

Leadership

In my own understanding, leadership involves making people believe in things that are not yet real and making them transform those things into reality. My approach to leadership includes connecting the cause to the effect by inspiring others to own ambitious objectives and collaborate to achieve them.

In addition, I was in charge of a small group of five people at OLX Pakistan to identify new opportunities to grow when our model of classifieds was at its limit. I proposed the introduction of a delivery system that would make the platform a complete e-commerce site. It required time, information, and proper communication to get everyone on board. Moreover, our team has developed it and made it within months after the approval. It manages more than 7,500 monthly orders with no marketing allocation. The experience taught me that being a leader is about forming a vision in such a way that people can also see themselves succeeding in it.

Furthermore, I also got to know more about leadership outside the workplace. In the COVID-19 crisis, I also assisted in organizing a relief event where daily-wage workers lost their salaries. I recruited volunteers, established definite steps, and created an online system to check people requiring assistance and monitor donations. We managed to raise PKR 1.5 million both locally and internationally, informing and encouraging all of us to help more than 200 families. This experience made me realize that leadership also implies empathy, trust, and transforming good intentions into action.

Therefore, such experiences helped me to realize that it is not titles or positions that make a person influential. In business project management, as in a relief project, I have come to understand that clarity and empathy are crucial requirements. With Chevening, I will develop into a strategic leader, exchange my experiences in Pakistan in the tech industry, and understand how to create solutions that can build the digital economy.