

# The Why of Work

## One day In-house workshop



### Program Outline

The 'Why' of anything that we do has been influenced by materialist approach to life. There exists a dangerous disconnect with our ultimate purpose - and unfortunately most of us are not even aware.

In the light of Islamic teachings, this program attempts to reconnect the participants with the 'The Purpose' and in the process answers some of the most critical questions.

The program methodology is practical and extremely interactive, encouraging people to share their wisdom and learn from others. The concepts used are simple, practical and very profound. They are applicable to both personal and professional life.

### Participants will learn about

- > The concept of Ubudiyyah at workplace
- > The virtues of an Ubudiyyah-based occupation
- > Why we should excel in what we do
- > Prophetic (peace be upon him) character at workplace.

### Facilitator

Muhammad Faisal

CEO & Principal Consultant, UBM Advisory Services

Faisal is an MBA (Marketing) with nearly three decades of rich experience in the corporate world. Having worked at major multinational and national organizations including Siemens and Macter, he has served at senior leadership positions as Director Strategic HR, Head of HR, Head of Information Systems and Head of Shariah Compliance. Equipped with solid understanding of business, Faisal has trained thousands of people on diverse subjects. As a Project Manager, he along with a team of Ulama and professionals, played a key role in the development of Ubudiyyah Business Model (UBM). Currently, Faisal along with a team of Muftis and consultants is helping organizations achieve shariah compliance and implement UBM.



### For Registration

Fee: PKR

Please send nominations to  
[info@ubmtrust.org](mailto:info@ubmtrust.org)

UBM Advisory Services  
[www.ubmtrust.org](http://www.ubmtrust.org)