



# HR for Non-HR Professionals

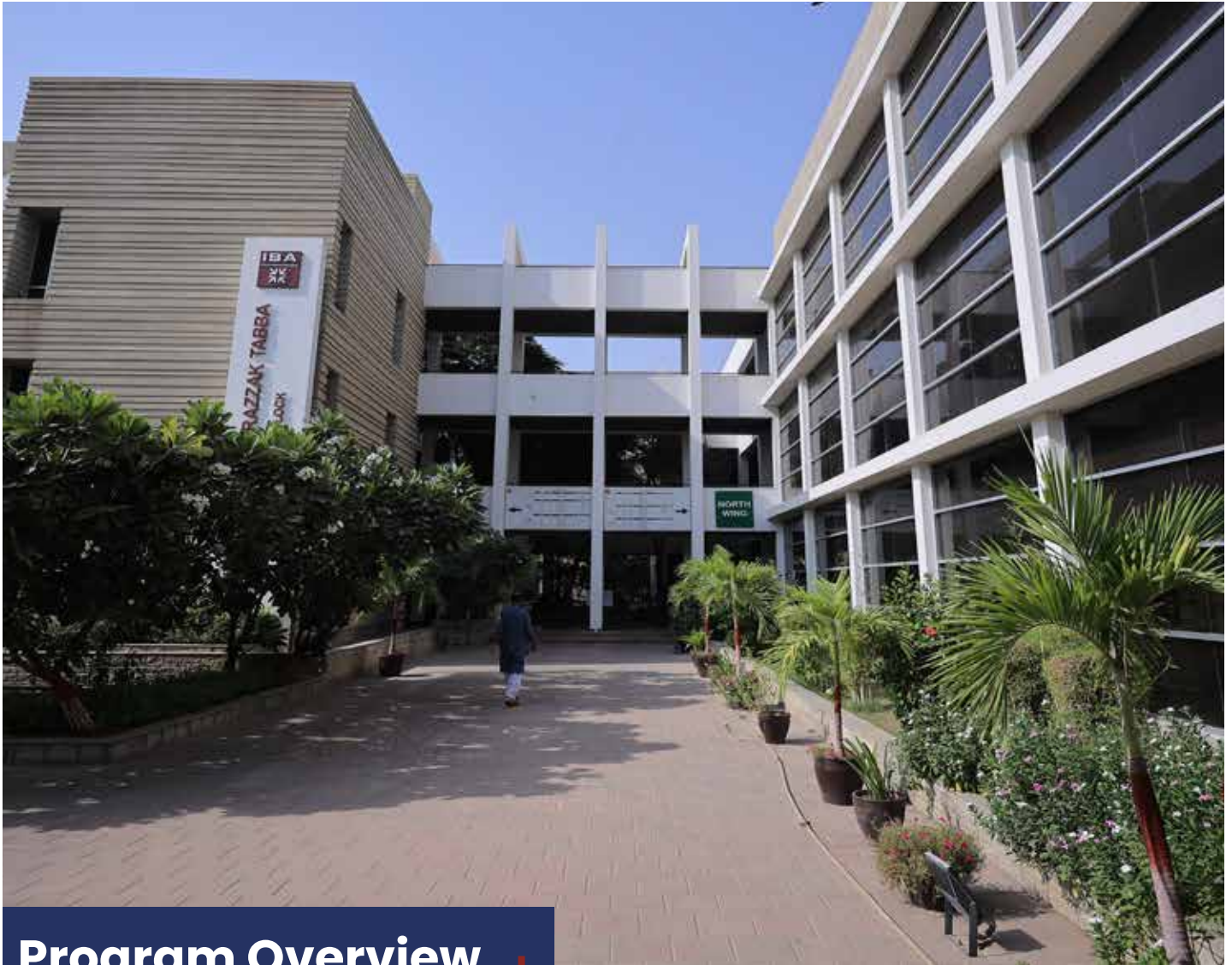
## Who is the People Manager?



August 18 – 19, 2025



City Campus, IBA Karachi



## Program Overview

### **The Success of a Manager Lies in the Success of the Team**

A line or functional manager achieves objectives by effectively managing people and teams. The essential role of a line manager is to master the key people-related processes used throughout the employee lifecycle. In today's dynamic business environment, an effective line manager takes the lead in talent acquisition, onboarding, performance management, employee development (including coaching and counseling), and total rewards initiatives.

This program is designed specifically for non-HR professionals, equipping them with the knowledge and practical skills required to lead teams confidently and effectively. Participants will gain insights into core HR functions such as acquiring, engaging, rewarding, and developing talent — enabling them to build high-performing teams. The course enhances critical people management capabilities and fosters an understanding of how to align people strategies with organizational goals.



# Course Outline

- Journey on self-awareness, exploration & development
- Hiring – Developing – Performing – Engaging – Rewarding – Coaching
- How to Optimize self & team learning
- Line Manager as a Coach
- Acquiring the Right Skills & Competencies
- Changing Roles of HR and Line Function
- Understanding How We Learn – The 70:20:10 Development Model
- Empowering line managers to Make Compensation Decisions
- Changing Trends in Benefit Structures to Enhance Workforce Engagement
- HR and Line Manager Collaboration in Designing Incentive Pay Programs
- Adapting to Changing Norms to Engage Millennials

## Trainers Profile



### Hussain Adenwala

**Director & HR Consultant**  
**HRFIRST (Pvt.) Limited**  
**Visiting Faculty – IBA, Transformational HR Leader, 30+ Years of Expertise**

As a seasoned HR professional, Hussain has driven business growth and talent development at iconic organizations like Eli Lilly, GlaxoSmithKline, and Gillette. With a proven track record of designing and implementing innovative HR processes, he excels in talent acquisition, performance management, total rewards, and coaching & mentoring. As a trainer and mentor, Hussain has empowered hundreds of professionals through his engagement as a Visiting Faculty at IBA-CEE over the past 12 years. Currently, as Director & HR Consultant at HRFIRST, Hussain leverages his expertise to consult more than 60 clients from across the industry. Previously, he led Asia-Pacific & Middle-East operations at Eli Lilly, advising on global compensation strategies.

With an MBA in General Management and extensive training in HR Strategic Leadership from top institutions worldwide (Australia, USA, Europe, and China), Hussain is a trusted advisor and thought leader in the HR community



### Dr. Nyla Ansari

**Assistant Professor, IBA Karachi**  
**Women Leadership & HR Expert,**  
**30+ Years of Expertise**

Dr. Nyla is an accomplished academic and leadership expert with over two decades of teaching and administrative experience. Currently serving as an Assistant Professor at the Institute of Business Administration (IBA), Karachi, she has held key roles including Chairperson of the Management Department, Program Director of various Post Graduate Diplomas, and Academic Director for the MBA Executive and HRM programs. Her academic journey includes teaching roles at SZABIST and D.A. College for Women, alongside a brief stint in public service at National Savings.

Dr. Ansari holds a PhD in Women Leadership and Human Resources from Grenoble Ecole de Management, France, and multiple postgraduate degrees including an MSc in Organizational Psychology/HR from Birkbeck College, University of London. Her career reflects a deep commitment to human development, inclusive leadership, and executive education, making her a respected voice in business academia and beyond.



## PROGRAM LEARNING OUTCOMES

By the end of this program, participants will be able to:

- Gain insights into critical HR and people-related processes
- Enhance skills in leading and managing teams as people manager
- Enhance the ability to attract, retain and motivate talent
- Comprehend changing trends in compensation & benefit practices
- Effectively apply coaching and employee development models
- Learn to design incentive programs using global guidelines
- Become conversant with the changing norms in engaging newer generations
- Leverage non-monetary benefits to create added value
- Learn through short case-scenarios and shared experiences
- Build successful partnership with HR in “Optimizing People Outcome”





## Who Should Attend?

Non-HR Professionals – currently line managers or are aspiring to take up people lead roles

## Fee Structure

**PKR 90,000/-** (plus 3% SST)



For Registration

**SCAN  
HERE**

## Contact Us



[cee.iba.edu.pk](http://cee.iba.edu.pk)



[ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk)



021-38104701 | 1809, 1812



Plot # 68 & 88 Garden Kiyani Shaheed Road,  
Karachi, Sindh, Pakistan



@ceeatiba