Industry, Dhaka  
(MCCI) OR deposit directly to Office through Cash

Registration Fee :  
**BDT 3000/-**  
per participant  
(Registration form attached)

Conducted by:  
**Prerona Foundation and MGM Consulting**  
Venue :  
**ONLINE (using ZOOM)**