



# The neXt >> **FACTOR**

BY NAJAM USMANI

**S**TRATEGIES

**T**ECHNIQUES

**E**XECUTION

**R**ESULTS



## Who is The Next Factor for?

**The Next Factor is designed for business owners, managers, corporate executives, entrepreneurs and community leaders who:**

- Commit to personal growth and are hungry for more,
- Want to accelerate their business,
- Want to increase their ability to lead others,
- Understand that growth takes time and is not a quick fix,
- Bring energy and drive,
- Have a desire to fully participate and share,
- Are willing to take risks,
- Are willing to strategize, develop techniques, execute and seek great results.

**N**ajam moved to United States at the age of 19 and has acquired lifetime skills of leadership, corporate and entrepreneurship. He has hired,

trained, and influenced over 2,700 employees in a 25-year corporate and entrepreneurial career inspiring exponential growth in every position he has held by motivating teams to achieve more with less, setting new productivity records.

As an active real estate developer in Charlotte, NC, Najam deals in single-family and multifamily real estate completing many successful transactions with more in the pipeline.



He was one of the top 50 franchises in the country for nation's 2nd largest tax preparation company in a multi-state operation for 14 years building almost 400 retail locations and has been featured in numerous TV interviews and print media.

As an IT consultant, he was the first 500 MCSE (Microsoft Certified Systems Engineer) in the world recognized by Mr. Bill Gates.

He has run his business with zero employee and vendor complaints and maintained A+ ratings with Better Business Bureau.

Najam has motivated employees, managers, entrepreneurs, politicians, community leaders, and religious leaders alike. His knowledge in conflict resolution, employee relations, soft skills, business etiquettes, networking, and relationship building is extensive and relatable.

He has held many successful fundraisers for community and political leaders including mayors, governors, US senators, and presidential candidates. He was also member of RNC 2020 host committee in Charlotte, NC. He also hosted delegations from China, Dubai, Germany, Ireland, Czech Republic, France, Australia and was part of the Mayoral delegation in 2016 that visited China to improve trade relations.

***“How may I be of service?”***

Najam was recently given a leadership award at the embassy of Finland by The Consular Corps College.

His philanthropic causes include the ‘Champ Camp for which he received the MICA (mayoral international community award) for global leadership.

As a philanthropist, he supports many different local and international community service organizations and is a member of the Consular Corps College along with the World Affairs Council. He states, “Our legacy is always ahead not behind us” and this is how he approaches every day of his life. He resides in Charlotte, NC with his wife raised three successful children.

# TESTIMONIALS



**Susanna Black,**  
**Anchor at WSOC-TV Eyewitness News.**

"If you get the opportunity to work with Najam, take it. He is a driven, gifted entrepreneur - and meticulous planner. He knows what it takes to reach success before he even begins and always follows through."



**Mark Steber,**  
**Chief Tax Officer at Jackson Hewitt**

"Najam was a great business owner and one of the flagship leaders for best practices and successful operations. We would routinely reach out to Najam and his enterprise to determine what was going on in the industry and get suggestions for how the overall business should proceed on issues of strategic importance. He understood the balance on franchise operations and franchisees and helped many times negotiate a fair deal"



**Mayor Jennifer Roberts, Former**  
**Mayor of Charlotte, NC.**

"I have had the pleasure of working with Najam Usmani over the past several years in a number of capacities, including organizing and participating in an official trade mission to China when I was Mayor of Charlotte. Najam is an innovator, business executive, and out-of-the-box thinker. His business acumen is sharp, but he also brings warmth and a mission of service to his work. What I have seen Najam really excel at is bringing together a team, whether for business, politics, shared interests, or community."



**Wayne Lallman,**  
**VP of Business Development, ScoreVision.**

"Integrity is the first word in describing Najam. Intelligent and entrepreneurial are part of his personal DNA. He finds a way to drive success. Not just for himself, but for those fortunate enough to work with him."

# Program Offerings:

## A WINNING MINDSET



- How will one benefit from having his team develop a winning mindset?
- This session takes a deep dive into this topic giving the audience methodologies to implement daily.

### INTENDED AUDIENCE

Students	Faculty
Corporate managers	Business owners
Entrepreneurs	Employees

### SESSION LENGTH

1-day	2-day	or
custom*		

## PRIORITY MANAGEMENT



- Effective management leads to a boost in productivity.
- Our session helps people manage time better and vice versa. Planning ahead, the use of calendar and mastering 'to-do lists' increases competence at all levels.

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Students	Faculty
Corporate managers	Business owners
Entrepreneurs	Employees

### SESSION LENGTH

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custom*		

## 'CO' FOR COLLABORATION



- Teamwork makes the dream work!
- This session teaches effective collaboration skills with clear roles and responsibilities to elevate team productivity and accountability.

### INTENDED AUDIENCE

Students	Faculty
Corporate managers	Business owners
Employees	

### SESSION LENGTH

1-day	2-day	or
custom*		

## SALES INTEGRITY



- What if your sales closing rate quadruples? How can this be achieved? How will it affect your bottom line?
- This session explores specific techniques, methodologies and scripts to equip sales force and make them into high achieving personnel.

### INTENDED AUDIENCE

Corporate managers	Business owners
Entrepreneurs	Employees

### SESSION LENGTH

1-day	2-day	or
custom*		

## WOULD YOU HIRE YOURSELF?



- Hiring capable employees is always a challenge and unhappy employees can never bring happy customers.
- Learn exact steps in evaluating, vetting and hiring highly motivated employees.

### INTENDED AUDIENCE

Students	Employees
Faculty	

### SESSION LENGTH

1-day	2-day	or
custom*		

## ADMIN TASKS



- Eliminate chaos and don't major in minor things!
- Simple things such as the use of a calendar, to-do lists, schedules, email mannerisms and crisp communication can lead to peak performance.
- This session challenges the audience to focus on the minor things that make a major difference.

### INTENDED AUDIENCE

Students	Faculty
Corporate managers	Employees

### SESSION LENGTH

1-day custom*	2-day	or
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## SEAL THE DEAL



- How effective would your organization be if each employee had the relevant skills for closing a deal?
- how will this impact the bottom line
- Najam will teach you the skills he developed over 25 years of corporate and entrepreneurial engagements.

### INTENDED AUDIENCE

Corporate managers	Business owners
Entrepreneurs	Employees

### SESSION LENGTH

1-day custom*	2-day	or
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## BEING A MEDIATOR:



- Wouldn't it be ideal if you had a superpower that led you to resolve the most testing conflicts that can occur?
- How much of a difference would it make if all parties were satisfied with a set outcome?
- This session takes a deep dive into conflict mediation and dealing with sensitive situations to prevent misunderstandings and bad taste.

### INTENDED AUDIENCE

Students	Faculty
Corporate managers	Business owners
Employees	

### SESSION LENGTH

1-day	2-day	or custom*
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## OWNERSHIP AND ACCOUNTABILITY



- How ideal would it be if everyone was held accountable for their responsibilities?
- What if individuals began taking ownership of their mistakes and growing from them?
- This session teaches tried techniques such as 'RREK': Roles, Responsibilities, Expectations, Key Metrix, and their implementation.

### INTENDED AUDIENCE

Faculty	Employees
Corporate managers	Business owners
Entrepreneurs	

### SESSION LENGTH

1-day	2-day	or custom*
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## STER it up



- What if we told you that there is a pathway to success?
- This session will give you a road map on how to navigate through your life and make it as abundant as possible.

### INTENDED AUDIENCE

Hiring managers      Business owners  
Entrepreneurs      Employees

### SESSION LENGTH

1-day      2-day      or  
custom\*

## OVERCOMING OBJECTIONS



- How does one process failure? How can you use feedback to your advantage?
- Learn the art of overcoming internal conflicts and handling reservations.

### INTENDED AUDIENCE

Hiring managers      Business owners  
Entrepreneurs      Employees

### SESSION LENGTH

1-day      2-day      or  
custom\*

## RETURN ON EFFORT (ROE)



- How rewarding would it be to see your efforts manifest into something greater? Do you want to see tangible results from the efforts you make?
- If all of this applies to you, consider this session as the next step to making your habits more fruitful.

### INTENDED AUDIENCE

Hiring managers      Business owners  
Employees

### SESSION LENGTH

1-day      2-day      or  
custom\*

## SENSE OF URGENCY



- Why is it important to evaluate the sense of urgency for each task?
- Learn how to gage the importance of each task and meet deadlines as required. Evaluating time is just as tantamount to determining the significance of your task.

### INTENDED AUDIENCE

Hiring Managers      Business owners  
Employees

### SESSION LENGTH

1-day      2-day      or  
custom\*

## WHAT'S YOUR 0-60?



- Do you know what drives the optimal rate of your productivity? How efficient can your work become if you had the ability to control your performance?
- In this session, Najam takes a deep dive into the tools needed to power strategic thinking and proactive decision making.

### INTENDED AUDIENCE

Hiring Managers      Business owners  
Employees

### SESSION LENGTH

1-day      2-day      or  
custom\*

## 7 HABITS OF HIGHLY CONNECTED PEOPLE



- Want to lead a life that yields results? What if you were able to exponentially increase your company's profits and add indispensable value to your firm?

- Najam imparts 7 essential practices that will transform your approach to business and drastically improve your ROIs. This session is perfect for executive and managerial tiers to peak profits for their business while being innovative with their methods.

### INTENDED AUDIENCE

Hiring managers

Business owners

Entrepreneurs

Employees

### SESSION LENGTH

1-day  
custom\*

2-day

or

## LIFE OF ABUNDANCE



- Do you often forget to live in the now because you are stressed about the past? How satisfying is living a rewarding life to you?

- Creating a fruitful future for yourself is nobody's responsibility apart from your own. If you utilize the lessons from this session, you will be ready to take on a fulfilling life to achieve personal contentment.

### INTENDED AUDIENCE

Hiring managers

Business owners

Entrepreneurs

Employees

### SESSION LENGTH

1-day  
custom\*

2-day

or

## EFFECTIVE PRESENTATIONS



- How do you develop visual and textual cohesion to keep the audience engaged? Want to be memorable and successful with your strategy?

- In this session, we will develop key tools to find a balance between informative content and impactful cues.

### INTENDED AUDIENCE

Hiring managers

Business owners

Entrepreneurs

Employees

### SESSION LENGTH

1-day

2-day

or custom\*

### Our commitment to you:

- A personal vision and purpose statement
- A success matrix - a detailed map for how to achieve your vision and purpose
- An understanding of how to add value to any connection
- Experience of taking relational risks and working through failure
- Knowledge and experience in creating win-win deals
- Learning how to utilize your strengths to connect with others and get things done
- Deliver a specific path to the future

\*Prices will depend on number of attendees and duration selected.



## THINKING BEYOND



- Wouldn't it be wonderful to have a gainful mind?
- How could a leading thought process influence your life?
- This course offers insights and structure that will allow each participant to achieve their leadership potential.

### INTENDED AUDIENCE

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Corporate managers	Business owners
Entrepreneurs	Employees

### SESSION LENGTH

1-day	2-day	or
custom*		

## BUILDING CONNECTIONS



- How would you benefit from a prolific network?
- How many more opportunities would you have?
- Your network is your net-worth. This course offers proven strategies for building a powerful and expansive network.

### INTENDED AUDIENCE

Students	Faculty
Corporate managers	Business owners
Entrepreneurs	Employees

### SESSION LENGTH

1-day	2-day	or
custom*		

## HIRING BEST TALENT



- What if you knew how to scout the best person for the job? How would you like to lead a team of polished employees with a go-getter attitude?
- This session takes a deep dive into methods for recognizing the best talent and filtering your application pool.

### INTENDED AUDIENCE

Hiring Managers	Business owners
Entrepreneurs	

### SESSION LENGTH

1-day	2-day	or
custom*		

## REINTRODUCING SERVICE



- How can you make an effective impact? What can you do to consider your surrounding communities?
- Explore ways of connecting to philanthropic causes that contribute to profound social development.

### INTENDED AUDIENCE

Hiring Managers	Business owners
Entrepreneurs	

### SESSION LENGTH

1-day	2-day	or
custom*		

## PROCRASTINATION HURTS



- What if all your tasks were completed with efficiency and in a timely manner?
- This session teaches processes that can help eliminate chaos from your life.

### INTENDED AUDIENCE

Hiring Managers	Business owners
Entrepreneurs	Employees

### SESSION LENGTH

1-day	2-day	or
custom*		



# REDEFINING HIS AMERICAN DREAM

*By Sherri Johnson . Photography by Gerin Choinere & Courtesy of Najam Usmani*

## How a Boy from Pakistan Became a Man of this Country with an Unstoppable Purpose

Most people who've come to know Najam Usmani, either by way of his gifts or the honor of his company, will tell you that his spirit is contagious. He's a self-proclaimed entrepreneur, who found excellence in his DNA through hard work, determination, and the notion that failure was never an option. This is the story of a man who lived what he thought was the American Dream until he realized instead that his American Dream is tied to his legacy and the unselfish road ahead – giving back and paying forward what he earned and learned over the past thirty years.

### EDUCATION

Growing up in Pakistan as the oldest son of eleven children, Najam took on jobs and became a tutor at an early age to help his parents. He dreamed of one day going to America, but when he shared his dream with others, they laughed and said it would never happen. Najam faced the challenge with fearlessness and naive determination.

Najam came to the U.S. from Karachi, Pakistan at the age of 19, where his only reference to the American way of life was the TV sitcom, *Perfect Strangers*. Minnesota State University Moorhead is not the windy city he'd seen on television, but nonetheless, he settled in to gain an education and pursue the American Dream. He self-funded his education as a finance major and computer science minor, where he bucked the belief that technology is the target. Instead, he felt that it's the people using it, and making business run, who are at the core of everything.

"Human connection is essential no matter how technologically savvy we become," says Najam. This is a belief that led him toward a lifetime of connections, collaborations and exploration.

After college, he did everything from stocking shelves to selling insurance. Then Najam focused his career on Information Technology (IT); and in 1996, he was one of the first 500 to be named Microsoft Certified Service Engineer (MCSE) by Bill Gates, which allowed his career and income to soar and his focus to shift to a new entrepreneurial spirit. Years later he bought his first Jackson Hewitt Tax Service franchise, which is where he learned that it's people he likes to lead. He built his business on ethics, integrity and handshakes, asking his employees every day, "How may I help YOU?"

"Motivating my employees to help them reach their goals was way more gratifying to me than growing the numbers," says Najam. "In the end, it was the best thing for the company, too," says Najam, who multiplied his business to nearly 50 franchises in his people-centric organization.



## PHILANTHROPY AND FLIPPING HOUSES

As a side business, Najam began dabbling in real estate. He enjoyed bringing people together to accomplish something tangible. Epic Holdings was not your ordinary real estate

company – it was a tightly knit team that moved fast and made a profit – of which five percent was allocated toward community charities.

“We acquired and rehabbed about 50 properties including single-family homes and townhomes in just three years,” says Najam. “We were beautifying neighborhoods, but we were also changing lives.” He trusted and empowered his team to do extraordinary work together and began his practice of giving 5% of the profit to local causes.

According to Najam, he found his purpose through the joy (and success) he realized by helping people. Whether supporting education initiatives from the Governor’s office or serving local charities like Loaves & Fishes, Allegro Foundation...A Champion for Children with Disabilities or Steve Smith Family Foundation, it was more satisfying than any other bottom-line benefit he knew in corporate America. To him, THIS was the American Dream.



## IMPACTING THE NEXT GENERATION: CHAMP CAMP

With children of his own, Najam noticed the need for nurturing greatness in young people, specifically high school students. Najam's idea of bringing mentors and high school kids together brought about the birth of 'Champ Camp'. He covers all costs and will be taking the program to colleges and universities, free of charge with plans to register as a 501 (c) organization.

"Champ Camp started to fill a gap in our education system and give kids face-to-face exposure with professionals in all areas of business," says Najam, "They can ask questions at our high octane events, where they dress up and spend the day at a country club meeting mentors."





It wasn't until he was invited to speak at his collegiate alma mater that his purpose grew, and his scope expanded to include college students. He realized that his life learnings could be a big benefit during this critical stage in life - from deciding a career path to being the best employee to grow your career.

Najam stated, "I am now extending Champ Camp to universities because I want young adults to know that having an entrepreneurial mindset doesn't mean you have to fund a start-up. If kids develop that mentality before they enter the workforce, they will take pride, take initiative and set goals as if it were their own business."

Najam is not a motivational speaker nor a life coach, but he does hope that his life events will inspire others to create greatness.

"This is MY American Dream - I want my life to be counted," says Najam, "if we don't invest in our next generation, who will?"

### **BRINGING BACK THE HUMAN TOUCH**

Najam Usmani is a natural-born teacher who loves to share colorful stories and lessons learned from his vast experiences. He found that success comes from being truthful, compassionate, and doing your best at every job. Serving others and seeking win-win solutions has always been his goal. Najam believes that greatness begins with gratitude and is forever grateful for this country. He and his wife Farah were recently awarded the 2018 Mayor's International Community Award for Global Leadership by Charlotte Mayor Vi Lyles.



Najam Usmani can help create a winning mindset and a culture of cooperation in your business. For more information visit [www.thenextfactor.net](http://www.thenextfactor.net)



# Started Champ Camp for high school kids

Nurturing Greatness Through Mentorship-



**GET INVOLVED**

*Come join Champ Camp and embark on a fast track journey*

**OUR SPEAKERS**

Include CEOs, medical doctors, attorneys, professional athletes, financial industry experts and many more



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# Philanthropy:

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 **Champ Camp  
Leadership Council**

[www.thechampcamp.org](http://www.thechampcamp.org)

*“I want my life to count”*







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