“To invest in the young generation who will be leaders on Pakistan’s 100th birthday — So together they build a better Pakistan”

What an amazing experience Pakistan100 has been. Our online programme reached over 420,000 people through social media. All done in partnership with our ever loyal and generous sponsor Martin Dow and our Patrons in Pakistan & diaspora. But most of all, thank you to the young people who accepted the challenge of being the generation which must take responsibility for Pakistan when it reaches 100. Over 3,500 individuals were reached through live webinars.

You have been from every corner of Pakistan and diaspora. You have been an amazing group to work with and I have enjoyed every moment. Looking at the programme assessment, it tells us that 98% of Pakistan100 Alumni would recommend the programme to others.

We are absolutely clear that Pakistan100 has caught many young people’s imaginations and we are already doubling the number of future leaders by reaching twice the percentage of graduation rate achieved in our last cohort.

We have decided to scale up and move forward by building on the link between Cultural Intelligence and Innovation, by materialising and practically putting our knowledge to use with SEED Ventures driving forward this next chapter of pakistan100 with us. Innovation will enable future leaders to shape Pakistan’s future differently by working across boundaries. It is the driving force that will change the narrative and empower young leaders to explore their immense potential.

Lastly, It is very exciting to look back at our second successful cohort. To thank everyone, especially Leah and Mariam for getting us off to such a strong start, to SEED Ventures our partner who helped us to deliver in Pakistan, our generous sponsor, our Patrons, ambassadors and our Alumni of a Pakistan100 programme.
Pakistan100 Patrons

Many extraordinary leaders across Pakistan and diaspora have become Patrons of Pakistan100. They have encouraged us, guided us through 2020, nominated young people for the first programme, contributed to the curriculum, opened up their networks, been interviewed on leadership and done live sessions with Pakistan100 participants. Thank you so very much for your commitment to developing the next generation—many of whom will be the

Faraz Khan  Founder & Director, SEED
Fatima Asad-Said  Managing Director, ABACUS

Mahira Khan  Actor & activist
Dr. Shehla Zaidi  Head, Health Systems Research Group, AKUH

Azfar Ahsan  Minister of State & Chairman, Board of Investment
Riz Ahmed  Actor & activist

Aliza Ayaz  Founder & Chair Climate Action Society
Dr. Erum Khalid Sattar  Professor, School of Law, Pace University

Javed Khan  CEO, Barnardo’s
Misha Imtiaz  Deputy Head, Mental Health NHS

Junaid Iqbal  Entrepreneur
Shehzad Roy  Singer, Founder, Zindagi Trust

Samia Latif  Consultant, Communicable Disease Control, Public Health England
Puruesh Chaudhary  Founder, AGAHI

Nadeem Hussain  Consultant, The World Bank
Sajjeed Aslam  Country Head, ACCA

Pr. Dr. Atta Rahman  Chair of the UN Committee on Science & Technology
Dr. Arshad Ahmad  Vice Chancellor, LUMS

Mujeeb Zahir  Managing Director, S&P Global
Anum Jawed Akhai  Group Director, Martin Dow

Adnan Rizvi  Partner, Head of Advisory, KPMG
Farrukh H. Khan  Managing Director & CEO, Pakistan Stock Exchange

Osman Siddiqui  Director of Research & Impact, Arifu
Sabrina Dawood  CEO, Dawood Foundation

Andaleeb Ahmed  President, OPEN Silicon Valley
Fahimeh Fifi Haroon  Senior Journalist, BBC Global

Ahmed Zaidi  Co-Founder & CTO, Catalyst AI
Dr. Ayesha Mian  Founder, Synapse

Kamal Haider  Founder, Market Securities
Salma A. Alam  CEO, Durbeen

Amin Hashwani  CEO, Hashwani Group
Ayesha Khan  Country Director, Hashoo Foundation

Sarah Khan Bashir  Founder, SKB Law, Solicitor
Tauseef Farooqi  Chairman, NEPRA

Dr. Aziza Shad  Professor of Paediatrics & Oncology, Georgetown University
Aneta Pasha  Country Director, IRD Pakistan

Emb Hashmi  Founder, Rising Girl
Ayaz Siddiki  Director of Operations, LAX

Sabeen Shah  CSR Manager, SECMC
Maheen Rehman  CEO, Alfalah GHP Investment Management Ltd.

Saleem Ahmad  Chief Investment Officer, Aitchson Partners, Highbridge Capital
Saquib Ahmad  Country General Manager, SAP Pakistan

Dr. Azhar Hussain  Director of Laboratories, Aga Khan University Hospital
Nadassar Ganjee  Lead Trainer, Community Leadership Program

Afqa Tiwana  Director, Agrimall Pvt Ltd.
Muddassar Sheikh  CEO, Careem

Jawwad Darr  Professor of Materials Chemistry, UCL, UPS Sign, Chairman of the Board of Directors
Zareen Qureshi  Executive Director, Charter for Compassion Pakistan
MAHIRA KHAN
Actress & Activist

“I feel honoured to be part of Pakistan100. In another 23 years, Pakistan will turn 100 and we’ve got to start thinking about what we can do right now so that we can have better, amazing leaders that can lead Pakistan into its century.”

Irfan Wahab Khan
CEO, Telenor Pakistan

“I am fascinated by the model of Pakistan100 and I am hopeful for Pakistan to reach its full potential when it’s a 100 years old.”
From the launch of Pakistan100’s second cohort in December 2021, individuals could apply to be part of the programme via a form on the Common Purpose website. Traffic was driven to the application form via a combination of social media posts, advertising strategy, Patron ‘shout outs’, partner schools, Universities and companies and soft marketing through Facebook groups, LinkedIn groups and opportunity boards.

We received a total of 700 applications, of which 685 were within the correct age range for the programme (15-25 year olds) or fully completed.

Appropriate individuals were informed of their successful application and invited to join the Pakistan100 January 2022 cohort Facebook community.
Participant Demographics

685 individuals joined as participants on the Pakistan100 January 2022 cohort. They were given access to their cohort’s Facebook community and the Pakistan100 ‘Learning Moodle’ on the Common Purpose website. 10 cities in Pakistan and 5 countries from around the world were represented.

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<th>Represented Pakistan Cities</th>
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<th>Represented Countries</th>
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The Leadership Programme

The heart of the January 2022 cohort, and future cohorts of Pakistan100, is a private Facebook group for the participants. All successful applicants received a closed link to the group, which allowed them to request to join. Once accepted, participants had an online space to build connections with each other, gain guidance and clarity on their weekly learning and get access to exclusive Pakistan100 content from our Patrons over their 4 week programme.

Content & Interactivity

- Daily instructional and thought provoking posts that start conversations
- Meet & greet sessions for participants
- Daily pre-recorded interviews with the Pakistan100 Patrons
- Weekly live webinar with Julia and a Patron exploring leadership
- Weekly live Q&A broadcast with a Common Purpose staff member
- Links to all the three learning modules on the Common Purpose Moodle
- Immediate communication streams with CP staff to answer queries.

Participant Usage

During the course of the our January 2022 programme, the Facebook community was the heart of the participants’ experience. Over the 4 weeks there were:

- 2,246 comments
- 5,212 reactions

Altogether, there were over 8,458 engagements from the January 2022 cohort in their closed group, with consistent positive feedback about the ability to connect with their fellow course-mates and CP staff.
We are excited to announce that we doubled the number of graduates from our last cohort. Alongside the successful delivery of our second Pakistan100 Online Programme, we aimed for Pakistan100 to continuously grow as a recognisable brand. The concept of Pakistan’s legacy at 100 years has captured the imagination of thousands of young people both in Pakistan and across the world. With the combination of social media, advertisement and the Pakistan100 Patrons, both our content reach & engagement has been consistently above and beyond our expectations.

**Brand Reach**

From the initial launch of the Pakistan100 assets, brand reach steady grew alongside numbers of followers, subscribers and page likes. As recruitment got underway, and throughout the programme itself, brand reach rapidly increased. Our programme advert, made from a compilation of the Patron’s shout outs, had a reach of **146,330** while an introductory video by Julia, our founder had a reach of **139,076**.

Across an 10 week period, we estimate to have reached over **420,000** individuals, with over **95,759** post engagements on Pakistan100’s content.

**Live Events**

Across the January 2022 programme, 3 live webinars were held. These were streamed live on both the Pakistan100 Facebook Page and the private Facebook group for the November cohort. This gave participants an opportunity to hear from Pakistan100 Patrons in more depth and submit questions live. Meanwhile, these events continued to increase brand awareness. Cumulatively across the 3 live webinars there were over **2,400 views**, and achieved over **3,511** of reach.
Assessment Results

In order to complete Pakistan100, and subsequently graduate from the programme as a Common Purpose Alumnus, participants were required to engage in their Facebook community, complete the 3 modules on their learning Moodle and submit an video or written assessment. We saw over 30% of active participants complete the programme. A fantastic number, compared to the industry average for online programme completion of 5-15%. Of

As result of Pakistan100

100% Found Pakistan100 to be

98% Would recommend Pakistan100 to another person

98% Would volunteer to support Pakistan100 in the future

96% Feel better prepared to solve complex problems
Cultural Intelligence (CQ)

Feedback from our Patrons indicated from the start that Cultural Intelligence should be at the heart of the curriculum, given Pakistan’s provincial and cultural divides and cultural divides within the diaspora. Common Purpose has extensive experience building programmes that explore and develop CQ, giving us a wealth of knowledge to implement this. The Pakistan100 programme was therefore designed to encourage the participants to embrace diversity and become a generation that can cross boundaries. At the end of the Pakistan100 programme, Alumni reported:

- **98%** felt better prepared to work with people who are different to them
- **98%** felt better prepared to challenge their own beliefs
- **99%** recognised the value of seeking feedback on their leadership
- **98%** recognised the value of bringing in wider perspectives when making decisions
- **96%** felt better prepared to solve complex problems
Pakistan’s Legacy

Above all, the aim of Pakistan100 has been to build a generation of young people across Pakistan and its diaspora who recognise and accept their responsibility for what Pakistan will be when it reaches 100—when many of them will be its leaders. Participants were led to delve into both their hopes and fears for Pakistan, reflect on what they had learnt as young leaders and conceptualise both their own personal goals and their generation’s goals for Pakistan’s Legacy.

97% Of participants believe the Pakistan100 community will help them to make a more positive contribution to the country.

93% Of participants feel more confident that their generation can create the legacy they want for Pakistan.

96% Of participants recognise that they can bring different generations of leaders together.

94% Of participants will keep in touch with at least one other Pakistan100 participant or Pakistan’s Legacy.
Pakistan100 Alumni & Ambassadors

We now have a well connected group of alumni from our first cohort who stay connected and get a chance to participate and engage in wider Common Purpose activities and events.

“It was indeed an amazing learning journey where I did not just learn about cultural intelligence but also heard inspiring stories & got to explore about myself through deeper self reflection.”

“It’s a good way to educate people especially future leaders in such a short time Leadership programmes are needed to empower youth around the world.”

“We should have more cohorts such as this one. There are many of us who want to bring about a change but we lack CQ. Learning more about it will be very useful.”

“I understood that the change in Pakistan can only be possible if I will change myself as change starts with me, not with others. I have to understand people and the situation around me first and then try to find the solutions one at a time.”

“I now know little more about cultural intelligence. I will be able to interact with people better and this knowledge puts huge responsibility on me to share it with others and play my little part in shaping my country’s future.”

“Pakistan100 has been a very unique and inspiring program, entertaining the cultivation of new ideas. I will surely recommend this program to others, and hope I can carry on its legacy into the future.”

“In Pakistan, the programs like this are very helpful as they can provide the youth to identify their strengths and weaknesses and they can provide a much better future to the next generation.”

Furthermore, we have a WhatsApp group for our ambassadors who engage and work alongside Pakistan100 on various tasks. These individuals helped draft Pakistan’s model of leadership, brainstorm for our second cohort and supported our outreach efforts.
“This program made me realize the flaws I am having in my leadership and I am already working to improve them. The concept of Core & Flex has proved productive for me. I’ll be developing my cultural intelligence by interacting with people I had been avoiding. Now it’s the time to face my fears!”

- Ebadat ur Rehman, January 2022 participant

“This program not only taught me about leadership and CQ but also helped me take a deeper look at my hidden biases and identify what belongs in my core and what should be accommodated in the flex. It challenged what I knew about myself and made me more self-aware which I believe is an essential skill for leaders to have.”

- Amna Ameer Abbasi, January 2022 participant
What’s Next? A New Chapter driven by SEED Ventures

Given the success of Pakistan100, we have managed to double the percentage of our graduates and taken one step closer to our mission of doubling the number of future leaders. With the aspirations of its graduates and ambassadors who have completed the programmes and the relevance of cultural intelligence to the Pakistan young generation who want to work together much more effectively.

We have decided to scale up and to build on the link between cultural intelligence and innovation, as our founder Julia Middleton says “the best ideas don’t come from getting the same people together but from convening diverse groups together. Innovation emanates from well lead discord”. The founding partner in Pakistan, SEED ventures will take the lead in driving this new chapter of Pakistan100.

We have built and taken the conversation around Cultural Intelligence further with each cohort with an underlying theme that allows us to move forward.

Cohort 1: Dealing with COVID.

Cohort 2: How to adjust to the new normal while balancing between the traditional practices and futuristic innovations.

For cohort 3, SEED Ventures will take this conversation further and create magic using innovation and CQ curriculum as the main focus.