Impact Dynamics is a private enterprise that creates and curates curriculum for entrepreneurs and runs workshops centered around tech skills and soft skills.

Impact Dynamics
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What do we do?

Impact Dynamics is a private enterprise that creates and curates curriculum for entrepreneurs and incubation centers and runs workshops centered around tech skills and soft skills like empathy and cognitive thinking ability. We focus on driving customized solutions to the challenges of individuals and teams in the startup ecosystem and the business industry through our four main verticals, that being: curriculum development and curation; making workplaces more human (through research and soft skills); running workshops on tech skills and community development through our CSR.

We work with entrepreneurs, incubation centers, corporate organizations and educational institutes.
We are currently in the process of Curriculum Design and Curation for one of the most prestigious medical universities of Pakistan: Khyber Medical University Business Incubation Center (KUBIC). KUBIC is Pakistan’s first ever incubator with a focus on Health and Technology Startups.
Tech Camp for Women Entrepreneurs

According to *Google, there are over 4.46 million internet users in Pakistan, and digital consumption is yet on the rise.

We at Impact Dynamics realize the rapid and necessary shift of business models towards the technology-driven faster model. For this purpose, we are conducting Tech Camp, an extended bootcamp across the nation with a focus on gender inclusion and enabling SMEs and micro businesses.

Tech Camp is a project powered by the US State Department. Our Peshawar episode was a hit featuring 11 coaches, facilitating already existing women-led businesses in both tech and business skills. Our second episode in Islamabad was equally successful if not more.

Apart from the bootcamps, Impact Dynamics also conducted an alumni get together for the Tech Camp Alumni in Lincoln’s Corner Lahore recently that hosted alumni from TechCamp South Asia and locally conducted TechCamps. We are now expanding Tech Camps to other major entrepreneurial and industrial hubs across the national boundaries.
Workshop on Facebook Ads

It is needless to say that Facebook Advertisement is one of the most trending and effective forms of advertisement popular nowadays. As:

1. Your customers spend most of their time on Facebook

2. Facebook advertising:
   - The most targeted form of advertising
   - The cheapest form of advertising

3. Facebook advertising increases revenue, sales, and leads

As part of our Tech Skills, Impact Dynamics conducted a hands-on workshop on “Conversions through Facebook” where various businesses and individuals including digital marketers learnt and applied the taught hacks of marketing to their Facebook handles right there and then.
In modern times when attention span has reduced to less than 8 seconds with 90% of the information transmitted to the brain being visual, it is very important to appeal to the minds of the people by giving them something they can see and hear. Today 65% of the population are visual learners*: our marketing agencies are struggling with creating advertisements that will hook the audience in such challenging scenarios.

*source: https://www.arpatech.com/blog/importance-of-storytelling-on-company-website/

This requires yet another very important set of skills that the modern day businesses, especially companies marketing and earning through the digital media, need to have. That is the art of Visual Storytelling. This need inspired us to design a solution for brands, where their marketing teams can have enough skills at hand to be able to create content and strategies that can connect with people leaving a lasting impact and ultimately increase the brand loyalty. Hence the Film Lab!
Hot From The Oven

Film Lab

Featuring filmmakers, producers and directors from the industry, Film Lab by Impact Dynamics was Pakistan’s first ever bootcamp on Visual Storytelling that covered marketing, advertising, content creation starting from scratch helping the brands to create and execute ready-to-launch online campaigns using their new understanding of social media tools such as Facebook canvas, Facebook 360, Meta tagging and IG stories to enhance their outreach significantly.
Film Lab

Seeing the roaring success of Film Lab Islamabad in August, 2019; we launched our premier bootcamp Film Lab in Lahore where the skills of some of the leading national, international as well as reputed startups in terms of visual storytelling got honed. Maestros from the industry, including Harris Rasheed, a well known Film Director and owner of Studio One Zero, who kick started the bootcamp by conducting an exercise to unlearn and relearn the conception of brand reality and visualisation in order to understand one’s true potential. Nur Nasreen Ibrahim of the famed Hasan Minhaj’s show (The Patriot Act on Netflix) worked on making the audience truly understand how to deconstruct the content construction. Faraz Maqsood Hamidi of the D Hamidi Partnerships, and a guru in the world of Advertising and Branding had his session, “Brand & Brandy”. A session on “Design as Storytelling” was conducted by Shezil Malik (a well acclaimed Visual Storytelling Artist all over Asia). Natasha Zubair, with years of experience working in the Fashion Industry of Pakistan under her belt, taught various tricks for capturing the perfect moment and the art and science behind photography. Irfan Junejo, who has proven his mettle in the field of Vlogging, taught the participants of the bootcamp, the recipe behind successful blogging. Kohi Marri worked on Visual Grammar and Photo composition, Nasir Khan, with his great direction acumen, taught from the basic to the advanced level of direction and its components, whereas Imran Ghazali enlightened the audience on “Visual Storytelling on Social Media”.

The clients for the Film Lab Lahore included leading brands like Careem, Mobilink Jazz, Bank of Khyber, Rehman Medical Institute (Peshawar), Kitchen Cuisine, Karam Ceramics, CCL Pharmaceuticals, Pak Wheels, BERA (Peshawar), NIC Karachi, Sukoon Mental Services, Mumkin He (startup), Miles of Smiles (school for street children), The Little Art, Codistan and Change Mechanics. CITY FM 89 and Jang Group were the media partners for the programme. Co-Labs in Lahore (a state of the art coworking) were the facility partner for the bootcamp.
A Visual Storytelling Bootcamp

Participating Brands

Careem
CHALO LET'S GO!

PAKWHEELS.COM
Learning by Incremental Growth

KITCHEN CASINO

CCL
Climbing to New Levels

EKB
The Bank of Karachi

Jazz

Miles of Smiles

SU.K

BERA

LittleArt

CHANGE MECHANICS
The Culture Union

NICE
Guided by Ganes, Mutual

RMI
Reasonable, Meaningful,
Innovative

Karam Ceramics Limited

CODISTAN
According World Economic Forum’s report regarding skills required to thrive in Fourth Industrial Revolution, also endorsed by Forbes, are basic soft skills like complex problem solving, critical thinking and emotional intelligence etc.

These soft skills that are often neglected at the modern workplaces. We conduct research-based, customized in-house and open workshops on various soft skills like Empathy and Cognitive Thinking Ability, polishing the human factor in organizations, building leaders and bringing teams together.

Some of our workshops:
We are leading a research on “Making Workplaces More Human”, dedicated to personal and community challenges and development at workplaces. For this, we have been extending our outreach to various sectors of the industry to identify loopholes in the existing workplace systems and help design workplaces of the future.
We believe in collaboration and practice it by partnering with local, national and international players of the ecosystem, establishing strong working relationships with them. From the entities in the entrepreneurial community from Silicon Valley to the global giants like Google, we have partnerships across the globe.

National and International Partners
We intend to foster an environment where people can learn and grow. Part of our CSR is leading the local chapters of Google Business Group – Peshawar (ranked among the top ten chapters of the world) and Startup Grind (powered by Google for Entrepreneurs).

Through GBG Chapter, we have enabled a community of more than 1500 women through our women-only workshops under WomenWill as well as Bizfest - a conference which facilitates participants about Business, Technology and Entrepreneurship.