

Ms. Ameena Saiyid visits IBA

January 1, 2011: The beginning of the New Year was coupled by the most inspiring and elucidating Distinguished Lecture Series (DLS) organized by the IBA Marketing Club, as Ms. Ameena Saiyid, the Managing Director of Oxford University Press, took out precious time from her busy schedule and visited IBA to address the IBA Community on the topic of Quiet Leadership.

Ms. Saiyid's speech revolved around the functioning of the human's subconscious mind and how it translates into QUIET LEARNING. Humans do not need to process the entire information in their minds. The situation is analogous to how humans manage organizations. She talked about how our quiet learning, is transformed to innate personality, which is showcased as our behavior. She stressed on the fact that a few things are hardwired in the human brain and no one can change that. Nevertheless, she also pointed that 'stereotypical problem solving' through techniques such as availability heuristic should not be followed.



She also talked about management techniques and introduced the students to some jargons such as certainty, autonomy relatedness and fairness. In addition, she gave her views on how leaders could successfully maintain amicable relations with their employees and focus less on autocratic style, yet manage an effective work force. She

stressed and reiterated the fact that leaders should encourage employees to contribute, and try to bring together different perspectives in order to enrich the decision making process. In the end, Ms. Saiyid emphasized on the importance of synergy regardless of the fact how diverse the teams are and how it helps the firms achieve their goals. Her address was followed by an informative Q & A session.

At this occasion the Dean & Director, IBA, Dr. Ishrat Hussain, concluded by emphasizing on the need of such sessions. He accentuated that success stories of corporate individuals are important for learning. Listening to these stories and anecdotes is a knack to capture and learn from the experience of these successful people. The way these individuals struggle and have reached their goals are encouraging as well as a road map for the leaders of tomorrow. He said that only if we learn how to tap knowledge by listening to them, we can gain experience that is equivalent to many years. This would bolster the chances of success and assuage the probability of failure. In the end, he extended his gratitude to the guest speaker, Ms. Sayid, for sharing her expertise and intricate knowledge about Quiet Management with the students of IBA. He also presented a plaque to Ms. Saiyid as a token of appreciation.

