

Jul – Dec | 2025

LIFE @ PSTD

A Modern Lens on Learning,
Leadership & Transformation

*Celebrating 59 years of legacy built on trust, innovation
and transformation.*

www.pstd.com.pk



CEO's Message

2025 has been a defining year for **PSTD**, with significant milestones achieved this quarter. At PSTD, we are redefining what it means to be a **catalyst for leadership** and learning. In a world shaped by **constant disruption**, our role extends far beyond traditional training - now preparing individuals and organizations to lead with clarity, agility and purpose. Our vision is clear: to **bridge global knowledge** with local insight and to design learning experiences that are strategic, customized, and transformative.

Over the past six months, we successfully executed the **Advanced Leadership Programme** with **INSEAD (Cohort II)**, marking a key step in our commitment to developing global leadership talent. Additionally, we became the **first institution in Pakistan** to sign a **Strategic Academic MSA** with **INSEAD**, reinforcing our global ties and learning excellence.

We take pride in curating learning interventions grounded in **research** and **real-world impact**, delivered in collaboration with **global experts**, industry leaders and specialists. Our approach is holistic, offering **360° learning and development solutions** from need assessment to execution.

Our aim is to drive a transformation in mindsets, not just in learning methods. And **PSTD** is committed to lead that change with integrity, innovation and purpose.

Thank you for your continued trust as we evolve and innovate together.

Warm regards,
Adeel Shareef
CEO, PSTD

Welcome to Life@PSTD **NEWSLETTER**

Global Executive Learning

Advanced Leadership Programme – Cohort II



The second cohort of PSTD's flagship **Advanced Leadership Programme** officially commenced at INSEAD's iconic **Fontainebleau Campus, France**, marking another milestone in developing senior leadership from Pakistan on a global stage.

The programme opened with **Loïc Sadoulet (Professor, INSEAD)** as the **Program Director**, setting the tone for an immersive learning journey, followed by sessions on **Data and AI for Executives** with **Theodoros Evgeniou** (Prof. Decision Sciences & Technology Management), equipping leaders to navigate digital disruption with confidence.

Over four intensive days, participants explored **technology adoptability, business model innovation, global economic uncertainty**, and future organizational design through sessions led by global faculty including **Antonio Fatas** (Prof. Economics; Portuguese Council Chaired Professor of European Studies), **Lite J. Nartey** (Affiliate Professor of Strategy) and **Jens F. Meyer** (Adjunct Professor, INSEAD; Visiting Professor, Fachhochschule Worms & CEDEP)

Peer challenges and discussions in **Paris** brought real organizational dilemmas to life, fostering collaboration, reflection and actionable insights.

PSTD x INSEAD – Global Partnership

A historic milestone for Pakistan



PSTD becomes **the first institution in Pakistan** to sign a Strategic Academic Master Services Agreement (MSA) with INSEAD, one of the world's top business schools.

Signed at INSEAD's Asia Campus in Singapore. The agreement was witnessed by **Adeel Shareef (CEO, PSTD)**, **Sameer Hasija (Dean of Executive Education & Dean of Asia Campus, INSEAD)**, **Nathalie Nawrocki, (Executive Director of Corporate Partnerships, INSEAD)** and **Karthik Rajaraman (Senior Director, Corporate Partnerships, INSEAD)** from INSEAD's team.

This collaboration blends global insight with local relevance, delivering co-branded, high-impact executive programs that build strategic capability and prepare Pakistan's next generation of leaders.

SLII® Leadership Workshop

📍 Karachi & Lahore

PSTD delivered the globally acclaimed **SLII® Leadership** workshop led by **Antony Demetriou**, Certified Master Trainer at **Blanchard Leadership Group**.

Over two immersive days, leaders explored how to adapt their leadership style to individual and team needs, driving higher accountability, engagement and performance across diverse organizational contexts.



Organizational Development Specialist Program

Module II: Talent Development

📍 Karachi & Lahore

PSTD concluded Module II of its OD Specialist Certification, continuing the year-long journey to strengthen organizational development capability across the country.

This module focused on the **neuroscience of talent and career architecture**, equipping participants with practical tools to design careers, lead inclusively and coach with clarity.

Module II was successfully delivered in **both Karachi and Lahore**, with OD professionals and senior leaders strengthening their ability to position OD as a strategic force within their organizations.



Unlock Strategic Agility Workshop

The “**Unlock Strategic Agility**” workshop for senior leaders.

The session focused on navigating uncertainty, strengthening strategic agility and building resilient organizations equipped to lead through constant change.

Facilitator: Loic Sadoulet

(Affiliate Professor of Economics at INSEAD)



Winning Beyond Sales™

📍 Karachi & Lahore

PSTD delivered “**Winning Beyond Sales™**”, a high-impact sales leadership experience led by global commercial strategist **Mostafa Zaghloul**. Designed for senior commercial leaders, the workshop challenged price-driven mindsets and equipped participants to lead with value, build trust and drive sustainable growth in complex markets.

Trainer: Mostafa Zaghloul

(Facilitator, PSTD | FMCG Sales & Leadership Expert)



Decision Making for Leaders

📍 Karachi

PSTD delivered **Decision Making for Leaders**, a leadership program designed to strengthen evidence-based judgment in complex and uncertain environments.

The session enabled senior executives, managers and decision-makers to strengthen their forecasting accuracy, recognize cognitive biases and design decision systems that enhance accountability and reduce risk.



Facilitator: Dr. Umar Taj, Executive Educator at

London School of Economics, Oxford & Warwick Business School

Customized Interventions

Assessment Centre | PSTD X KGTL

PSTD conducted an Assessment Centre to evaluate internal teams and map core learning competencies, generating data-driven insights to support future-ready growth and development.



LEGO®-Based Innovation Program HUBCO

A pan-Pakistan experiential learning LEGO® Serious Play-based innovation program customized for HUBCO, focused on strengthening creativity, collaboration and actionable problem-solving.



AI for Leaders | Pakistan Cables

AI for Leaders workshop was conducted for the **senior executives and managers of Pakistan Cables**, focusing on how AI is reshaping manufacturing, decision-making and leadership mindsets for the future of work.



Leadership Development Program DESCON Engineering

A Leadership Development Program for **DESCON Engineering** across **Abu Dhabi** and **Lahore**, led by international faculty **Loïc Sadoulet (Professor, INSEAD)**, focused on strategic leadership and navigating complexity in evolving business environments.



Advanced Leadership Program Packages Group

● Bhurban

PSTD delivered a 5-day Advanced Leadership Program for senior leadership at Packages in Bhurban, creating a rare, immersive learning experience away from the boardroom. Led by **global faculty Loïc Sadoulet, Dominique Jacquet**, and AI expert Fahad Jilani, the program integrated strategy, finance, AI and leadership to strengthen enterprise-level decision-making and long-term value creation.



Learning Fair | House of Habib

PSTD partnered with **House of Habib** at their Learning Fair, offering **digital services** including **Luma registration** for 3 days. In addition, two customized training sessions were conducted, focused on strengthening organizational learning and development.



360° leadership | Bonanza (Retail)

PSTD's **360° Leadership Program** for first-time leaders at **Bonanza** focused on transitioning to new leadership roles, developing emotional intelligence through case studies, activities and group discussions enhancing team effectiveness.



Leadership & Sales Capability Program | Pak Suzuki

Kenya

Leadership and Sales capability program for Pak Suzuki's team in **Kenya**, focused on leadership mindset, emotional intelligence, ethical selling, and values-based decision-making to translate self-awareness and human behavior insights into real-world leadership and customer engagement.

In another collaboration with **Pak Suzuki**, Dr. **Fareeha Kanwal** led a session on **women's emotional wellbeing**, focused on building resilience, self-awareness and psychological safety for women in the workforce.

CONNEX – RE:DEFINE: Mega Learning Conference & Exhibition

RE-IMAGINE ■ RE-INVENT ■ RE-CONNECT



The 18th edition of CONNEX, Pakistan's largest multi-city HR conference, set a new benchmark in leadership, bringing together 2,000+ professionals across **Lahore**, **Karachi** and **Islamabad**.

From **Augmented AI** to **Data-Driven Leadership**, each chapter of CONNEX'25 delivered a high-impact learning experience, uniting **CHROS**, **CEOs** and **change-makers** around one mission: exploring the future of work, leadership and culture.

Thought leaders explored the evolving demands of the workplace, from redefining the **Employee Value Proposition (EVP)** to discussions on **Enterprise Ecosystem**, **Cognitive Agility** and engaging the **Next Gen Workforce**.

Global experts **Loïc Sadoulet**, **Dr. Ghenwa Habbal**, **Dr. Oleg Konovalov**, **Mostafa Zaghloul**, **Arshy Ahmad**, **Aya Medhat**, **Ivo Vlaev**, **Theodoros Evgeniou**, **Rebecka Zavaleta** and **Vladimira Briestenska**.



Strategic Partnerships

PSTD x Denning

Denning is one of Pakistan's leading transnational educational institute providing internationally accredited degrees, offering globally recognized programs in business, computing and law. Our partnership intends to bridge academia and industry through student development, professional training and digital learning.



PSTD x NOWPDP

NOWPDP is a leading Pakistani non-profit organisation dedicated to disability inclusion and empowerment, working to ensure accessibility, equal opportunity, education and economic participation for persons with disabilities across the country. Our partnership fosters inclusion and accessibility in professional development through targeted training and capacity-building initiatives.



PSTD x LearnTech

Learn Tech is one of Pakistan's foremost digital learning and professional development organisations, known for integrating technology with learning solutions. Our collaboration advances digital learning solutions to expand access, capability, and future-ready education.



PSTD x Sofcom

Sofcom is a software and business solutions provider delivering advanced HCM and quality management systems across enterprises.

Through this partnership, we are redefining HR excellence with agile, future-ready solutions that strengthen people capability and organizational performance.



PSTD x PakSign

PakSign is a digital trust services provider championing secure and efficient electronic signature solutions. Our partnership embraces a paperless future, enabling organizations to streamline workflows with secure, sustainable e-signature technology.



PSTD x AnaConEx Solutions

AnaConEx Solutions supports organizations with **Odoo ERP implementation**, enabling more integrated systems and streamlined workflows. Our collaboration simplifies workflows and integrates smarter systems to enhance operational efficiency.



PSTD x Amtech Systems

Amtech Systems delivers high-end, technology-led solutions, enabling organizations to enhance their learning infrastructure with advanced digital tools. Our partnership integrates high-end, technology-led solutions into PSTD's training and learning infrastructure.



Employee Value Proposition



Employee Appreciation Day

Celebrating our team's dedication and innovative spirit – the heart of our success!



Pinktober

Our team hosted a Breast Cancer Awareness session in collaboration with Patel Hospital, focusing on early detection and informed prevention. Because awareness is where prevention begins.



Annual Picnic '25

A day well spent by the sea! Team enjoyed a fun-filled beach day at **The Cove Beach & Resort**, with good food, games, laughter and spent a great time to relax and connect outside the office



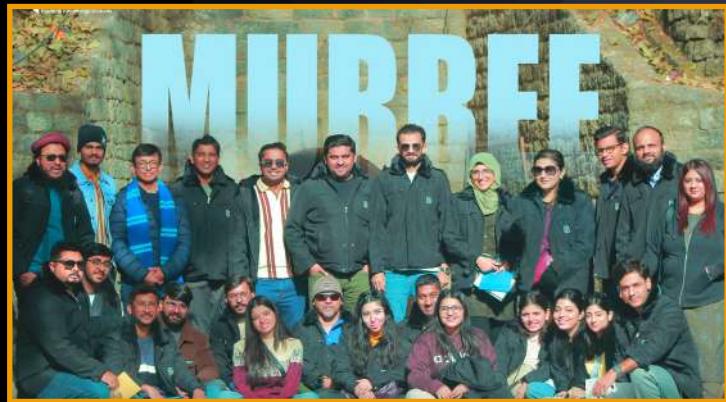
Sports Day

Team PSTD in full sports mode competition, team bonding and unmatched energy.



Independence Day

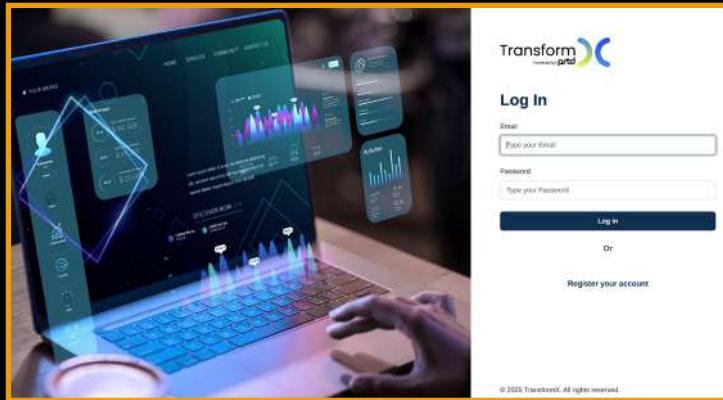
Celebrating 78 years of freedom with pride, unity and gratitude for our land.



Reimagine 2026 – PSTD's Blueprint for Strategy & Capability

Team PSTD embraced reflection and connection in the serenity of Murree, where trust, resilience and shared breakthroughs shaped our journey.

Product innovation spotlight

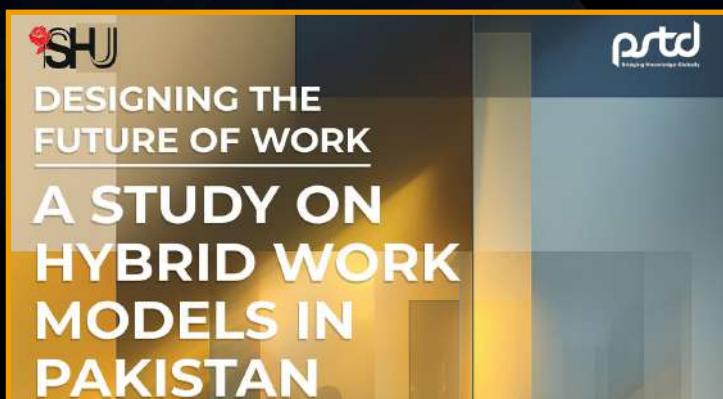


Transform X Diagnostic Tool:

PSTD introduces Transform X – Pakistan's first KPI-driven learning intelligence platform. Built on the Balanced Scorecard, it assesses performance at individual and team levels, identifies KPI gaps, maps critical Knowledge, Skills, and Attitudes and translates insights into clear, personalized Individual

Development Plans (IDPs). With smart dashboards and exportable reports, Transform X enables focused development, measurable progress, and informed decision-making – directly linking learning to performance outcomes.

Launched at **CONNEX'25** across three cities, Transform X showcased PSTD's proprietary diagnostic capability, redefining how organizations assess skills and develop talent.



Research Center

The **first-ever** data-backed research on the **Hybrid Workplace Model**, a pioneering collaboration between **PSTD** and **Salim Habib University**, was unveiled at **CONNEX2025**, offering exclusive insights and frameworks to help organizations adapt, lead and build truly effective hybrid cultures.



Study Portal | Digital Learning

PSTD has launched a comprehensive digital study portal, transitioning to a fully paperless learning environment. The platform enables participants to immerse in a seamless digital experience where all learning materials, course tracking, and related resources are available in one place. This initiative supports our sustainability goals while fostering lifelong learning and long-term value creation for our partners in progress.

Voices of Leadership



Quick Bits

A weekly **Monday Bites** series where teams share bite-sized lessons on workplace dynamics, corporate culture and personal growth.

Fahd K. Chinoy
President - PSTD
O - Pakistan Cables Ltd

Adeel Shareef
CEO - PSTD

VC AST

VC AST Interviews:

PSTD leaders, including **Fahd K. Chinoy (President)**, **Adeel Shareef (CEO)** and **Hasan Adnan Ahmed (Board Member)**, shared their insights on leadership, Pakistan's future and the evolving role of AI, amplifying PSTD's vision and values through powerful conversations.



Pivot Podcast

PIVOT is a conversation about the moments of self-discovery that quietly set extraordinary journeys in motion. The Podcast series will be introduced in the upcoming month, Stay tuned.

Synergy & CSR Events



Unlock Strategic Agility | Synergy Session

PSTD hosted **Loïc Sadoulet**, Professor of Economics at INSEAD, for a thought-provoking **Synergy Session** on “Redefining Leadership Agility,” where senior leaders explored the evolving demands of leadership in today’s rapidly changing world.

Accelerate Internship Program!

PSTD concluded its six-week Accelerate Internship journey, where interns worked on real-time projects and received focused trainings to strengthen practical workplace skills. Interns gave their final presentations, showcasing their learning, outcomes and growth journey.



Student Development Program – SDP'25

PSTD hosted the Student Development Program (SDP) bringing together 80 students from 9 universities for sessions on Personal Branding, Future of Work, Interviewing Skills and Career Readiness. The program engaged students from diverse academic backgrounds, creating a high-impact bridge between academia and the corporate world.



Announcement



Advanced Leadership Programme

After the remarkable success of **Cohort II**, we are bringing **Cohort III** - exclusive 5-day leadership experience at #INSEAD's iconic Fontainebleau campus back to Pakistan for the third time.

Click to Apply: Cohort III Registration

<https://bit.ly/CohortIIIform>



Public Program Calendar Jan – July 2026

Explore our upcoming certifications and workshops. Plan your growth journey in advance and stay ahead with PSTD's expert-led programs.

Click to view: Annual Calendar

<https://bit.ly/pstd-calendar>

Corporate Membership

Gain exclusive access to curated learning, member-only events, discounts on conferences and complimentary access to PSTD's digital library and research reports.

Become a Member: Membership Details

<https://bit.ly/membership-pstd>