

## Wali's Value-Based Trainers (VBT)

By Wali Zahid

Trainers are leaders. They have considerable influence and power on those who come to their training sessions. Will the trainers be effective when they teach one thing and do the opposite in real life? Even a bigger question is: why our trainings fail to achieve what they are intended to?

Although there's this paradoxical element: nature makes us teach those things that we need to learn ourselves most. Or proverbial 'those who can do, those who can't teach'. However, we need to 'graduate' before or quickly along the way if we want to make a meaningful impact. Incongruity won't work. My trouble is seeing those trainers who have spent a lifetime (10 or 20 years), and still manifesting a mismatch.

Here are a few likely paradoxes that trainers need to get right if they want to be great trainers in a country like Pakistan. Some of these issues that I have raised below could invite controversial and strong sentiments. However, without offending anyone, I thought someone must raise these issues if we really want to go somewhere decent in our nation's destiny.

Muslim holy book Qur'an provides two examples of good word and a bad word and how these affect or vice versa on the receivers. And Muslim readers might have heard of Caliph Hazrat Umar's example: it took him three days to tell the child not to eat sugar, just because he himself was eating sugar on the earlier three days. Qur'an again: 'Why do you say what you don't practice.'

Although written primarily in Pakistani (nation) and the Muslim (religion) context, these observations apply to other nations and other religions as well. Apolitical and areligious colleagues can also benefit from some of these.

What they teach	What they actually do	What they could do instead
Team play	Most are a one-person team!	Learn to work with others. Only teams can achieve what individuals cannot. Team up. Accept other individuals as they are. Working with them will be fun!
Clear communication	Our communications are devoid of any clarity – in both substance and appearance	Invest in your own communication training. Know what words to use (avoiding emotional or loaded words). Invest in knowing the psychology of fonts and their appeals on the reader.
Customer Service/ Courtesy	Don't even care!	Whether it's in the session or in other places, be courteous. Listen genuinely and be willing to help.
Conflict management	Our own lives are infested with social, family and workplace conflicts	Find out your own emotions, triggers and thresholds. Work on these emotions so you are in control.
Deliver on promises	Won't follow up (unless reminded)	Fulfill any promise you make, whether minor – e.g. sending a website address, or substantive – e.g. sending post-course readings or support.
Trust	Can't seem to trust anyone,	Have a more 'optimistic' view of life. If you

	even close associates or family	have been betrayed by someone in the past, that doesn't mean you can't trust others.
Efficiency	Procrastinate	Do not let opportunity go by constantly putting it off, by being lazy or being appearing busy. Action things as they come!
Competence	Hardly strive for that	We exist to add value. This will only happen if we spend time in developing an expertise in our own chosen area – off-the-shelf or 5-year-old manual won't work anymore.
Big-heartedness	Too self-centered. Even won't share a document. Always ask WIIFM. Operate from 'scarcity' rather than 'abundance' notion	Greatness only comes by helping individuals achieve their potential. It's only when you look beyond your nose that things start to bear fruit. Help other people even when it doesn't make sense on the surface.
Integrity	Won't bother about grey areas of transactions; sometimes not even about clear, black & white!	They will soon find out about your character and integrity. So walk the talk. Be principles-centered and values-led.
Believe in what they teach	No, I am in the arena only to perform this task (my ex-boss use to say this)!	Training is not just teaching a prepared manual; it means a lot more. Refuse to teach those things that you do not believe, even if they cost you business.
Emotional intelligence	Volatile, irritable in and outside the training session	We need to manifest a stable, secure and consistent personality and handle challenges in their perspective
Personal moral conduct	Not an issue as far as my training is concerned	We work in a Muslim country. As a Muslim, we have clear guidelines on what to do – prayers, fasting, zakah, haj, be upright, tell the truth. We also have clear guidelines on what not to do – steal, gamble, adultery, liquor, lie, give or take kickbacks, take away things that do not belong to us. The list could go on. Acknowledging that we all are vulnerable, we need to follow Allah's rulings (and whatever our other religions say). Only then we will have impact through what we teach.

**Think Task:** Can you find out some other paradoxes? Are there any solutions?