

SHAFQAT JILANI

Founder and CEO, IKTAR
Management Consultant |
Corporate Trainer | Author

**25 YEARS
OF
TURNING
STRATEGY
INTO
RESULTS.**

LEAD CONSULTANT AND TRAINER AT IKTAR SINCE 2000



A portrait of Shafqat Jilani, a middle-aged man with grey hair, wearing a dark suit and white shirt. He is looking directly at the camera with a slight smile. The background is a blurred indoor setting with other people.

Who is Shafqat Jilani

THE PERSON BEHIND IKTAR

Shafqat Jilani has spent more than 25 years doing one thing without interruption: helping organizations and the people inside them perform better. As Founder and CEO of IKTAR, he built the firm from a single practice into Pakistan's premier consulting and training agency, and he remains personally involved as lead consultant and lead trainer on the engagements that matter most to his clients.

He works directly with CEOs shaping strategy, HR Directors building stronger teams, and business owners solving practical problems that have no textbook answer. His approach combines the discipline of a trained management consultant with the insight of a behavioral psychologist, a combination few consultants in Pakistan can offer.

800+
workshops
delivered

35
years of
experience

6
universities as
visiting
faculty.

6
published books

IKTAR
www.IKTAR.org

PROFESSIONAL JOURNEY



From the frontline of multinational business to building Pakistan's leading consulting and training agency.

2000 to
Present

IKTAR Consulting and Training

Founder and CEO

Built and leads IKTAR into a full-service management consulting and corporate training agency serving over 100 organizations across 25-plus industries. Personally leads strategic consulting engagements and delivers senior-level training programs.

2016 to
Present

Asian Productivity Organization (APO), Tokyo Japan

Certified Productivity Practitioner

Accredited by the APO, a UN-affiliated intergovernmental body, as a Certified Productivity Practitioner. Applies internationally validated lean management and productivity enhancement methodology to Pakistani organizations across industrial, business, and service sectors.

2001 to
Present

BizShip International

Founder and CEO

Founded and leads an international buying house and quality inspection agency serving global business partners in textiles and garments. This entrepreneurial experience gives Shafqat a genuine business owner's perspective in every consulting engagement.



PROFESSIONAL JOURNEY (Continued)



1998 to
2000

HOC Training and Consulting

Director, Training and Consulting

Led the consulting and training business unit. Responsible for business development, client acquisition, and full implementation of training projects across public and private sector organizations.

1993 to
1998

Futures Group, Washington DC (Pakistan Operations)

Master Trainer

Designed and delivered more than 100 specialist soft-skills development workshops for public and private sector employees and program managers. Co-authored training manuals on management, communication, marketing, HR development, and quality.

1993 to
1998

Key Social Marketing

Regional Manager, Sales and Marketing

Senior management role at Pakistan's first social marketing company. Managed sales, training, and marketing operations across central and northern regions. Developed more than 20 new training programs for sales, customer care, and market research teams.

1990 to
1993

Eli-Lilly and Company

Marketing Associate

Managed specialty and premium pharmaceutical brands in the northern region. Conducted market research, designed promotional materials, and built the company's regional marketing database.

AREAS OF EXPERTISE

Shafqat's expertise sits at the intersection of strategy and human behavior. He does not simply teach frameworks. He applies the psychology of how people and organizations actually change, which is why his engagements produce results that hold.

Behavioral Change Management

Implementing strategies that influence positive organizational behavior and lasting culture change.



Cognitive Development

Enhancing critical thinking, problem-solving, and decision-making abilities within teams and individuals.



Leadership Development

Cultivating the leadership skills that empower managers and executives to lead teams and organizations effectively.



Sales Performance Optimization

Driving sales success through advanced selling techniques and sales strategy refinement.



Managerial Skills Enhancement:

Building the core managerial competencies needed for efficient team management, delegation, and operational oversight.



Organizational Transformation

Guiding companies through strategic organizational change initiatives built for sustained success.



Psychological Transformation:

Applying psychological principles to foster personal and professional growth, resilience, and sustained performance.



Productivity Enhancement

Improving operational efficiency and workforce productivity through APO Japan certified methodologies.



Where Shafqat Personally Leads.

As Founder and lead consultant, Shafqat directly scopes and delivers the following engagements. When a client works with Shafqat, they work with the person who built IKTAR, not a delegated team member.

Management Consulting

Strategic advice for aligning HR and business operations with organizational goals. Shafqat leads the diagnosis, the strategy, and the implementation oversight personally on every engagement he scopes.



HR Training and Development

Specialized programs built to empower your workforce, drawing on more than 800 workshops delivered across 25-plus industries and three decades of frontline experience.



Market Research and Brand Elevation

In-depth market analysis and competitive intelligence to build brands and develop new markets, paired with innovative strategies to elevate market presence and brand image.



Productivity and Lean Management Solutions

APO Japan certified lean management and productivity enhancement techniques applied directly to your operations for higher profitability and measurable business success.



Operational Efficiency Consulting

Streamlining processes and improving operational effectiveness across sales, HR, and management functions.



Executive Coaching

One-on-one and small group coaching for senior leaders and business owners, combining strategic business advice with behavioral psychology.



Credentials That Back the Experience



Certified Master Trainer

- Futures Group, Washington DC



Certified Productivity Practitioner

- Asian Productivity Organization (APO) Japan, since 2016



MSc Applied Psychology

- Virtual University of Pakistan



M.Com Marketing

- University of Punjab, Hailey College of Commerce



Dale Carnegie Graduate

- Achieving Excellence Program, Dubai 2003



ISO 9001 Trained

- ISO International Certification Inc.

Academic Contributions

- Visiting Professor, GC University
- Visiting Professor, University of Central Punjab
- Visiting Professor, University of Faisalabad
- Visiting Professor, Preston University
- 18+** years teaching Marketing, HR, and Leadership at postgraduate level

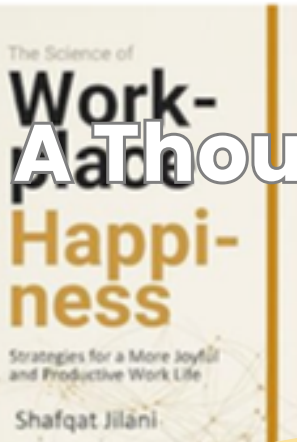


Industries Served

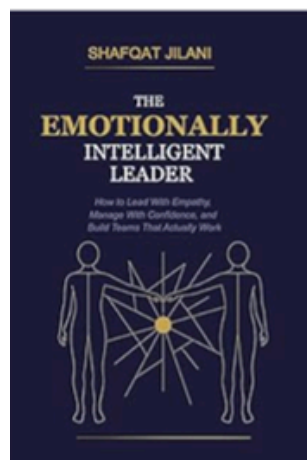
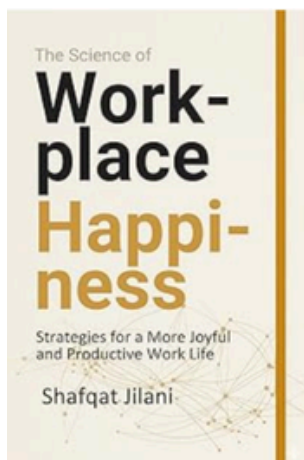
- Healthcare
- Banking and Finance
- Manufacturing
- Technology
- Retail
- Education
- Food and Beverages
- Hospitality
- Non-profit and Development Sector



A Thought Leader in Print



Shafqat Jilani is a published author with six books on Amazon and more than 20 original training manuals in active use across public, private, and social sector organizations.



The Science of Workplace Happiness

Human Resource Development

Evidence-based strategies for building a more engaged, joyful, and productive workplace, written for HR leaders and people managers.

Quantum Edge for HR Managers

Human Resource Development

365 practical HR strategies for organizational excellence, built as a working reference for HR professionals navigating modern workforce challenges.

The Emotionally Intelligent Leader

Leadership Development

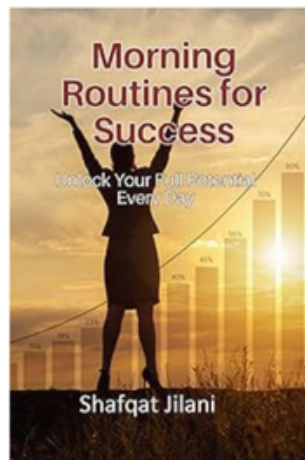
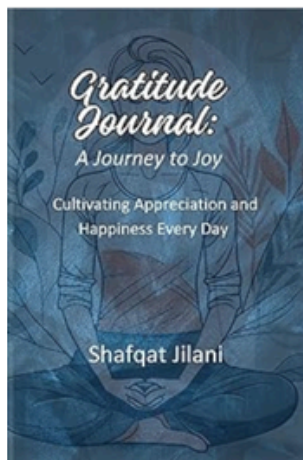
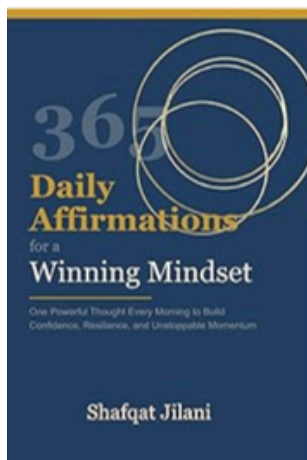
A practical guide to leading with emotional intelligence, helping managers and executives build stronger teams through self-awareness, empathy, and better decision-making.

Also authored: 20-plus training manuals on Management, Communication, Marketing, HR Development, Quality, and Self-Development, originally developed for Futures Group USA and in continued use across IKTAR programs today.



A Thought Leader in Print (Continued)

Shafqat Jilani is a published author with six books on Amazon and more than 20 original training manuals in active use across public, private, and social sector organizations.



365 Daily Affirmations for a Winning Mindset

Personal Development

A daily companion of affirmations designed to build confidence, resilience, and a winning mindset one day at a time, for professionals and leaders alike.

Gratitude, A Journey to Joy

Personal Wellbeing

A practical guide to building a daily gratitude practice that transforms both personal and professional life.

Morning Routines for Success

Personal Performance

A practical guide to designing morning rituals that unlock focus, discipline, and daily peak performance for working professionals.

Also authored: 20-plus training manuals on Management, Communication, Marketing, HR Development, Quality, and Self-Development, originally developed for Futures Group USA and in continued use across IKTAR programs today.



Impact, Not Just Activity.

CASE EXAMPLE

Sales Force Transformation, Garments Manufacturing Sector

A mid-size garments manufacturer with over 400 employees was experiencing declining export volumes and a sales team with no structured process. Shafqat personally led a three-phase engagement: a diagnostic assessment, a customized six-session leadership and sales training program for 45 staff across three management tiers, and a follow-on consulting sprint on supply chain and export marketing strategy.

Within six months, sales team attrition reduced significantly, the export pipeline was reorganized with clear territory ownership, and a replicable recruitment and skill enhancement model was adopted for future hires

SECTORS WITH DIRECT ENGAGEMENT EXPERIENCE

Pharmaceuticals	FMCG	Textiles and Garments	Banking and Finance
Telecom	Energy and Petroleum	Real Estate	Education
Healthcare	Auto & Allied	Technology	Retail
Hospitality	Non-profit and Development Sector	Manufacturing	Agriculture

Organizations Shafqat Has Personally Served

“

This list did not happen by accident. It is the outcome of showing up prepared, delivering what was promised, and treating every engagement with the same seriousness whether the client is a multinational corporation or a growing SME. That standard has not changed in 25 years, and it will not change for the next client either.

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Plus 60-plus additional organizations across pharmaceuticals, FMCG, banking, energy, telecom, education, NGOs, real estate, logistics, supply chain, manufacturing, and agriculture.

Why Work With Shafqat



A proposal is only as strong as the person standing behind it. Here is what clients get when Shafqat personally leads an engagement.

35 Years of Frontline Experience

Not theory. Shafqat has worked inside multinational sales and marketing teams, built two companies from the ground up, and led consulting engagements across 25-plus industries.



A Rare Combination of Skills

Strategic business consulting and behavioral psychology together, backed by an M.Com in Marketing and an MSc in Applied Psychology. Few consultants in Pakistan bring both disciplines to a single engagement.



Internationally Certified

Certified Master Trainer from Futures Group Washington DC. Certified Productivity Practitioner from APO Japan. Global standards applied with deep knowledge of the Pakistani business environment.



Personally Involved, Not Delegated

When Shafqat is engaged, Shafqat delivers. Clients work directly with the Founder and CEO, not a junior consultant assigned after the proposal is signed.





Ready to work with Shafqat Jilani?

Available for consulting
engagements, corporate training
programs, keynote speaking, and
executive coaching.

IKTAR



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