

# HR HARVEST

**Nourishing Talent  
2nd Meet up and Dinner**

April 25, 2025

At Nishat Hotel, Emporium Mall, Lahore

**Organized By:**

ASK Development Private Limited



# INTRODUCTION

ASK Development organized the second edition of its exclusive "HR HARVEST: Nourishing Talent" meet-up and dinner on April 25, 2025 in Lahore. Dr. Alaa Garad, an eminent business trainer, educationist and scholar briefed the audience on "Learning Driven Business."

The gathering was co-hosted by Mr. Arshad Akif (CEO, ASK Development) and Dr. Khurram Ali Khan (COO, ASK Development), bringing together a distinguished group of industry professionals and academia for an evening of knowledge sharing, networking, and professional camaraderie.



## EVENT PROCEEDINGS

## WELCOME AND INTRODUCTIONS



The evening began with a warm introduction round, where all attendees briefly introduced themselves, setting a friendly and engaging tone for the event. Dr. Khurram Ali Khan formally opened the session by welcoming all participants and providing a brief overview of ASK Development and its various initiatives in HR and organizational development.

# GUEST OF HONOR AND FACILITATOR

The guest of honor and facilitator for the evening was Dr. Alaa Garad—an internationally acclaimed authority on organizational learning whose research and bestselling books have shaped leadership practices across five continents, and whose two decades advising governments and multinational corporations on cultivating cultures of excellence uniquely positioned him to guide our audience through an evening of transformative insight.



**DR. ALAA GARAD**

Dr. Alaa Garad is an accomplished academic leader and expert in organizational learning, quality management, and business excellence. He is the Pro Vice-Chancellor and Professor at ALM College of Higher Education, Dundee, Scotland, and a Fellow of the Royal Society of Arts (FRSA). With over 20 years of international experience, Dr. Garad has contributed to academia and industry through senior roles in the UK, UAE, and beyond. He is also the Founding Editor-in-Chief of the International Journal of Strategy and Organisational Learning and a trustee at Lisbon Business and Government School, widely recognized for his impactful work in education and organizational development.

## OPENING REMARKS

Mr. Arshad Akif, CEO of ASK Development, extended a special welcome to Dr. Alaa Garad and invited him to share his insights on the event's central theme. He talked about the contemporary approaches for learning and organizational development. Akif explained the fundamentals of concepts by SHRM, CIPD, Bersin by Deloitte, and McKinsey that promote segmented learning and compartmentalization. Whereas, Dr. Alaa's work involves facilitating learning throughout the organization, aligning it with business development.



## KEYNOTE SESSION

# LEARNING-DRIVEN ORGANIZATIONS



Dr. Alaa Garad began by sharing his personal and professional journey, tracing his career from its early days to his current roles as Pro Vice-Chancellor and Director at esteemed institutions. He spoke about how organizations can improve by focusing on learning. He shared key ideas, successful examples from around the world, and practical steps organizations can take. It is not only about leadership, not only about people, not about technology, and not just about fortune.

So, what is it? It is **LEARNING**. Learning is the only sustainable competitive and collaborative advantage that an individual, an organization or a government can have. Dr. Alaa explained that the Learning Driven-Organization model is research-backed and addresses performance improvement, excellence, resilience, and sustainability.

## Q&A SESSION

Following the keynote address, participants engaged in an interactive Q&A session with Dr. Alaa. Attendees posed thought-provoking questions regarding challenges and opportunities in building learning-driven organizations, to which Dr. Alaa responded with practical insights and real-world examples.



## NETWORKING AND DINNER

The formal session concluded with a group photograph to commemorate the event. Participants then moved to the Bistro restaurant, where they enjoyed dinner and informal networking. This relaxed setting encouraged meaningful conversations, experience sharing, and the exchange of professional contacts among attendees.



## CLOSING

The evening concluded on a positive note, with participants expressing appreciation for the opportunity to connect with like-minded peers. Mr. Arshad Akif and Dr. Khurram Ali Khan thanked all attendees for their active participation and valuable contributions, and wished everyone success in their professional endeavors.



## KEY OUTCOMES



Enhanced awareness about learning-driven organizations.



Strengthened professional networks among academia, HR and industry leaders.



Openly discussion, learning from one another, and sharing effective strategies.



# GALLERY



## APPENDIX A: PARTICIPANT LIST

Sr #	Name	Designation	Organization
1	Kamran Rafi	Deputy Director HR	AFAQ
2	Dr. Alaa Garad	Pro-Vice Chancellor	ALM College, Scotland
3	Dr. Rab Nawaz Lodhi	Associate Professor	Hailey College of Commerce, PU
4	Nazir Hussain	President	PCJCCI
5	Zeeshan Subhan Bandesha	Founder and President	PIPD
6	Tehreem Qazi	Feature Writer Journalist	Express News
7	Imran Qamar	Head Leadership Development	Bank Alfalah
8	Shoaib Ahmed	Chief HR officer	Qarshi Industries Pvt Ltd
9	Asim Safeer Pasha	Chief Programs officer	PSFD
10	Haroon Ahmed Shabbir	Assistant Executive Director-HR	Adamjee Insurance
11	Dr. Saqlain Sher	CPO	Saudi Firm
12	Ms. Tabinda	CEO	Pathfinder International
13	Amir Ali	Executive Committee Member	LCCI
14	Suhaib Amir	Manager Talent Acquisition & OD	Adamjee Insurance
15	Mehmood Arbi	Founder	Dukes and Dukes
16	Usman Hussain	Group COO	Arfa Karim Group
17	Dr Salahuddin Hanif	Secretary General	PCJCCI
18	Dr. Hafiz Zafar Ahmed	Principal	Hailey College of Commerce, PU
19	Dr Sadia		Hailey College of Commerce, PU
20	Khawaja Asif Mushtaq		Riphah International

## Meeting Report



# THANK YOU!



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### Our Location

Head Office: Islamabad  
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### Our Website

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