



11th Annual Trainer's Retreat

Istanbul, Turkey



Human Resource Development Network
Islamabad, Pakistan



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The Human Resource Development Network (HRDN), conceived by like minded HRD professionals in 1999 and became functional in March 2000, has grown steadily over the years. It originated as a Network of professionals and to provide them a platform where they could share ideas and newer concepts in the field of development, emerging around the globe and then acclimatize and practice them at national/regional level. The idea was also to set up a network that should work as a bridge between individual development professionals and organizations.

In a short period of eight years its membership has grown up to 800 in all Pakistan based as well as international, out of which 116 are prominent non-profit organizations and 684 are individual members, who come from diverse backgrounds and enrich the HRDN resource base.

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11th
Annual Trainer's Retreat
Istanbul, Turkey



Human Resource Development Network
Islamabad, Pakistan

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EXECUTIVE SUMMARY

Human Resource Development Network organized 11th Annual Trainers Retreat 2009 in Istanbul, Turkey. The Theme for this year's ATR was “Building the Capacities; Vision to Change, Power to Act”. The overall objective of holding Annual Trainers' Retreat is to provide an opportunity to the trainers to come together once a year to learn new developments and emerging concepts in the field of human resource development, enhance their skills and knowledge through experience sharing and cross fertilization of ideas and refresh themselves in a joyful environment. The event was attended by more than 50 participants having varying backgrounds in the field of Training and Development. For this purpose, the learning sessions included not only Trainers' choices but also contained elements for other sector professionals. In the inaugural session, Ms. Grace T. Shaikh, HRDN Professional member, welcomed the participants to the 11th Annual Trainers Retreat and explained the purpose and objectives of Annual Trainers Retreat. The prime objectives of 11th ATR, shared by Ms. Shaikh were as follows;

- Promote culture of Trainer-meet-Trainer for improving the quality of efforts in developing human resources
- Develop broader understanding on thematic issues relating to human resource development and capacity building
- Establish industry standards in training
- Sharing best practices
- Provide learning exposure to Trainers in a joyful manner

Roomi S. Hayat, Chairperson HRDN, welcomed the participants by stating capacity building often refers to assistance which is provided to entities, usually developing societies and organizations, which have a need to develop a certain skill or competence, or for general upgrading of performance ability.

He further added that the concept of capacity building in nonprofits is similar to the concept of organizational development, organizational effectiveness and/or organizational performance management in for-profits. Capacity building efforts can include a broad range of approaches, e.g., granting operating funds, granting management development funds, providing training and development sessions, providing coaching, supporting collaboration with other nonprofits, etc. Prominent

methods of organizational performance management in for-profits are beginning to be mentioned in discussions about capacity building, as well, for example, the Balanced Scorecard, principles of organizational change, cultural change, organizational learning, etc.


Learning sessions on “Profitability through Human Capital”, “Human Capital Measurement” and “Employee Branding: New Mantra to build loyalty was conducted by Ijaz Khaliq, Sheeraz Aslam Mian and Dr. Amena Hassan respectively. Mr. Ijaz Khaliq stressed that ones' financial results are inescapably connected to one's organization's leadership, employee commitment, productivity, customer value and internal processes. Now more than ever, in today's economic times, no business can truly thrive unless it successfully manages all the links within its service-profit chain.

He further added that a team of experienced professionals customizes its focus on key competitive advantage, human capital-working with the organization and employees to increase customer loyalty, which ultimately adds to the organization's bottom line.

Mr. Khaliq shared that human capital refers to the stock of skills and knowledge embodied in the ability to perform labor so as to produce economic value. It is the skill and knowledge gained by a worker through education and experience. While adding to his previous point, he stated that still common perception is that managing human resources is straight forward and transaction oriented, and can therefore best be measured in terms of efficiency: the lower transactional costs, the better. This perception of HR is changing, however, and approaches to human capital management now cover a wide spectrum

The session ended with hot discussions and question & answer session in the end. The second learning session on “Human Capital Measurement” by Sheeraz Aslam Mian was in continuation to the first one. He started of with an explanation to human capital as set of skills which an employee acquires on the job, through training and experience, and which increase that employee's value in the marketplace.

In order to give conceptual clarity, Mr. Aslam explained that in order to analyze man as a producer, some method must be found to measure and quantify his productive abilities. He added that the idea of human capital is introduced into economic analysis



to provide such a measure. Human capital is defined as an individual's productive skills, talents, and knowledge. It is measured in terms of the value (price multiplied by quantity) of goods and services produced. Since consumption is the ultimate goal of our economic system, the value of a man's human capital is the same as the value of the consumption goods and services which he directly or indirectly produces. When the value of goods and services rises, the value of human capital rises. When the value of goods and services falls, the value of human capital falls.”

The session ended with thought provoking and provocative discussion. The third session on “Employee Branding: New Mantra to build loyalty” was presented by Dr. Amena Hassan.” Dr. Hassan grabbed the attention of the audience by first explicating employee branding as a process by which employees internalize the desired brand image and are motivated to project the image to customers and other organizational constituents. She further added that the messages employees receive must be aligned with the employees' organizational experiences if the psychological contract is to be upheld. Therefore, the conscious development of organizational messages is the fundamental building block in this process. Later on to make it more interactive Ms. Fauzia Bilquis conducted an interactive brainstorming exercise on developing HRDN's employee brand.

The 11th ATR conference was concluded on 22nd April 2009 with the participants' evaluation of the event through qualitative as well as quantitative indicators. The analysis reveals that all the participants were extremely satisfied with the quality of sessions as well as the overall arrangements of the event. Certificates of participation were also distributed among participants.

BACKGROUND

The Annual Trainers Retreat is one of HRDN's regular activities conducted every year. The credit goes to NGO Resource Centre Karachi, which initiated the activity a few years ago. In 2002 NGORC handed over the responsibility of organizing the ATR to HRDN, necessitated by the realization that HRDN mandate was best suited for the ATR. Ever since HRDN has been organizing this event very sincerely.

The overall objective of holding Annual Trainers Retreat is to provide an opportunity to the trainers to come together once a year to learn new developments and emerging concepts in the field of human resource development, enhance their skills and knowledge through experience sharing and cross fertilization of ideas and refresh themselves in a joyful environment.

The event is essentially designed as a retreat. In fact Trainers are always at the delivering end in seminars, conferences, trainings and workshops round the year; they usually work under pressure and stress. Being always at the center stage, they really get a chance to interact with professionals in a less demanding situation. The occasion provides them a relaxed and informal environment, away from their customary routines. The retreat is an occasion where they can ask questions and can even afford to be wrong! Thus this gathering of HR professional from diversified backgrounds in the retreat serves as an exceptional platform to develop HR fraternity in the country.

The specific objectives of holding Annual Trainers' Retreat are to;

- Provide an opportunity to HRD professionals from across Pakistan to come together for mutual learning through experience sharing and cross fertilization of ideas
- Sharing and distilling best practices in HRD
- Help build the HRD fraternity in a fun filled and relaxed environment.

The success of the Eleventh Annual Trainers Retreat 2009 can be assessed by the fact that it was attended by more than fifty members from all over the country which were actively engaged in capacity building in the development sector. Ijaz Khaliq, Sheeraz Aslam Mian, Dr. Amena Hassan, Fauzia Bilquis Malik, Haq Nawaz Chaudary and Roomi Saeed Hayat were the facilitators. However Grace T. Shaikh, Javed Malik and Ali Akbar

Quershi very generously showed their involvement and contribution to the event as Moderators for various sessions throughout the whole conference day.

HRDN gratefully acknowledges the efforts and support of all the volunteers and Board members without which, organizing this event would not have been possible. HRDN would also like to express our profound thanks to all the speakers and volunteers who helped the Secretariat in organizing the event, and particularly to HRDN members whose conduct during the entire Retreat was an exceptional display of enthusiasm and discipline.

PROCEEDINGS OF CONFERENCE DAY

INAUGURAL SESSION

The 11th ATR commenced with recitation from the Holy Quran. After that Ms. Grace T. SHaikh, HRDN Professional member, welcomed the participants to the 11th Annual Trainers Retreat and explained the purpose and history of Annual Trainers Retreat.



Mr. Roomi Saeed Hayat, Chairperson HRDN, welcomed the participants and shared the theme and objectives behind conducting this mega event. During his dialogue with the members, he narrated that Network organizes such events to build the capacity of its members and enriches their learning by providing them opportunities conducive for cross fertilization of ideas. One such major annual event is Annual Trainers' Retreat (ATR), which is always weaved around a contemporary developmental theme and gender always remained the central point of focus in the proceedings of all ATRs. He further shared that HRDN has so far organized 10 ATRs at national and international venues. The themes of the previous ATRs were around major HR/HRD themes, for instance, Equitable Human Resource Policies, Evaluation Standards for Training Effectiveness, Culture of Trust, Multi Cultural Challenges for Trainers, Role of HRD in Disaster Preparedness and Retaining High Performers etc.

Mr. Roomi Saeed Hayat, further thanked the participants of the 11th ATR in an innovative way and congratulated them for being the part of this overseas event organized by HRDN. He highlighted the significance of ATR for Trainers and requested all participants to ensure their full attendance in all sessions. Mr. Hayat also appreciated the efforts of HRDN and all those who volunteered their services to make this event a success. He expressed his commitment to strengthen HRDN institutionally and to ensure that its entire programme is developed and implemented in a manner that reflects the aspirations and priorities of its members. He expressed his strong desire on behalf of all board and founder members to benefit from the candid feedback, support and guidance of HRDN members in the days to come.

Making an end to his narration, he highlighted that HRDN believes that ATR is not only a learning opportunity for its members but it is also a source of having an international exposure which enables them to promote tolerance and regarding diversity, it helps

them broaden their worldview in every aspect, it exposes them to different cultures where different people are living in perfect harmony.

INTRODUCTION OF THE PARTICIPANTS

Facilitated by: Grace T. Shaikh

All the participants were requested to introduce themselves in the following manner:

- Full name, designation and organization
- Brief expectations from the 11th Annual Trainers Retreat and feelings at the start of the event.



It was an interesting session, which helped the participants get to know a little more about each other. The introductions revealed a rare balance of diversity and homogeneity in the group as those present had come from different organizations from the public and private sectors, yet having HRD as the common denominator. Most of the participants shared that they were very happy and excited to be a part of the 11th ATR and were really looking forward to the learning as well as have fun in the next few days.

LEARNING SESSION- I

PROFITABILITY THROUGH HUMAN CAPITAL

Ijaz Khaliq

Human Capital is the unique capability and expertise of individuals, which applies to our employees and our customers. People are assets whose value can be enhanced through investment.



Mr. Khaliq highlighted the importance of profitability through human capital by initially clarifying the terminologies and concepts.

What is Capital?

- Capital (political), the area of a country, province, region, or state, regarded as enjoying primary status.
- Capital (economics), any form of wealth capable of being employed in the production of more wealth.

Types of Capital

- Natural capital : the resources of an ecosystem that yields a flow of goods and services.
- Human capital : workers' skills and abilities as regards their contribution to an economy
- Social capital: culture, values and norms that a society/organization defines.
- Financial capital: money used by entrepreneurs and businesses to make products or provide services

Referring to Human Capital, Mr. Khaliq shared that Human capital refers to the stock of skills and knowledge embodied in the ability to perform labor so as to produce economic value. It is the skills and knowledge gained by a worker through education and experience. He further added that the set of skills which an employee acquires on the job, through training and experience, and which increase that employee's value in the marketplace.

While summarizing the concept he expressed **“Human capital as the knowledge, skills, experience and earning power of people.”**

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The next step was to familiarize participants with the concept of Profitability. In a discussion with the members, he came with a statement that profitability is the ability whereas PROFIT is making of gain in business activity for the benefit of the owners of the business. He added that the word comes from Latin meaning "to make progress," and is defined in two different ways, one for economics and one for accounting

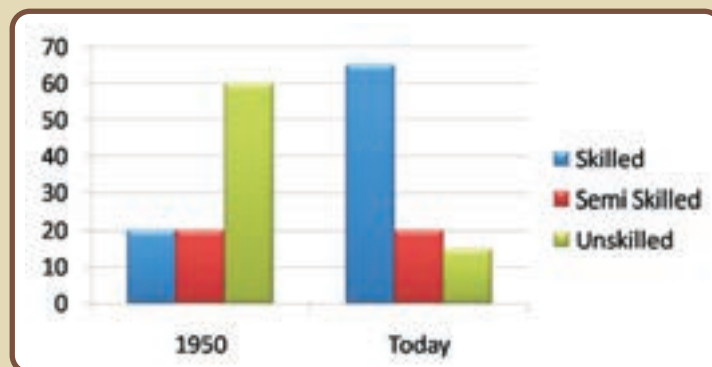
- Pure economic profit is the increase in wealth that an investor has from making an investment.
- Accounting profit is the difference between price and the costs of bringing to market.

While sharing some other thoughts and views, he stated that physical labor is becoming relatively less important in the information economy, resulting in a growing disparity in wages paid to those with differing levels of education. Skills that used to serve a lifetime now become obsolete in a few years, and people of all ages will continually need to refine and expand their knowledge and skills.

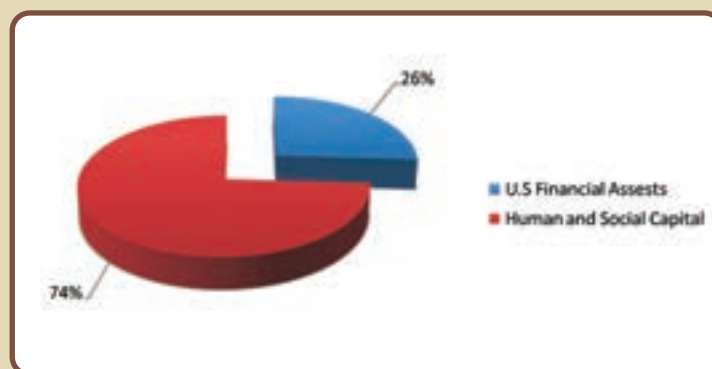
In an answer to a question, he expressed that "Intellectual Capital will go where it is wanted and stay where it is well treated." "Prosperity equals the collective value of financial technologies multiplied by the total of human capital, social capital, and real assets."

Skilled and Unskilled Jobs

In the second half of his presentation, Mr. Khaliq talked about Skilled and unskilled jobs and shared a demographic picture.



He further shared with the participants the information regarding 2006 Human Capital in the US which was \$ 253 trillion, so to give them the idea of need and importance of human capital and how an increase in human capital will result in the profitability for an individual at micro and for an organization at macro level.



Human Capital Management

While sharing his views with the participants, he stated that human resources functions and responsibilities are changing and intensifying at a faster pace, and to a greater degree, than many other areas of the corporate organization. Once relegated to the back office and concerned mainly or even exclusively with transactional processes and functions, HR organizations are taking a greater role in strategic business activities.

Discussing about efficiency, Mr. Khaliq added that it remains the foundation of HR.



Commitment to Human Capital Management

- People are viewed as a key enabler of agency performance
- Leaders stimulate and support efforts to integrate human capital approaches with organizational results
- Managers are held accountable for effectively managing people
- Human capital approaches are developed, implemented, and evaluated by how well they help the agency to accomplish program results

Role of Human Capital Functions

Discussing the role of human capital function, Mr. Ijaz narrated the following;

- Agency leaders recognize the role of human capital professionals in meeting the agency's mission
- Human capital professionals partner with agency leaders in developing strategic and program plans
- Human capital office provides effective strategies for meeting current and future agency needs
- Human capital professionals are prepared, expected, and empowered to serve internal customers
- Personnel processes are streamlined through the use of technology

Data-Driven Human Capital Decisions

- Decisions involving human capital management are informed by complete, valid, current, and reliable data
- Data is used to identify areas for attention before crises develop and to identify opportunities to improve agency results
- Performance measures for human capital approaches have been identified and are linked to agency results
- Performance information and data on the agency's workforce profile are used in strategic workforce planning

Question & Answer Session

With an end to the first session, Mr. Javed Malik moderated the next session of taking question from the participants. In this session, the participants, not only, shared their

views but at the same time get the chance to express their involvement, interest and participation.



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LEARNING SESSION II

Human Capital Measurement

Sheeraz Aslam Mian

Sheeraz Aslam Mian started the session by developing an understanding to the “Importance of HR and optimization of Human Capital.” According to him, as the global economy continues to flatten. Organizations will need to have an increase focus on HC/TALENT Management, succession planning, retention, and finding new ways to increase productivity in order to perform their competition.

While defining the term Human Capital, he narrated that it has now become common in HR language to describe people and their collective skills, abilities, experience and potential. Stressing more over his view point, Mr. Sheeraz shared that the optimization of HR capital will be done when HR department aligns themselves with the corporate strategy and goals, and ensure they have access to the necessary expertise, information, and systems to optimize workforce investments will be at a distinct advantage in helping their organizations maximize corporate value.

HC Measurement and Reporting

Talking about HR measurement & reporting he stated that the purpose is to help organizations move forward and Power to Act with their internal HC measurement and reporting, by providing practical information and setting out a clear process to follow.

In order to clarify and understand it better, Mr. Alsam also shared five key stages of this process;

Step 1 – Setting human capital management in context

- This defines what HC is and its links to the business strategy, and provides an overview of the frameworks and models necessary HCM and measurement.

Step 2 – Getting started: gathering and collecting the data

- This provide guidance on the nature and sources of relevant information for HC reporting, what measures and categories might be reported on, and how this information can be allocated to build a HC measurement platform.

Step 3 – Measuring human capital: tools and methodologies

- It is the spectrum of measurement techniques for HC, includes statistical methodologies which can be deployed to leverage the measurement platform, shows how to communicate results internally and select key metrics to guide human capital decisions.

Step 4 – Reporting the data: from internal to external reporting

- They are the links to the related issues of external reporting requirements, what kind of information investors are expecting, and propose a framework for external reporting.

Step 5 – Developing a route map to human capital reporting

- This final step covers developing your own route map, identifying who in your organization should be involved, determining stakeholders' expectations, and embarking on the human capital measurement journey.

Internal Human Capital Measurement & Reporting

Through the below given graphical representation, Mr. Aslam Shared the steps that are involved in the measurement & reporting of internal human capital.



HC Measurement (HCM) Frameworks and Models

During an interactive discussion over HCM frameworks and models, it was stated by the facilitator that HCM reporting should demonstrate the link between people management and business performance. The key is to develop and/or adapt an approach that best suits the thinking and management style of the organization in order to create a framework to link how people are managed with the delivery of business strategy.

In order to highlight it further, he shared the most commonly used models and frameworks for HCM which are as follows:

1. The human resource benchmarking model
2. The balanced scorecard
3. The Human Capital Monitor
4. The Human Capital Index
5. The engagement model
6. The organizational performance model.

Balanced Scorecard

Talking about the methods used to measure human capital, the best shared one was balance scorecard. It aligns the evaluation of the people dimension to a company's strategic aims through a balanced scorecard.

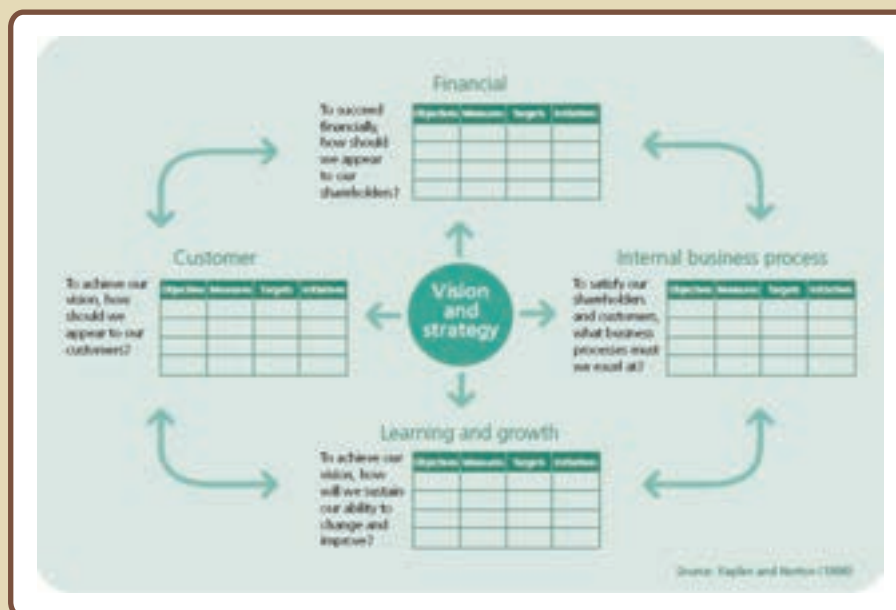
The scorecard originally had four elements:

- Financial,
- Customer,
- Internal business process,
- Learning and growth.

Mr. Sheeraz added that one of the main benefits of the scorecard approach is that it provides a simple communication tool for internal and external stakeholders. The need to create clear alignment between HR's own functional organization, the supporting HR systems and employee behaviors – This suggests a strong link between

HR activity and the development of a firm's human capital. The idea of an HR scorecard has reinforced the need for business measurement of HR activities, and it is also a relatively popular tool which many HR functions use to assess their own effectiveness.

Balance Score Card Framework




Developing a Route Map to HC Reporting

In the end in order to practically implement, measure and benefit from the human capital, Mr. Sheeraz during his presentation further shared a route map for reporting of human capital:

- Identify who should be involved in the human capital team.
- Review your current position in the capital management Journey and plan what is required for you to move to the next stage.
- Review the Guide, take each step, and tick off all the checklist's items.
- Embark on the journey to HC measurement and reporting

Question & Answers

Mr. Ali Akbar Quershi thanked and appreciated Mr. Sheeraz Aslam Mian efforts on



deleivering his views and concepts on such an innovative topic. Participants keenly took part in the Q& A session. In an answer to a question about measuring human capital effectiveness, Mr. Sheeraz shared the HC effectiveness matrices and several formulas which could be used to measure efficiency & effectiveness.

In the end, all the participants thanked Mr. Aslam, for the concept clarity he provided over such a new and ground breaking topic.

LEARNING SESSION III

Employee Branding: New Mantra to Build Loyalty

Dr. Amena Hassan

The third learning session was about Employees Branding facilitated by Dr. Amena Hassan, HRDN professional Member. In order to get participants' attention and interest, Dr. Amena grasp participant's thoughts through involving them in discussions. The first point that came across during the discussion was about "What is a Brand". In an answer to this simple question, participants shared their views as to define brand as a perception of a product or service by its customers. However, others define it as the company name, logo, advertising and some call it as the slogans & messages used by the organization.

Moving on to the next step, Dr. Amena spotted another terminology "employee branding" as food for thought for participants. Participants expressed employee branding is a process by which employees internalize the desired brand image and are motivated to project the image to customers and other organizational constituents.

To consolidate it further, Dr. Amena expressed it as what an employee projects about himself/ herself and the organization culture. She further added that he/she should serve as a brand ambassador for his/her organization and at the same time, must reflect a strong sense of commitment and affiliation.

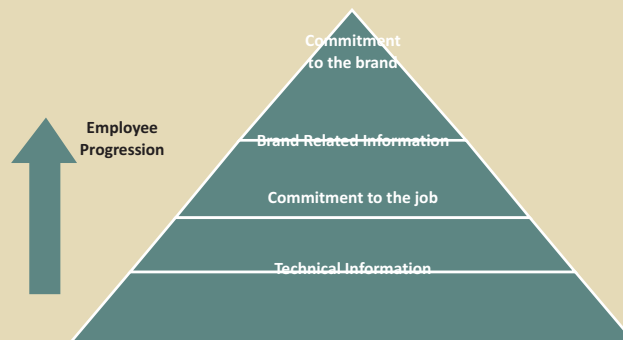
Employee Brand Alignment

She further added that the messages employees take in and process influence

- the extent to which they perceive their psychological contracts with the organization to be fulfilled
- the degree to which they understand and are motivated to deliver the desired level of customer service

In doing so they drive the formation of the employee brand. The messages employees receive must be aligned with the employees' organizational experiences if the psychological contract is to be upheld. Therefore, the conscious development of organizational messages is the fundamental building block in this process. To clarify more the concept, she also shared the employee brand commitment pyramid, as

follows:




Steps to Employee Branding

In the second half of the presentation, Dr. Amena also shared various steps which could be undertaken for effective employee branding:

- The brand-developing process centers on the messages the organization sends and the processing of those messages in its employees' psyches.
- Employee branding is a process by which employees internalize the desired brand image and are motivated to project the image to customers and other organizational constituents. and process influence:
- The extent to which they perceive their psychological contracts with the organization to be fulfilled
- The degree to which they understand and are motivated to deliver the desired level of customer service
- In so doing, they drive the formation of the employee brand. The messages employees receive must be aligned with the employees' organizational experiences if the psychological contract is to be upheld. Therefore, the conscious development of organizational messages is the fundamental building block in this process.

Guidelines for Employee Branding

Keeping in mind, the diverse background of all participants, in the end Dr. Amena also shared few guidelines for all those, who were interested or in future will be to conduct



employee branding exercises with in their own organizations.

- The messages must then be delivered through appropriate message sources. The following guidelines provide a starting point in this process:
- Organizational messages should be carefully thought out and planned in much the same way as mission and vision statements are thought out and planned.
- The organizational messages should reflect the organization's mission and values.
- Messages directed toward external constituencies must be in line with the messages sent to employees.
- Messages directed toward external constituencies should be sent internally as well.

LEARNING SESSION IV

Develop & Broadcast HRDN Brand Message

Fauzia Bilquis Malik

In continuation to the previous session, all the participants shared and suggested their own creative, new and interesting brand messages for HRDN. The messages/slogans for HRDN proposed by the members are as follows:

- Ao hamaray sath chalo
- Geo HRDN
- Sab se pehlay member
- Way to success
- Together we standing
- Caring HR
- Together we can, together we will
- Together each can achieve more
- Asasa hum sab ka
- We, you and all
- We, you and us
- Serve you better
- Building capacities
- Change and power to act
- Come for the change
- Empowering the powerless
- Join hands for capacity building
- Linking people
- Join us to make a difference
- Linking people making difference
- Join for learning, leave to serve
- Bonding for improved capacity
- Improved skills
- Unity in diversity

LEARNING SESSION- IV

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- Networking human capital
- Developing human capital
- Participatory house
- Synergy for creativity
- Skill is the power
- Learn to experience
- Do more
- Continuous improvement
- Enhancing capacities making difference
- Experience sharing and information dissemination
- Bringing expertise together

In order to finalize HRDN brand Message, a committee was formulated. The members of the committee were:

- Fauzia Malik (Chair)
- Javed Malik
- Grace Sheikh
- Ijaz Khaliq
- Roomi Hayat
- Uzma Gul

Suggestion by Members

In the end, Ms. Hina Maqsood shared HRDN progress and current activities. On the basis few suggestions came for HRDN future interventions

- Through voting, it was decided that the next ATR will either be in China with 15 votes, Malaysia with 11 votes or Kazakhstan with five votes. It was also suggested that members should also volunteer for the preparation of next ATR.
- Members should also contribute to HRDN library in addition to using it.

It is now in place, both physical and electronically

- Profiles of members coming to ATR must be shared
- Members should also participate in organizing organizational level sessions. Any member can request development/ formation of city chapter if there are a big number of members in the city.
- Network is for the members and thus their contribution needs to be on regular basis. Only the secretariat can not take all the burden.
- HRDN Congress is planned to be held in December. Work is in progress.
- Members from organizations or member organizations may also contribute in one or the other way in organizing events. This is also branding.
- ATR blog will be formed on the website for sharing pictures and comments by next ATR.
- Members should give ideas on getting funds for the events through donors or other sources. Suggestions are welcomed. DFID is one option. Packard Foundation may give upto USD 50,000 for institutional strengthening.

CLOSING SESSION

Concluding Remarks

Haq Nawaz Chaudary

Bringing an end to the one day ATR conference at Istanbul, Mr. Haq Nawaz Ch. , HRDN Founder member on behalf of HRDN board and members shared his views regarding the entire event and the learning that was made during the course of time. He further added that, this international exposure not only gave all the members a chance to visit and explore a new place and new civilization, but at the same time gave an enriching chance to all to spend some time together sharing their experiences, best practices and lesson learnt in the light of Human Resource development and management.

Latterly, Mr. Nawaz on behalf of all participants also thanked HRDN team for organizing such a tremendous and memorable event for them. He further expressed that all our experience shows vital importance of cooperation and none of these activities would be possible unless close collaboration and voluntary efforts of many individuals and organizations.

Certificate Distribution

In the closing session, certificates were also distributed amongst the volunteers and HRDN members & staff who took part in making the event a success. Ms. Hina Maqsood moderated the session.

Vote of Thanks

The 10th ATR came to its final closing moments with the vote of thanks delivered by Mr. Sheeraz Aslam Mian.

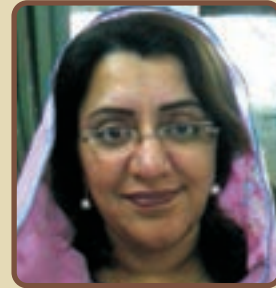
CLOSING SESSION

EXPLORING TURKEY

A Memorable Experience

From the diary of Ms. Fauzia Bilquis Malik

Visiting Turkey, a strong Muslim country was a wonderful experience for me. It was even more special because of the HRDN members traveling together, sharing, learning and having fun together. I would like to share my experiences during ATR in two ways, one is about Turkey and other is about the friends I was traveled with.



In turkey what amazed me most was the Mosques is the most prominent building among all. I felt that the people are proud to be Muslims, as there were so many things that relate to Islam. Various souvenirs reflected the teachings of Quran.

The places we visited in Istanbul include Topkapi Palace and museum, Blue Mosque, Hagya Sophia, Dalmabachi Palace, Bursa Hill, Panorama Museum, Miniature Turk Park and Beyzantine wall. At Topkapi museum, most special was to see the belongings of Hazrat Muhammad (peace be upon him) and great Caliphs. Hagya Sophia was previously a church, then mosque and now it is a museum, where the history is reflected inside. Dalmabachi palace and haram inside gives an overview of the royalty living, it is beautifully kept and decorated. Bursa Hill gives a good view of the Istanbul city from the top.



Panorama museum is one of its kind, that shows a 360 degree view of the attack on the Byzantine wall of Constantinople. It became live with the sound effects and 3D effects. It was an exclusive experience. Visit to Miniature Turk park gives a fantastic overview of the famous places in

EXPLORING TURKEY

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HUMAN RESOURCE DEVELOPMENT NETWORK (HRDN)

Turkey, particularly with the English commentary for each. I cannot overlook the beautiful and colorful tulips that decorated the Istanbul city.

It was wonderful to see the splendor of Islamic history and how well it is presented. Various opportunities for learning, both for outsiders as well as Turkish people came across. We also had a chance to pay homage to Hazrat Abu Ayub Ansari and Sahaba's Mausoleums. Cruise on the Bosphorus was freezing but fantastic. Visiting famous Grand Bazar and Spice Market was another interesting experience. No one can miss buying Nazar Bojok in Turkey. The tram system in the city is very convenient to travel around and see the city.

After the big group left back for Pakistan, 3 of us stayed back in Turkey to visit Izmir (famous tourist city), Ephesus (ruins of old roman civilization), Pamukkale (Cotton Castle – calcium terraces) and Konya (spiritual city of Hazrat Mevlana Jalalud din Rumi and Hazrat Shams Tabrezi). Travelling to country side of Turkey was also a special experience. People were so nice and hospitable. They were excited to see us wearing Turkish clothes, especially the t-shirt with Turkish flag. They often talked about Pakistan – Turkey friendship and sang Jeevay Jeevay Pakistan for us. Turkish people are very nice and friendly. They love their country and respect their flag. It was nicely seen everywhere. They have big respect for their great leader Mustafa Kamal Atatürk.



I so much enjoyed meeting the members I did not know before, so I made new friends as well. It was so nice to see that there were a number of participants who were first time traveling out of Pakistan and it was very enriching experience for them. It is important for other members to guide them, so they do not get in any trouble. Guidelines given by HRDN before the session were also very useful in this regard.

When we travel out of Pakistan, each one of us is an ambassador of Pakistan. All those Turkish people who had never met any Pakistani before, gets the very first impression of how Pakistanis are like. That is a huge responsibility for us as well as the pride. No

matter what we do, work or entertainment, we must never forget it. To further ensure this in next ATRs, I suggest if all the participants take along something that reflects Pakistan, like Flag pins on their jackets.

For future ATRs, it will be good to contact some local organization in that country, particularly to organize the conference as well as make some international members of HRDN. It may also be possible to organize a small exhibition of Pakistan and Pakistanis, taking the positive image of our culture, hospitality, beauty of people and the country. There is so much that can be shared. We need to attract people towards the positive aspects of our country.



Regarding the conference part, it is good to have it for at least one full day, so the learning objectives can be achieved. I will highly appreciate if the member organizations do not take along their progress reports for distribution. During international travel, everyone is conscious of the weight limits, while paper is heavy. It is better valued and utilized if it can be distributed through mail. The mailing addresses are available at the HRDN.

I want to appreciate HRDN for organizing it so well that it could cater everyone's wishes. Keep the visits less structured for the big group, while plans for those who were interested in a joint travel were very nice. It was a very nice mix of both.

Fauzia Malik
Professional Member – Lifetime
15th May 2009



PHOTO GALLERY

11th ANNUAL TRAINER'S RETREAT (Istanbul, Turkey)
HUMAN RESOURCE DEVELOPMENT NETWORK (HRDN)



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ANNEXURES

11th ANNUAL TRAINER'S RETREAT (Istanbul, Turkey)
HUMAN RESOURCE DEVELOPMENT NETWORK (HRDN)



HUMAN RESOURCE DEVELOPMENT NETWORK

Building the Capacity; Vision to Change, Power to Act

11th Annual Trainers Retreat
April 22nd 2009, Istanbul-Turkey

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45.	Tariq Rehman	A.D.R. Local Govt.	0300-9195898	
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HUMAN RESOURCE DEVELOPMENT NETWORK

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PROGRAMME

Inaugural Session

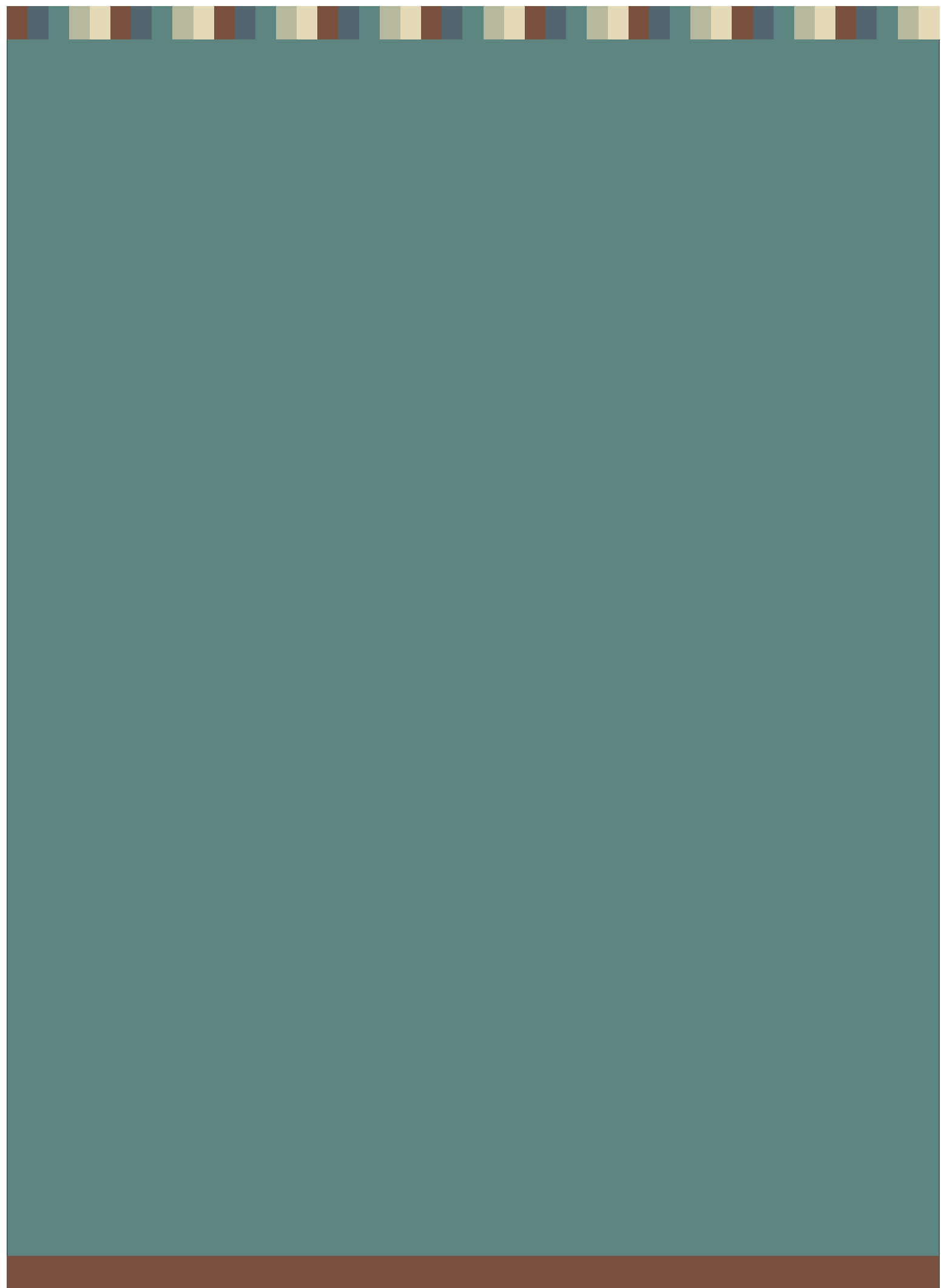
Registration		0930-1000
Recitation from the Holy Quran		1000-1005
Welcome & Objectives of the Event	Grace T. Shaikh	1005-1015
Keynote Address	Roomi Saeed Hayat	1015-1030
Tea Break	1030-1145	

Learning Session

Profitability Through Human Capital	Ijaz Khaliq	1145-1215
Question & Answer Session	Javed Malik	1215-1230
Human Capital Measurement	Sheeraz Aslam Mian	1215-1230
Question & Answer Session	Ali Akbar Quershi	1300-1315
Employee Branding: New Mantra to build Loyalty	Dr. Amena Hassan	1230-1300
Group Activity- Develop & Broadcast		
Your Employee Branding Messages	Fouzia Bilquis	1315- 1345

Closing Session

Group Presentations- Employee Branding Messages	Fouzia Bilquis	1345-1400
Closing Remarks	Haq Nawaz Chaudary	1400-1405
Certificate & Shield Distribution	Fouzia Bilquis	1405-1415
Vote of Thanks	Dr. Shah Nawaz Khan	1415-1420
Lunch		





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