

# LIFE@PSTD

Jan – June | 2025

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## A Modern Lens on Learning, Leadership & Transformation

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

[www.pstd.com.pk](http://www.pstd.com.pk)

# CEO's Message

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2025 marks a defining moment in PSTD's journey as we unveil a bold new identity - rebranding after 58 years to reflect a deeper commitment to future-focused, globally connected and locally relevant learning. 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've launched pioneering initiatives like Pakistan's first OD Specialist Certification, hosted large-scale conferences with global experts, and co-created impactful learning solutions with leading organizations. We've also enhanced our physical and digital spaces, including the revision of our facility pricing ensuring that we continue to offer high-quality, value-driven services that reflect the standard of experience our members expect and deserve.

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

This is more than a change in programs - it's a shift in mindset. And PSTD is proud to lead that change with integrity, innovation and purpose.

Thank you for your continued trust in us as your learning partner.

Warm regards,  
**Adeel Shareef**  
CEO, PSTD

**Welcome to Life@PSTD Newsletter!**

# Rebranding. Reshaping. Reimagining Learning.

From trailblazing HR summits to global collaborations, PSTD continues to push boundaries, inspire leaders and ignite the future of professional development.



## Rebranding Phase 1: A Bold Shift Begins

PSTD has entered a powerful new chapter, transitioning from a traditional, government-like institute into a global trailblazer in learning and development. The bold new identity was launched at CONNEX'24, where thousands witnessed the shift toward a human-centered, tech-enabled future.

Following the public reveal, we aligned our nationwide team through an internal session, unveiling the brand book, visual identity and strategic direction that will guide our next chapter.

## A NEW ERA OF LEARNING - TRANSFORM X

PSTD ushers in a new era with Transform X - Pakistan's first KPI-driven learning intelligence platform. Built on the **Balanced Scorecard**, it assesses performance at both individual and team levels, identifies **KPI gaps, maps KSA needs** and recommends targeted learning interventions. With smart dashboards and exportable reports, Transform X is not just a tool - it's a learning disruption designed for the future of performance.



## **“WOMEN IN BUSINESS & LEADERSHIP CONFERENCE”**

### **Theme: WONDERING**

The 15th edition was held across Lahore, Islamabad, and Karachi, drawing over 2,500 attendees, making it the biggest and only women-centric leadership conference in Pakistan.

From thought-provoking content and global line-up of speakers to entertainment and networking, each chapter delivered a complete learning experience uniting leaders, professionals, entrepreneurs, homemakers and students around one mission: empowering women to rise on their own terms. WIBCON continues to create real opportunities through its CSR-driven student access and visibility for women-led businesses.



## **CONNEX “HR CONFERENCE & EXHIBITION”**

### **Theme: Powering the Next**



The 17th edition of CONNEX, Pakistan’s largest and only multi-city HR conference, brought together 2,000+ professionals across Lahore, Islamabad and Karachi. From future-focused strategies to cutting-edge leadership insights, each chapter delivered a high-impact learning experience, uniting CHROs, CEOs and change-makers around one mission: powering the next in work, leadership and culture.

With global experts like Loïc Sadoulet (INSEAD), Sandy Monteiro (Universal Music Asia) and Mostafa Zaghloul (Unilever) leading the agenda, the event set a new benchmark in blending world-class learning with powerful local relevance.



- **New Challenges** in People Management  
In collaboration with Excelerate, this session featured Nassir Salim (CEO, HBL) and senior HR leaders exploring the evolving role of HR in the AI era.

- **Rethinking HR** for a Shifting Landscape  
Hosted with Excelerate, this session invited Muhammad Amin Rajput (Chairman, SSGC) and industry leaders to reflect on how HR's role is transforming in response to future business demands.

- **Resilience in Crisis Management:** The session invited Zafar Masud (President & CEO, Bank of Punjab) and senior L&D and HR leaders for a high-impact dialogue on navigating adversity with strength and empathy.



## Youth Empowerment in Action



Student Development Program was officially launched in Lahore and successfully conducted three full cycles in Karachi. With a mission to bridge the gap between academia and the corporate world, the program equipped over **700** university students with essential real-world skills in data literacy, ethics, communication and entrepreneurship. Through a series of hands-on workshops, mentorship sessions, and collaborative projects, students were exposed to practical learning experiences that foster critical thinking, innovation, and leadership.

## Culture, Wellness & Community



### Ramadan Reflections

A warm, introspective Iftar gathering celebrating connection and community.



### Breast Cancer Awareness Month

Sparked dialogue and education around early detection and support.



### Stress & Wellness Workshop

Promoting mental wellbeing through mindfulness and reflection.



### International Women's Day

Reflecting on inclusive leadership rooted in empathy and respect, creating space for every voice to be heard, irrespective of gender.

## Creating Space for Female Voices: WIBCON





## OD Specialist Certification Program | KHI & LHE

PSTD launched its first-ever **OD** Specialist Certification. A transformative, year-long journey designed to elevate organizational development practices in the country. Structured around three core modules **“Talent Assessment, Talent Development and Talent Deployment”** and a final Capstone Project, the program equips professionals with neuroscience-backed frameworks and real-world tools. The first module successfully took place in both Karachi and Lahore, with senior OD leaders from top organizations joining this learning experience.

**Facilitator:** Rahila Narejo



## Strategic HR Partnering Program | KHI & LHE

Built on the globally recognized David Ulrich model, this exclusive workshop empowered HR professionals to redefine their roles as strategic enablers of business growth. The program covered critical areas such as succession planning, culture shaping and aligning people strategy with organizational goals.

**Facilitator:** Salman Hafeez



# Mastering Corporate Credit | KHI & LHE

In collaboration with Black Mountain Consulting, this hands-on program equipped participants with essential skills to evaluate credit risk, interpret financial statements and make sound lending decisions. Tailored for finance professionals, the session blended practical tools with real-case analysis to build stronger credit assessment capabilities.

**Facilitator:** Shabnam Mohammad



# Generative AI Training | KHI - LHE & ISB

Designed for today's evolving workplace, this workshop introduced professionals to the practical use of Generative AI covering prompt design, workflow integration and functional business applications. Participants gained clarity on how AI can enhance decision-making, streamline tasks and add value to everyday work without needing a technical background.

**Facilitator:** Agha Ali Raza





# Driving Inclusion Through Board Game | ISB

OGDCL partnered with PSTD to design and deliver a customized, board game-based session to explore disability and gender inclusion through experiential learning. The session sparked powerful conversations around empathy, equity and inclusive leadership.

**Facilitator:** Tanzila Khan



## Partnerships

### PSTD × Engro

PSTD signed a strategic MoU with Engro to co-create impactful leadership interventions for senior management, laying the foundation for a future-ready leadership culture.



### PSTD × AGP

Together with AGP, PSTD launched the Learning HUB - a customized, LMS-driven platform enabling digital learning, employee growth and performance tracking. A leap toward accessible, skills-based development for the workforce.



## PSTD × KGTL

Partnered to roll out a powerful leadership and performance learning series. This collaboration marks a strategic step toward building a future-ready, learning-driven culture across the organization.



## Announcements

### Advanced Leadership Programme – PSTD x INSEAD | Cohort II

Applications are open for our exclusive **Global Leadership Programme** at **INSEAD**, France.

### Public Program Calendar Jul – Dec 2025

Explore our latest lineup of certifications and workshops. Plan your growth journey in advance.

### Facility Pricing Update

We've updated our facility rental pricing to better match your evolving training and event needs.