

BRIDDHI's Newsletter



**BRIDDHI – A
Seat of
Professional
Learning**

Training 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”

Mr. 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
news



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 Customized 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
- **Professionalism....** Be different than others
- **Leadership and Seven Habits....** Where you
need to be changed?
- **Communication improve Results....** Grow
together

Latest news



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

Factory Disseminating on:
Vision, Mission & Values of factory.

Organization: Runner
Automobiles

Conducted by: BRIDDHI- A Seat
of Professional Learning.

Venue: 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. Akbar Hassan.....



মনুষ্য যদি না থাকে তবে **মানুষ** বলো কেন?

হৃদয়তা যদি না থাকে তবে **হৃদয়** বলো কেন?

অবহেলাই যদি করবে – তো **বেহালা বাজাও** কেন?

.....মোঃ আকবার হাসান

Comments By Standards Group Participant's

Training on "Be a leader to lead"

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 Hanman.....Merchandising Manager*
3. This training consists of many positive things which will help us and organization to achieve our goal and vision. *Ahmed Iqbal Ferdous.....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**

Things to know

- ✚ **“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

Profile of CEO & Managing Director:

Md. Akbar Hassan - CEO & Managing Director, **Chief Resource Person & Chief Consultant** of **BRIDDHI**. Conducted more than **800** (approximately **15,000** participants) exclusive customaries training on different areas as Lead Resource Person. He is an OD specialist. Created more than **900 Training Video Clips** on different areas in Bangla & English on Bangladesh context. These rich archives couples in disseminating knowledge to get the essence of real life experiences. He is also a Lead consultant on Garments & Textiles and in Industrial arena. There are many more movies uploaded in **YOUTUBE**.

Md. Akbar Hassan is Business Graduate (MBA-IBA) and Masters in Public Administration (MPA) University of Dhaka.

18.5 years of Corporate experience in senior management 3 MNC (PHILIPS, YOUNGONE, and MOBIL OIL (USA)).

i. 14 years AS A Corporate Trainer.

ii. 14 years of experience as OD Specialist & Consultants.

iii. 13 years of teaching as a faculty in many reputed Universities in Bangladesh.

Contact:

BRIDDHI – Industrial & Marketing Consultants

Road No.8/A, House No. 72, Dhanmondi R/A, Dhaka -1205 Bangladesh

Tel: 8120484, 9133167 Cell: 01713-457021 01819- 218044

E-mail: info@briddhi.org Website: www.briddhi.org

YouTube Channel: www.youtubebriddhinetwork.com

<https://www.facebook.com/briddhiindustrialmarketingconsultants>

BRIDDHI -Training Institute



Training Room -Front View



Training Room-Rear View



Virtual Studio



Library of BRIDDHI



Catering Service-2



Catering Service-1

BRIDDHI-A Seat of Professional Learning is to introduce training programs on different areas of different kinds, which will bring 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”***