



Host

Shah Abdullah **Raza**

Topic : **"New WoW - (Way of Working)"**



Wafa Kalia
CEO at DigiKal Media



Ashfaque Ahmed
CIO EFU Life



Iftikhar Arif
GM IT - Muler & Phipps

Every Friday at 8:30pm @TECH TV
hello@cxoforum.global
www.cxoforum.global

Host: Abdullah Raza

Guests: Wafa Kalia, Ashfaque Ahmed, Iftikhar Arif

Date: 19/06/2020 Topic:

New Normal- Challenges & opportunities?

Covid-19 has accelerated the adaptation of technology and modern ways of working and organizations were able to meet their technological renovation targets at an unprecedented speed. This has also created a need for a leaner structure, an environment of trust & more result-oriented talent. Also, HR needs to roll out activities to increase online social interaction for the emotional wellbeing of employees. However, organizations should implement strategies keeping in mind that this might be a temporary change and the market might revert back to old methods.

Work from home- Tools for support

All well-established organizations had some element of WFH even before the virus however now as there was no option the transition was overnight. There are many tools in the market that can help ease the process E.g. EFU is using JIRA, some other tools include Async, Github, slack and for video, zoom, Ms. Teams and many others

Internal Collaboration & complete transparency

It is more important than ever before that the top management is transparent to reduce insecurity throughout the organization. Further they need to encourage cross department collaboration so as to bring managers, executives, and staff out of silos and to work together. Some points to keep in mind in order to achieve this are:

- Information should be shared freely, across all over the organization with senior and teams
- Teams should be cross-functional and accountable to all cross functional Management
- Every employee should be given voice and he/she should realize that his success will be the organization success
- Decisions should be made as a team using consensus
- Leaders bridge gaps between departments and play a major role in preventing silos

External Collaboration- the need of the hour

In the last few months, many startups have surfaced, however, they are operating in their own silo and trying to do everything themselves. What is required, more than ever before is pooling of expertise and cross organizational collaboration. This would create an ecosystem that would allow organizations to do more in their field, benefit from the knowledge of others and at the same time maintain flexibility to be able to adapt to the ever-changing economic landscape.

E-Commerce & Contact less economy

Though the pandemic has created a condition in which it almost became mandatory to use online resources to get even the basic necessities and we are witnessing online sales of even perishable items. A report by OKTOPUS stated that the market is growing by 90% with 60% payment by COD. A report by PTA stated that it will touch \$ 1 Billion by the end of the year. The big question is, would this be the new normal or only an alternate channel? Would Pakistan really move to a contact less economy? One opinion is that for it to become a norm, there has to be macro level policies in place that discourage cash handling and support the growth of alternate payment methods. Even then it will be a long transition, keeping in mind the lack of trust amongst the masses.

Way Forward

This is a big change and people have settled into the new routine, some trends will stay however others will fade away after the pandemic is over. What it has really equipped us with is the skill to think out of the box and come up with new solutions to the challenges we are facing. Organizations will have to implement policies that work for their respective cases and plan better instead of just reactive approaches. Pakistan, with 62 million mobile users and 71 million 3G/4G subscribers, is full of opportunities and Covid-19 has brought about further. Creating a space for new concepts and ideas.