

ZANE ASHER GREEN

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CAREER GOALS

1. To create meaningful and enjoyable learning environments to help employees achieve peak performance productivity in their respective organizations.
2. To develop exclusive workshops based on the participatory experiential model and edutainment-based instructional materials for trainers and organizations related to diverse capacity building purposes.

CAPACITY BUILDING CHALLENGES MET

1. Developed a series of **24 non-conformist participatory experiential training workshops** providing information and techniques for ***Personal Enrichment and Professional Growth***.
2. Developed **14 training courses** under **USAID – PLSP for capacity building of Senators, MNAs and MPAs** in Pakistan. (*USAID – PLSP is United States Agency for International Development – Pakistan Legislative Strengthening Project*)
3. Developed the **English Textbook, titled: “Snippets from Pakistan”** for ***Pakistan Institute for Parliamentary Services under USAID – PLSP***. It prepares Legislators and staff for real communication in English through a task-based learning (TBL) approach to enhance their speaking, listening and writing skills.
4. Developed and successfully implemented **Edutainment-based Instructional Design Standards** for the **Believing in Human Potential project** (a capacity building initiative launched under the aegis of national NGO, **Trust of Knowledge Generation**).
5. Formulated and conducted approximately **800 participatory training activities / exercises** under **Alternatives for Development and Participatory Training (www.adapt.pk)** for international and national organizations. The primary objective being to enhance and sustain the process of learning and sharing.
6. Trained more than **850 corporate / private, development and public sector employees** in Pakistan.
7. Taught over **3,000 university students** from ***Preston University, Beacon House Informatics and Pakistan Community Development Council***.
8. Trained over **150 teachers and trainers** from **public and private sector organizations in Pakistan**.
9. Serving as **Training Specialist and Resource Person** on the national panel of experts of ***National Productivity Organization, Government of Pakistan***.
10. My **research output** includes ***Newspaper publications and presentations to National and International NGOs*** on these subjects: Human Resource Development; Human Resource Management; Participation through Audio Visual Aids; Preparation of Instructional Design Modules; and Monographs on Organizational Behaviour and Organizational Communication.
11. Developed an **edutainment-based Training Needs Assessment Tool** for ***Sungi Development Foundation (National NGO)***. This tool was utilized to prepare **comprehensive profiles of over 300 Sungi employees** containing pertinent facts about their personal insight, self-confidence, motivational levels, leadership and team skills, creative thinking skills, attitude towards work, problem-solving skills, social engineering skills and adaptability to change.

PREFERED AREAS OF CAPACITY BUILDING

Personal Organization, Personal Insight, Inner Strength, Self-Esteem, Leadership, Teamwork, Positive Thinking, Communication Skills, Change Management, Customer Service Excellence, Workplace Creativity, Business Etiquette, Sales Force Management, Facilitation Skills, etc.

WORK EXPERIENCE

Consultant / Instructional Design Specialist

USAID – Pakistan Legislative Strengthening Project, Islamabad

August 2006 - Present

Developing courses based on the participatory experiential model as part of the PIPS (Pakistan Institute for Parliamentary Services) curriculum for capacity building of Senators, MNAs and MPAs.

Noteworthy Tasks:

1. Assessing training needs
2. Writing a set of teaching instructions for each topic in the training course.
3. Developing participatory activities / exercises.
4. Developing, compiling and adapting the training contents to the learning objectives.
5. Testing the training contents.
6. Evaluating the training sessions.
7. Submitting recommendations to improve the efficacy of training.
8. Designing promotional materials (brochures, logos...)

Developed the **USAID – PLSP Training Module Brand Styling and Presentation Standards**. Following are the courses prepared for PIPS in collaboration with subject experts and the PLSP team:

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|--|---|
| 1. Effective Committees | 9. Parliamentary History |
| 2. Budget Process and Analysis | 10. Business of the House |
| 3. Parliamentary Office Management | 11. Conflict Resolution |
| 4. Question Hour | 12. Assessing Legislation |
| 5. Parliamentary Privileges | 13. Interpersonal Skills |
| 6. Media and Parliament | 14. Constituent Relationship Management |
| 7. English Communication for Legislators | 15. Media Relations |
| 8. Committee Hearings | |

Each course requires the development of a ***Facilitator's Guide, a Participants' Book and Power Point Slides***.

Consultant / Training Specialist

Gender and Psychological Services (GAPS) Center, Islamabad

December 2007 - Present

Developing and conducting capacity building workshops for employees in the development, public and corporate / private sectors.

Noteworthy Workshops Developed and Conducted:

1. ***Gender and Poverty: A Socio-cultural Phenomenon*** (November 24, 2007)
 2. ***Positive Thinking and the Workplace – Train the Trainer*** (December 08, 2007)
 3. ***Leadership Training for Community Women – Train the Trainer*** (March 10 to 14, 2008) for **Diakonie Katastrophenhilfe (Humanitarian Aid Worldwide)**
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Executive Director / Training & Instructional Design Specialist
Alternatives for Development and Participatory Training (ADAPT),
Islamabad

March 1998 - Present

Developing and conducting on-location capacity-building segments (training-on-wheels) related to Personal Enrichment and Professional Growth as well as launching various Human Resource Development initiatives.

Noteworthy Tasks Accomplished:

1. Formulated and conducted approximately **800 participatory training activities for international and national organizations**, USAID – PLSP, Diakonie Katastrophenhilfe, Welthungerhilfe, GTZ, Sungi Development Foundation, Preston University, Trust of Knowledge Generation, National Productivity Organization, Pakistan Community Development Council, etc. These tools include: Flash Interactives, Visual Clues, Video Presentations (illustrating different concepts) produced from editing different movies, Distance Learning websites, Power Point Presentations, Facilitator's Guides and Participants' Workbooks, etc. The primary objective being to enhance and sustain the process of learning and sharing.
2. Developed participatory experiential training materials for workshops conducted under Trust of Knowledge Generation's ***Believing in Human Potential*** Project.
3. Launched **Development initiatives**, such as: Bookless Classroom Project, Train the Trainer Series, Disaster Risk Reduction, Implementing Customer Service Excellence, Community Workers Development Program, Value-based teaching, etc.
4. Organized a series of **26 Personal Development Sessions** for **Preston University** (Islamabad Campus) to help students improve their communication and interpersonal skills (May to December 1998).
5. Devised **Quiz Show-based workshops** consisting of different rounds, such as: Creative Stimulants, MCQs, True or False, Video Scavenger Hunts, Presentation by teams, etc.
6. Recent training workshops developed and conducted include:
 - a. **Personal Organization and Time Management** – Train the Trainer (April 21 to 23, 2008) conducted in collaboration with **AAN Associates** for **German Agro Action (Welthungerhilfe)**
 - b. **Level 5 Leadership** – Train the Trainer (January 08, 2008)
 - d. **Personal Enrichment for Effective Teaching** – Train the Trainer (August 25, 2007) for **Nation's School**
 - e. **Value-based Teaching** – Train the Trainer (August 26, 2007) for **Nation's School**

Senior Associate / Information Architect
Trust of Knowledge Generation (TKG), Islamabad

February 2005 – December 2007

Developed training materials (interactive exercises, workbooks, graphics, props, Flash Interactives, etc) for different trainers as well as conducted workshops for development, public and corporate / private sector employees.

Noteworthy Tasks Accomplished:

1. Major training courses developed include:

a. Human Factor – The Deciding Factor	e. Cultivating Great Teams
b. Customer Relationship Management	f. Business Etiquette
c. Facilitation Skills	g. Kingdom of Happiness
d. Unleashing Creativity	h. Creative Thinking Stimulants
2. Conceived and successfully implemented the ***Believing in Human Potential Project*** under which 21 workshops were launched in collaboration with **National**

Productivity Organization, Government of Pakistan and Pakistan Community Development Council. This was a one-year project (December 2006 – November 2007). Major training workshops developed and conducted under this project include:

- a. ***Personal Enrichment for Great Leadership*** – Train the Trainer (November 7, 2007)
 - b. ***Positive Mental Attitude for Facilitators*** (October 6, 2007)
 - c. ***Managing Creativity in the Workplace*** – Train the Trainer (September 8, 2007)
 - d. ***Applying Kaizen Management for Successful Leadership & Teamwork*** (Aug 18, 2007)
 - e. ***Personal Insight for leading a Successful Life*** (June 30, 2007)
 - f. ***Customer Service Excellence*** – Train the Trainer (May 26, 2007)
 - g. ***Demonstrating Great Teamwork in Disastrous Situations*** – Train the Trainer (April 28, 2007)
 - h. ***Personal Enrichment for a highly Effective Work Style*** (March 03, 2007)
 - i. ***Managing Positive Thinking – A Journey into Self-discovery*** (January 20, 2007)
 - j. ***Creative Team Building*** – Quiz Show Format (December 02, 2006)
3. Other workshops developed and conducted include:
- a. ***Public Speaking*** (March 01, 2006)
 - b. ***Professional Secretaries*** (February 23, 2006) for **Attock Refinery Ltd**
 - c. ***Customer Relationship Management*** (January 31, 2006)

Senior Faculty Member

Preston University USA, Islamabad Campus

March 1997 – January 2004

Teaching Methodology

A highly interactive and participatory approach complemented with Creative Class Activities, Lesson notes, Research Assignments, Projects, Group Discussions, Presentations, Case Studies, Extensive Lab work, etc.

1. Taught ***Business Administration courses***: Business Communications, Direct Marketing, Marketing of Services, International Business, International Marketing, International Management, Advertising, Sales Management and Strategic Marketing.
2. Taught ***IT & Computer Science courses***: Multimedia Technologies, Management Information Systems, Online Marketing, E-Commerce, Internet Development, Artificial Intelligence, RDBMS, Software Engineering, Software Design Methods, Introduction to IT, BS and MS Projects.
3. Designed ***Instructional Material*** for courses such as Internet Development, Direct Marketing, Advertising, Management Information Systems, Sales Management, etc.
4. Member of Preston Examination Committee
5. Director Graphics, Pressoft (Preston University Software House)
6. Organized workshops, seminars, quiz programs, IT exhibitions, etc.

EDUCATION

MBA

Marketing

Preston University

Awarded ***Gold Medal*** and ***Best Student's Award***

MA

Economics

Punjab University

HONOURS AND AWARDS

1. Serving as **Training Specialist and Resource Person** on the national panel of experts of **National Productivity Organization, Government of Pakistan**.
2. **Merit Certificates** awarded by **National Productivity Organization, Government of Pakistan** for:
 - a. Developing and conducting 18 exclusive capacity building workshops related to Personal Enrichment and Professional Growth (during the period December 2006 to November 2007) as Instructional Design and Training Specialist
 - b. Organizing the 10 weeks Development Of Productivity Specialist Certificate Program at the Institute of Research and Emerging Sciences (July 6 to September 8, 2006)
3. **Merit Certificate** awarded by **Trust of Knowledge Generation** for developing an **edutainment-based Training Needs Assessment Tool** for **Sungi Development Foundation** (February 3, 2007)
4. Different **Merit Certificates** awarded by **Trust of Knowledge Generation** for developing and conducting training workshops (during the period September 2005 to November 2007) as Instructional Design and Training Specialist
5. **Merit Certificate** awarded by **Pakistan Community Development Council** for developing exclusive training materials for its workshops during 2003 and 2004

PROFESSIONAL TRAININGS UNDERTAKEN

1. Completed a ten days rigorous course (70 hours) titled: **"Training Competence"** conducted by Trust of Knowledge Generation during June 2005
2. Completed a ten weeks course (60 hours) titled: **"Writing Research Reports"** conducted by Trust of Knowledge Generation from February 26, 2005 to June 04, 2005
3. Completed a ten weeks course (60 hours) titled: **"Strategic Problem-Solving"** conducted by Trust of Knowledge Generation from February 25, 2005 to June 03, 2005

TECHNOLOGY SKILLS FOR INSTRUCTIONAL DESIGN

1. **Microsoft Word** for developing Training Guides for Facilitators and Workbooks for Participants
2. **Microsoft Power Point** for Infotainment-based Presentations
3. **Adobe Premiere** for Non-linear Editing of video exercises
4. **Macromedia Flash MX** for designing Diagrams, Interactive Course Modules, Next Generation Websites and Edutainment-based Compact Discs
5. **Corel Draw, ULead Photo Impact, Microsoft Image Composer and Adobe PhotoShop** for diverse instructional design purposes (Creative Exercises, Diagrams, Visual cues, etc) as well as graphic design purposes (Advertisement & Magazine Layouts, Special Effects, Image Manipulation, Brochures, Logos, Posters, Letterheads, etc)
6. **Microsoft FrontPage** for diverse creative web designing purposes

GRAPHIC DESIGN CHALLENGES MET

1. Developed the **USAID – PLSP Training Module Brand Styling and Presentation Standards**.
2. Produced **Pakistan's first 3D Animated music video**, World is a beautiful place, for **Indus TV** under **Trance Grafix** (www.trancegrafix.tk).
3. Introduced the concept of **trance graphics** in digital art whilst establishing the **Trance Digital Arts Center (T-DAC)** in Islamabad. Developed and successfully launched the Certification Program, **Certified Digital Media Integration Professional** (first of its kind in Pakistan).
4. Authored and designed over **50 company brochures** and constructed around **80 Flash and HTML websites** for various organizations.
5. Designed approximately **2,500 2D and 3D illustrations** (www.zanedesigns.tk). Most of these have been used in creating broadcast graphics, infotainment-based multimedia CDs, online applications, brochures and posters for Preston University, Pakistan Television Corporation, Schlumberger Pakistan, Vision Quest Productions, Network Television Studios, etc.
6. Developed short duration **3D animated programs** for **Pakistan Television Corporation** to represent Pakistan in the **Children's Program Exchange Festivals held in Malaysia** in 2003 and 2004.
7. Created, for the first time in Pakistan, **edutainment-based 3D animated presentations for ADAPT's Bookless Classroom Project** (Classes 1 to 5) on different **General Science topics**

RELEVANT RESEARCH ARTICLES PUBLISHED

INSTRUCTIONAL DESIGN

1. Designing Effective Presentations based on sensory learning preferences (Tips for Trainers), **Spider Magazine**
2. Creativity in online instructional contents, **Spider Magazine**
3. Technology and E-learning (Cover Story), **Sci-tech World, Dawn**

HUMAN RESOURCE DEVELOPMENT

1. In Search of Happiness, **Sci-Tech World, Dawn**
2. Leading the Healthy Route (Leadership), **Sci-Tech World, Dawn**
3. Fighting the Fight Instinct (Anger Management), **Sci-Tech World, Dawn**
4. Conditioning of the Mind (Positive Thinking), **Sci-Tech World, Dawn**

CREATIVITY AND INNOVATION

1. Technology Fuels Creativity (Cover Story), **Sci-Tech World, Dawn**
2. Towards a Creative Mind, **Sci-Tech World, Dawn**
3. Unleashing Creativity, **Sci-Tech World, Dawn**

CUSTOMER RELATIONSHIP MANAGEMENT

1. IT in the Service of People (Cover Story on Customer Relationship Management in Pakistan), **Sci-Tech World, Dawn**
2. The Customer Always Comes First (Web-based Customer Interaction Systems), **Spider Magazine**
3. At your Service (Nexgen E-support Systems for CRM), **Spider Magazine**

MARKETING

1. Advertising in Pakistan – A Critical Appreciation, **Images (50 Plus Years of Entertainment Issue), Dawn**
2. Present day concept of Marketing, **Economic & Business Review, Dawn**
3. Internet-Adding a whole new dimension to Marketing, **The Voice Magazine**