



## ANDLEEB ABBAS

Andleeb Abbas is one of Pakistan's most prominent voices for personal and social transformation. She is a member of the core committee of Pakistan Tehreek-e-Insaf, or PTI, advising chairman Imran Khan and the other party leaders on major issues including employment, education, and women's empowerment. She has also served as PTI's communications director for Punjab, the nation's largest province.

Andleeb's deep belief in Pakistan's potential stems from her belief in the power of the individual. Early in her career, she was profoundly influenced by the work of the late Stephen Covey and his insight that mission-driven, purposeful individuals lead meaningful lives, form healthy families, contribute to effective companies and voluntary organizations—and collectively build flourishing and just nations. Her commitment to those same principles led to Andleeb being awarded the Franklin-Covey franchise for Pakistan, making her one of the nation's most visible self-made businesswomen.

As chief executive officer of Franklin Covey Pakistan, Andleeb provides personal coaching and organizational development for the nation's leading executives and companies. A partial list of Franklin Covey Pakistan's more than 300 corporate clients includes: Citibank, Unilever, Nestle, Coca Cola, Pepsi, Caltex Oil Pakistan Ltd, Nafees Cotton Mills Ltd, Monsanto Pakistan Agritech Ltd., Siemens Pakistan, and Descon Engineering.

Andleeb is well known as a leading advocate for public awareness and research funding for Thalassemia, a blood disorder that disproportionately affects Pakistanis, and is also a recognized expert on other social issues facing Pakistan. She regularly advises international development

agencies about women's empowerment, domestic violence, education, extremism, and governance. Her roster of international development clients includes multiple agencies within the United Nations, the United Kingdom's Department for International Development, the Swiss Agency for Development and Cooperation, and the Asian Development Bank. In 2002, Andleeb was the only Pakistani named among the top 30 strategic thinkers in South Asia and as a consequence, she was invited to assist the World Bank in preparing its ten-year strategic plan.



Andleeb's unmistakably genuine passion for personal and social empowerment makes her a highly sought-after lecturer and columnist. She appears frequently on English- and Urdu-language television and contributes regularly to the Daily Times, Dawn and other leading outlets on a range of social and political issues. She is a guest professor at Pakistan's leading universities, and she volunteers with nonprofits dedicated to social justice, health care, water and sanitation, and development issues generally. Andleeb's determination to give voice to Pakistan's women, young people, and the poor led to the creation of PTI's ground-breaking Tabdeeli Razakar program, a grassroots

“get out the vote” volunteer training program, unprecedented in Pakistani politics, that brought hundreds of thousands of previously marginalized people into the political process. For most of them, it was not only their first time working on a political campaign—it was the first time they themselves had voted in an election.

Andleeb did her schooling in O level Senior Cambridge (Convent of Jesus and Mary, 1977), earned an undergraduate degree from Kinnaird College, and a masters of business administration from the Institute of Business Administration in Punjab. The mother of two grown children, she is based in Lahore and travels frequently domestically and abroad to raise awareness about PTI specifically and about social justice and empowerment generally.