

# **MOHAMMED YOUNUS**

## **B.A. (India) – MBA, Marketing (USA)**

### **WHO AM I?**

Professional Senior (C-Level) Business Executive with 20+ years of experience in Johnson & Johnson and Etihad Etisalat (Mobily) – Telecom in GCC Countries in Marketing, Business Development, Brand Management & Operations.

### **WHAT I DID?**

- Vast experience in team building, led the team of 54 marketing professionals including regional managers (major tasks: staffing, training, coaching, motivating & mentoring).
- Prepared and implemented business, marketing & sales strategies. Sure ROI & GR.
- Created & executed business planning and policies. Business growth & profitability.
- And much more...

### **WHAT I DO?**

- ✓ Business scalability with excellence. ✓ Transform innovative ideas into saleable ideas.
- ✓ Incremental to exponential growth in business. ✓ Revive, Survive then multiply the business.
- ✓ Customer satisfaction, loyalty, and retention. ✓ Increasing the profit from addition to multiplication.
- ✓ Assured profitability and the organization's sustainability.

### **MY OBJECTIVE**

1) Become an entrepreneur and serve the humanity by solving their burning problems through breakthrough. OR 2) Seeking a challenging opportunity @ C-Level in any organization (i.e. startup, small scale, medium, and large). 3) Aim/motto: Give 100%, organization's prosperity, employees betterment, business growth & profitability.

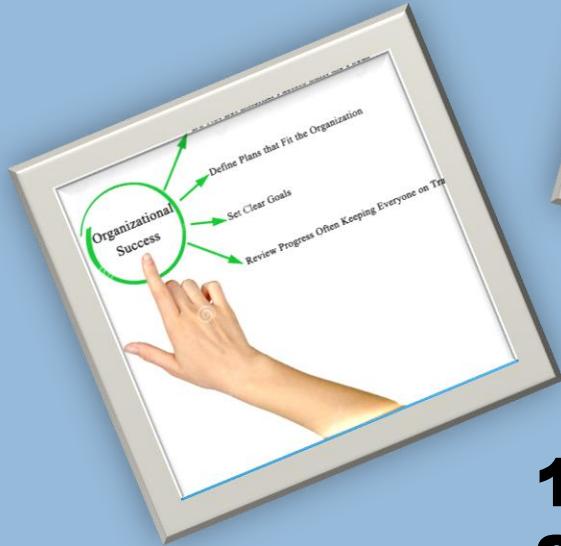
### **I'M AVAILABLE @**

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# **I'M A PROFESSIONAL WITH TOP TEN (10) SKILLS AND 20+ YEARS OF EXPERIENCE**

- 1. Good communication skills in English / Hindi.**
- 2. Team player / cooperative / helpful / flexible.**
- 3. Ability to work under pressure.**
- 4. Good leadership skills.**
- 5. Trustworthy / honest.**
- 6. Good negotiation skills.**
- 7. Efficient / productive.**
- 8. Overall personality and demeanor.**
- 9. Passionate / desire to make a difference.**
- 10. Ability to take on new challenges.**

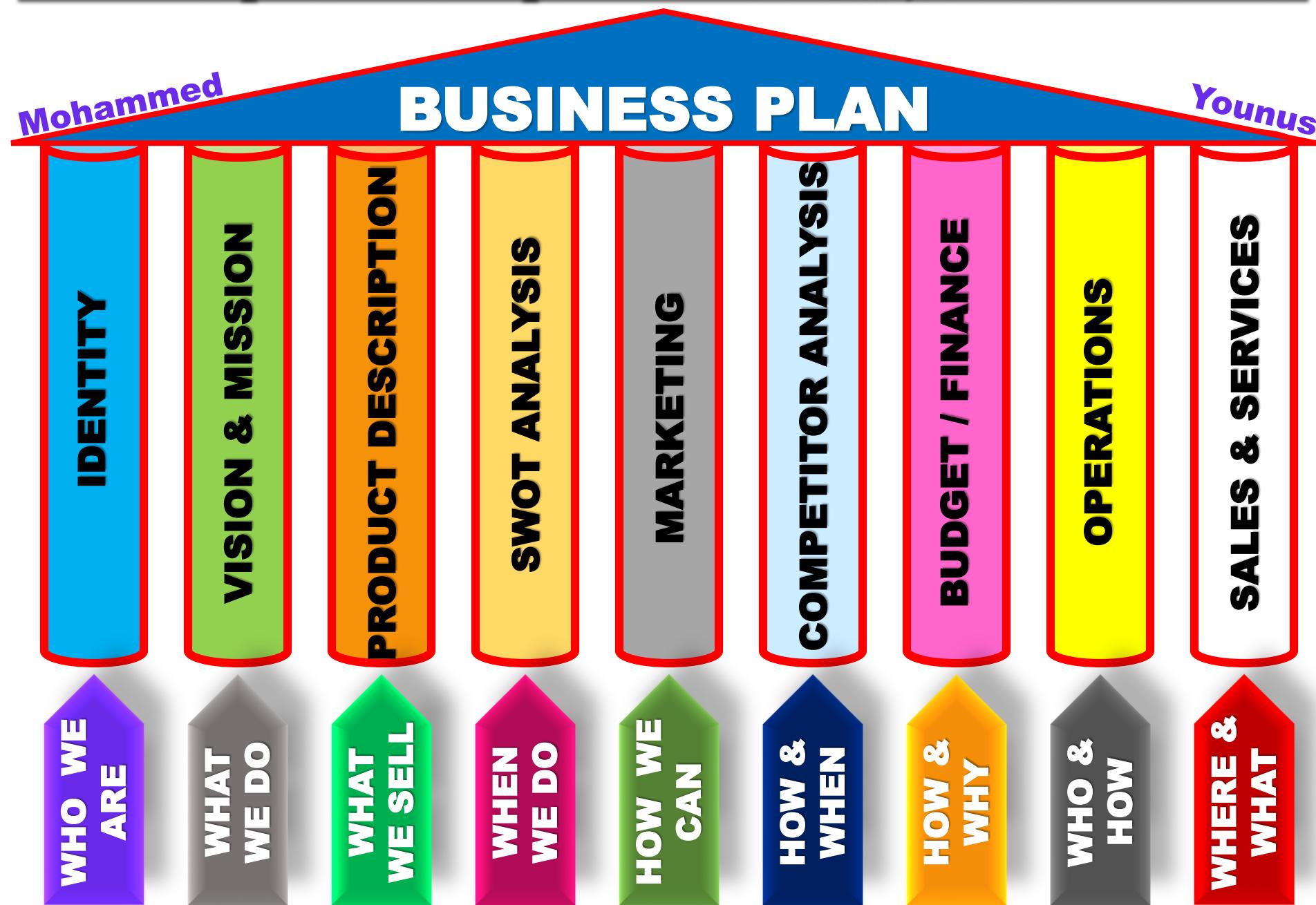
- Managing a company's overall operations. This may include corporate decisions, delegating and directing agendas, driving profitability, managing company organizational structure, strategy, and communicating with the board.
- Maintaining business operations, develop strategies to improve management practices and introduce more efficiency in business operations.
- Marketing activities, including sales management, product development, advertising, market research, and customer service. With a focus on maintaining quality service through communication and aligning the interests of all departments to optimize marketing activities. It devises marketing plans and ensures his team executes them.



# **1. BUSINESS PLAN, 2. ORGANIZATIONAL DEVELOPMENT 3. ORGANIZATION'S SUCCESS**

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**“Business plan is a complete ROAD MAP, it’s not an event.”**

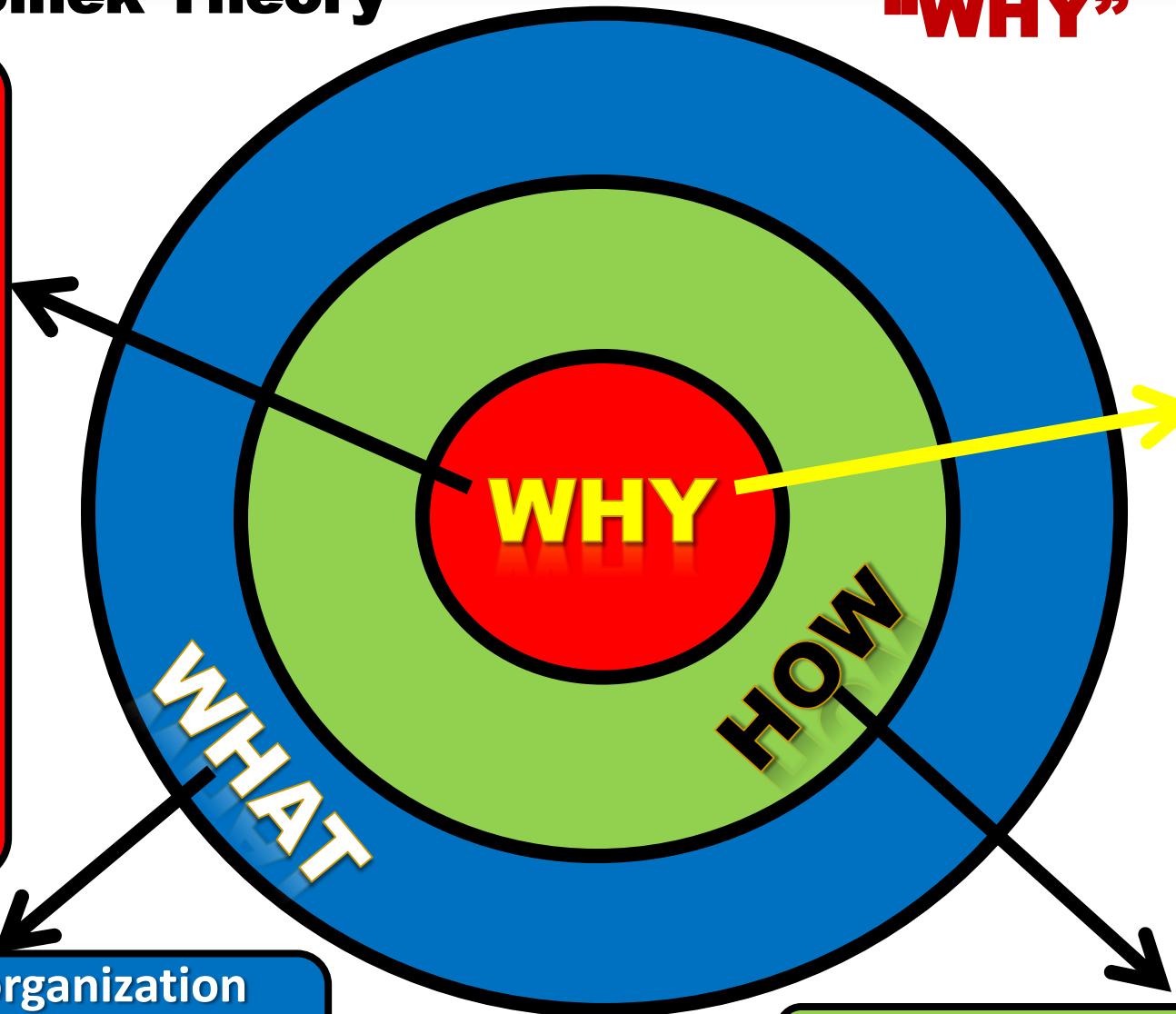


# Organization's Success...



# Top 3 Secrets of Success of an Organization

## Simon Sinek Theory



But there are rare Organizations  
they knows WHY we EXIST, WHY  
we are? That's make them success

Every organization  
knows WHAT they are?  
and WHAT they do?

“WHY”

They Communicate inside out,  
they act and communicate  
exactly the same.

Mohammed  
Younus

Almost every organization  
knows HOW they do?

**Top 3 Basic Rules of an Organization's Growth And Success:**

**Hiring Right... Training Right... Treating Right...**

## **ORGANIZATIONAL GROWTH AND SUCCESS**

— EXTERNAL THREATS —

**MANAGEMENT**

**LEADERSHIP**

**COMMAND**

**CONTROL**

Conceptual

Interpersonal

Effectiveness

Efficiency

**INTERNAL ISSUES**

Mohammed Younus

**Top 3 Important Pillars of an Organization's Growth And Success:**

**1) Strong Leadership 2) Proficient Management 3) Honest Employees**

# LEVELS IN THE ORGANIZATION

## Executive Level



### Executive Level

Strategic planning, execution and responses to strategic issues occur here. Executive decisions are usually unstructured and are made using information consolidated internal and external information.

Set Strategies & Goals

## Managerial Level



### Managerial Level

Monitoring and controlling of operational activities and executive information support occur here. Managerial decisions are usually semi structured and are made using procedures and adhoc tools.

Improve effectiveness

## Operational Level



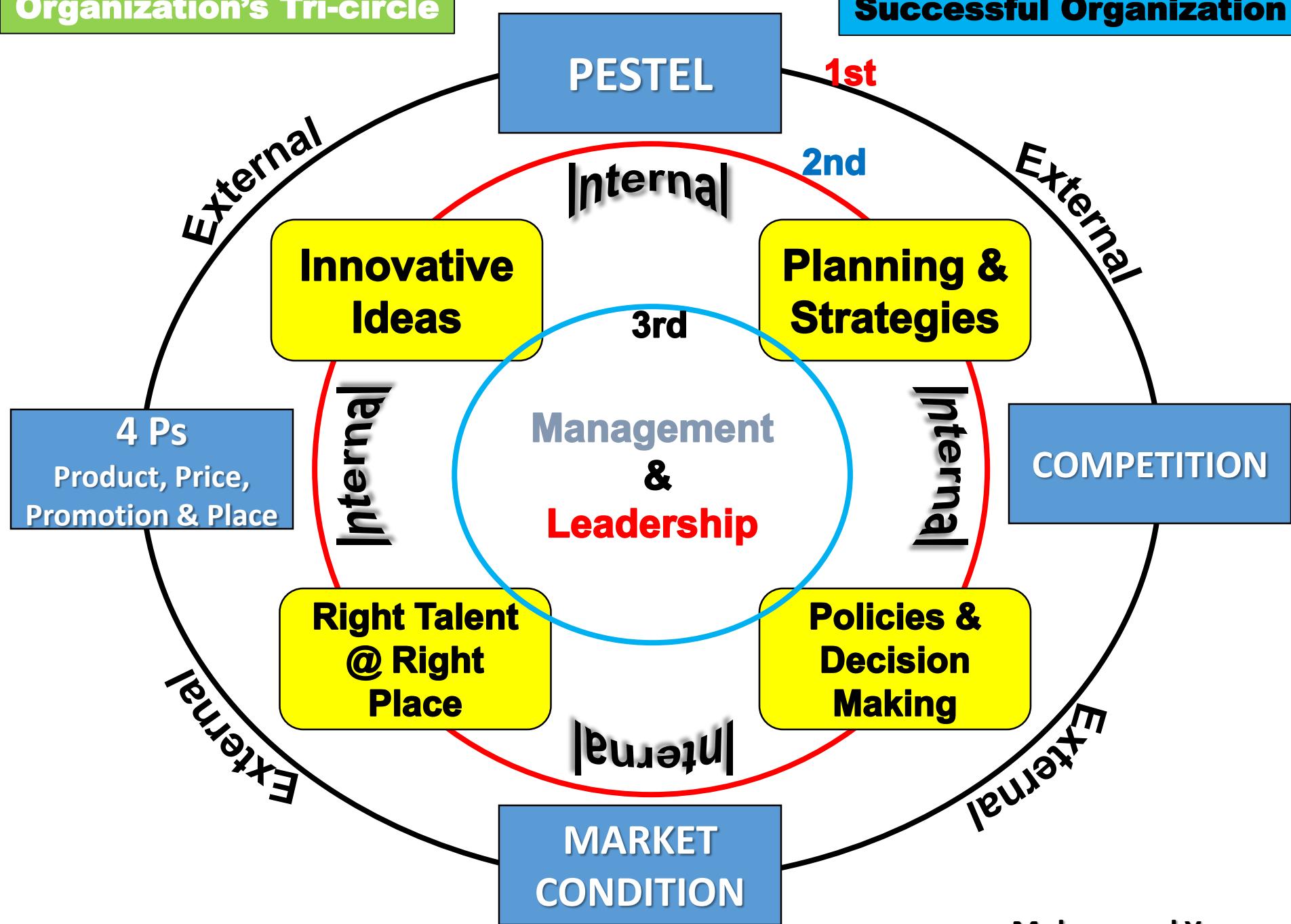
Improve efficiency

### Operational Level

Day-to-day business activities, processes and interactions with customers occur here. Operational decisions are usually structured and are made using established policies and procedures.

## Organization's Tri-circle

## Successful Organization





## **1. LEADERSHIP**

## **2. MANAGEMENT**

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# Management and Leadership Requisite Competencies



# LEADERSHIP

Visionary / Strategic Thinker

Define Purpose / Set Direction

Create a Mission Statement

Evaluate Strengths, Needs and Marketplace

Inspire People / Foster Commitment

Reach Long-Range Goals and Objectives

VS

**ROLE**

**FOCUS**

**APPROACH**

**METHODOLOGY**

**STYLE / TONE**

**OUTCOME**

# MANAGEMENT

Enterprise Builder / Productivity Expert

Nurture Organizational Structure / Establish Systems and Processes

Deliver on the Mission Statement

Organize Teams, Plan Budgets, Set Timelines and Maintain Quality

Develop Talent/ Solve Problems

Manage Projects Effectively and Efficiently

# THE SIX (6) LEADERSHIP STYLES

Commanding

Visionary

Affiliative

Democratic

Pacesetting

Coaching

The leader's modus operandi

Demands immediate compliance

Mobilizes people towards vision

Creates harmony and build emotional bonds

Forges consensus through participation

Sets high standards for performance

Develop people for the future

The Style in a phrase

"Do what I tell you"

"Come with me"

"People come first"

"What do you think?"

"Do as I do now"

"Try this"

Underlying emotional intelligence competencies

Drive to achieve initiative, self control

Self confidence, empathy, change catalyst

Empathy, building relationships, communication

Collaboration, team leadership, communication

Conscientiousness, drive to achieve, initiative

Developing others, empathy, self-awareness

When the style works best

In a crisis, to kick start a turnaround, or with problem employees

When changes require a new vision, or when a clear direction is needed

To heal rifts in a team or to motivate people during stressful circumstances

To build buy-in or consensus, or to get input from valuable employees

To get quick results from a highly motivated and competent team

To help an employee improve performance or develop long-term strengths

Overall impact on atmosphere

**NEGATIVE**

**MOST STRONGLY POSITIVE**

**POSITIVE**

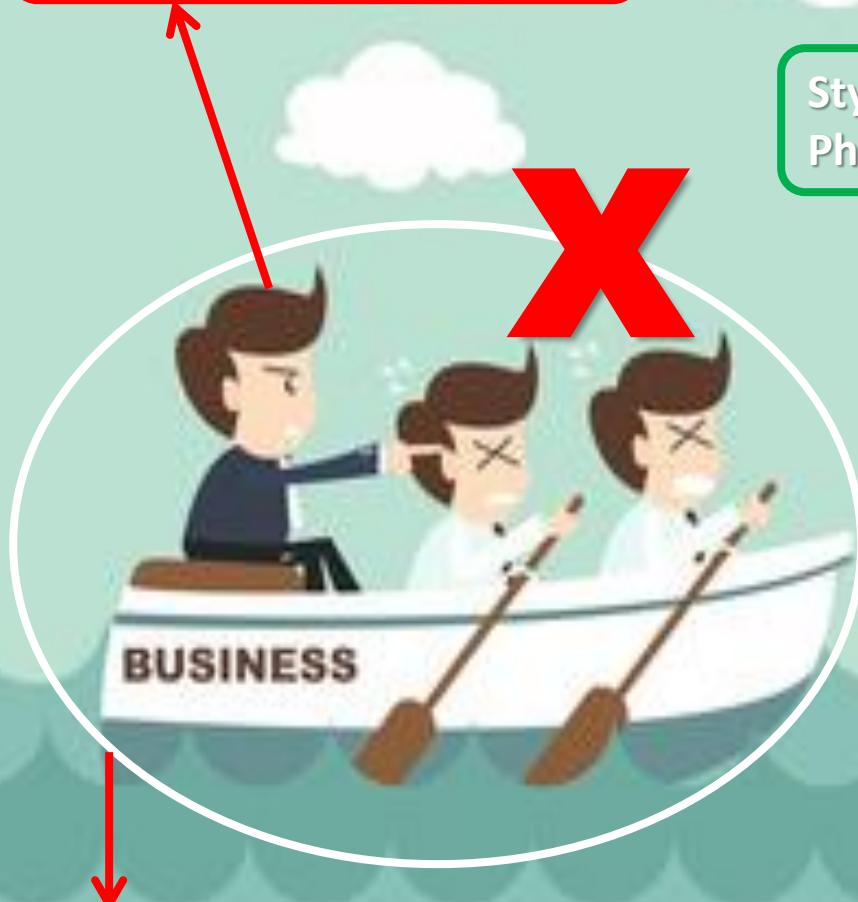
**POSITIVE**

**NEGATIVE**

**POSITIVE**

# LEADERSHIP VS. LEADERSHIP

Style: "COMMANDING"  
Phrase: "Do What I Tell You"



Overall Impact: "STRONGLY POSITIVE"  
Result: "MOST SUCCESSFUL"

Style: "VISIONARY"  
Phrase: "Let's Do It or Come With Me"

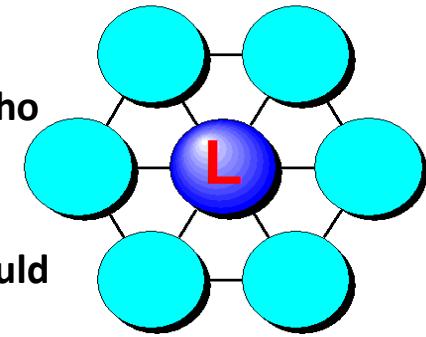


Overall Impact: "NEGATIVE"  
Result: "FAILURE"

# **Three (3) Types of Teams And Three (3) Types of Leadership Styles**

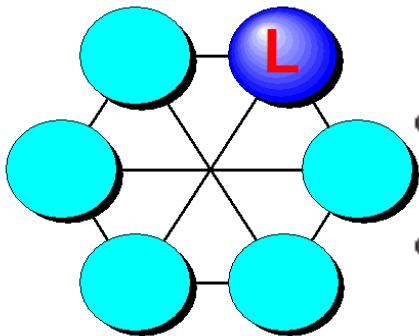
## **Traditional Team**

- Goals provided by team leader who acts as a representative of senior management.
- Team activities and decisions should be approved by the team leader.



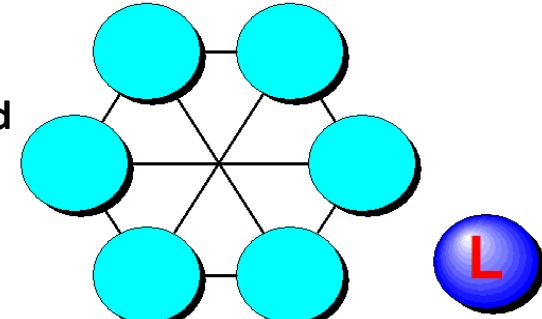
## **Empowered Team**

- Goals are jointly defined by team leader and members.
- Team leader is a supporter.



## **Self-directed Team**

- Goals are based on company's vision and mission statements.
- Team leader is a consultant



# BEST EXAMPLE OF MANAGEMENT & LEADERSHIP SKILLS

Managers with Management & Leadership Skills help, guide and support their teams in achieving goals. They are the great leaders, lead their teams from front.



Good Manager  
And A  
Great Leader

Hold the Leadership ability to set a clear direction and move the group or an organization forward.

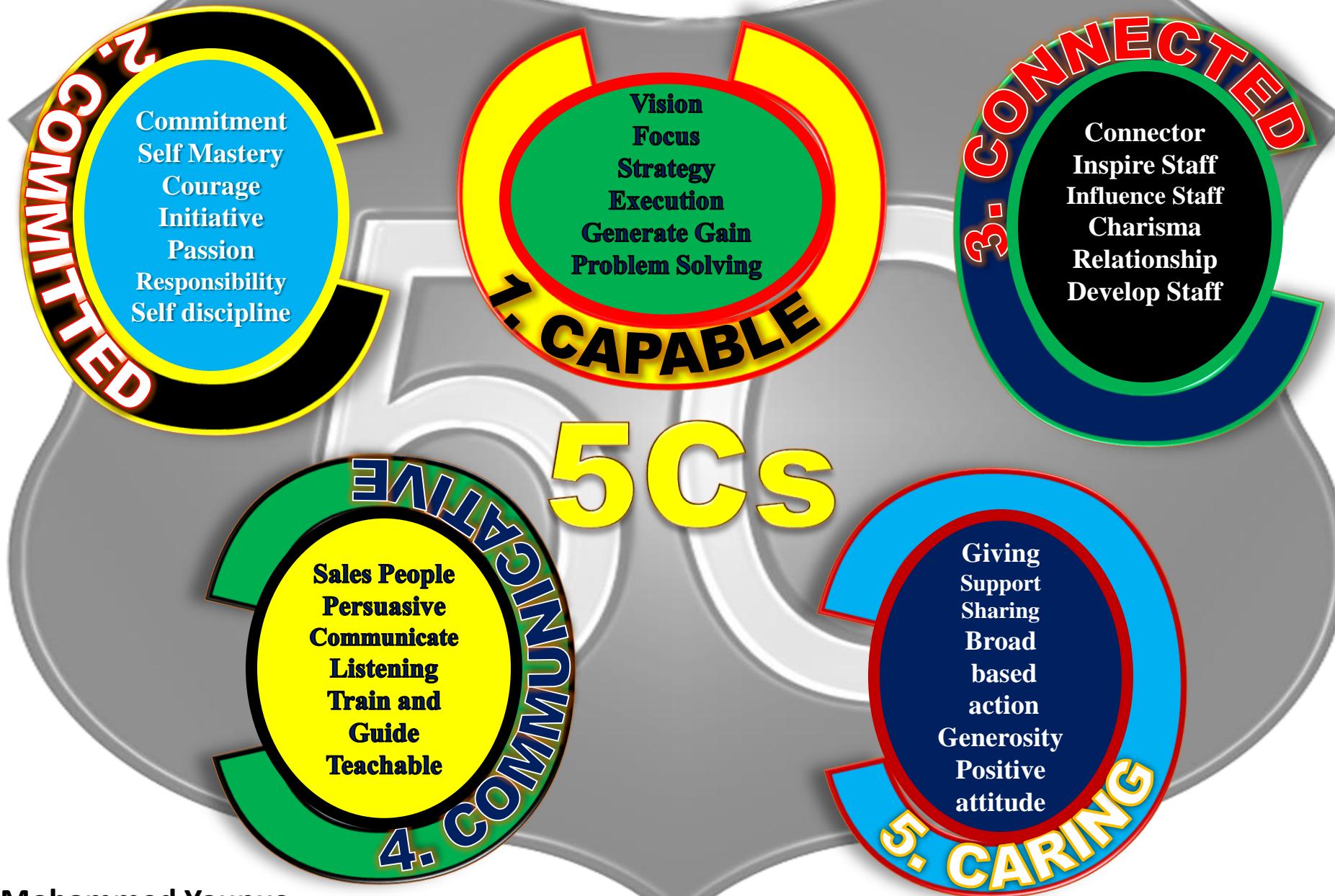


Have the ability to effectively mobilize volunteer work force to achieve measurable outcomes.

Obtain a fundamental knowledge of the structure, Function of an organization or an association.

Possess the personal traits, characteristics and behaviors that facilitate best Leadership practice.

# Five (5) Cs of Supreme Leadership



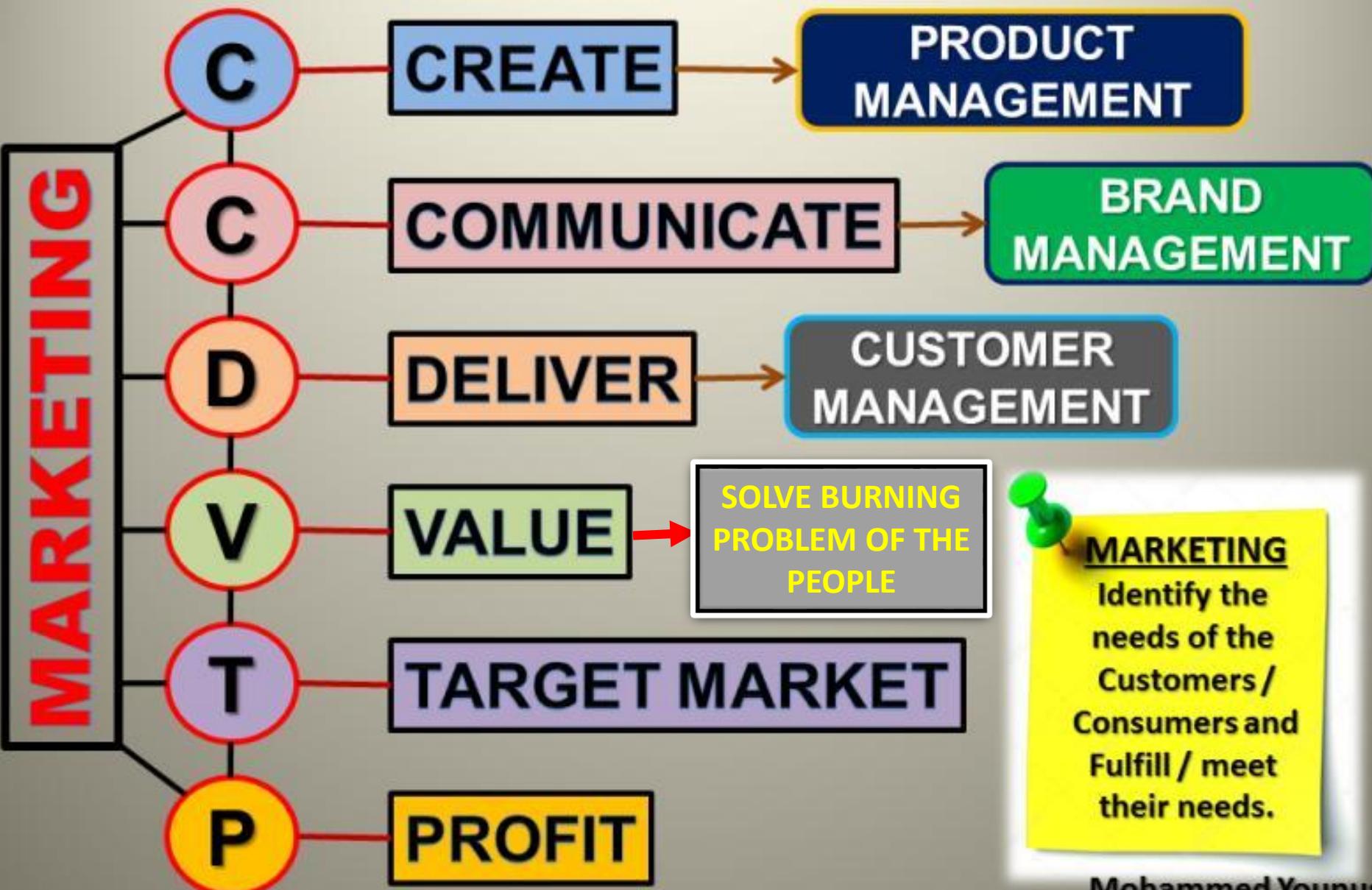


## **1. MARKETING & SALES 2. BUSINESS DEVELOPMENT**

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**It is not about having the right opportunities,  
It is about handling the opportunities right.**

**MARKETING:** “Create, Communicate and Deliver the Value to the Target market at Profit”. As defined by the Prof. Philip Kotler



# **5 As OF MARKETING**

**1**

**AWARE**

**How may people are aware of your brand.**

**2**

**APPEAL**

**How may people like your brand.**

**3**

**ASK**

**How may people inquire about your brand.**

**4**

**ACT**

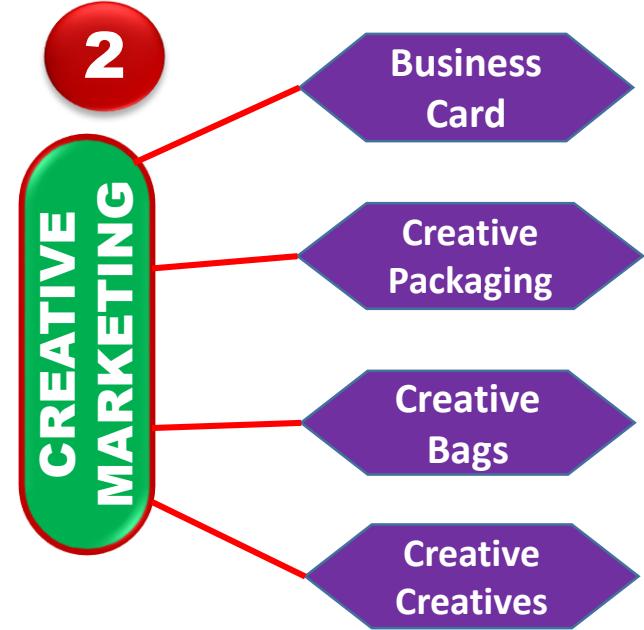
**How may people eventually bought your product.**

**5**

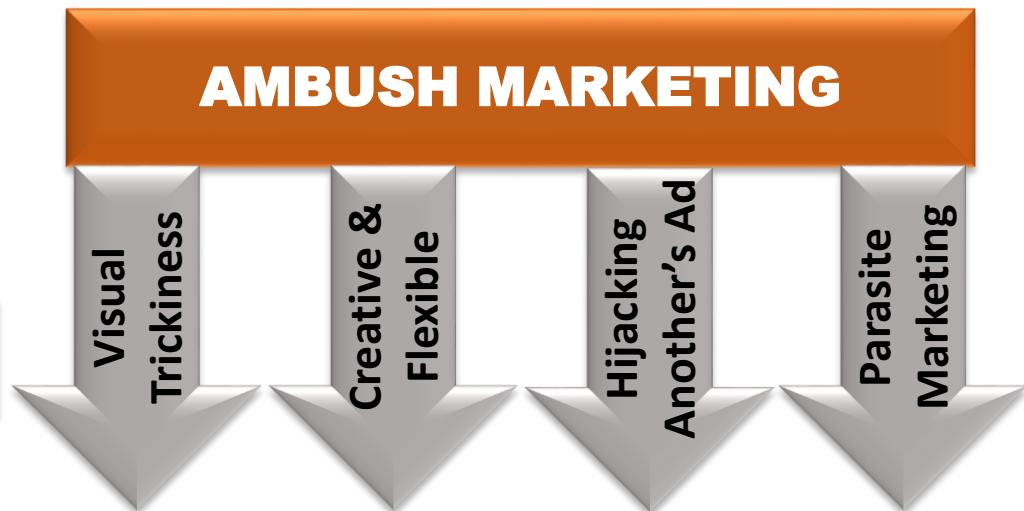
**ADVOCATE**

**How may people became your brand ambassador.**

# Types of Marketing



**Note:** There are many more types of marketing, but, these are the few commonly used by companies and marketers.



# TOP SECRETS TO INCREASE THE SALES

Sales

Marketing

Ten Rules

Sales Growth / SUCCESS

Customary Service

Target Customers

People & Process

Promotion & Place

Product & Price

Know Your Customer

Meet Your Customers  
Where They are

Be Friendly, Not Greedy

Keep Your Promises

Incentivize Your Customers

Be Transparent

Too Much Of A Good Thing

Set Them Up To Knock  
Them Down

Use Your Words

Home Work

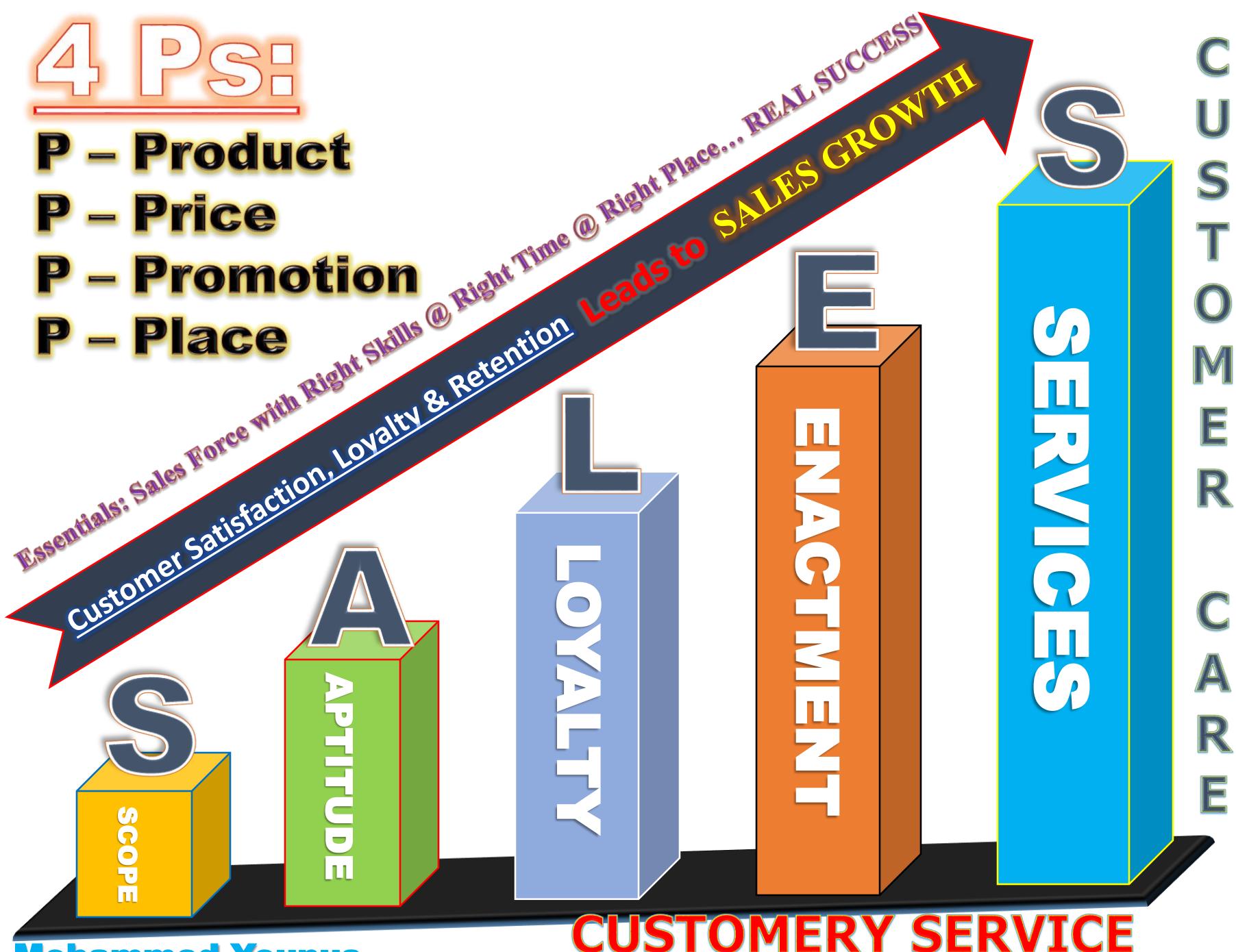
# 4 Ps:

P – Product

P – Price

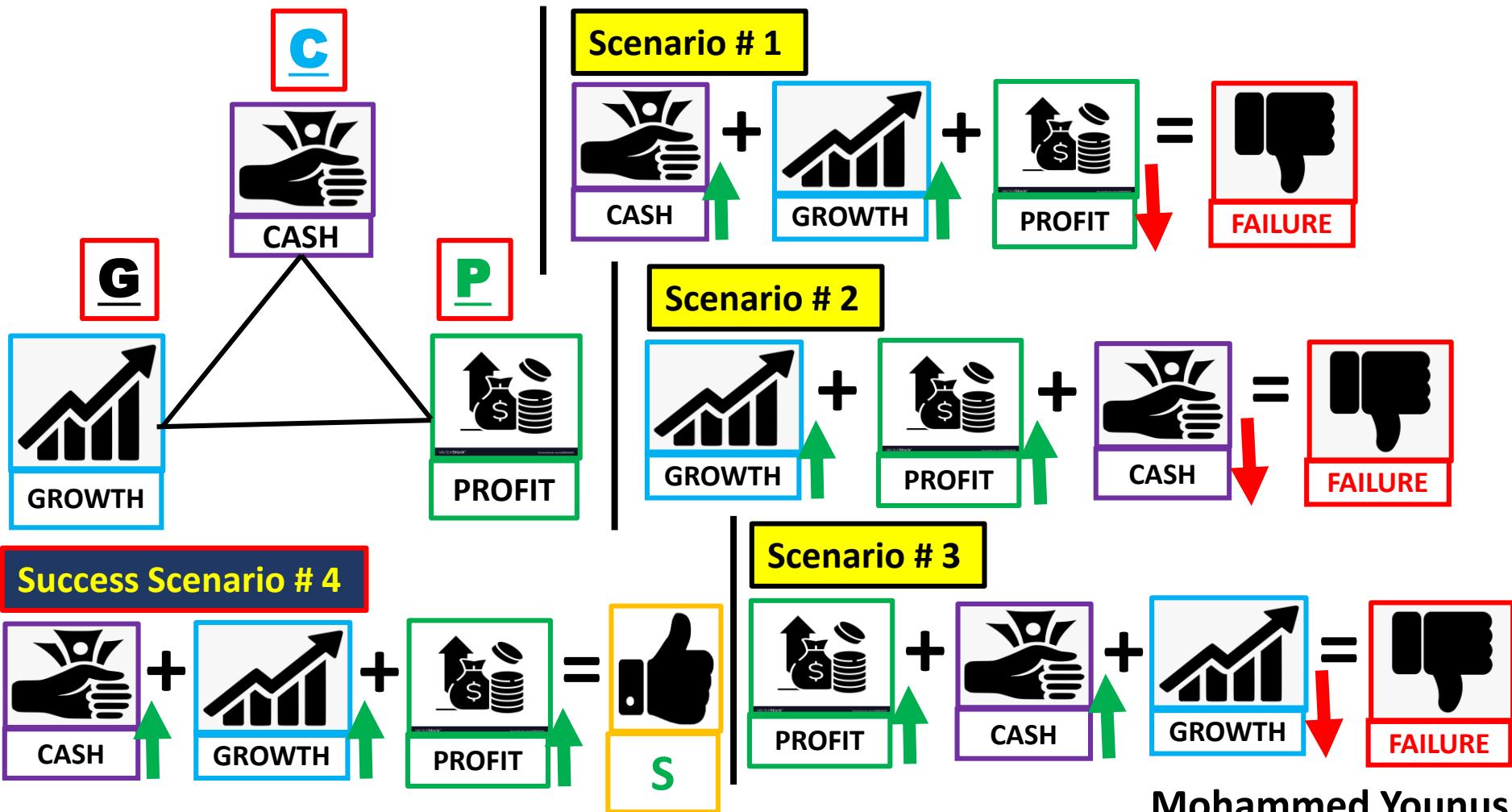
P – Promotion

P – Place



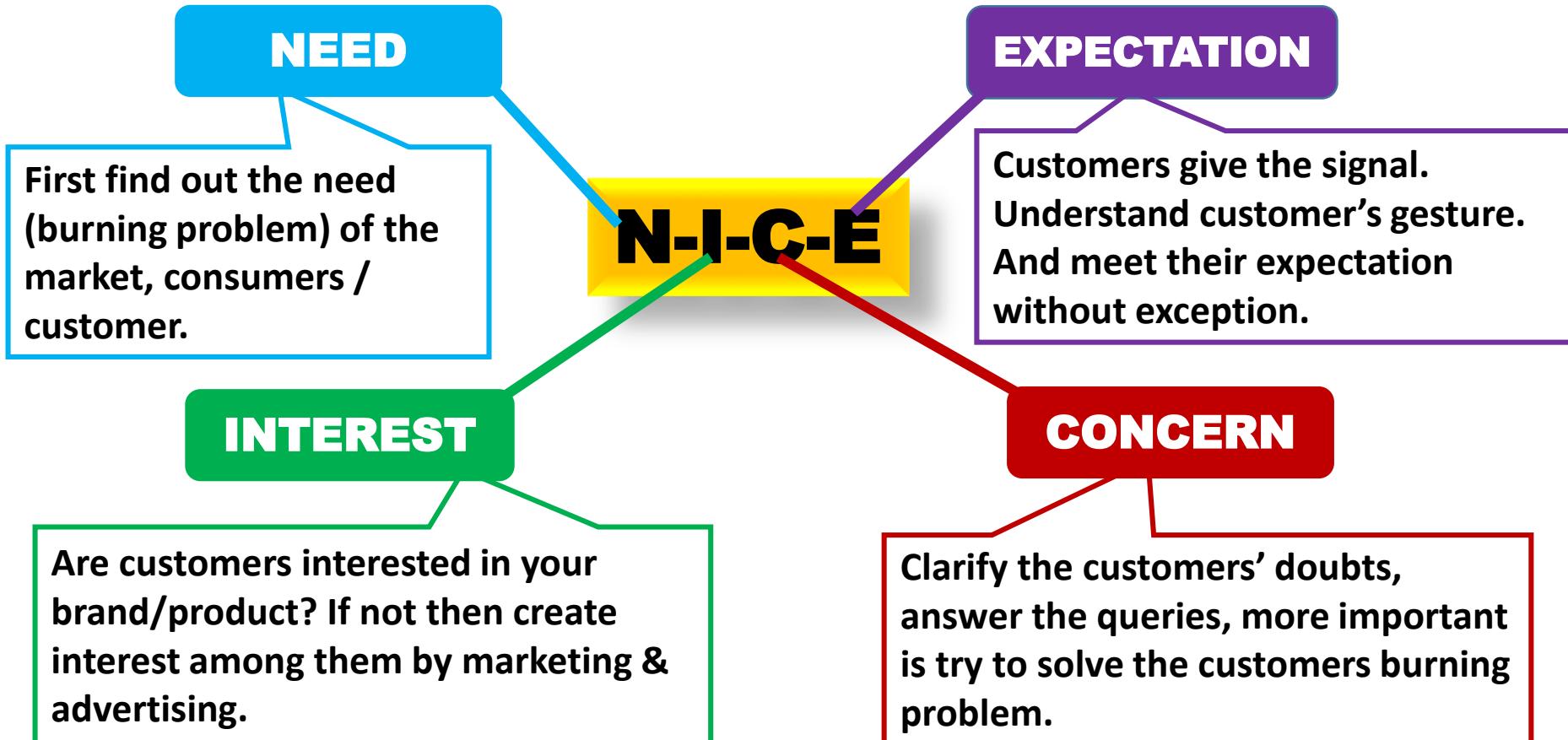
# CGP FORMULA FOR BUSINESS GROWTH (BUSINESS DEVELOPMENT)

Stability + Sustainability + Scalability = Profitability → Business Growth  
 IN IN OF  
 Market - Crisis - Business



# NICE (N-I-C-E) ANALYSIS

Nice analysis plays a very important role in business, particularly before launching any new product/service or even starting a new business.



# BUSINESS

Example: Diary products –  
Milk, Curd, Butter, Ghee,  
Cheese, Cottage Cheese, Ice  
cream, Chocolate etc.,

# EXPANSION

Adding new products or

Products & Services

**HORIZONTAL**

**BUSINESS**

services to same business

Products & Services

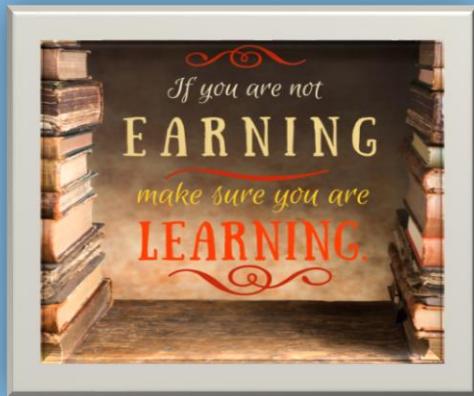
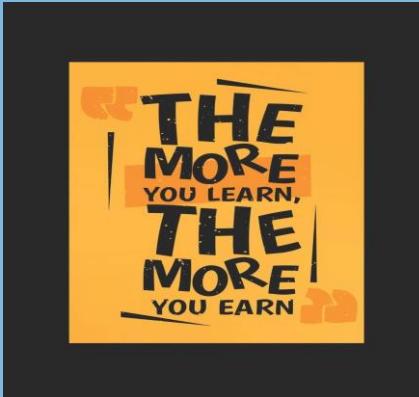
**HORIZONTAL**

Creating new units /  
Units & Sectors

**VERTICAL**

## **VERTICAL**

Example: Manufacturing,  
Retail, Wholesale, Franchise,  
Distribution, Export etc.,

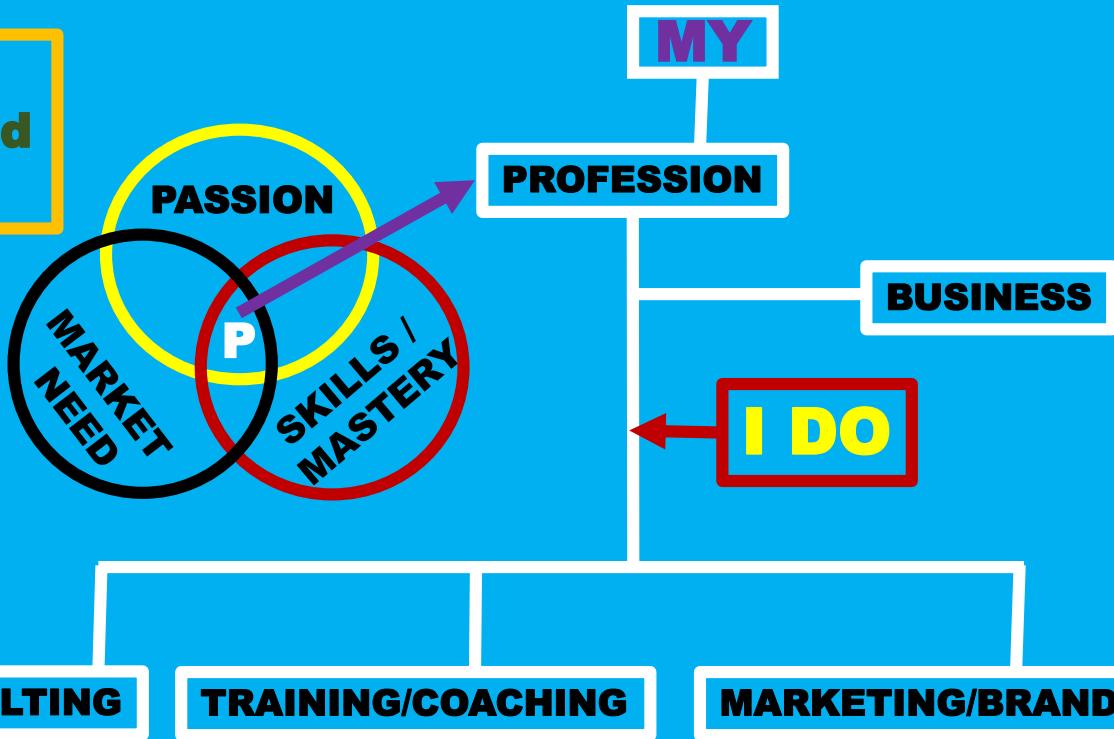


- 1. CORPORATE TRAINING**
  - 2. BUSINESS COACHING**
  - & MENTORING**
  - 3. MOTIVATING**
-

# **DO WHAT YOU LOVE, LOVE WHAT YOU DO.**

## **CRAFTING CAREER**

**Focus On Learning,  
Continue Earning, And  
Keep Moving...**



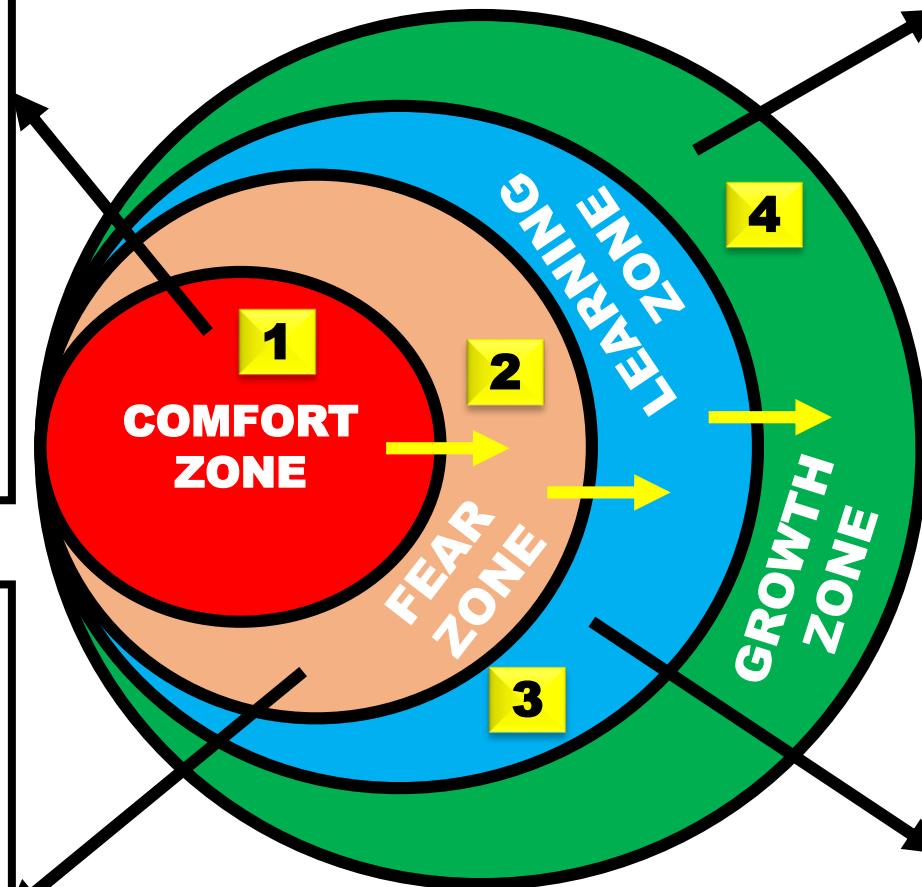
**EASE IS THE GREATER THREAT TO THE  
PROGRESS THAN THE HARDSHIP...**

*-Denzil Washington*

## Comfort Zone

1. No Purpose / No Progress.
2. No Growth or Slow Growth.
3. No Skill Development/No Learning/No Transformation.
4. No Motivation/No will power.
5. Life Stagnate.

## **COMFORT ZONE – DANGEROUS**



## Fear Zone

1. What people think.
2. Low Confidence / Self Doubt.
3. Find Excuses instead of Solutions.
4. Low Morale /pessimistic.
5. Fear of Failure / Afraid of difficulties and obstacles.

## How to come out? Solution

1. Stop over thinking and start learning.
2. Believe in yourself. Be confident.
3. Be Positive with can do attitude.
4. Take initiative and always give 100%.

## Growth Zone

1. Know Purpose.
2. Progress / Define Path to Success.
3. Goal Setting / Think Big (Aim high)
4. High Potential / High Energy.
5. Conquer / Healthy Competition.

## Learning Zone

1. Face Challenges.
2. Problem solving / Find Solutions.
3. Develop Skills / Eager to Learn.
4. Creativity / innovative.
5. Self-initiation / Self-motivation.

- **SUCCESS CAN NEITHER BE ACHIEVED OVERNIGHT NOR IN A SINGLE JUMP!!! IN REALITY, IT'LL NEVER HAPPEN AND PRACTICALLY IT IS NOT AT ALL POSSIBLE.**

**So, this is the best method to follow:**



# HOW TO ACHIEVE SUCCESS?

“Without **COMMITMENT** you’ll never start, but, more importantly without **CONSISTENCY** you’ll never finish.”

-Denzil Washington

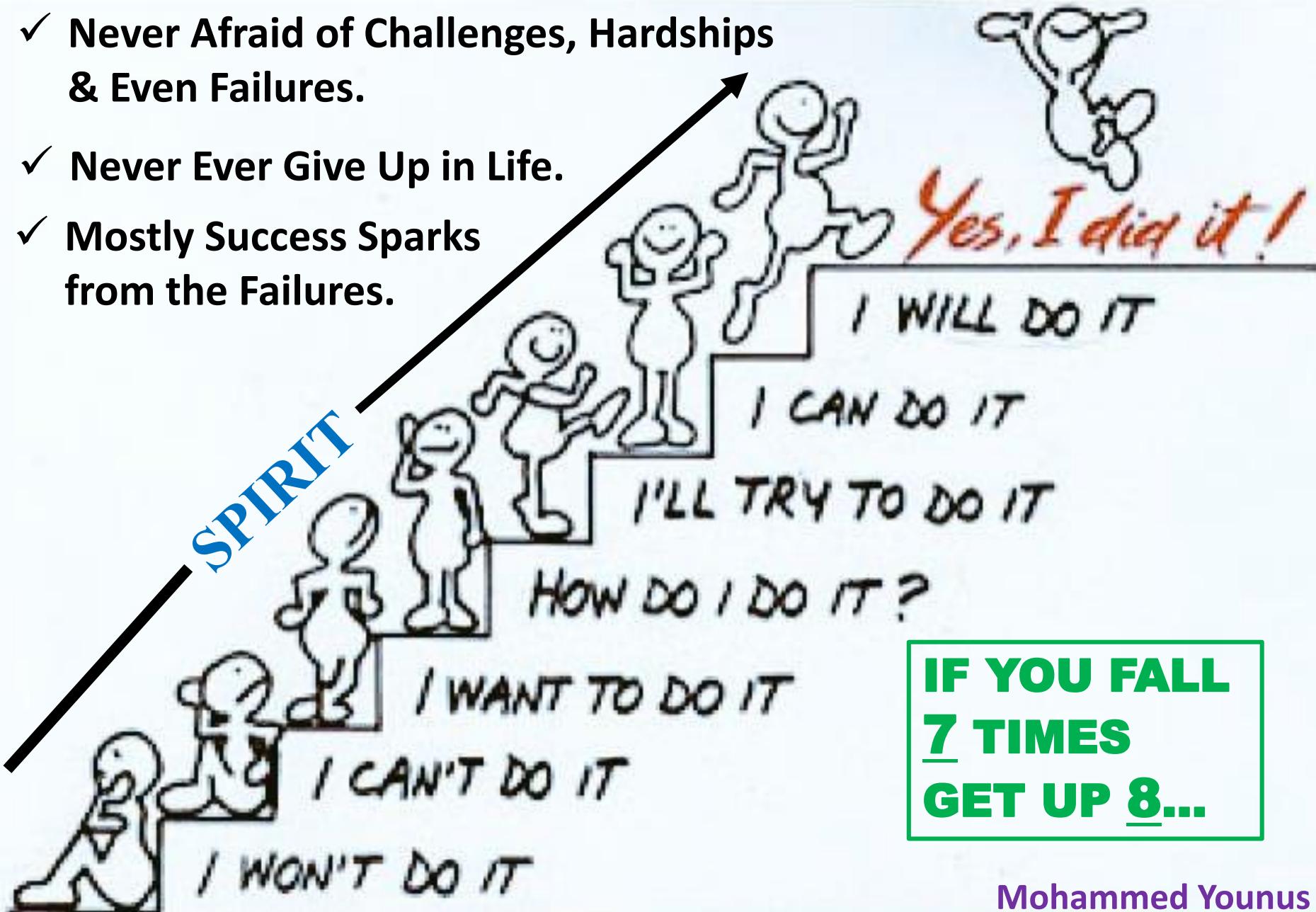
**So, this is the best method to follow:**



Mohammed Younus

- ✓ Never Afraid of Challenges, Hardships & Even Failures.
- ✓ Never Ever Give Up in Life.
- ✓ Mostly Success Sparks from the Failures.

SPIRIT



**IF YOU FALL  
7 TIMES  
GET UP 8...**

Mohammed Younus

WHICH STEP HAVE YOU REACHED TODAY?

**This is just a glimpse and blooms of my ideas, skills, and experience...**

**SO**



**OR**



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**Mohammed**

**Younus**