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Enhancing **Governance** in the
Public Sector - Some **Lessons**
from the **Past**

Learning & Development:
Embracing IR 4.0

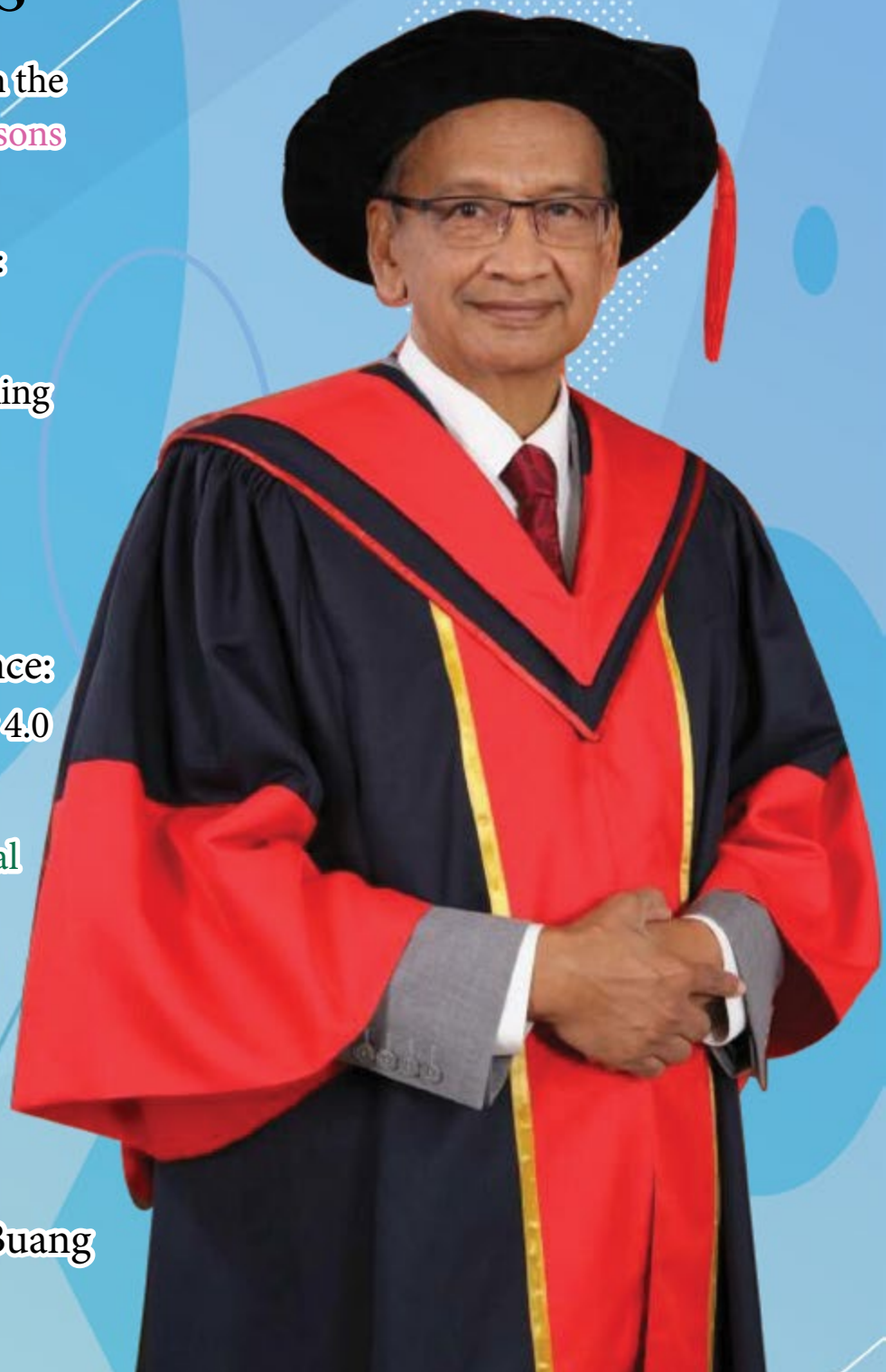
Strategic Thinking – Looking
In The Future

Pricing Strategy

Achieving Self Confidence:
Racing Towards Industry 4.0

5 Must Do's For A Personal
Transformation

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HAPPENINGS

October

In October, Humanology Sdn. Bhd is proud to be the recipient of the Malaysia Books of Records for the “Largest Participation for Behavioural Intelligence Training Programs in a Year” . Besides, Humanology was invited to attend the World’s Leading Sustainability Conference. Humanology was also invited to join the National Convention on GRP Good Regulatory Practice 2019. in addition, Humanology conducted the Art of Persuasion : Revolutionise Your Business Training. Then, Humanology became one of the organiser for the World Green Movement Day 321. Furthermore, Humanology conducted its courtesy visit Jabatan Sukarelawan Malaysia (RELA). Humanology had also conducted Growing Together with Your Employees and Let’s Talk and Professionally for Bernas.



November

In November, Humanology was invited to attend Professional Services Productivity Nexus NGC Meeting 2019. Futhermore, Humanology has signed a MoU with Kolej Vokasional Dato’Lela Maharaja. Moreover, Humanology was invited to join the Unlock Your Business Potential Through Listing organised by Bursa. Besides, Humanology conducted the Positive Work Attitudes And Behaviour For Productivity Training. Then, Humanology conducted a courtesy visit to the Jabatan Tenaga Manusia (JTM). In addition, Humanology conducted the courtesy visit to Jabatan Perkhidmatan Pembentungan (JPP). Also, Humanology conducted the DRB-Hicom University of Automotive Malaysia. In addition, Humanology conducted an interview with the BPPA’s CEO. Futher,

Humanology made a courtesy visit to Pertubuhan Keselamatan Sosial (PERKESO).



December

In December, Humanology had conducted Fostering Human Relations through Emotional Intelligence Mindful Leaders of Industry 4.0 Training. In addition to this, Humanology conducted Agile Mindset and Boosting Work Productivity for POS Malaysia. We also conducted Fostering Human Relations through Emotional Intelligence for NOL Global Services. Additionally, Humanology having the Beginner’s Auditor’s Tools & Techniques Training for Prasarana. Then, Humanology also conducted a courtesy visit to the Jabatan Pembangunan Kemahiran, Jabatan Landskap Negara (JLN) and Jabatan Ukur dan Pemetaan Malaysia (JUPEM). Besides, Humanology conducted MOU signing with Tacopo Vietnam and had discussion with Benthon Group and Vietjet Air Academy, Vietnam. Next, Humanology was invited to join Fire Drill at Ministry of Human Resources Malaysia, Human Resources Department Malaysia and Continous education with Department of Fishery : Online Broadcasting. Further, Humanology was joined Continous Learning With KPDNKK Officer. Humanology was conducted Continous Trainer Education. Moreover, Humanology made a courtesy visit to Petronas and BPPA.



Enhancing Governance in the Public Sector - Some Lessons from the Past

by

Tan Sri (Dr.) Ambrin Buang

After GE14, the public has been exposed to several governance issues afflicting government subsidiary bodies and Government-Linked Companies (GLCs) such as Felda, Tabung Haji, MARA, LTAT. We also witnessed several changes in the leadership and governance of these bodies, while some more are being transformed.

However, weaknesses and lapses in the public-sector governance have been highlighted by Jabatan Audit Negara (JAN) for umpteen years, sometimes causing public concern but seem to be recurring each year, suggesting that there is not enough deterrence by public servants to prevent such occurrence.

To me, the Auditor General (AG) report has never failed to provide valuable lessons in trying to improve the government delivery system, but very few in the public sector it seems are interested to learn so that they do not make the same mistakes. It is not unusual for audit reports to be forgotten. Normally after two weeks, they were reported in the media. How many of us can recall what happened to PKFZ, the NFC saga, KBS, Sabah Water Department scandals etc? Not many. As the Auditor-General then, I thought these cases would be the ultimate worst-case misgovernance happenings in our country. Alas came 1MDB, believed to be the largest scandal in the world, making Malaysia globally infamous. Enough said about 1MDB given the pending court cases.

Now, good governance is nothing new to Malaysia. For businesses managed by public listed companies, the code of corporate governance has long existed in this country. For GLCs, including MOF companies and state government subsidiaries can surely adopt and adapt these guidelines if they are serious in practising good governance. Also, the Federal

government has over the years introduced numerous rules and regulations such as Treasury Instructions, in furtherance of good governance through strengthening internal control, providing checks and balances as well as combatting fraud and corruption.

But having these guidelines and instructions on paper is not good enough. They must be properly adhered to ensure good performance and results and more importantly, to avoid fraud and corruption, abuse of power and misappropriations. This is the duty of government officials and managers. There should be no compromise.

When these were compromised, what happens? Invariably the Government, Federal or State, suffer losses and its reputation while the public understandably becomes concerned and angry. Taking the case of GLCs generally, despite having board and committees and internal audit, they did not perform well or underperformed to the detriment of their shareholders. So much for the quality and effectiveness of their board and committee members and internal audit. Why should this be allowed to happen? There is indeed a strong corollary between poor results with poor governance and fraud and corruption. So, who is to blame!



Why is it so difficult to adhere to rules and regulations, one may ask? Is it a case of sheer ignorance, overlooked, lacking awareness or was done on purpose to achieve a personal or unofficial objective, or simply complying to directives from higher-ups to avoid any repercussions? They assume that they will never get audited or investigated one day. That is the risk they are willing to take.



To illustrate this point, I would like to focus on government procurement, where there already exist various rules and regulations. Each year the government spend some RM60 to RM 70 billion on various procurement. About 65% on works, the rest on supplies and services. Certainly, it is a big and lucrative market for the private sector. Yet, from audit reports, we hear of many weaknesses and shortcomings, sometimes causing heavy losses to the Government, whether Federal or State, unfulfilled objectives, and defying the value-for-money principles of economy, efficiency and effectiveness. On paper, all government programmes and projects have good objectives, to meet the *rakyat* aspirations and to strengthen the government machinery. In reality, weaknesses in planning, implementation and monitoring would defy the *dasar perbelanjaan berhemat* principle so often trumpeted by the government of the day. Instead, the Government will always be on the losing end in terms of serious delays, cost escalations, poor design, poor workmanship, wastages and unnecessary expenditure.

As I said, each year the government spend billions on procurement of works, supplies and services. Do government obtain value-for-money from them.? Not if they fail to manage the risks from such procurements as I had just mentioned. In this context, all those involved in the chain of procurement decision making, from ministers, controlling officers, senior officers and procurement desk officers ought to be constantly reminded of the Basic Principles of Government Procurement viz=

- (1) Public Accountability - adherence to policies and rules of procurement as entrusted
- (2) Management Transparency- Policies, rules and processes on procurement must be accessible to all and strict adherence to established policies and rules,
- (3) Best value for money - the best return for every ringgit spent,
- (4) Open competition - equal opportunity to all qualified to compete,
- (5) Fairness - Every procurement must be offered, processed and considered with all fairness based on current procurement policies and rules.”

In the case of works, e.g. we learn from the audit reports many cases of poor planning in terms of selecting project location, the realistic scope of work vis-a-vis allocated budget, balancing aesthetics with functionalities and capturing requirements from technical departments etc. These are common weaknesses.

Then, in the case of selection of contractors, a key success factor, only later on when the contract has been signed, it was realised that a mistake had been made. But it is too late. The damage has been done. Never mind the contractor was appointed through direct negotiation or open tenders, selected tenders, price quotations. Was there proper due diligence done when doing both the

technical and price valuation? If such due diligence is not undertaken, the risks of failure will be much more. Proper due diligence means to spend time and effort to verify and double-check all the information provided by the bidders about their technical competency, financial strength, track record etc. For financial strength for, e.g. it is not enough to rely on one-year performance. It must be based on several years audited accounts, to obtain a more accurate picture of actual assets and liabilities. More often we here of contractor's financial problems after they had signed the contract. Due diligence also means to cross-check companies with different names but owned by the same individuals so as be fair to others. In terms of track record, it is worthwhile to check with the contractor's past clients regarding the contractor's performance.

including maintenance. Nowadays it is much easier to compare prices through the internet! This is common sense, and there must be diligence. Why should the government suffer and pay more than necessary? Diligence will save the government from over-pricing.



We often hear of the pitfalls and negativities of direct negotiation or direct negotiation design and built where despite not having competition, having given certain concessions, like extension of time and variation orders, sometimes involving advance payments and grants, still there was failure in completing the project on time, with no additional costs and good quality. Sometimes you wonder where all the advance payment or progress payment has gone to?

Another issue I need to raise here is for controlling officers to check whether in signing any procurement contract; it is not lopsided to the detriment of government interest. There must be adequate provisions to protect government interest, covering such things as performance bonds, penalties, arbitration, intellectual property, dispute resolution etc. and avoid silly provisions like time-based payment instead of performance-based and, the cap on penalties for delays. Above all, the legal advisor must be involved from the beginning and views of central agencies like the Treasury and Attorney Chambers must be sought and reflected in the contract.

When it comes to purchasing equipment, there must be clarity on the specs, and there should be adequate consultations with the users so that the specs are the ones they are comfortable to use and not arbitrarily imposed on them. Then, based on the specs, there must be price comparison (e.g. by conducting price surveys),

So far, what I said to relate to the technicalities of procurement in the public sector. But what about the risk of fraud and corruption in government procurement which invariably involve collusion between people inside and outside the department or agency who are

the real beneficiaries. Make no mistake that the risks, especially in government procurement, are real and plenty. Indeed, government procurement is susceptible and vulnerable to fraud and corruption in various forms and substance such as false claims, bribery, kickbacks, money laundering etc. and sometimes the monetary transactions involved may astound us. Again, the government is often the loser. Over the years, we hear of so many such cases. It may be difficult to eliminate these risks, but with good governance practised by responsible people, with a properly functioning and effective check and balance mechanisms, I think we can effectively reduce the risks of fraud and corruption in government procurement. I think the government ought to rely less on direct negotiation projects and more on competitive bidding. For example, for those projects which previously the procurement was based on tenders, like schools, roads, bridges, hospital, clinics and government buildings, they should continue to be procured based on competition.



Earlier on, I touched on the recurrence issue whereby the weaknesses in procurement highlighted by audit seem to be similar, year in and year out. I realise that in order to improve on the 'tidak-apa' perception, there must be effective follow-up on the audit report, not only in terms of corrective action in adhering to the

rules and procedures but also, to serve as deterrence to others, in terms of punitive action against the government people, serving or retired, found liable to the fraud and corruption as well as blatant negligence. I believe punitive action can and must be taken against wrongdoers through disciplinary and legal action under the relevant laws. I see this as important in enhancing governance in the public sector, including GLCs. As such, it is a good move to empower the Jabatan Audit Negara to undertake the follow-up action on the AG report because the auditors were the ones conducting the independent reality check. This was done some five years ago by the previous government, and the result in terms of punitive action was very encouraging indeed.

In summary, I would say that from lessons of the report, enhancing governance in the public sector mostly require going back to basics by following the book strictly where the BCA principle - *bersih, cekap* and *amanah*- must be a cardinal principle upon which we want to move the country forward.

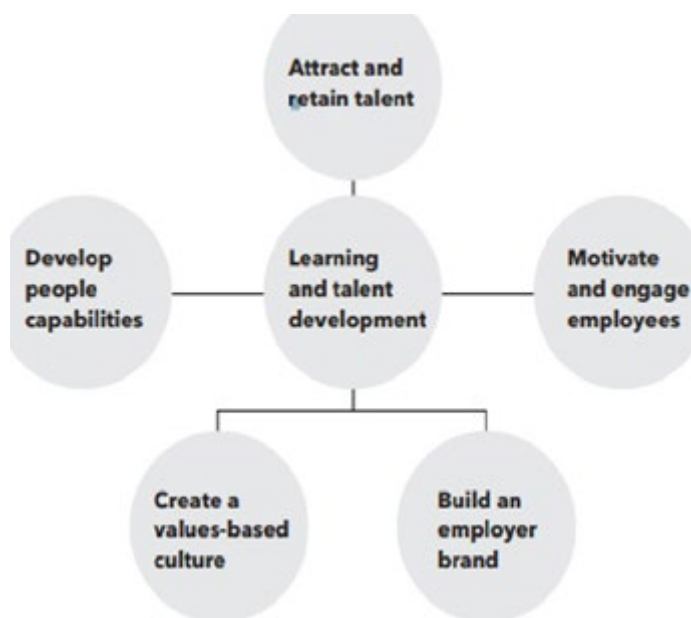


Learning & Development: Embracing IR 4.0

by

Dr. Dayana N. H. Chaskar

Adopting the Industrial Revolution 4.0 or known as the rise of digital industrial technology has brought about many variations not only to the workforce in global organisations but has seriously implicated the Learning and Development (L&D) roles, too. They now require to adapt their current conventional methods and practices in order to meet the needs of a more agile and digital business environment. An increasingly competitive business landscape, rising complexity and the digital revolution are reshaping the mix of employees in companies.



All of these up-surgings have elevated the importance of L&D functions. In order to get the best Return of Investment (ROI) in training programs and curriculum development, L&D leaders must now embrace a broader role within the organisation and formulate an ambitious vision for this function to stay relevant. In Fujitsu's 2017 Technology and Service Vision book, 70% of global organisations claimed they currently lack the necessary digital skills to compete. This presents a significant opportunity for L&D teams

whereby if the digital talent gap is bridged by nurturing, engaging and retaining digitally-skilled employees, the organisation's future in a volatile, uncertain, complex and ambiguous (VUCA) world is better secured. Furthermore, this chimes with Capgemini's and LinkedIn 2017 global report: The Digital Talent Gap—Are Companies Doing Enough? The report found that 47% of global employees will willingly change jobs to organisations that offered better digital skills development. It also highlighted that nearly 50% of employees are investing their resources and additional time beyond office hours in developing their digital skills to remain competitive.

Fundamentally, organisations need to alter the current mindsets and employees' skills to enable their staff to engage confidently in deploying digital technologies and completing daily work tasks. The L&D's role is crucial as this transformation involves the entire workforce of an organisation. Digital working includes being proficient with technology and having the ability to realign priorities and alter current work practices quickly. The new digital transformation requires employee empowerment, breaking down communication barriers and collaborating in self-organising teams. Therefore, this involves both hard and soft digital skills or a hybrid of both. The hard skills include technical skills essential in new and leading-edge roles such as big data scientists, artificial intelligence experts, cloud programmers and digital transformation specialist. And the required complementary soft skills, capabilities and behaviours include the ability to manage information, share knowledge, interact with others and solve problems in a modern, digital environment. The key competencies that underpin these particular skills include learning willingness, openness to change; agility, flexibility, curiosity and resilience.



The conventional L&D function was always apprehensive on the significant investment of money and time: Return on Investment (ROI). This ROI quest arises because training and learning programme results are difficult to equate to results and often are not directly linked. Besides ROI, the obsolete measures of L&D usually concern participants attendance, programme completion, assessment, and satisfaction. These parameters are easy to measure, but none of these logically equate to learning or performance improvement.

However, in this new age, assessing and measuring improvements in performance and increased capability required are steps towards efficacy, in turn, to achieve desired results. So, a data-driven L&D function requires the opportunity to measure improvements on:

- Employee Engagement survey responses.
- The identified gaps in knowledge and skills audits.
- Higher number of pragmatic, capable individuals and better performing teams.
- Milestones achievement towards the organisational growth in achieving its longer-term goals

In reality, many companies face this crisis, ready to operate within a modern L&D function and to have the setup governed by old-fashioned expectations. The 'Are You in the Training Ghetto' model was developed by Donald Taylor in 2013, which corresponds as a useful guide to determine the willingness of the company and L&D, embracing the need for change. The best quadrant for this model is the Learning Leadership, where the organisation's pace requires a progressive and highly impactful approach of the L&D function to be integrally supported in its progressiveness. If L&D does not change parallelly with the company, then it lands in the Unacknowledged Prophets, with a lack of leadership recognising the aim of leading. The Comfortable Extinction zone is when the organisation no longer requires development due to closure or merging. And the Training Ghetto sector happens when the organisation allocates resources by evading L&D and serving its own needs.

In order to achieve an overall successful digital transformation, the organisation's mission must emphasise that digital skills are critical at all levels, including the L&D's role. When clear and definitive goals have been established, agile work processes and practices can be developed. A digitally transformed L&D can be integral rather than peripheral, which requires the department to refocus its goals to be realigned with the company's growth, have bold leadership, and collaborative approach. And it absolutely requires a new digital skillset.

New Paradigm and Breakthrough Leadership: Leading the Industry 4.0 Way

Do you know a **leader** is **unique** according to their **personality**?
Do you know the **skill set** that is required in the **new paradigm business** environment?
Are you ready to **lead the team** in the **industrial revolution business** environment that **applies technology** in daily activities?

INTRODUCTION

You choose to be a leader or not! When you have decided to be a leader, you must understand why you want to be a leader and where do you want to lead your employees. Leadership is a process by which a person influences others to accomplish an objective and directs the organisation in a way that makes it more cohesive and coherent. Leaders carry out this process by applying their leadership attributes, such as beliefs, values, ethics, character, knowledge, and skills. Good leaders are made not born. If you have the desire and willpower, you can become an effective leader. Good leaders develop through a never-ending process of self-study, education, training, and experience. This workshop brings the latest in brain science, transformational learning, emotional intelligence, profound personal development work together with the magic of radical self-acceptance and radical self-honesty. The result for participants is also fundamental -- a new perspective and ground of being, rooted in authenticity, power, emotional intelligence and vision.

TARGET AUDIENCE

First-line management, middle management, senior management and leaders who want people to understand and commit to their goals and objectives.

OBJECTIVES & LEARNING OUTCOMES

After completing this program, participants should be able to:

- Perform as an effective leader according to their strength
- Master the leadership skills that equip them to lead in the industrial revolution environment.

MODULES

1. Knowing Yourself: Personality Profiling: Key to understanding you.
2. The Individual Contributor Leader.
3. Mediation and Problem Solving.
4. Relationship Management.
5. Managing Conflicting.
6. Optimising Team Contributions.
7. Valuing Diversity.
8. Integration as New Paradigm and Breakthrough Leadership.

14 January 2020 - 15 January 2020

(Tuesday - Wednesday)

Time: 9:00am-5:00pm

Venue: Hotel Istana, Kuala Lumpur

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Strategic Thinking – Looking In The Future

By

Dr. Timothy K.K. Law



Traditionally, Strategic Planning omits the step of innovative thinking that is so critical to business success. Strategic Thinking is a more comprehensive planning model that covers innovation, strategic planning and operational planning.

Introduction

Strategy has never been more challenging, or more important, than in today's environment of global competition, in which, corporate strategies must transcend the borders of nations and markets. Too many organizations try to be everything to everyone, wasting resources in markets that may never provide a worthwhile return on investment.

What is Strategic Thinking?

Strategic Thinking is a planning process that applies **innovation**, strategic planning and operational planning to develop business strategies that have a greater chance for success.

More and more organizations are learning that past experience is not always the best basis for developing future strategies. Executives need to thoughtfully consider how to create value for customers. The exercise of strategic planning, while important, tends to answer the “how” and “when” of business planning

and rarely captures the essence of what it means to think strategically. That's where strategic thinking comes in. Strategic thinking is the “what:” and “why” of the planning process. It answers the question, “What should we be doing, and why?”

Strategic Thinking requires innovation and creativity and includes a research phase to examine the voice of the customer, the employee and industry best practices. It is a process of examining everything we do in our various roles, understanding the needs of our customers and ensuring that all of this is linked to clearly defined strategic imperatives.

If we compare strategic thinking with strategic planning and operational planning we see that:

- *Strategic Thinking* – is the “What” and the “Why” that is what should we be doing and why.
- *Strategic Planning* – is the “How” and “When” ...at a very high level.
- *Operational Planning* – is the specific details of the how and when.

Why is Strategic Thinking Important?

The purpose of Strategic Thinking is to create a strategy that is a coherent, unifying, integrative framework for decisions especially about direction of the business and resource utilization. To do it, Strategic Thinking uses internal and external data, qualitative synthesis of opinions and perceptions. It is conscious, explicit, and proactive and defines competitive domain for corporate strategic advantage.

Strategy is a key outcome of a relevant strategic thinking process. Tregoe and Zimmerman outlined the relationship between strategy and operations in their work on strategy, “Top Management Strategy: What It Is and How To Make It Work”.

STRATEGY		
OPERATIONS	<p>Clear Strategy</p> <ul style="list-style-type: none"> • Operationally Competent (Winners) 	<p>Uncertain Strategy</p> <ul style="list-style-type: none"> • Operationally Competent (Cannot get a competitive advantage or basis for growth)
	<p>Clear Strategy</p> <ul style="list-style-type: none"> • Operationally Incompetent (Yo-Yo) 	<p>Unclear Strategy</p> <ul style="list-style-type: none"> • Operationally Incompetent (Pie in the sky)

The Strategic Thinking Process

Strategic Thinking is the combination of Innovation, Strategy Planning, and Operational Planning.

The process begins with Innovation. We try to create the ideal future and consider the plans needed to achieve them and to see them through. Innovation helps us to move outside our comfort zone into the possibilities of exceeding customer and organizational requirements and expectations.

Innovations are then articulated into a series of strategies. This is a part of the entire **Strategic Planning** process. However, in Strategic Thinking, we incorporate the needs of our customers, the organization and our staff in the process. We incorporate **Benchmarking** to ensure that industry best practices are included in our vision of the future.

Can Behavioural Change And Insights Make An Impact To The Entire Strategic Thinking Process?

Employee Involvement at each stage of the Strategic Thinking process is key to ensuring that they stay involved in the execution of the Operational plans. This is where Operational Planning comes to play. It is the process of taking the strategies (the outcomes of the Strategic Planning process) and developing them into action plans that are achievable and involve staff

throughout the organization in ensuring that the needs of the customer and the organization are met.

I've repeatedly seen executive's present painful strategic episodes as modestly successful because many of the tactical components happened on schedule. They were thinking like uber-project managers. But many times they missed the point entirely about the larger strategic impact – which was often painful for the organization in the big picture and in the long run.



Pricing Challenges? No! It is the Pricing Strategy that Works!

Are you having **difficulties** to set the **right price**?

Interested to learn the **secrets** for **price strategies** that **attract more customers**?

Are you having **challenges** to set the **right price** to **attract the customers**?

INTRODUCTION

Organisations are using pricing strategies to drive more profitable growth in response to relentless pressure to produce profits. Although pricing is an easy-to-understand marketing mix element, changing prices can have an impact on the company, the products and portfolio. An uncoordinated pricing strategy or trial-and-error approach to pricing can reduce a firm's bottom line. In this workshop, a timely introduction is given to the management of price strategy, based on well-accepted theories, and a strong focus on actual applications is given. Concepts drawn from marketing, economics, finance and accounting are developed in the strategic management framework. This workshop ensures participants to learn the way how to set the right price and negotiate to get the price that would benefit the organisation. At the same time, this workshop enables the participants to negotiate a win-win situation and close the sales.

OBJECTIVES & LEARNING OUTCOMES

After completing this module, participants should be able to:

- Understand the consideration factors during price strategy.
- Appreciate the process of price selection.
- Plan and implement the price strategy.
- Negotiate and close sales with attractive and innovative price strategy.

MODULES

1. Price and Organisational Planning.
2. Price Planning: Start the Right and Stay Sustain.
3. Setting Prices for New Products and Services.
4. Product or Service Line Pricing.
5. Price Forecasting.
6. Pricing Consideration for Service Organisations.
7. Cost-volume-profit (Break-even) analysis.
8. Handling issues in Pricing Strategies.
9. Implementing Price Strategy.

TARGET AUDIENCE

First-line management, middle management, senior management and anyone who needs to develop an effective pricing and communication strategy for their products/services.

26 February 2020 - 27 February 2020

(Wednesday - Thursday)

Time: 9:00am-5:00pm

Venue: Hotel Istana, Kuala Lumpur

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Pricing Strategy

by

Dr. Chow Leong Choon

Many organisations talking about their marketing strategy via various platforms such as social media, billboards, newspapers and tv advertisement in order to create customers awareness and branding for their products or services. However, not many of them aware that pricing of their products or services plays an important role as well.

“Price” is the consideration that customers willing to pay in exchange of your products or services. To determine the price for a product or service is not as simple as just set the price above total costs and the difference between price and costs is a profit.

“Profit” is the difference between revenue and costs of production. Before an organisation determine their price for product or service, it is important that for an organisation to understand the costs behaviour of producing their product or provision of service. By knowing the costs behaviour, you can easily determine the break-even point for your product or service at a given price tag. By doing this, you can then set the sales target for your sales team and you can monitor result and profitability of business.



Unless you are monopoly in the market where consumers have no choice but just buy from you, then you can determine the price of your product or service without worry of competitors in the market. However, this is not always true. Therefore, organisation needs to take into consideration that price for your product and service must be competitive in the market and yet profitable for the business.

Price determined for your product or service must have the objective that is able to improve your cash flow and profit margin. In order to achieve the objectives, you must understand the price elasticity of consumers against your product or service is relatively inelastic, then a raise of your product or service price will result in increase in total revenue and profit. However, in competitive business environment, where consumers have plenty of alternative choices in the market, most of the time, consumers are normally price

sensitive. Therefore, business owners need to take into consideration of customers behaviours as well when determine their pricing.

It is important to understand customers' perception against your product or service. Setting of prices for product or service is not just based on accounting number but understanding human behaviour plays a more important role because most of the time consumers spending are based on emotional decision. Have you bought some products but afterwards, you found that those are not something that you really need and not using? How can this happen? This could probably at the point of buying your feel that it is worth the price and it is the opportunity that you cannot miss without rationally think whether this is something that you need. This is an example where it shows a positive relationship between pricing strategy and human buying behaviour and the importance of both elements combined that work well to boost your business revenue.



In recent years, recognition on importance of pricing strategy has been increase. However, the process of developing pricing strategy and arriving at a specific price remain difficult and challenging for many organisations.

Humanology offers customised pricing strategy with transformation to value customers by putting together not only pricing model but also taking into consideration of human behaviours that will impact on pricing strategy of your organisation through the change process by addressing fundamental skills to be effectively implemented and to manage transformation in the workplace.



Business owners also need to aware of the relationship between pricing strategy and their product positioning. For example, an organisation that setting higher selling price than their competitors in the market might meet customers' expectation on features, quality, performance, service and value where they are positioning the product as premium product compare to their competitors in the market.



Leading in the Humane Way: Showing Compassion while Being Productive

- Are you **bored** with **team building** with **short-term** impact?
- Want to know the **leadership style** that could **suit** your **personality**?
- Lack of **leadership strategies** to **motivate** and **engage** with your **team**?
- Want to **equip** yourselves with **leadership skills** in a **humane** way?

INTRODUCTION

Leadership can be summarised as simple as the ability to influence others. New era leaders lead organisation in a human way to inspire and motivate, using their influences to pursue what matters most. Leaders bring positive changes in a team, department, division or company, or even at the global level. This training program helps participants to awaken their hidden leadership skills within themselves. In addition, this training program equips participants with skills to manage and engage employees in a happy working environment and create a sustainable work culture.

TARGET AUDIENCE

First-line management, middle management, senior management and anyone who needs to deal and manage with people in the organisation.

MODULES

1. Leadership as a Productivity Booster.
2. Leadership as Performance Measurement.
3. Personality and Characteristics of a Human Leader.
4. Essentials of Leadership: Communication Skills.
5. Essentials of Leadership: People Skills.
6. Essentials of Leadership: Analytic Process Skills.
7. Transformational Leadership as Change Booster.
8. Engagement leadership as Team Spirit Enhancer.
9. Appreciative leadership as Employee Supplement.
10. Human leadership as Sustainability Strategies.

OBJECTIVES & LEARNING OUTCOMES

After completing this training, participants should be able to:

- Understand the nature of productivity
- Apply techniques to engage employees
- Apply various leadership styles in the workplace

11 March 2020 - 12 March 2020

(Wednesday - Thursday)

Time: 9:00am-5:00pm

Venue: Hotel Istana, Kuala Lumpur

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Achieving Self Confidence: Racing Towards Industry 4.0

by

Adj. Prof Dr Saiful Amin Jalun

Creating the state where self-confidence blooms easily requires self-regulation. Self-regulation consists of the metacognitive processes, behavioural skills, and associated motivational beliefs that underlie the process of growing the state of positive belief which in consequence will lead to high self-confidence and personal resourcefulness in any ventures attempted. This program discusses role of the three construct self-peer-environment in the attainment of self-regulation in terms of four levels of learning-specific skills: observation, emulation, self-control, and self-regulation. According to this formulation, socialization processes, such as modelling and social support, can greatly enhance goals and actions to achieve them. The program also analyses the function of a cyclical model of self-regulation that links metacognitive processes, behavioural performance, and motivational beliefs in three successive phases: forethought, performance, and self-reflection.



Both in academic programs and in career fields that demand knowledge in the area of life's chemistry, one finds that talented ones do not necessarily prosper. This is usually down to the inability to push oneself to work hard and thus disables the focus on working smart. The end of the cycle is almost always the great

reduction of self-confidence and the building of the dreaded low self-esteem. Low self-esteem can be deeply rooted, with origins in negative experiences such as prolonged separation from important developmental figures, neglect, or emotional, physical, or sexual abuse. This possibility of downward spiral can and must be stopped.¹In this program, we employ the 1:7:2 calculation of knowledge-surrounding-prototyping steps that will enable participants to be in a positive state of wanting to have positive change and willing to undertake the action.



See the Goal and make the move will anything you can find.



5 Must Do's For A Personal Transformation

by

Mr.Saiful Farhan Mashor

Transforming into the person you want to be in life is not difficult so long as you have the dedication, focus and correct tools at your disposal, but you should always remember to set your sights on something within reason. A caterpillar doesn't morph into a butterfly by random occur. Instead, both scenarios happen through a series of meticulous and orderly steps over a period of time.



Someone looking for a personal transformation may try various strategies that only lead to more stress and worrying. If you don't see quick progress, it can allow self-doubt to creep into your mind, which causes even more problems. Although it seems daunting to think about becoming someone that you are currently not or learning skill that seems impossible in this moment, transformations are essential for continual success and growth.

Much like how caterpillar must undergo several steps in its metamorphosis, the process of becoming an improved version of yourself in life occurs with these five steps.

1. FIND YOUR WHY.

Since the beginning of time, there's been a thing called the call to action. Luke Skywalker accepted his call to action, became a Jedi Knight and saved the

galaxy. Richard Branson wasn't pleased with his airlines treated people by launching Virgin Atlantic. Steve Jobs accepted his call to change the way we interact with technology and communication through Apple. What about you?

The first step in journey to transforming is to decide why. Your why ignites your spirits. It gives you the motivation necessary to chase your goal, to go in search of an improved version of yourself.



2. GET GUIDANCE.

To reach your ultimate goal, you're going to need directions to avoid getting lost. Without guidance, you can be led astray and off the path that you need to be on-the one that leads to reinvention. And setbacks like that can be demotivating.

Ask for help in becoming who you want to be or getting where you want to go. Save yourself the potential time and heartaches of making the same mistakes as the ones who went before you. Choose from resources like mentors who have walked the same path, a community who can give support on your journey, or books that provide timeless wisdom and knowledge.



3. LEAVE YOUR COMFORT ZONE.

To start down the path of reinvention requires leaving your comfort zone. Growth doesn't manifest itself unless you get a little uncomfortable, take a few risks and expand your skills and mind set.

It's difficult at first, but leaving your comfort zone doesn't have to mean taking gigantic leaps. Leaving your comfort zone can start with incremental steps and daily improvement.

Improving 1 percent each day will have a massive impact months and years down the road if you stay consistent.



Each day, challenge yourself to be a little uncomfortable and do the one thing that's scares you a bit. What's the worst that can happen? Rejection, embarrassment, someone saying no? Alternatively, what's the best that could happen? Land a dream job, happiness, more fulfilment?

4. TRUST THE PROCESS.

Overnight success stories are anything but, they only seem to be overnight success stories because we didn't hear about the years of struggle or how they were working at their goals long before anyone had had a clue who they were.



Personal transformation happens through a process that you cannot rush or skip. At the beginning, there is a lot of uncertainty. In the middle, it is messy and things might not be moving in the direction or speed that you want them to. But only at the end does the journey become clear.

Long term success with your personal transformation comes down to consistency with your daily habits, repetition, time and patience.

5. CHOOSE YOURSELF.

At the end of the day, if you do not believe in yourself, how do you expect others to believe in you? You need to be your biggest fan. Because if you don't value yourself to the highest degree, who will?

When you are pursuing your goal and attempting to transform yourself, own it and claim whatever it is that you are going after. Do not be afraid to look bad in front of other people. Fear of failure is one of the biggest deterrents preventing people from chasing their goals and dreams, but failure is only failure when you give up and quit in your dreams.

Body Language Exposed

Do you know human **communicate 90% through nonverbal communication?**

Do you want to **understand** your friends and family members better?

Do you want to **enhance your relationship** with your partners by understand their body language?

Do you want to **avoid deception** and lie through body language?

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What body language reveals about our politicians

Aleksander Sokolov | December 31, 2016

Professor Leow Chee Seng has studied the body language of those likely contenders for the post of Chief what the non-verbal language reveals about what they are really thinking.

South China Morning Post 南華早報

Avoid beer and skip the handshake: how Xi should handle first Trump meeting

PUBLISHED : Friday, 31 March, 2017, 10:30am

UPDATED : Friday, 31 March, 2017, 11:27pm

News > China > Diplomacy & Defence

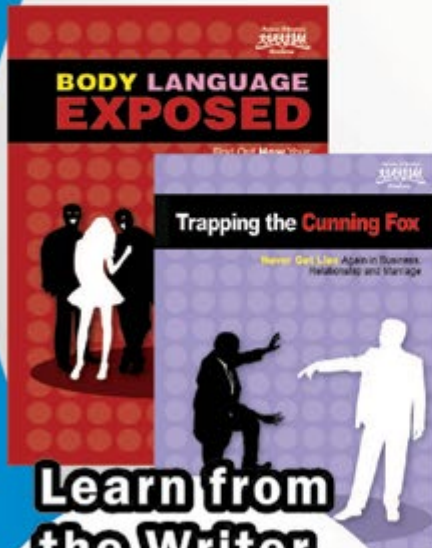
Laura Zhou laura.zhou@scmp.com

Experts warn that social contact at summits with people outside your own culture can be a diplomatic minefield for nations' leaders

When President Xi Jinping meets his US counterpart Donald Trump next week, tea rather than beer might be the best way to oil the wheels of the diplomatic relationship.

Xi was quick to cross the cultural divide and share an ale with former British prime minister David Cameron in 2015 but that tactic will not work for Trump, a teetotaler since the death of his brother from an alcohol-related illness in 1981 at the age of 43.

Leow Chee Seng, a professor of non-verbal communication and behaviour at the Human Behaviour Academy in Malaysia, said social contact with people outside your own culture can be something of a diplomatic minefield for leaders.



Learn from the Writer

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(Ms. Claire)

15 April 2020 - 16 April 2020

(Wednesday - Thursday)

Venue: Hotel Istana, Kuala Lumpur

Time: 9:00am-5:00pm

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Trainer:
Datuk Dr.
Leow Chee Seng



Humanology Public Programme 2020

MONTH	DATE	PROGRAMME TITLE
JANUARY	14 January - 15 January	New Paradigm and Breakthrough Leadership: Leading the Industry 4.0 Way
FEBRUARY	26 February - 27 February	Pricing Challenges? No! It is the Pricing Strategy that Works!
MARCH	11 March - 12 March	Leading in the Humane Way: Showing Compassion while Being Productive
APRIL	15 April - 16 April	Body Language Exposed
JUNE	10 June - 11 June	Managing Stress and Handling Emotions: The Industrial Revolution Way
JULY	15 July - 16 July	Communication Excellence using NLP: Impact of Industry 4.0
AUGUST	12 August - 13 August	Nudge or Fudge: Creating Extraordinary Strategies
SEPT	23 September - 24 September	Organisational Integrity and Ethics: Leading in Industry 4.0
OCTOBER	6 October - 7 October	Innovative and Creative Mindset at Work
	21 October - 22 October	Make Project Management Fun
NOVEMBER	18 November - 19 November	Sexual Harrassment: Physically and Mentally Well Prepared
DECEMBER	8 December - 9 December	Coaching and Mentoring for Performance

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OCTOBER



Malaysia Book of Records for the “Largest Participation for Behavioural Intelligence Training Programs in a Year”



Malaysia Book of Records for the “Largest Participation for Behavioural Intelligence Training Programs in a Year”

OCTOBER



World's Leading Sustainability Conference



World Green Day Movement 321



National Convention On GRP Good Regulatory Practice 2019



Art of Persuasion: Revolutionise Your Business Training



Art of Persuasion: Revolutionise Your Business Training

OCTOBER

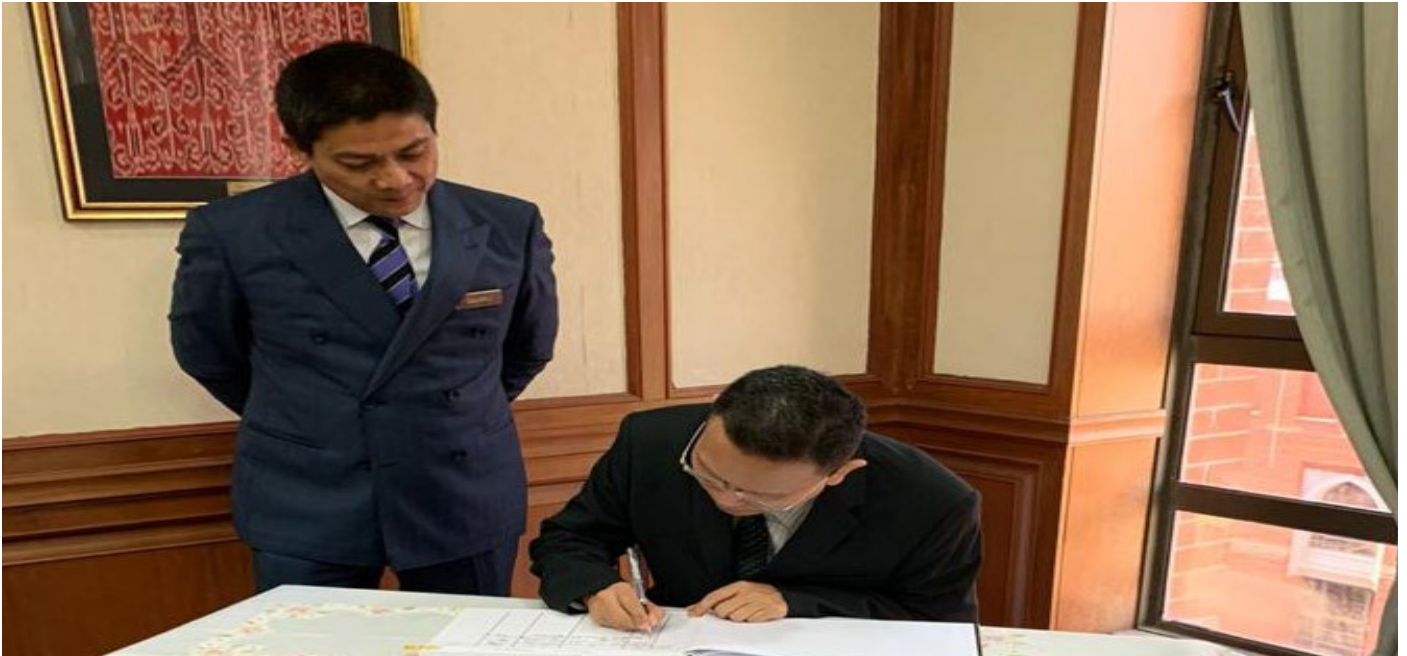


Art of Persuasion: Revolutionise Your Business Training



Courtesy Visit With Jabatan Sukarelawan Malaysia (RELA)

OCTOBER



Courtesy Visit With Jabatan Sukarelawan Malaysia (RELA)



Courtesy Visit With Jabatan Sukarelawan Malaysia (RELA)

NOVEMBER



**Professional Services Productivity Nexus
NGC Meeting 2019**



**Professional Services Productivity Nexus
NGC Meeting 2019**



Majlis Menandatangani Memorandum Persefahaman (MoU) dan Nota Kerjasama (NoU)



Majlis Menandatangani Memorandum Persefahaman (MoU) dan Nota Kerjasama (NoU)

NOVEMBER



Majlis Menandatangani Memorandum Persefahaman (MoU) dan Nota Kerjasama (NoU)



Unlock Your Business Potential Through Listing



Positive Work Attitudes And Behaviour For Productivity Training



Positive Work Attitudes And Behaviour For Productivity Training

NOVEMBER

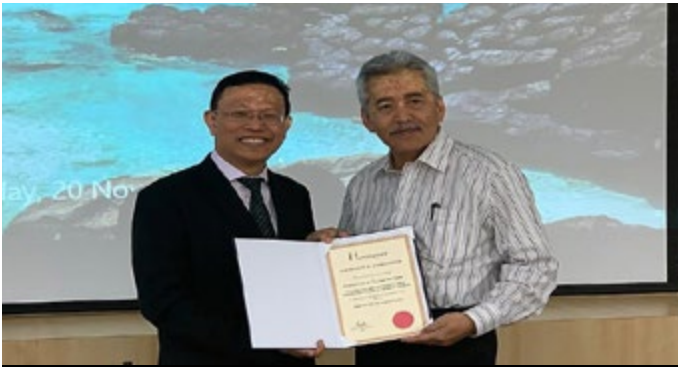


Courtesy Visit With Jabatan Tenaga Manusia (JTM)



Courtesy Visit With Jabatan Tenaga Manusia (JTM)

NOVEMBER



Courtesy Visit With DRB-Hicom University of Automotive Malaysia



Courtesy Visit With DRB-Hicom University of Automotive Malaysia



Courtesy Visit With DRB-Hicom University of Automotive Malaysia



Courtesy Visit With Pertubuhan Keselamatan Sosial (PERKESO)



Courtesy Visit With BPPO

NOVEMBER



Courtesy Visit With Jabatan Perkhidmatan Pembetulan (JPP)



Courtesy Visit With Jabatan Perkhidmatan Pembetulan (JPP)

DECEMBER



Discussion of Settings Up Safety and Health Department



Humanology Continous Education with Department of Fishery : Online Broadcasting



Humanology Continous Trainer Education



MOU with Dato Maharaja Lela Vocational College, Rembau



Humanology Continous Trainer Education



Courtesy Visit With Petronas

DECEMBER



Fostering Human Relations through Emotional Intelligence Mindful Leaders of industry 4.0 Training



Fostering Human Relations through Emotional Intelligence Mindful Leaders of industry 4.0 Training

DECEMBER



Boosting Work Productivity Training Session 1



Boosting Work Productivity Training Session 2

DECEMBER



Pos Refresh Training Section 1



Pos Refresh Training Section 1

DECEMBER



Pos Refresh Training Section 2



Pos Refresh Training Section 2

DECEMBER



Beginner's Auditor's Tools & Techniques Training



Beginner's Auditor's Tools & Techniques Training

DECEMBER



Courtesy Visit With Jabatan Pembangunan Kemahiran



Fire Drill at Human Resources Department Malaysia



Fire Drill at Ministry of Human Resources Malaysia



Courtesy Visit With Jabatan Landskap Negara (JLN)

DECEMBER



Courtesy Visit With Jabatan Landskap Negara (JLN)



Courtesy Visit With Jabatan Landskap Negara (JLN)



Courtesy Visit With Jabatan Landskap Negara (JLN)



Continuous Learning With KPDNKK Officer



Courtesy Visit With Matrade

DECEMBER



Courtesy Visit With Jabatan Ukur Dan Pemetaan Malaysia



Courtesy Visit With Jabatan Ukur Dan Pemetaan Malaysia



Courtesy Visit



Courtesy Visit



Courtesy Visit



Courtesy Visit

DECEMBER



MOU With Futureshifter Events



MOU With Futureshifter Events

DECEMBER



MOU With Futureshifter Events



MOU With Futureshifter Events



MOU signing with Tacopo Vietnam

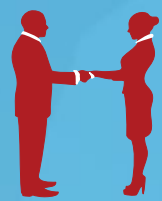


Discussion with Vietjet Air Academy, Vietnam



Discussion with Benthon Group, Vietnam

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