**Skill Enhancement and Employee Development Program**

**at CUI Vehari Campus**

**July 26 - 28, 2022**

**Introduction**

Faculty Development Academy organized a three-day workshop for faculty and admin personnel of CUI Vehari Campus from July 26-28, 2022. On the basis of the Training Needs Assessment (TNA), FDA prepared a schedule in consultation with Director, CUI Vehari Campus. The purpose of this workshop was to equip the participants with improved knowledge and skills deemed essential to achieve organizational goals effectively. A total of 135 participants attended the workshop. A modular approach was adopted and experts available within the campus were invited to act as trainers. The workshop started with the recitation of the Holy Quran. Thereafter, Dr. Nazia Salman, Assistant Professor, Department of Humanities, CUI Vehari welcomed the participants and briefed them about the objectives and rationale of the workshop. She also intimated to the participants that training would help achieve the set objectives with their cooperation and productive contribution.

**First Session: Employee Engagement & Motivation**

The first session of the workshop was delivered by Prof. Dr. Saleem Farooq Shaukat, Director, CUI Vehari Campus. He shared his knowledge, experience, and insights with the audience. Starting from brainstorming he posed different questions referring to ‘what, why, and how, about employee engagement. Clarifying the myth about employees’ engagement he presented different scenarios portraying good, bad, and disengaged employees and leaders. He asserted that engagement is the result of a good culture. He also differentiated between ‘getting’ and ‘giving’ employees. Their satisfaction and the secrets to getting employees engaged with their hearts, spirits minds, and hands. Engaged employees contribute, stay and strive. They are taken on board listened to and are able to develop a sense of belongingness. They feel secure, valued, trusted, and respected.

Dr. Shaukat emphasized that first, we need to understand the concept of employee engagement, how it can be measured, and learn how to build an engaged and motivated workforce. He emphasized that employees who have good quality jobs and are managed well, are not only happier, healthier, and more fulfilled, but are also more likely to drive productivity, better products or services, and innovation. Later, he elaborated on three categories of employee engagement i.e; engaged, not engaged, and actively engaged in detail.

Furthermore, he discussed the factors that contribute to engagement and things to remember about employee engagement. He believed that there’s a two-way relationship, with work engagement and performance influencing each other. More broadly, he stated that engagement in the organization’s jobs enables employees to make operations successful, as it runs with the mutual commitment of organizations and employees. He added, that engaged employees are more dedicated and help to maximize the organization’s productivity. He urged organizations’ success highly depends on the employee engagement concept. Later, he discussed a few myths of motivation and elaborated on how these myths impact organizations and their leaders.

Referring to organizational success, Dr. Shaukat emphasized that the organization is totally dependent on its employees; therefore, they need to understand the basic motivating factors and engaged them in their jobs accordingly. He felt that an organization must create an environment where people are willing to work with zeal, initiative, interest, and enthusiasm with high personal and group satisfaction to achieve their personal as well as organizational goals. In the end, he advised that each employee must check their own level of satisfaction.

**Second Session: Work Ethics**

The second session of the day on “Work Ethics’ was delivered by Dr. Sajjad Haider, HoD Management Sciences, CUI Vehari Campus. Referring to universal values, he checked with participants about what does ‘Ethics’ stand for? The group defined Ethics in terms of a philosophical discipline helping humans make correct decisions, promoting social justice, and obeying the rule of conduct prescribed by any organization. He added that correct and timely decision-making needed competence, confidence, and a broader perspective. Hence ethics has a profound relationship with a person’s appearance, his/her integrity, sense of responsibility, and respectful attitude towards his/ her job, and organization. He also stated that it is about how people make decisions and lead their lives and it comes from society and the collective beliefs and values of its citizens. He further elaborated that ethical behavior in the workplace is really important as it stimulates positive employee behaviors that lead to organizational growth.

Later, Dr. Sajjad discussed some common workplace ethics including punctuality, responsibility, integrity and loyalty, teamwork, professionalism, positive attitude, and being productive. He highlighted that employees with an excellent work ethic exhibit a particular set of values and behaviors which make them outstanding employees in any role. He further stated that it is one of the most valuable attributes and employers always prefer employees with excellent work ethics because they are reliable, disciplined, and dedicated. Moreover, he discussed that productivity and cooperation are core traits in employees who demonstrate a good work ethic. He emphasized that all types of professionals benefit from knowing precisely what is expected of them in their daily work

The speaker praised those employees who are ethical and take full responsibility for whatever work has been assigned to them and do their best to take it to completion. He asserted that time is a scarce resource that must be used judiciously and we should spend our time wisely on tasks that align with our organizational goals and prioritize projects by impact. He further elaborated that work ethic is a skill that can be acquired by changing the way we look at work and adjusting our attitude in a way that gives priority to the work and organization.

In addition, he discussed the teachers’ code of ethics and stressed that each university needs to be established a code of ethics for teachers. A Code of ethics helps teachers to foster good relationships with students, parents, colleagues, and communities. He highlighted that the role of a teacher is to educate. Moreover, teachers must model strong character traits, including perseverance, honesty, respect, lawfulness, fairness, patience, and unity. In addition, teachers must treat every student with kindness and respect without showing any favoritism, prejudice, or partiality.

In his concluding remarks, he advised the participants that organizations need to create an ethical culture. It helps employees to be more productive and dedicated. Besides, faculty members must hold themselves to high moral principles and be honest, fair, and polite to their students. The group realized the importance of ethics in their individual and organizational setup. It was a very interesting session reminding the participants of their rights and obligations towards themselves and others

**Session III- Noting & Drafting**

The third and last session of the first day was taken by Dr. Ali Ahmed, HoDHumanities, CUI Vehari Campus. The aim of this session was to equip the participants with knowledge and skills related to Office procedures, Noting & Drafting. Based on his experience and exposure, Dr. Ali briefed the group that noting and drafting knowledge is a key component of the everyday working of any organization. He highlighted that an employee with appropriate noting drafting knowledge is virtually an asset to the office. He further emphasized that the first and foremost thing is to determine the quantum of noting in different types of cases. Clarifying the different parts of the official file, he explained the importance of a ‘note’ within a prescribed procedural framework to decide the case under consideration. Later he described the ‘Structure’ of a note, its parts: introduction, relevant policy of the government, and the conclusion or proposed recommendation. Hence, it is really important to write a structured note with reference to a given problem. He further highlighted ‘how a note could be reviewed in terms of language, content and formatting for submission to the competent authority.

Dr. Ali further explained different forms of official communications; Office Memorandum, Memorandum, Letter, D.O. letter, U.O. reference, Office Order, Notification, etc. He pointed out that the security of official communications is highly important. Furthermore, he explained to the participants that if they have received a file, then they need to find out the issue pertaining to that file to have a plan of action or solution for it. He, then urged that it's always good to consult with seniors before proceeding to the next stage. Getting their advice can make their life easier. He reiterated that before writing a single word one must do the background work because without knowing the right context, even the simplest of cases can turn into a complicated mess.

The speaker further elaborated on the difference between the draft, formal letter, and office files including other forms of correspondence. He also insisted that Noting and drafting are critical as it assists in the decision-making process carried out by the appointed officers. In the end, he advised the participants that all notes must be concise and to the point. Later, the questions raised by the audience reflected their active interest and involvement in the talk.

**Second Day - July 27, 2022**

**Session I - Communication Skills**

The following day, the first session was taken by Dr. Ali Ahmed, HoD Humanities, CUI Vehari Campus on “Communication Skills”. He started his session by focussing on the basic concepts of Communication while emphasizing an understanding of human communication for the development of society. He quoted that being a better communicator helped us in our personal as well as professional life. He believed that the importance of tone of voice and position helped us to deal with a wide range of challenging situations. He added all communication has a purpose. It could be to educate, inform, entertain, warn, influence, or persuade.

Dr. Ali deliberated on the connection between human gestures and communication modes and processes. He further discussed the communication process and its two basic components, namely verbal, and non-verbal broadly influenced by thoughts, ideas, and emotions. Later, he highlighted the impact of ‘Communication’ and its different dimensions such as ‘Social, ‘Therapeutic, and Collegial’ along with the role of verbal and non-verbal language and barriers to communication. He further elaborated that making strong and compelling statements increase their confidence and belief in themselves. For him, it is better to be a good listener and communicator and help others focus on interests and not to take positions. He insisted that good communication is the foundation for being perceived as a credible leader.

Furthermore, he explained the barriersto effective communication namely language, cultural diversity, failure to recognize non-verbal signals, etc. He asserted that team communication and effective collaboration are the key factors to promoting a healthy culture and achieving overall organization success. He added that to establish a healthy relationship and minimize barriers and distractions one should understand what employees are accepting from them.

In addition, the speaker discussed information overload. He asserted that employees need a specific volume of relevant information to perform their job. Too much or irrelevant information encompasses both the quality and quantity of information people are exposed to. He further emphasized that information overload is one of the key threats to modern workplace communication and overall organizational performance.

Dr. Ali concluded his session by highlighting that no matter how important our speech is, it will never be effective if we don't have a clear structure. This will increase our effectiveness in all situations; dealing effectively with peers, subordinates, and superiors is required. He then advised the participants to speak publicly in a convincing and confident manner.

**Session II- Digital Office Skills**

The second session was about Digital Office Skills taken by Dr. Muhammad Ali Shahid, HoD CS, CUI Vehari Campus. The speaker started his session by highlighting the importance of digital office skills in the workplace. He explained that digital skills are the ability to find, evaluate, use, share, and create content using digital devices, such as computers and smartphones. He further emphasized that the paradigm shift to online business operations due to the COVID-19 pandemic further accelerated the need for digitally literate workers who could help traditional businesses successfully transition to an e-commerce world.

Dr. Ali further explained that nowadays, technology is at the center of our lives, and our dependence on the internet and digital communications increases day by day. He asserted that being able to embrace new technology in the workplace helps to streamline working processes that help employees to meet objectives. He further elaborated on some common digital skills in the workplace including original content creation, e-commerce, network, and information security, MS Office 365, digital marketing, social media marketing, and data analytics.

In addition, he explained to participants mail merge in detail. It is a useful tool that allows you to produce multiple letters, labels, envelopes, name tags, and more using information stored in a list, database, or spreadsheet. He emphasized that without a firm command of digital skills, there is no way to propel innovation and remain competitive. He insisted that by developing better digital skills, employees have a chance to contribute to their communities, future-proof their careers, and explore a wide range of professional opportunities.

**Session III- Social Media Skills for work-related Communication**

The last session of the second day was delivered by Dr. Hafiz FaiqSiddiqueGulBakhat, HoD ES, CUI Vehari Campus. The speaker started his session by defining Communication skills and its types. He explained that communication in the workplace is important because it boosts employee morale, engagement, productivity, and satisfaction. He asserted that effective workplace communication whether verbal, non-verbal, written, or visual communication it always helps drive better results for individuals, teams, and organizations. Later, he discussed some common barriers to effective communication like Dissatisfaction, Inability to Listen to others, Conflicts in the Workplace, and Cultural Differences & Language and their impact on effective communication.

Afterward, Dr. Faiq briefed the participants about social media. He explained to the participants that social media is about connecting with people and building relationships through the internet. He emphasized that it is not just a broadcast channel and marketing tool. It also allows us to hear what people say about us and enables us to respond. The speaker highlighted that social media can be a valuable addition to an organization’s communications strategy if used properly.

He further emphasized that social media platforms can play an important role in the teaching-learning process. Students feel more engaged in learning, creating deeper interactions between teachers and students and expanding learning communities beyond classrooms. It allows users to share information through media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, virtual worlds, and more. It also serves as a dynamic tool for the exchange of ideas between students that reinforce learning behavior and performance.

The speaker quoted that billions of people around the world use social media to share information and make connections. It also helps them to broaden their knowledge in a particular field and build their professional network by connecting with other professionals in the industry. Dr. Faiq added social media can be a powerful communication tool for employees, helping them to collaborate, share ideas and solve problems. He advised the participants that organizations must be aware of emerging social media sites, and understand how they could fit into their communications strategy. With so many new social media sites launching each year, deciding which one is right for your department can be overwhelming.

He further highlighted that social media is a suitablechannelfor promoting research awareness. He asserted that adopting social media as a vehicle to communicate academic research is not an easy task and is generally not very well understood. For many researchers, the pace and tone of these online reviews can be intimidating. Later, he quoted an example of social networking sites for scientists and researchers to share papers, and peer reviews i.e.Research Gate, academia.edu, etc.  Then, he shared different ways to use social media to share their research work. He insisted the participants optimize the contents with visuals and that it is always preferable to post on multiple social media platforms.

**Third-Day**

**July 28, 2022**

**Session I- Team Building**

Dr. Muhammad Imran Qureshi, HoD, Mathematics Department, CUI Vehari delivered a talk on Team Building on the last day of the workshop. He started his session by emphasizing the importance of team building as it helps our workforce to get on the same page. He stated that there are no bad teams, only bad leaders. He further elaborated that a leader is responsible for maintaining and enforcing high standards of performance as his team works toward its goals. The leader must not dictate high standards only but encourage others to communicate and enhance collaboration for eliminating the communication gap. Good leaders always build trust and mitigate conflict. In addition, if a team or team member completes a task that is not up to mark, the leader needs to insist that the task be redone until it meets the standard. In addition, to that, he explained the difference between a good team and a bad team. He added, that in a team, things get better and productivity can enhance. Leaders have to make each member of the team productive.

Dr. Imran, further elucidated that leader has to think one step ahead of his team. He pointed out “teamwork is less me and more we”. Leader must increase their motivation to complete tasks in a timely manner. It will help in raising productivity. He asserted that when we are working in a team solutions become easier. Moreover, greater things that happen in any organization are never done because of one person but due to teamwork. He stressed that while working in a team, the first and foremost thing is to develop connections with team members. He highlighted that once, we have been assigned a task, then we should trust our team members.

The speaker also explained the qualities of a Credible Leader. He believed that credible leaders are honest, competent, inspiring, and forward-looking. Moreover, the most effective teams share information openly, participate in the team's tasks, encourage each other, and use all of the team's resources effectively. He further elaborated that when groups are formed into teams, roles and interactions are not established. Some members may observe as they attempt to determine what is expected of them while others engage the team process immediately. As members learn their roles, they find ways to work together and learn about team issues then the team leader ensures the team runs as smoothly as possible, and goals are hit.

Dr. Imran concluded his session by advising participants that how important it is for leaders to know whether they are fostering a productive work culture by building rapport between team members and encouraging people to embrace each other's strengths and weaknesses. He further emphasized that the team's goal and resources must be clearly identified and agreed upon. The recommended action must be practical and appropriate.

**Second Session: SWOT Analysis**

Syed Tuaqeer Ahmed, Assistant Professor, CUI Vehari spoke about “SWOT Analysis”. It is a powerful technique for identifying Strengths, Weaknesses, Opportunities, and threats related to business or project goals. He further elaborated that strengths are positive qualities of any organization. e.g; well-known and recognized. Weaknesses are generally internal deficienciesof the organization like lack of resources, high staff turnover, or an unclear breakdown of the roles and responsibilities. The third quadrant is for Opportunities. A positive external condition that you do not control but of which you can plan to take advantage. It could be either internal or external potential, such as market growth, and new technologies. Threats are the fourth and the last factor of SWOT Analysis.  New government regulations or a lack of executive support could be a threat to any organization.

The speaker then explained the purpose of SWOT analysis. He asserted that by having a clear idea about one’s personal and organizational Strengths and Weaknesses, a person can take the best advantage of one’s talents, abilities, and resources. He also shared with participants a framework that helped them focus on their strengths, minimize weaknesses and take the greatest possible advantage of opportunities available. Moreover, he emphasized why should we use SWOT. It helps in strategic Planning and decision making and assessing your organization's current position and developing exactly the right strategy for any situation. He asserted that SWOT Analysis can help to challenge risky assumptions and to uncover dangerous blindspots about an organization's performance.

In addition, the speaker explained how to conduct a SWOT analysis. He insisted that an organization should avoid relying on its own, partial understanding of the organization. Their assumptions could be wrong. Instead, every time there is a need to identify a Strength, Weakness, Opportunity, or Threat, write it down in the relevant part of the SWOT analysis grid for all to see. Then, he explained that SWOT analysis is a simple matrix framework. However, it facilitates an understanding of the strengths and weaknesses of the organization. It enables managers to focus on strengths and build opportunities but it does not necessarily offer solutions. One should be aware of the limitations as well as the benefits of a SWOT analysis before one decides to conduct that. He highlighted that the main advantage of conducting a SWOT analysis is that it has little or no cost and anyone who understands your business can perform a SWOT analysis. Moreover, SWOT analysis is that it concentrates on the most important factors affecting your business.

It was an immensely inspirational session. In the end, he advised the participants to highlight all the main points of the SWOT Analysis and make the right implications out of them. Ask yourself where you want to go and how you might get there. He asserted the participants always take advantage of their strengths and opportunities in the situation, work on their weaknesses and prevent the business from all possible threats.

**Session III- Effective Management Skills**

The third and the last session of the workshop was on Effective Management Skills delivered by Mr. Laeeq Hassan Jaswal, Incharge FDA. He started his talk with the saying “Great People To Fly With” Jackie Kennedy. He emphasized to the participants that we should come with a logo that “Great people to learn with.”

Afterward, he discussed the traits of an effective manager. According to him, effective managers are those who achieve set targets before the deadline and make use of resources in the best possible manner. He apprised the participants, first of all, you need to do the SWOT analysis of yourselves instead of the organization. This will help you focus on your strengths, minimize your weaknesses, and take the greatest possible advantage of the opportunities available to you. Regardless of your job role, it's important to understand how to excel at work and uphold the needs of your employer. One way to accomplish these goals is to take ownership at work, which allows you to become more aware of your role. We need to be honest with ourselves and everybody must have an aim in life.

He highlighted the process of setting high standards keeps you motivated and increases your chances of success. In addition, he advised the participants, that there is always room for improvement. No matter what we do, things can always get better, our skills can always grow and we can always become more than before. We should never stop trying to be better, to become stronger and smarter. We need to understand what our organization is expecting from us.

Referring to effective management skills, he emphasized that unfortunately, we speak more and listen less. He advised them that sometimes there is no need to react to everything. Decisions should be taken based on facts instead of emotions. He further elaborated that there are certain things we don’t do in our organizations. For instance, we don’t teach people to LEAD. It creates a gap in the Management style. Later, he quoted an example that many introverted leaders make decisions based on feelings while extroverted leaders make decisions on ground realities. He insisted that we can be SELF Taught managers. It helps us learn to be more strategic about our careers, choosing the work experiences most likely to bring about the growth and development we would like to achieve.

Based on his experience, he pointed out that we as parents have failed in performing our duty. We have given technology to our kids as nowadays, Gadgets have become an integral part of our lives. However, we did not teach them to get the best out of it. As a consequence, it leads to psychological and physical issues like they have become impatient and cannot cope with the environment. They don’t know how to communicate with each other and ultimatelythey suffer from depression. He insisted that digital technology can be a game changer for children and helping them connect to a world of opportunity and providing them with the skills they need to succeed in a digital world. He concluded his session by advising the participants to build a strong support network. He added there are certain things they would need while accomplishing their cause. He advised the participants, always try to delight their students/customers/ clients and look for a role model they know to help them become the best among themselves.

All these presentations were followed by an exhaustive question-answer session. The participants put a number of questions to the presenters for seeking clarification and sharing their experiences.

**Closing Ceremony**

At the end of the workshop, Mr. Laeeq Hassan Jaswal, In charge FDA, applauded the excellent support, management, and hospitality of Prof. Dr. Saleem Farooq Shaukat, Director, CUI Vehari Campus. He also acknowledged that we were able to complete this program with the cooperation of his team working under his able leadership.