

HISTORICAL PROFILE



Islamabad Office: Ph: + 92 51 235 3011
Fax: + 92 51 235 3014
Address: H # 24, Ibne Sina Road, G-10/3

Lahore Office : Ph:+ 92 42 35164896-8
Fax:+ 92 42 35165947
Address: H # 679-B, Faisal Town

USA Office : Ph: +1 610 717 7243

info@askdevelopment.org

www.askdevelopment.org

ASK (Attitude, Skills, and Knowledge) Development is a network of professionals in the field of management and consultancy services. What makes ASK Development unique is its skilled professionals of HRM & HRD? Hence our solutions to companies' training needs through training interventions or of staffing needs through our **turn-key recruitment solutions** and outsourced recruitment are precise, customized and highly effective. This has led to ASK Development being recognized and reputed as a professional, capable and reliable organization in Pakistan and its neighboring countries.

Core Areas of Services

ASK is a specialist HR consultancy firm offering HRM support to the corporate, and development sectors in the following areas:

1. **Human Resource Management**
 - a. Institutional Analysis and Development
 - b. HR Policies & Procedures
 - c. Turn-Key Recruitment
 - d. HRM Outsourcing
 - e. Organizational, Employee and 360 Degree Surveys

2. **Human Resource Development Consultancy/Programs**
 - a. Training Needs Assessment and Impact Studies
 - b. In-House Customized Interventions
 - c. Open House Trainings

3. **Human Development Projects**
 - a. Social/Development Sector Capacity Building
 - b. Youth Training Program
 - c. Employment for Underprivileged Youth

ASK team has worked on a number of projects in multitude of areas. They have exposure to local, national and multination organization's working and management. ASK team has proved its professionalism, ability and dynamism different during assignments for different organizations.

Development & Public Sector Projects



Client(s): Punjab Education Foundation (PEF)

School Leadership Development Project Punjab

Date: 2007 - Present

Service: Material Development & TOT and Teachers' Training

Description: Training of female and male heads of school including Principals, Vice Principals, and Head Teachers in managing the affairs of their schools and to enable them to incorporate and integrate the newly envisaged teaching techniques in their mentoring practices.

The objective of this SLDP training is to sensitize the Heads of schools in the private sector on educational management aspects with particular focus on education theories, interactive teaching methods, effective school management and the use of pedagogical skills.

Based on the needs assessment by the PEF, ASK has developed all the relevant training material for the SLDP program. Material development includes assessments (Pre and Post) and training module, as well as the selection of trainers, training of trainers (TOT) and determining the post training results achieved.



Client(s): Friedrich Ebert Stiftung (FES)

Date: 2006 - 2007

Service: Materials Development & Trainings related to Leadership Development

Description: Young Professionals Network (YPN) an initiative of FES with the aim to provide a platform to Pakistani Youth by involving them in the discussion and implementation of policies and program.

This project required ASK, to develop training modules as well as trainings and evaluation of trainings. This one year project included the development of 6 modules on topics such as Vision, Networking, Creativity and innovation, Event management, Conflict management, Self discipline and confidence.

ASK also Developed necessary documentation for participants learning log and keeping track of their conceptual development and actual contribution to the society as a result of this training cycle. The Objectives of this initiative were to: provide a platform to the talented youth of relevantly deprived areas of Pakistan, through capacity building and trainings to equip youth to actively participate in the development of the society, help youth influence the decision making process through positive contribution in the society.



Client(s): RSPN

Sponsors: USAID, IYF, EEA

Date: July 2007 – June 2008

Service: Concept Development, Training Handout Development, Training Interventions, and Job Placement of the Youths after successful completion of the training

Description: a unique project aimed at providing vital job skills training and employability to the underprivileged youths (males and females) in the various districts of Pakistan.

The objectives of the project included preparing the youths to meet the needs of the industry by providing them entry level job skills as well as finding helping the successful graduates of the program in finding suitable jobs with special emphasis on women.

ASK was instrumental in not only envisioning the whole project but was also responsible for the overall project management, monitoring and evaluation, reporting, financial management, preparation of training modules, conducting trainings, developing linkages with the industry, etc.



Client: Aga Khan Development Network (AKDN)

AGA KHAN DEVELOPMENT NETWORK

Date: 2005-6

Service: TNA, Training Development & Delivery

Description: ASK team conducted three courses on HRM, Management Skills Supervisory Skills and Training of Trainers for ASKDN professionals managing through out the training cycle from TNA to training impact study.

Over period of 2 years ASK trained more than 100 AKDN professionals from various disciplines various size batches.



Client(s): Swedish Committee for Afghanistan (SCA)

Date: 2006

Service: Materials Development & Training on HRM Skills

Description: Conceptualization and delivery of Human Resource Management Capacity Development project for more than 35 participants.

The program included Managing the main functions in Human Resources department, the importance of the Job Analysis and JDs, Manage the training and development functions, Enhance the employee's motivation and performance through HR tools



Client(s): Swedish Committee for Afghanistan (SCA)

Date: 2006

Service: LFA (Legal Framework Analysis) Consultancy & Training

Description: Designed for Swedish Committee for Afghanistan (SCA), determining the needs and developing a strategy and outline for a four days training workshop.

The objective of this project was to conduct a TNA and to provide an introduction to logical framework analysis for project planning and monitoring processes.



Client(s): Swedish Committee for Afghanistan (SCA)

Date: 2006

Service: Materials Development & Training on Recruitment and Selection

Description: Conceptualization and delivery of Recruitment and Selection Training to the members of Swiss Committee.

This intervention provided training in the Analyzing skills and competencies, Sifting through CV's, Practical preparation for interviewing, Questioning and probing techniques, Evaluating the candidate through to the selection.



Client(s): Save the Children UK

Date: 2007

Service: Prepared Training Handout and Relevant Material & Provided Training to a Group of Teachers

Description: A three Days' Training Workshop on Understanding Learning Dynamics and Assessment was conducted for the "Mitigation of Child Labor Through Education in Pakistan (MCLEP)" Project Team both from NWFP and Balochistan.

The purpose of this training was to assess participants' current level of understanding about Learning and Teaching, Monitoring, Learning and Teaching, and Applying New Testing Formats.

The objective of this training intervention included:

- Develop understanding of Education team of MCLEP project on students' learning
- Develop understating on various methods of students' assessment
- To develop understanding of participants about effective monitoring

ASK developed the training material for this training intervention as per their training requirement which was then followed by a three days training workshop.



COMMUNITY DEVELOPMENT CORPORATION
OF KANSAS CITY



Client(s): Karwan Community Development Organization (KCDO)

Date: 2007

Service: Communication Skills Training

Description: Training consultation to familiarize participants with the importance of good communication skills related to the types of positions they held.

The Objectives of training intervention were to ensure that after the training the participants: understand what communication process is, use proper listening skills and questioning techniques, identify and minimize influencing factors, devise strategy for communication in project based organization, understand communication patterns for community based organization.

Key topics included: the communication process, listening skills, non-verbal communication, understanding factors that influence communication, presentation, and etiquette.



Client(s): Danish Committee for Aid to Afghan Refugees (DACCAR) Afghanistan

Date: 2007

Service: Training on Supervisory Skill, Communication Skills, Management Skills, Performance Appraisal and Development of all the Relevant Material

Description: This capacity building program spanned 13 working days and assisted DACCAR in developing a Capacity Development Program to bring their team of professionals up to date on day to day management practice and effectiveness at workplace.

The training was preceded by a TNA to determine the training needs which then formed the basis for developing the training material.

The objective of this program was to enhance and polish the report writing, proposal writing, and Financial Management and Budgeting skills of the participants as per the requirement of organizations working in the development sector.



Client(s): Strengthening Participatory Organization (SPO)

Date: 2007

Service: Material Development and Training on Communication Skills, Office Administration & Time Management Skills

Description: This program assisted SPO in building capacity of their front end staff in inculcating the importance of time management, Office Administration, and Communication Skills to bring their employees up to date on and help them achieve efficiency and effectiveness at workplace.

The objective of this capacity building program was to help their employees become aware of the importance of effective Time Management, understand what is involved in the proper functioning of Office Administration and learn to appreciate the role effective communication plays in the work environment.

Corporate Sector Organizations



Client(s): Habib Bank Limited (HBL)

Date: 2006 – On going

Service: HRD Consultation and Soft Skills Training Spanning various Topics

Description: Managing people is one of the most critical aspects of organizational management in the 21st century. No matter whether an organization is a non-profit, start-up enterprise, or mature business firm are crucial to achieving objectives, delivering results and being successful.

This series of 1 to 3-days courses focus on various topic including Selling Skills, Corporate Etiquettes, Customer Service, Written Communication, Personal Development, Problem Solving and Decision Making, HRM for managers, the contemporary concepts and practice of managing human resources designed to help HBL managers in competitive and dynamic market place to work their way through the HRM process. This project involves determining the training needs and then developing the material to achieve its objectives of in calculating the HRM concepts and its importance in the ever changing banking environment.



Client(s): Khushhali Bank

Date: 2006 – 2008

Service: Trainings in the areas of Customer Service

Description: ASK has been regularly providing this client focused and practical workshops to help its Field Credit Officers become aware of the importance of customer service and the role it plays in the organizational health.

The objective of this project was to help participants understand how to Define information needs and select an appropriate approach to meet information needs, Develop questionnaires , interviews and other thinking tools, Compile information for effective analysis and productive usage.

ASK worked closely with the bank in developing the course contents to ensure alignment of the trainings with the objectives of the bank.



Client(s): British Council (BC)

Date: 2008 – On going

Service: Continuing Consultancy & Training

Description: Last year ASK conducted a number of training interventions for BC staff to enhance their soft skills to carry out their day to day operations efficiently and effectively.

Our team of professionals conducted Drafting Skills training interventions for BC to inculcate writing skills for its professionals to enable them in carrying out their duties more effectively. The training programs were conducted in Lahore and Islamabad.

The objective of the training intervention was to understand what effective writing is and what role it plays in enhancing the professional image of the persona and their organization.



Client(s): British High Commission (BHC)

Date: 2006 – On going

Service: Continuing Training Consultancy

Description: Over the past three years ASK has conducted a large number of training interventions for BHC staff to meet the training and developmental needs of the individual employees and the organization.

Programs conducted to date include: Personal Development, Creative Thinking, Writing Skills, Customer Service, Leadership and Team Building, Supervisory Skills, Interviewing Skills, Interpersonal Skills, Communication Skills, Powerful Presentations, Time Management, Career Counseling and Effective Speaking.

The objective of these training interventions is to enhance the skills set of the employees with a view to enhancing their effectiveness in carrying their professional duties.



Client(s): Inter Loop

Date: 2008 – On going

Service: Continuing Training Consultancy

Description: ASK has conducted a number of training interventions both customized and open courses for Inter Loop staff to enhance their soft skills to carry out their day to day operations efficiently and effectively.

Some of the training interventions conducted include Leadership Skills, Effective Negotiation Skills, Written Communication skills and Team Building.

The trainings are designed with a view to help their team of professionals in carrying out their duties more effectively and efficiently. These programs have been conducted in both Lahore and Islamabad.



Client(s): Roche Pakistan (Pvt.) Ltd (Diagnostic Division)

Date: 2007

Service: Training Consultancy, Material Development & Training Intervention

Description: Assisted Roche on inculcating the importance of Business Etiquettes & Confidence Building besides having a good product or service and a well thought-out plan to market it.

Etiquette, manners, and cross cultural, or intercultural communication have become critical elements required for all Local, International and Global Business executives, managers, and employees. **At times this could be the only differentiator.**

The objective of this consultation was to remind the participants that Business Etiquette is very important factor in determining the success or failure of a business or a person.



Client(s): Pepsi Cola International

Date: 2007

Service: TNA, Training Material Development & Training Intervention

Description: Conducted TNA to determine training needs of professionals working as part of PEPSI Team. TNA was part of an ongoing effort on the part of PEPSI to ensure its teams remained high performance teams.

The training spanned around Teams and its dynamics, Role of communication within the team, Team norms, Resolving inter-group conflict, Building trust and respect among the team members, Problem solving, and positive thinking.

The purpose of this process oriented training intervention was to assimilate the newcomers in the team and overcome obstacles that had cropped up within the team by revisiting the team concepts and get them to understand that PEPSI appreciates and values team players.



Client(s): Pepsi Cola International

Date: 2007

Service: 360^o Feedback Survey

Description: It is a process whereby an individual is rated on their performance by people who know something about their work. This feedback survey included direct reports, peers, and managers. The individuals also completed a self-assessment exercise on their performance, which was also used in the process.

The three principal areas for feedback and assessment included in the questionnaires were:

- Professional Competencies / Skills (knowledge, skills, specialization, aptitude etc.)
- Actual Performance (deployment, productivity, work commitment etc.)
- Interpersonal relations (access, people handling, communications, etc.)

The objective of this 360^o feedback process was to gain information about how its employees were feeling and for ironing out communication / perception disconnects and aid in enhancing overall productivity and performance of the organization.



Client(s): Pepsi Cola International

Date: 2006

Service: TNA, Training Material Development & Training Intervention

Description: ASK did a training needs assessment of the floor staff and its management team to determine their understanding of the need for working as team for the effectiveness of the organization. The results of the TNA were used to design and conduct Team Building training intervention to inculcate team spirit in PEPSI professionals.

Topics covered: Teams and its dynamics, Team norms - getting everyone involved, Resolving inter-group conflict, Building trust and respect, and Problem solving

The purpose of this process oriented training intervention was to ensure that shop floor staff become conversant with the concepts, techniques of working within teams, and get them to understand that PEPSI appreciates and values team players.

Client(s): Air Weapons Complex (AWC)

Date: 2007 - 2008

Service: TNA & Material Development and Training Intervention

Description: A comprehensive TNA was conducted to determine AWC teams' understanding of Time Management and its importance in their professional and personal life prior to the training intervention.

Training topics spanned importance and value of time, planning and goal setting, prioritization of tasks, time wasters, time management tools and techniques.

The objective of the training was to assist participants to understand their current time utilization patterns and effectiveness, scientific time-management techniques to organize life's most precious commodity and best practice behaviors of effectiveness.



Client(s): Tech Access

Date: 2006

Service: Material Development & Training Intervention

Description: A three days workshop on Excellence in Customer Service was conducted for the staff of Tech access. Based on the training needs of the organization ASK developed a customized training handout and other training material for this training consultancy.

The objective of the course was to inculcate a service excellence mind set and adding value through human touch to customer service for Tech access customers.



Client(s): OMV

Date: 2008 - On going

Service: Continuing Consultancy & Training

Description: ASK has conducted a number of training interventions on MS Office 2007 for OMV staff to enhance their skills to carry out their day to day operations efficiently and effectively. These trainings were conducted for their field specialists who are working in oil fields.

Telecommunication Sector Organizations

TELECOMMUNICATION SECT OR ORGANIZATIONS



Client(s): Pakistan Telecommunication Corporation Ltd
(PTCL)

Date: 2007 – On going

Service: Recruitment and Out Sourcing

Description: This is an ongoing recruitment and outsourcing of customer service personnel to PTCL.

This contract requires ASK to:

1. Continuous recruitment for PTCL Call Centers
2. Provide training to enable employees to resume their duty
3. Manage and maintain their payroll on on-going basis
4. Maintain a gender balance: 40%- 60% female & male
5. Replace employees who either quit or are terminated by PTCL.
6. Ensure quality throughout the process

To comply with the requirements of PTCL ASK does the following:

1. Maintains CV data base for ongoing recruitment
2. CV sorting, initial interviews of candidates
3. Scheduling with PTCL for selection interviews
4. Issuance of Appointment letters and other documentation
5. Conducting training program
6. Induction and ongoing HR administration
7. Liaising with PTCL for smooth operations
8. Backend support for smooth operation of placement
9. Individual record and contract management
10. EOIB and taxation affairs
11. Medical and benefits provision as per PTCL rules, if any

Maintaining regular contact with employees to ensure performance is maintained throughout their tenure with PTCL.



Client(s): Ufone

Date: 2006 – On going

Service: Recruitment and Out Sourcing

Description: This is an ongoing project where by ASK recruits, selects, trains to enable them to resume their duties in the Ufone call centers in Islamabad and Lahore.

This contract requires ASK to:

1. Continuous recruitment for Ufone Call Centers
2. Provide training to the newly hired
3. Manage and maintain their payroll
4. Replace employees who either quit or are terminated by Ufone.
5. Ensure quality throughout the process

To comply with the requirements of Ufone ASK does the following:

1. Maintains a CV data base for ongoing recruitment
2. CV sorting, initial interviews and short listing of candidates for Ufone
3. Scheduling with Ufone for selection interviews
4. Issuance of Appointment letters and other documentation
5. Conducting training program
6. Induction and ongoing HR administration
7. Liaising with Ufone for smooth operations
8. Backend support for smooth operation of placement
9. Individual record and contract management
10. EOIB and taxation affairs
11. Medical and benefits provision as per Ufone rules, if any

Regular contact with employees to ensure performance meets with the performance criteria of Ufone.



Client(s): Telenor Pakistan

Date: 2007- On going

Service: Training & Material Development

Description: A two days training intervention in Time Management was conducted to inculcate the importance of time management as a means of achieve personal and professional excellence.

Based on the training needs and objectives ASK developed a training module along with other support material to enhance participant's learning.

The objective of this training consultancy was to impress upon their staff the importance of time management and make them understand the role it plays in both the self and professional fulfillment of goals and objectives.



Client(s): Ericsson Pakistan

Date: 2006 – On going

Service: TNA, Material Development & Training Interventions

Description: on going training consultations whereby ASK conducts Training Needs Assessments of its staff working on diverse projects throughout Pakistan, develops training material and conduct training interventions to meet the ever vibrant Telecommunication Industry.

The objective of these consultations is to keep Ericsson management informed about the training requirements to ensure that organizational goals are achieved with minimum of interruptions.

Under this consultation, ASK has conducted multitudes of trainings covering vast topic such as: Project Management, Finance for Non Finance Managers, Business Communication, and Technical Report Writing.

Open Enrollment Courses

In addition to customized training courses we also run open courses for individuals, organizations in the development, corporate, as well as in the public sector organization to cater to their HRD needs,

<ul style="list-style-type: none">• Mobilink• Micronet• Pakistan Tobacco Company• Ultimus Pakistan• Orient Petroleum• UCH Power Limited• Siemens Pakistan• AMSON Vaccine & Pharmaceutical• UNDP (Pakistan & Afghanistan)• UNHCR (Pakistan & Afghanistan)• Food & Agriculture Organization (FAO)• WFP (Pakistan & Afghanistan)• IRC (Pakistan & Afghanistan)• CARE (Pakistan & Afghanistan)• ARC International• SDC(Pakistan, Afghanistan & Tajikistan)• Mercy Corps (Pakistan & Afghanistan)• WWF (Pakistan)• PLAN International• Islamic Relief• Save the Children USA	<ul style="list-style-type: none">• Accounting for Non-Accounting Executives• Budgeting for Managers• Finance for Non-Financial Managers• Basic & Advance Writing Skills• Effective Report & Technical Writing Skills• Communication Skills for Support Staff• Influencing through Presentations• High Impact Communication Skills• Recruitment & Selection Skills• Techniques• HR Management• HR for non HR Managers• Coaching Skills for Managers• Building High Impact Teams• Leadership Par Excellence• Supervisory Skills• Mastering Secretarial Skills• Telephony Skills• The Power of Positive Thinking• Time Management• Grooming yourself for Success• Conflict Management• Negotiation Skills• Stress Management• Project Management Skills• Customer Service Skills• Professional Selling Techniques• Training of Trainers• Conducting TNA• MS Office 2003 & 2007• Call Center Team Leading Skills• Social Mobilization• Logical Framework Analysis• Project Cycle Management• Project Proposal Writing for NGOs• Monitoring & Evaluation• Financial Management for NGOs• HRM for NGOs
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