



TrainMent
TRAINING, MENTORING, ENTERTAINING

Sarfaraz Sarwar Khan

Entrepreneur & Consultant (Business & Projects)

Change Management Trainer & Growth Coach

Linkedin Profile: www.linkedin.com/in/sarfarazpk

Cell / WhatsApp: +92-300-2111257 | **Email:** sarfarazpk@gmail.com

Area Of Living: Masjid Al-Hilal, Gulshan-e-Jamal, Main Rashid Minhas Road, Karachi, Pakistan.



Over The View...!

Our training programs are designed to build essential capabilities in communication, strategy, innovation, customer service, and operational excellence.

These sessions are not just knowledge-sharing events — they are transformational experiences aligned with the organization's vision of modernizing operations while staying true to traditional business values.

By combining conceptual understanding with practical tools, our sessions ensure staff at all levels are prepared for today's business challenges and tomorrow's opportunities!



TrainMent # 3

Business Model Canvas – Visual Thinking for Business Design

Duration	8 Hours	Target Audience	Strategy Teams, Business Developers, Product Owners, Entrepreneurs
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Concept:

An interactive training session to help participants understand, design, and analyze business models using the globally recognized Business Model Canvas (BMC) framework by Alexander Osterwalder.

Training Objectives:

- ✓ Learn the 9 key building blocks of the Business Model Canvas
- ✓ Develop visual thinking and collaborative planning skills
- ✓ Apply BMC to real business scenarios for product, service, or process innovation

Impact:

- ✓ Clarity in value proposition, customer segments, and revenue streams
- ✓ Enhanced business planning and innovation capacity
- ✓ Better cross-functional collaboration and strategic alignment

Direct Contribution to Organization's Vision

Strengthens business planning with modern strategic tools, vital for transforming traditional businesses into agile, growth-oriented enterprises.

Encourages entrepreneurial thinking and sustainable value creation across departments.

Google Calendar – Concept + Technical Tool Training

Duration	8 Hours	Target Audience	Production Staff, Supervisors, Admin & Operations Teams
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Concept:

A hands-on training to enhance productivity, team collaboration, and time management using Google Calendar — combining conceptual understanding with practical tool application.

Training Objectives:

- ✓ Understand time blocking, scheduling, and digital calendar etiquette
- ✓ Learn to manage team calendars, recurring events, and task integration
- ✓ Train staff to leverage calendar-based workflows and reminders for better execution

Impact:

- ✓ Increased team coordination and punctuality
- ✓ Better visibility of meetings, availability, and project timelines
- ✓ Enhanced personal and organizational productivity

Direct Contribution to Organization's Vision

Promotes digital competence and time discipline, enabling smooth operations and modern workflow management in the organization. Aligns with building a responsive, tech-savvy workforce essential for market competitiveness and brand agility.

TrainMent # 5

Vision, Systems, and Frameworks

Duration	8 Hours	Target Audience	Management Team, Strategic Planners, Department Coordinators
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Concept:

Strategic training on aligning personal and departmental goals with the organization's vision using systems thinking and performance frameworks.

Training Objectives:

- ✓ Clarify the organizational vision and how each role contributes to it
- ✓ Introduce systems thinking to understand interdependencies
- ✓ Apply frameworks (e.g., Balanced Scorecard, KPIs) for goal alignment

Impact:

- ✓ Increased role clarity and strategic alignment
- ✓ Better coordination between departments and functions
- ✓ Enhanced ownership of long-term goals by teams

Direct Contribution to Organization's Vision

Fosters a visionary and systematic approach to managing operations, enabling the business to scale purposefully.

Supports departmental excellence in delivering quality, innovation, and global relevance.



TrainMent # 7

Strategic Time Management

Duration	8 Hours	Target Audience	All Staff, Especially Managers and High-Impact Roles
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Concept:

A practical and mindset-shifting training to help participants plan, prioritize, and manage time effectively in alignment with organizational goals.

Training Objectives:

- ✓ Understand the value of time as a strategic resource
- ✓ Apply prioritization tools (Eisenhower Matrix, ABCDE, Pareto Principle)
- ✓ Develop personal discipline through daily planning and time blocking

Impact:

- ✓ Improved productivity and focus across teams
- ✓ Reduced delays, missed deadlines, and stress
- ✓ More strategic execution of daily and long-term tasks

Direct Contribution to Organization's Vision

Fosters a time-conscious workforce that respects deadlines and contributes to streamlined operations — crucial for scaling a traditional business in competitive markets.

Supports professional conduct, accountability, and higher ROI on man-hours.

TrainMent # 8

Meeting Rules & Corporate Etiquettes

Duration	4 Hours	Target Audience	GMs, Managers and Supervisors
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Concept:

This training emphasizes the corporate etiquette that should govern internal meetings for maximum productivity and harmony.

Training Objectives:

- ✓ Establish a clear understanding of professional meeting protocols
- ✓ Define meeting roles (e.g., Chairperson, Secretary,)
- ✓ Structure meetings into Pre, During, and Post phases
- ✓ Align meetings with best ethical and operational practices

Impact:

- ✓ Disciplined communication structure
- ✓ Efficient follow-up and decision-making
- ✓ Clear documentation practices
- ✓ Enhanced inter-departmental coordination

Direct Contribution to Organization's Vision

Ensures professional, respectful, and ethically-aligned communication across meetings — strengthening internal governance and decision- making within the departments.

Promotes a structured business culture that supports sustainable growth and readiness for expansion by reducing internal confusion and conflict.

Change Management - Lets Innovate Within!

Duration	8 Hours	Target Audience	Team Leaders, Department Heads, Change Agents
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Concept:

Training to prepare employees for organizational changes by understanding human behavior, transition models, and tools to overcome resistance.

Training Objectives:

- ✓ Understand the psychological impact of change on employees
- ✓ Learn change communication, stakeholder engagement, and transition support
- ✓ Use practical models like ADKAR or Kotter's 8 Steps for successful change adoption
- ✓ Identification of internal and External environment factors

Impact:

- ✓ Reduced resistance to change and smoother transitions
- ✓ Better morale and resilience in evolving market dynamics
- ✓ Increased ownership and adaptability among staff

Direct Contribution to Organization's Vision

Equips teams to embrace innovation, modernization, and restructuring in line with business growth strategies.

Enables transformation of traditional business practices into agile, future-ready systems.

TrainMent # 10

Process Improvement through KAIZEN & 5S

Duration	4 Hours	Target Audience	Production Staff, Supervisors, Admin & Operations Teams
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Concept:

A conceptual training to embed a culture of continuous improvement using Japanese philosophies of KAIZEN (incremental improvement) and 5S (workplace organization).

Training Objectives:

- ✓ Introduce the mindset of small, sustainable improvements
- ✓ Apply 5S principles to organize workspaces for efficiency
- ✓ Enable identification and elimination of waste in processes

Impact:

- ✓ Streamlined workflows and reduced errors
- ✓ Improved workspace cleanliness, discipline, and safety
- ✓ Higher employee engagement in operational efficiency

Direct Contribution to Organization's Vision

Supports operational excellence and standardization in traditional production and service delivery systems.

Drives a proactive culture of innovation and quality — vital for competing with modernized competitors and maintaining consistency in products.



TrainMent # 12

Effective Professional Communication

Duration	4 Hours	Target Audience	All Staff, Especially Frontline and Mid-Level Management
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Concept:

A foundational training to strengthen verbal and non-verbal communication for impactful workplace interaction, customer service, and team dynamics.

Training Objectives:

- ✓ Master clarity, tone, and structure in verbal/written communication
- ✓ Develop listening, body language, and rapport-building techniques
- ✓ Handle professional conversations, presentations, and negotiations effectively

Impact:

- ✓ Improved internal and external communication
- ✓ Reduction in workplace misunderstandings and conflicts
- ✓ Higher customer satisfaction and team synergy

Direct Contribution to Organization's Vision

Establishes a professional culture of respectful and effective communication — a cornerstone for branding, marketing, and international recognition.

Supports staff to represent the brand with confidence and competence in diverse situations.

Understanding Consumer Behavior

Duration	4 Hours	Target Audience	All Staff, Especially Frontline and Mid-Level Management
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Concept:

A conceptual training to explore the psychological, cultural, and social drivers behind customer decision-making — essential for enhancing marketing, sales, and product strategies.

Training Objectives:

- ✓ Understand how perceptions, motivations, and attitudes affect buying decisions
- ✓ Analyze consumer trends, loyalty factors, and post-purchase behavior
- ✓ Apply insights to improve customer engagement and brand messaging

Impact:

- ✓ Improved marketing campaigns tailored to customer psychology
- ✓ Better customer service and product design decisions
- ✓ Increased brand loyalty and market relevance

Direct Contribution to Organization's Vision

Improved marketing campaigns tailored to customer psychology

Better customer service and product design decisions

Increased brand loyalty and market relevance

Culture and Its Impact on an Organization

Duration	4 Hours	Target Audience	Leadership Teams, HR Professionals, Department Heads, Emerging Leaders
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Concept:

A deep-dive session into organizational culture — its definition, dynamics, and influence on performance, leadership, and employee behavior. The training emphasizes how cultivating a positive, aligned culture drives long-term success.

Training Objectives:

- ✓ Define organizational culture and explore its visible and invisible elements
- ✓ Understand how culture affects decision-making, leadership, and employee engagement
- ✓ Learn strategies to assess, shape, and sustain a high-performance culture

Impact:

- ✓ Increased employee alignment with organizational values
- ✓ Enhanced collaboration, trust, and motivation across departments
- ✓ Improved retention, morale, and overall organizational health

Direct Contribution to Organization's Vision

Reinforces core values that guide behavior, innovation, and customer-centric service — crucial for brand identity and sustainability.

Encourages a culture of excellence, adaptability, and ownership — key to thriving in both traditional and modern marketplaces.

Specifics...

- Training Facilitation Fee (without tax): **PKR xxxxx** per day for 8 hours session / **PKR xxxxx** (4 hours session)
 - Focused Batch Size: Upto 15 participants
 - **Facilitation fee includes:**
 - Training design and delivery by Sarfaraz Sarwar Khan
 - Training props and materials
 - Stationary, Certificate of participation, name tags etc. for participants
 - **Client will provide following:**
 - Venue arrangement, meals, teas and refreshments during breaks
 - Multimedia projector, white board, flip charts, notebooks, pens etc. at training facility
 - For out of city trainings, traveling boarding and lodging of the trainer
- (These all items and services can be provided by Trainer Team on mutually agreed charges at actual)



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SARFARAZ SARWAR KHAN

Entrepreneur | Change Consultant | Trainer & Coach

Phd Research Scholar (Management Sciences – Entrepreneurship)

DIT, BSIT, MBA, MS (Supply Chain)

Certified Professional Marketer (Asia Pacific) – MAP

Certified Project Manager – iLSSI (UK)

Certifies Supply Chain Manager – iLSSI (UK)

Head Of Trainings & Member Relations (Pakistani Executive Forum)

Founder: Alsaeegroup.com / SmartDukaan.pk / Lakkarhaara.pk

Core Team Member: **AsSadiq.pk**

Cell: 0300-2111257 | Email: [sarfarazpk@gmail.com](mailto:sarfrazpk@gmail.com)

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