



Webinar on **How to Be the Best in Business:**

A Purpose-Driven and Ethical Perspective



Wednesday,
August 13, 2025



11:30 AM - 01:00 PM



Zoom

Organized by The Southern Regional Committee of ICAP



111-000-422



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The Southern Regional Committee of ICAP is pleased to host a thought-provoking webinar titled **"How to be the Best in Business: An Islamic Perspective."** This session will introduce participants to the Ubudiyyah Business Model (UBM), is Islamic business framework that aligns commercial activities with the principles of Ubudiyyah—servitude and obedience to Allah. It emphasizes that all aspects of life, including business, should be conducted in accordance with Islamic teachings. Key Principles of UBM are:

Purpose-Driven Business

Business is not just for profit but for fulfilling the purpose of life.

Shari'ah Compliance

All transactions including HR, Marketing, Sales, Finance, Supply chain etc. must adhere to Islamic law.

Ethical Conduct (Akhlaq)

Business dealings should reflect truthfulness, honesty, integrity, and fairness.

Benefiting Humanity

The best businesses are those that provide beneficial products and services while maintaining exemplary ethics.

Culture Development

Organizations should foster a work culture that enables extraordinary results and is based on core values that facilitate Islamic & professional excellence.

Who Should Attend

- Businessmen, CEOs, professionals from all fields who want to inspire others through Islamic and professional excellence.
- Those who want to run their organization in line with Islamic guidelines
- Those who want to achieve extraordinary results in an ethical manner

Facilitator



Muhammad Faisal

CEO & Principal Consultant,
UBM Advisory Services

Faisal is a Management Consultant, an MBA (Marketing) having a degree in Islamic Sciences (8-year Shahadatul Aalimiyah program) & over 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.

Since 2011 he was actively involved in the Shariah Compliance initiative of a pharmaceutical organization where he successfully supervised gap analysis, implementation and audits. He simultaneously worked on Ubudiyyah Business Model (UBM) along with a team of Ulama and professionals and as Project Manager, played a key role in its development. Further, with his in-depth experience of Change Management, he designed a unique system that facilitates development of Ubudiyyah Culture in the workplace. As a consultant, he has assisted several organizations in connection with UBM implementations.

He speaks Urdu, English and German and has also been a guest speaker at places like IBA, IoBM, KSBL, SZABIST among others.

For Further Information



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