BRIDDHI's Newsletter







BRIDDHI - A Seat of Professional Learning

7raining On "Be a Leader to Lead"

Organized by: Standard Group

Conducted by: BRIDDHI - A Seat of Professional Learning

Participants:

Senior Merchandizing team of Standard Group.

Group: 25 Participants.

Held On: 28th -29th July 2015

Venue:

Standard Group Corporate office, Mohakhali, Dhaka.



Executive Director of Standard Group Mr. Ali Delivering his speech to the Participants.

"Merchandising is the core of an export oriented Organization"

Md. Akbar Hassan,



Mr.Md. Akbar Hassan along with Mr. Hasnat Mosharaf & Fahim Mosharaf Director of Standard Group taking feedback & concluding speech.



Mr. Hasnat Mosharaf Director of Standard Group Giving the Certificate to the Participants.

Latest



Mr. Md. Akbar Hassan
Conducting the Focus Group
Discussion with senior
managers.



Mr. Md. Akbar Hassan Conducting the mid-level Focus Group Discussion with Merchandizer of Standard group.

Training Methods & Approach:

Methods & Approaches Used Before training:

- Focus Group Discussion (FGD)
- Training Need Assessment (TNA)
- Questionnaire Survey
- Personal Interviews on sales call (Videos clip)
- Success Stories
- Observation Methods
- Preparation of Customize Modules

Methods & Approaches Used During training:

- Participative Approaches
- Lecture Methods
- Power Point Presentation
- Theories & Practical Application
- Exercise Session & Role play
- Case Study
- Related Video & Movie Shows

Topic Covered

Day- 1

- Leadership.... The New Business Landscape
 Concept & Dimensions
- o **Professionalism....** Be different than others
- Leadership and Seven Habits.... Where you need to be changed?
- Communication improve Results.... Grow together

Latest



Mr. Md. Akbar Hassan Chief Resource person of BRIDDHI disseminating the Vision, Mission & Values session with the factory works.

<u>Factory Disseminating on:</u>
Vision, Mission & Values of factory.

Organization: Runner Automobiles

<u>Conducted by:</u> BRIDDHI- A Seat of Professional Learning.

<u>Venue:</u> Runner Automobiles Factory. Valuka "Mymensingh.

Dated: 9 June, 2015



Mr. Akbar Hassan conducting the training on Selling & Salesmanship of D16 Pharmaceuticals at Dhaka Club. Dhaka.

Topic On: Selling & Salesmanship.

Date: July 27, 2015

Venue: Dhaka Club

Day-2

- Motivation & Create People to Work.... Explore Potentials
- Teambuilding---Way to Success Managing negotiation process
- 7 Keys to Develop a Team..... Great Team for Great Outcome
- Stress Management...... Manage Stress Or It Will Manage U"
- Coaching & Counseling Teach your People to Grow

Greedy man is always a Needy man rest of his life.
.....Be Contented of what you have & be Happy.

Md. Akhar Hassan





মনুষত্ব যদি না থাকে তবে মানুষ বলো কেন?

হাদ্যতা যদি না থাকে তবে হাদ্য বলো কেন?

অবহেলাই যদি করবে – তো বেহালা বাজাও কেন?

......মাঃ আকবার হাসান

Comments by Standards Group Participant's



- 1. To work as a team. From now onward I will consider my sub-ordinate as my colleague. I will try to motivate them. Inspire them to cultivate positive attitude. There are many target in the life and I have to set the vision of my life. Now I think after this training I will not consider me as a boss rather I am co-worker or colleague. *Meer Mohammad Shaji*, . Sr MC
- 2. Definitely this training is a motivational one and it will help a lot to improve our profession and our current job duties and responsibilities. *Abdul*

Hannan.... Merchandising Manager

3. This training consists of many positive things which will help us and organization to achieve our goal and vision. *Ahmed 9qbal*

7ordous......Assistant Planning Chief

- 4. I will change the way of my work the lesson I have learned from this training. I will involve as a team member to lead and make effective decision. Sheikh Mizanur Rahman....AMM
- 5. I will try my best to become a real leader as we learnt apparently. It would be very helpful for us. Rest of the people in the organization should have participate in this training as well. **N.A**



"Before you are a leader success is all about growing yourself when you become a leader success is all growing others"

যখন তুমি নেতা ছিলেনা নিতান্তই নিজেকে সৃষ্টি করার জন্য ব্যস্ত ছিলে , যখন নেতা হয়েছো তখন অন্যকে সৃষ্টি করতে ব্যস্ত থাকো। সেথায় তোমার স্বার্থকতা।

Jack Welch

Ex- CEO

GE

"A leader is one who knows the way, goes the way & shows the way".

"নেতা হচ্ছে সেই যিনি পথ সম্বন্ধে অবগত আছেন, সেই পথে বিচরণ করেন এবং অন্যকে অনুপ্রাণিত করে সেই পথটিকে দেখায়"।

John Maxwell

CEO's Message..... Things to Know

"You may have a sophisticated machine, You need a sophisticated person to run the machine."

If you want to grow your company, grow your people. Training is vital. Employee training is essential for an organizational success. Training is crucial the reasons an author specified as:



Md. Akbar Hassan CEO & Lead Trainer

BRIDDHI- A Seat of Professional Learning

i. Training Need for Business

- Increased competitiveness, and responsiveness to customer satisfaction
- Increased productivity, efficiency and profitability of an organization
- Reduced downtime, waste and need for supervision
- Increased employee commitment to a positive outcome
- Enhanced employee loyalty and ownership
- Reduce employee turnover and retention increased

Smarter, and compliant work place

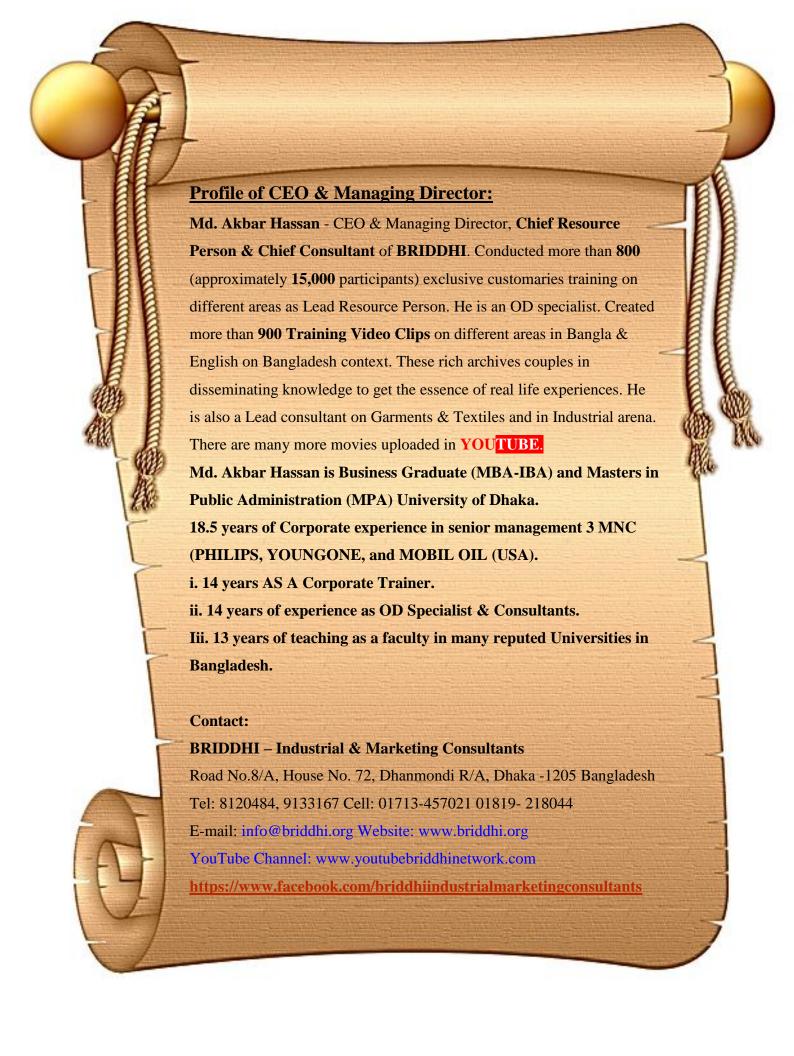
ii. Training Need for Industries

- Improved competitiveness, greater efficiencies
- A more competent, productive and flexible workforce
- Improved overall industry capability

iii. Training Need for Employees

- Increased skills and reduce wastage increase profit.
- Increased prospects for Growth & Development
- Increased morale, motivation and self-esteem
- Increased job satisfaction and increase of proactively
- Increased confidence to work with new technologies.

"Never undermine training. Training fosters growth of an organization; business &people. Now it is your choice what you want to do &achieve.".... Md Akbar Hassan

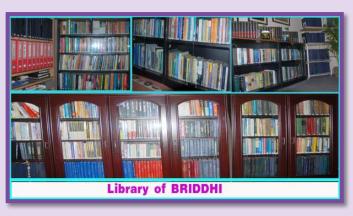


BRIDDHI -Training Institute













BRIDDHI-A Seat of Professional Learning is to introduce training programs on different areas of different kinds, which will brings a significant impact in the development of Professional Management. We create video clips to create an interactive training. We are confined to customaries training rather than conducting set modules.

Our difference with others... "We truly believe in providing services designed to meet the client researched needs, rather than set standard package"