

CONNEX 25
RE▶DEFINE
REIMAGINE REINVENT RECONNECT



5th November, 2025



26th November, 2025



17th December, 2025

ABOUT CONNEX

CONNEX started as a platform to bring together leaders from HR, business, and tech fraternity to explore emerging trends, share insights, and navigate the changing dynamics of work. Now in this year's edition, what began as a conversation has grown into a movement driving innovation, shaping strategies, and redefining how organizations and people can thrive in this dynamic world.



Attendees get a chance to

- Discover the latest developments in the future of work.
- Explore new technology that supports and enhances organizational performance.

CONNEX25

ABOUT HOSTS

CONNEX is hosted by PSTD in collaboration with Pakistan Society for Human Resource Management (PSHRM).

PSTD is a premier, non-profit organization dedicated to advancing workplace excellence and leadership capacity globally. Established in 1966, PSTD has a rich legacy of driving impactful learning and development (L&D) solutions for individuals and organizations across industries.

PSHRM is a non-profit, and non-governmental institution. Managed by an honorary Executive Committee, PSHRM partners with thought leaders at international levels to raise the intellectual and professional standards of HR practices and endeavors to improve the work capabilities of people, as well as of the managers and policy practitioners.

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THEME OF THE YEAR

CONNEX 25 **RE**▶ **DEFINE** REIMAGINE REINVENT RECONNECT

The future we once talked about is here – but it's not like what we imagined. Talent has evolved, the workforce is finding its place in a world driven by **AI and automation**. Old leadership models, rigid structures, and static processes are crumbling under this **transformation**.

With this, rises a new reality — one that demands one to

Reimagine, Reinvent & Reconnect

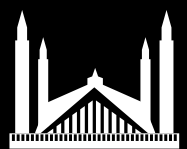
This year's theme **REDEFINE** is more than just a title, it's a call to action. It invites leaders to rethink the old playbook, embrace innovation, and build organizations where technology, talent, and purpose come together to create a lasting impact in an ever-changing world.



5th November, 2025



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OUR PARTNERS



Agenda

8:30 - 9:00

Registration and Seating

9:00 - 9:15

Qirat & National Anthem

9:15 - 9:30

Theme Introduction

REDEFINE
CONNEX25

Omair Rana

(Coach & Senior Consultant,
PSTD | Livexcel Theatre)

9:30 - 9:40

Welcome Address

Fahd Chinoy

(President, PSTD | CEO,
Pakistan Cables Ltd)

09:40 - 10:10 | Plenary Session

RE: Imagine AI AI Isn't the Threat, Then What Is?

The Real Challenge is Leading People Who Think and Build in Ways You Weren't Trained for. We've all heard it: "AI won't replace you. A person using AI will." But here's what I see in the coaching room: It's not the AI you should be worried about—it's not understanding the people who built it.

Arshy Ahmad

(Facilitator & Coach, PSTD | CEO, Flying Hedgehogs)

10:10 - 10:40 | Strategy Spotlight

RE: Cognitive Agility "Power of Presence"

In a world where leaders are constantly racing ahead, the real breakthrough comes from the rare ability to pause and be fully present. Cognitive Agility: Power of Presence shows how that single moment of awareness can turn overwhelm into clarity and pressure into purposeful action.

Mostafa Zaghloul

(Facilitator, PSTD | FMCG Sales & Leadership Expert)

10:40 - 11:00

Strategy Spotlight

RE Imagine: Building Trust in Times of Change

Imagine standing at a crossroads, where every decision you make has the potential to shape your future. In this session, we'll delve into the science behind those moments, uncovering the hidden factors that influence how we make choices. From cognitive biases to emotional triggers, we'll explore how our brains process decisions and how understanding this can help us make smarter, more confident choices.

TBD

11:00 - 11:30

Networking Tea

11:30 - 12:00

Innovation Spotlight

RE: Define

Transform
Powered by **psd**



Get ready to discover Transform X, a revolutionary tool that takes competency assessment to an entirely new level! Transform X empowers organizations to track performance, map out the KSAs, and uncover growth opportunities like never before!

Hasan Adnan Ahmed

(Board Member, PSTD | Founder & Leadership Consultant, Leaders Onboard)

12:00 - 12:45

Plenary Session

The Capability Curve Automation. Digitalization. AI

Learn practical strategies to implement AI in your organization, from identifying automation opportunities to selecting the right tools and measuring ROI. Through real-life case studies, discover how businesses are succeeding with AI and avoid the common mistakes that cause 95% of AI projects to fail. Leave with a clear, actionable framework to drive AI success in your business.

Agha Ali Raza

(Generative AI Expert, PSTD | Associate Professor CS, LUMS)

12:45 - 1:00

Energizer

01:00 - 02:00

Networking Lunch

02:00 - 03:00

Leadership Dialogue

“The Great Detachment”

Reconnecting, Rebuilding, and Redefining Talent for Tomorrow

The shift from the Great Resignation to the Great Detachment calls for a bold realignment of talent, technology, and culture. This session will explore how organizations can REDEFINE Value Proposition (EVP) to foster innovation, boost engagement, and drive sustainable growth.

Multiple panelists

Asma Yusuf

(People & Culture Leader)

Moderator

03:00 - 03:40

Gamified Group Activity

Mind the Gap! “Every Move Counts”

What if success isn't just about what you know, but how you adapt and apply it? In "Mind the Gap," this immersive simulation helps you align your strengths with future roles, identify skill gaps, and create a personalized growth plan. It's time to bridge the gap between where you are and where you could be.

Multiple Mavericks

03:40 - 04:00

Research Hub

Hybrid Working “PSTD X SHU”

Imagine a world where work is no longer confined to office walls. In this session, we'll reveal insights from PSTD and SHU's research on the Hybrid Working Model, exploring how businesses are adapting, leading, and Redefining in this new landscape - this is where innovation meets reality based on industry insights.

Syed Qasim Hassan

(Head of Talent, Descon)

04:00 - 04:30

Break Out 1

RE: Define AI “The AI Paradox”

Join us for a chat exploring the ethical considerations and opportunities in the rise of AI and digital tools, specifically in the HR space. The session will be centric to practical learnings and implementation on how through the use of AI - organizations may improve their organizational effectiveness.

TBD

04:30 - 04:55

Break Out 2

RE : Define “Data Decision Making”

As the future evolves faster than we can predict, this session teaches leaders to spot subtle signals, read emerging trends, and connect patterns. By building cognitive agility and a sharper future lens, participants learn to anticipate change early and make smarter, more confident decisions through data.

Raheel Waqar

(Trainer, PSTD | Futurist & Design Thinker)

04:55 - 05:00

Closing Remarks

Adeel Shareef (CEO, PSTD)

Welcome Address

Fahd K. Chinoy
(President, PSTD | CEO, Pakistan Cables Ltd)



Fahd Kamal Chinoy is an MBA from INSEAD (France) and has a Bachelor of Arts in Economics and Political Science from the University of Pennsylvania, USA. Prior to becoming CEO, he headed various departments including Sales, Marketing, Supply Chain and Informational Technology at Pakistan Cables Limited.



Arshy Ahmad
(Facilitator & Coach, PSTD | CEO, Flying Hedgehogs)

Arshy Ahmad is an Executive Coach (PCC–ICF) and CEO of Flying Hedgehogs, bringing 24+ years of global experience across marketing, consulting, and leadership development. Based in London and Dubai, he is trained in INSEAD Executive Coaching, NLP, and Emotional Intelligence coaching. Arshy empowers leaders to navigate complexity, make informed decisions, and lead with purpose, guiding them through transformative personal and professional growth.

Mostafa Zaghloul
(Facilitator, PSTD | FMCG Sales & Leadership Expert)



Mostafa Zaghloul is a senior FMCG leader with extensive experience across North Africa, the Middle East, Africa, and the GCC. He has led major commercial roles for global companies including Unilever, Agthia, Mars, Henkel, and SC Johnson, managing over \$600 million in annual sales across 22 diverse categories. Known for pioneering route-to-market optimization and driving double-digit growth, Mostafa brings deep expertise in sales leadership, revenue management, and business unit strategy. Shaped by early responsibility and an entrepreneurial spirit, he is driven by a clear purpose: to make a difference in people's lives by inspiring and empowering others to navigate global commerce with clarity and confidence.



Maj. Gen. Amjad Butt
(CEO/ MD Power Vertical, Fauji Foundation)

Major General Amjad Ahmed Butt was commissioned into the Pakistan Army in 1987 and brings nearly four decades of leadership across command, staff, and instructional roles. He has held key appointments including Commandant Military College of Signals, DG C4I, DG (Tech) of a Strategic Organization, and Signals Officer-in-Chief at GHQ. A graduate of the Command & Staff College and National Defence University, he holds master's degrees in Warfare, War Studies, and Defence Management, and is a recipient of the Hilal-i-Imtiaz (Military).



Aftab Haider
(CEO, Pakistan Single Window)

Aftab Haider is the Co-Founder and Chief Executive Officer of Pakistan Single Window and a former civil servant with 25 years of distinguished public administration experience across Pakistan, Afghanistan, Liberia, and Somalia. He has successfully led, coordinated, and executed large-scale field projects and advised national governments on project development, strategic management, and inter-ministerial coordination, with deep expertise in customs and trade facilitation. Known for his strong leadership and results-driven approach, Aftab has a proven track record of delivering impact both independently and in complex, cross-functional teams.



Mujeeb Zahur
(Managing Director - Pakistan, S&P Global)

Mujeeb Zahur is the Managing Director at S&P Global, where he leads business operations and strategic initiatives for one of the world's foremost providers of financial market intelligence and analytics. With extensive experience in the financial services industry and a strong background in strategy and operational excellence, Mujeeb plays a key role in driving innovation, strengthening client engagement, and shaping the company's growth in response to evolving market trends.



Asma Yusuf
(People & Culture Leader)

Asma Yusuf is a seasoned HR professional with 20 years of diverse experience in the FMCG and Food industries. She started her career as a Management Consultant before moving to Unilever where she spent 13 years in different HR roles across South Asia, Singapore and the UK in the areas of Business Partnering, Organisational Development, People Operations, Talent Management, and Sustainable Business and Communications. As a next step in her career, Asma took on the role of Chief People Officer at KFC Pakistan, where she led the People and Culture agenda, and played a crucial role in launching a number of capability building initiatives that significantly enhanced employee experience and elevated the company's employer brand.



Hasan Adnan Ahmed
(Board Member, PSTD | Founder & Leadership
Consultant, Leaders Onboard)

Hasan Adnan is a seasoned business leader specializing in Human Resources, Sales, and Public Affairs. He has worked across South Asia, the Middle East, and the UK with British American Tobacco and Coca-Cola CCI, driving cultural transformation and leadership development. Hasan also has consulting experience in leadership and organizational transformation. He holds an MBA from Maastricht School of Management, a PGD in Change and Leadership from Said Business School, Oxford, and is a Chartered FCIPD, executive coach, and board member of PSTD and PSHRM.



Syed Qasim Hassan
(Head of Talent, Descon)

Syed Qasim Hassan is an HR leader and strategic business partner with over 16 years of diverse experience across Human Resource Management and Supply Chain operations. He has worked in manufacturing, environment, health & safety, and project management, specializing in change management, talent enablement, and building effective people systems that support organizational growth.


Raheel Waqar
(Trainer, PSTD | Futurist & Design Thinker)




Raheel Waqar is a leadership coach, behavioural designer, and design thinker with over 23 years of experience in futures thinking, systemic change, and social impact. As the founder of White Rice, he has designed large-scale behaviour change interventions that have positively impacted more than 10 million lives.

Raheel works with executives, founders, and high-performing teams to craft breakthrough strategies and purpose-driven leadership. With credentials from CTI, SUE Behavioural Design Academy, DTA, and UPENN, he brings deep expertise in accelerating growth, innovation, and 10x thinking.

TICKET FEE

CONNEX25		CONNEX25		CONNEX25		CONNEX25	
FOR MEMBER						Per Individual Per Corporate Table (08)	
Per Individual		35,500 +ST					
Per Corporate Table (08)		270,000 +ST					
TICKET							

CONNEX25		CONNEX25		CONNEX25		CONNEX25	
FOR NON-MEMBER						Per Individual Per Corporate Table (08)	
Per Individual		37,500 +ST					
Per Corporate Table (08)		285,000 +ST					
TICKET							

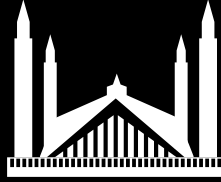
ORGANIZATIONS MAY BUY CORPORATE TABLES AND INVITE THEIR STAKEHOLDERS, PARTNERS AND GUESTS.

TERMS & CONDITIONS

- REGISTRATION WILL BE CONFIRMED ON ADVANCE PAYMENT.
- PSTD IS INCOME TAX EXEMPT.

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Contact Us



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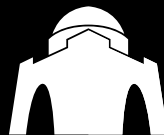
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