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# HUMANOTORIAL

ISSN (2600-7533)

ISSUE 7  
APRIL 2019

## HIGHLIGHTS

Corporate **Entrepreneurship**

Inclusive **Green Growth**  
for **Productivity & Sustainability**

**Organisational Transformation:**  
Is There A **Need?**

Coffee talk: Personal  
**Financial Strategies**

**Developing Staffs /**  
**Students for High**  
**Performance & Results**

The **First Day**  
and The **Last Day**

Special Article :  
Dato' Dr. Zahari Husin  
Managing Director,  
Perodua Sales Sdn. Bhd.





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# HAPPENINGS

## January

In the month of January, we had courtesy visit with Malaysian Meteorological Department and we had courtesy visit with Inland Revenue Board Of Malaysia. Besides, we are invited to had knowledge sharing with Siti Khadijah. Moreover, During this month, we had conducted training program that is Humanology Professional Consultant.



## February

In the month of February, we made a courtesy visit with Atomic Energy Licensing Board. In addition, we also made courtesy visit with Malaysian Agricultural Research Development Institute and Department Of Veterinary Services . Futhermore, we had conducted the Innovative and Creative Mindset at Work training program.



## March

In the month of March, we had our meeting with NEXUS Productivity Malaysia. Besides, we were invited to attend the Nepalese Government Roadshow Event. Moreover, we had conducted Strengthening Skills In Marketing In Business Management Training Program. Besides, we had attended the Career Fair 2019 at MAEPS. Lastly, we had conducted the Developing Professional Skills training program and our signature Body Language Exposed training program as well.



# WELCOME HUMANOTORIAL EDITORIAL ADVISORS!



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Ms. Zhang Yi



# Corporate Entrepreneurship

By

**Dato' Dr. Zahari Husin**

If we have, we give, if we don't have, we seek for it.  
- Dato' Dr. Zahari Husin

**D**ato' Dr. Zahari Husin, a name that needs no introduction in the automotive industry. Being named the Automotive Man of the Year 2017, the Humanology team was very honoured to be able to have a few words with the man himself.

Dato' Dr. Zahari was born in 1962 in Terengganu. He obtained his Bachelor's degree from Arkansas State University, USA in 1988. He then proceeded to obtain his Master of Business Administration (MBA) from Universiti Putra Malaysia (UPM) in the year of 2001. In the year of 2015, he obtained his Doctor of Philosophy (PhD) from IIC University of Technology, Cambodia.



In terms of his career, after graduating from the US, he worked for his late father in the forest involving in the timber industry. He then continued his career in the pharmaceutical industry and then to Fast-Moving Consumer Goods (FMCG) as a Sales Executive. In the year of 1993, he joined Perodua Sales Sdn Bhd as the pioneer employees and marketing executive and quickly he became one of the top performers. In the

year of 2000, he joined Perodua Manufacturing Sdn Bhd as the first person in Malaysia to head the Product Marketing division in the automotive industry and that was the inception of the first MyVi in Malaysia and MyVi has maintained its number one spot as the bestselling car in Malaysia for 10 consecutive years.



From there, he has gotten his recognition in the automotive industry till Proton Holdings hired him to head the Product Marketing and Marketing division. He continued his journey with Proton Holdings for 5 years before he returned to Perodua Sales Sdn Bhd as the Chief Operations Officer in the year 2012. He was then promoted to be the Managing Director of Perodua Sales Sdn Bhd in the year of 2014 and continued to lead the company till now. The sales of Perodua cars kept on reaching new high and in the month of May 2018, Perodua gained a market share of 51%.

Of course, as a leader of the organisation, he shares his ups and downs while working with numerous organisations, but the company close to his heart would always be Perodua. When he first joined as one of the pioneering employees, he worked really hard in order to climb the corporate ladder. As the head of

Perodua Sales, he is responsible for the sales centre representatives throughout Malaysia especially in the selection process. In his words, you must be passionate and must be sincere in selling. He shared that 10% of the distributor are elected with certain political power and “network” and by the end of the day, they failed and was then disappeared from the network of Perodua’s distribution.

When we asked Dato’ Dr. Zahari of his lowest point, he said it just happened a few months ago during the GST 0% period. In August and September 2018, Perodua was forced to stop their production for 2 months due to the short supply of some components from local vendors. This reflect back to Perodua in becoming 100% locally produced. Perodua was faced with the risks of customers cancelling their order because Perodua is unable to deliver the cars on time. With certain internal strategies executed by Dato’ Dr Zahari, he his and his team managed to maintain Perodua as the number one car in Malaysia despite not having any sales from MyVi. In addition, numerous apologies announcement has been made by Perodua to curb this issue. In the eyes of competitors or in the marketing world, sending out apologies’ announcement is out of the norms. However, Dato Dr Zahari felt that it is better to send out a sincere apology rather than given excuses. It was proven a good strategy as their sales are not affected.

“Building Cars, People First” as the tagline for Perodua and they really adhere to it without fail. They are one of the companies who really put customers as their priority and the production of MyVi was a product of the Product Marketing division which gathers customers’ feedback in the production of the MyVi. Through the hurdles faced by Perodua in the month of August and September 2018, Perodua still felt that it is right to put customers as their priorities and in order to show the consistency in delivering the message out, Dato’ Dr. Zahari had meetings with all the distribution team so that each message sent out are consistent. This is also to ensure that their utmost priorities are still with the customers. Through this case, he showed his leadership and his vision, and he gained respect from all his employees as well as from the distributors.

Holding on to his principles, “If we have, we give, if we don’t have, we seek for it”, Dato’ Dr Zahari constantly craves for knowledge as well as knowledge sharing. Hence, he was constantly invited to give talks in higher learning institutions.

In conclusion, it’s not easy leading the team of the best-selling car in Malaysia. Though Dato’ Dr Zahari is not an entrepreneur per se, whatever he holds, and shares are very much in line in every entrepreneur which is to constantly seek for knowledge and to constantly give back in whatever means possible. In this era of working environment, even as employees, we need to have the mentality of corporate entrepreneurship because if the company were to fail, we may lose our source of income. If we work together and grow together with the organisation, we would be rewarded in so many other ways. It is truly inspirational to be talking to Dato’ Dr. Zahari, once a person who was just helping his father to an influential person in the automotive industry of Malaysia.





# APRIL

MONTH	DATE	PROGRAMME TITLE
APRIL	3 April - 4 April	Achieving Competency through Story Telling for Leaders
	8 April - 9 April	Managing Multiple Tasks and Work Priorities
	10 April - 11 April	Managing Stress and Handling Emotions
	15 April - 16 April	Achieving ISO 26000:2010: Guidelines on Social Responsibility
	17 April - 18 April	Strategic Thinking Looking to the Future
	22 April - 23 April	Professional Etiquette
	24 April - 25 April	Price Challenges? No! It is the Price Strategy that Works
	29 April - 30 April	Time Management



## Inclusive Green Growth for Productivity & Sustainability

By

**Dr. Shaik Roslinah Bux, Deputy Director, Delivery Management Office,  
Malaysia Productivity Corporation**

The Tenth Malaysia Plan (2011-2015) has stated the requirement for Malaysia to achieve an average gross domestic product (GDP) growth of 6.0% per year if we want to materialise our high-income status goal by 2020. This achievement must be facilitated by comprehensive economic transformation; otherwise Malaysia would risk relative decline as many developing countries are fast catching up. The global economic outlook for our transformation journey from the Tenth Plan period to the Eleventh Plan Period remains uncertain which poses challenges to our Vision 2020 target.



The Eleventh Malaysia Plan (11<sup>th</sup> MP) of 2016-2020 with the theme “Anchoring Growth on People” serves as the final phase towards the nation’s Vision 2020 goals. Due to the change of Government in Malaysia on 9 May 2018, the 11<sup>th</sup> MP was reviewed with new priorities and emphasis on 18 October 2018. The 11<sup>th</sup> MP’s Mid-term Review Report outlined six pillars to support inclusive growth and sustainable development in Malaysia. The pillars are facilitated through complementing reforms such as improving governance, accelerating innovation,

boosting productivity, moving industries up the value chain, enhancing the well-being of the rakyat, especially those in the bottom 40% of the household income group, and achieving inclusive growth. Pillars four to six are of importance for continuous growth of the nation; namely, empowering human capital, enhancing environment sustainability through green growth, and laying the foundation to strengthen economic growth across all sections of the economy. The “last mile” efforts require the coherent, cooperation and collaboration among the Government, the private sector as well as the citizens of Malaysia to ensure the success of our 11<sup>th</sup> MP. The Malaysia Productivity Blueprint (MPB), a 11<sup>th</sup> MP initiative, was launched on 8th May 2017 to support national productivity growth. The initial target set was 3.7% labour productivity growth per year for the duration of 2017-2020. In view of the challenging global scenario, the current Government has set 3.2 % as the revised annual labour productivity growth for Malaysia.

## ELEVENTH MALAYSIA PLAN 2016-2020 ANCHORING GROWTH ON PEOPLE



With Malaysia’s labour productivity growth falling behind Asian high-income economies, it became pertinent that the nation reviews outdated policies. Hence, Vision 2020 should be treated as an imperative



# MAY

MONTH	DATE	PROGRAMME TITLE
MAY	7 May- 8 May	Achieving Self Confidence
	14 May - 15 May	Muhammad SAW: The Super CEO
	28 May - 29 May	Islamic Entrepreneurship



## Organisational Transformation: Is There A Need?

By

**Dr. Dayana N. H. Chaskar**



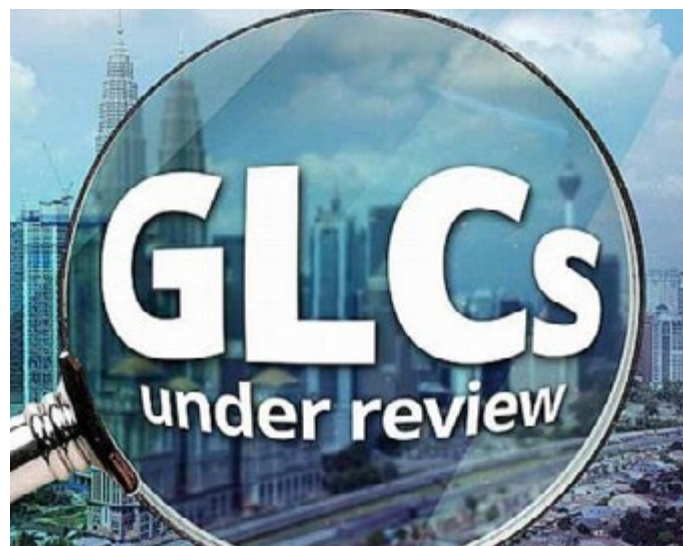
In recent months, Malaysia has witnessed many ministries, government agencies and Government Linked Companies (GLCs) transforming or being re-structured after the coalition Pakatan Harapan's government came into power.

As famously quoted by Winston Churchill "There is nothing wrong in change, if it is in the right direction." It is commonly said that people resist change. However from my personal point of view, people do not resist change, they resist being changed. Most people have outright fear to change thus impeding and failing to perceive the effectiveness of transformation. It must be emphasised that our GLCs have remarkably managed to strike a subtle balance between fulfilling their scope in helping the rakyat and simultaneously being sustainable. Our GLCs and government agencies have an important role to play by shaping the economy and assisting the rakyat in specific identified areas as cited by Datuk Mohd Radzif Mohd Yunus, dubbed the 'Transformation Man' in his 2017 NST article entitled *The way to transform organisations*.

Unfortunately, fear and resistance to change is thriving well in many organisations be in locally or globally. Globally now we have embarked into the 4<sup>th</sup> Industrial Revolution, applying digital technologies make manufacturing more agile, flexible and responsive to customers. Yet, history has proved that in order for organisations to survive in today's competitive landscape, only those who are effectively prepared for their change initiatives and have gained staff commitment to embrace change, shall succeed.

Profound, permanent change in an organisation requires an integrated organisational transformation approach from the grass-roots that is able to remodel a company's social systems.

A research by King and Peterson in 2007 (*How effective leaders achieve success in critical change initiatives, Part 2: why change leadership must transcend project management for complex initiatives to be successful*) concisely explains that 80% of organisations achieve substantially less value than the expected value. Two main reasons are because of leaders not managing well the Process of Change and leaders failing to manage the People side of Change.



There is no fast rule of thumb which would be appropriate for all transformation process. Each organisation has its own novelty and structure. Thus each company transformation approach should be customised depending on their objectives, directive, competences, capacity and the targeted outcome. The fundamental of any change exercise is for the leaders to accurately understand the organisation and what outcomes are projected by the transformation. And the bottom-line is the human side of the transformation journey.

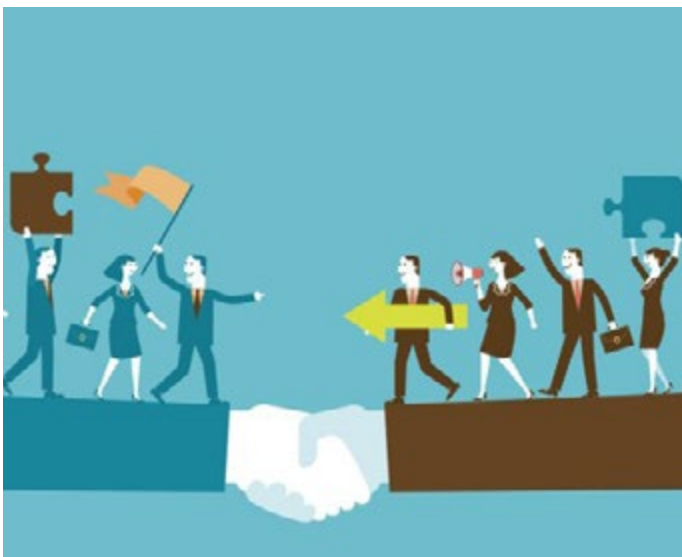




For a deep good and significant transformation, it is imperative to reach down to the grass-roots and meet as many staff members in the organisation. The simplest technique would be to have an honest and open communication with them, easily achieved by performing a *'gemba walk'*. This popular management method is a Japanese term applied by visiting the actual work place/station/office, to gain valuable insights into the flow of value through the organisation which can often uncover opportunities for improvement and learn new ways to support staff. The exercise is a collaborative, with staff providing details on the current issues and challenges. Engaging stakeholders provides key information on a workable transformation plan.



**So, yes organisational transformation is crucial for every organisation!**



# JUNE

MONTH	DATE	PROGRAMME TITLE
JUNE	10 June - 11 June	Organisational Integrity and Ethics
	12 June - 13 June	Advanced Problem Solving: Issues and Techniques
	17 June - 18 June	Living with Depression
	19 June - 20 June	Retail Event Management
	24 June - 25 June	Perception Management: How Do You Want Others to See Your Organisation?
	26 June - 27 June	Excellent Customer Service





# Coffee talk: Personal Financial Strategies

By

**Dr. Mohd Saleh Abbas**

It was shocking news from Bank Negara Malaysia survey findings to know that most of the Malaysian is struggling to survive in their daily lives. The survey which was done in 2015 and the findings shows that 94% of respondents in Malaysia are not able to meet their financial obligations for at least six months if they were to lost their job and income. The findings shows that 75% of the Malaysian are unable to raise RM1,000 cash in cases of emergency. The findings also show that only 60% of Malaysians were not financially ready for retirement. Things were make worse when the Malaysian economic situation is not stable and lot of uncertainties. Price of goods has increased tremendously. A number of small businesses has also closed down due to high operational costs and reducing amount of profitability.

This is where the importance of personal financial planning comes into place. Personal finance is an individual fund or money management. It started when a person uses the money to pay for their expenses. It is also a matter of how the money is used for savings and investment purposes in order to increase their wealth or returns. In the midst of increasing their wealth, a person should be aware of all the financial challenges and difficulties that they are going to face in future.

Thus, the ultimate goal of this book is to strive for financial independence for each individual person. By having a financial independence, a person is not going to depend on others for money. On top of that, they

should be free from all debts and liabilities. Everyone should play a role in financial education in order to reduce the numbers of financial failures. The responsibility of promoting public awareness of financial literacy should not rest on government agencies alone but also financial institutions and individuals who are capable to provide financial education.



Hence, for that reasons we have come to a conclusion to publish this book for the benefits of all especially to those who are having difficulties in their financial planning. This book is divided into ten chapters and each chapter are linked to each other. The objective is to these people to return to society and contribute to the national economy as soon as possible, but they must be able and ready. Hope you enjoy reading this book and able to apply it in your work, life and financial balance. Happy reading to all.



## Developing Staffs / Students for High Performance & Results

By Mr. Advance Tan

### The Need for Performance

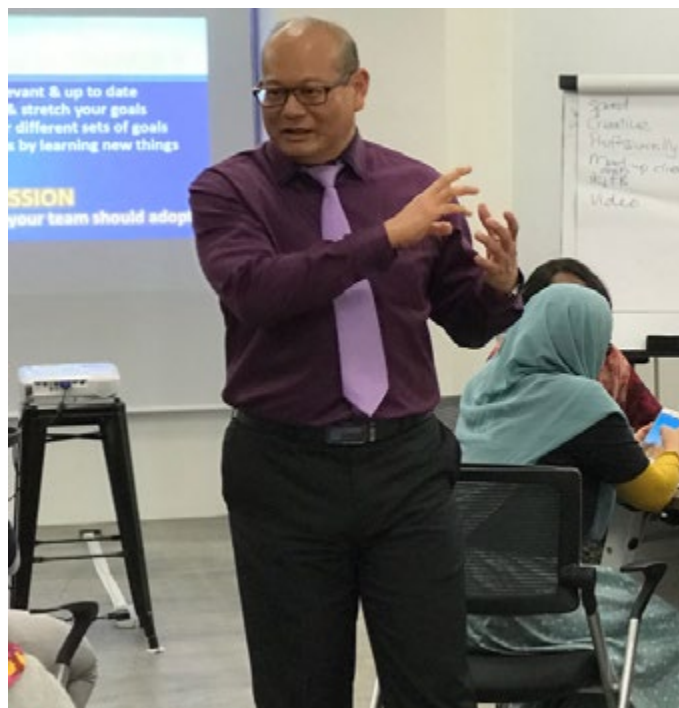
Without any doubt, employees performance shall impact organization's business objectives and reputation. This is achieved through employees' precise job delivery and contribution that translates their work activities to performance, profitability and customer satisfactions.

However in reality, not all employees hired are able to function up to their required standards or perform their tasks in a satisfactory manner. No one is perfect and everyone has his or her own short-comings where different people have different rate of productivity and performance levels.

Therefore it is important that superiors and organization recognizes this situation and take personal responsibilities in equipping them with the right skills rather than forcing the idea of people who are hired must be perfect and resulted in threatening or punishing them without opening the door for improvement.



Superiors need to be mindful that their employees results is a total sum of their own bigger results as well. Hence superiors need to take part in enhancing employees performance level by providing training or coaching. The fastest rate of achieving performance is through training and coaching. Otherwise employees would take longer time to learn through mistakes and trial & error manner. This could also be costly and



counter-productive with higher level of inspections and rework processes.

Training or coaching could be done through training need analysis, TNA and it's development program. The delivery of training could come in various forms such as classroom session to impart the knowledge, practical and workshop session to enhance the skills, **while coaching helps to provide specific and/or customize individual learning.**

### Performance Factors

Employees' performance shall be the key to organization success. The three core elements that are largely influencing employees work performance are **Knowledge, Skills and Attitude, KSA.** They are to be combined to achieve their performance peak. Any of the elements missing will reduce the total performance goal.

In essence, **Knowledge** is gained by passing on information through teaching, lecturing, instructional, discussion, sharing, reading, listening, observing, etc. These are theoretical learning process. However



the practical approach are learn through laboratory, workshop, activities, games, internship, etc. that impart **Skills** to the learner. While personal coaching and mentoring shall be able to cover all the three core elements (KSA) to perform that also includes the **Attitude**. This is due to the nature of personalized coaching process where attitude towards the goals would be taken into considerations to provide the leading edge to close the performance gap.



### Coaching : Key to Focused Performance

**Coaching & Mentoring** is a delicate process that identify and focuses on the areas that are required to improve, perform or even unknown to the employees (or students). It is more effective to be conducted in a private one-to-one session where specific topics are targeted. Such exclusivity is applied as to formally recognize the differences in each individuals abilities and challenges.

The idea of the coaching is to provide support to the employee to overcome their lacking and issues towards personal performance goals. Hence, topics that could be applied in coaching varies throughout the needs of the specific employee or coachee. In such coaching focused on the employee instead of the coaches' idealism.

Therefore this requires special process and techniques to identify the employees' weakness with **specific program for the individual**. In such, the process of coaching could take up several sessions until both parties are satisfy with the results. A coach may not be an expert in all subjects but could greatly contribute by applying the **right coaching techniques** introduced in

this session.

Besides the benefits derived for the employees, the coach (senior or manager) could gain from his or her results as the collective of overall achievements. Other than that would be the improved knowledge, coaching skills, work processes, communication, understanding and relationship.

Coaching shall be the key to performance where it focuses and handle the identified performance gaps. With the right approach and techniques, coaching can be a **powerful process to deliver employees peak performance and life success**.



This session shall be very insightful where successful coaching techniques are introduced and practiced. On top of that, participants shall also learn to identify and size-up the personality behavior of individuals to understand them better, and handle their issues according to individual's preferred and/or workable approaches.

# JULY

MONTH	DATE	PROGRAMME TITLE
JULY	1 July - 2 July	Sun-Tzu Art of Marketing
	3 July - 4 July	New Paradigm and Breakthrough Leadership
	8 July - 9 July	Boosting Productivity through Behavioural Intelligence
	10 July - 11 July	Building Organisational Culture through Coaching
	15 July - 16 July	Talent Management and Succession Planning
	17 July - 18 July	Selling with Heart and Soul: Understanding Body Language
	22 July - 23 July	Entrepreneurship Mind for Employees
	24 July - 25 July	Advanced Critical Thinking Skills: Issues and Techniques
	29 July - 30 July	Research Methods for Decision Making
	31 July - 1 August	Managing Difficult Employees using NLP





# The First Day and The Last Day

By

Humanology Editorial Board

**W**hen we think of this phrase, I am sure a lot of people remembered the technology Unsung Hero, Mr Steve Jobs. Who is Steve Jobs? He was the founder of Apple Inc., the creator of the first Apple Macintosh. However, how do we link this phrase, “The first day and the last day” to him personally? Some of the readers might think that I am going to write the initiation of Apple Inc and his death on 5 October 2011? Definitely not!



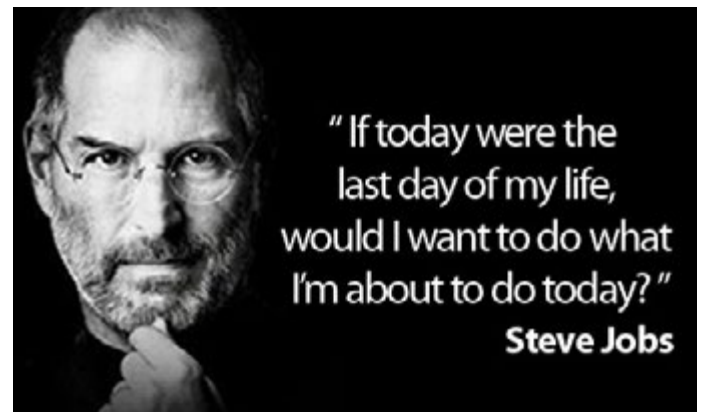
Do you know that Steve Job is the person who founded Apple Inc on 1 April 1976 at Cupertino, California, United States, but do you know that he was fired from his own company in 1985?

“I was out -- and very publicly out,” he recalled in a commencement speech at Stanford University. “What had been the focus of my entire adult life was gone, and it was devastating.” He added, “I was a very public failure.”

Please think, what would happen to you if you have encountered with this experience. Some of us might feel angry with the unfair system and the cruelty of the business world. Some of us might think of ways and strategies on how to retaliate. Some of us might feel depressed and demotivated and even to some extreme extent, we might think of suicidal! Steve Jobs is an extraordinary person. He only permitted himself to feel depressed for a short period of time, but the emotional recovery rate was fast.

In 1989, Steve Jobs was invited as a lecturer for the MBA Series “View From the Top” at Stanford, a lady snuck to the front of the lecture and started a conversation with the man sitting next to her. He then stood up and introduced himself as the guest lecturer, Steve Jobs. They exchanged numbers. He would like to ask her for dinner. However, Steve Jobs remembered that he had an important business meeting on that night. Hence, he turned down his intention to date her for the dinner. The function ended. Steve walked to his car.

When he was about to start his car, he looked at the reverse mirror and he remembered his statement that he would ask himself each morning, “*If today were the last day of my life, would I want to do what I am about to do today?*?”. Without hesitation, he ran back to the lecture hall to date the lady for dinner. That lady is her wife, Laurence Powell.



The statement “*If today were the last day of my life, would I want to do what I am about to do today?*” is the best statement to guide us in decision making. When we are going to die, I am sure we would not care about our prestige, prosperity, position in society. All worries such as poverty and failure would automatically disappear. We would only care for the most precious thing in our lives that needs to be done if we knew that it would be the last day of our lives.

Human beings come to this world naked and we leave this world without bringing a single thing with us. When

we act according to the statement of Steve Jobs, “*If today were the last day of my life, would I want to do what I am about to do today?*” I am sure most of us would stay calm and stay cool to think carefully of what we would like to do.



How about the first day? Do you still remember your experience on your first day of school? Do you still remember how do you feel about your first dates? Could you still reminiscence your first day to work? Do you still remember your experience when you first got promoted in your job?



When we first entered a school or a college, we feel excited and we feel curious about the environment and the people around us. Similarly, you feel excited and look forward towards dating someone. At the same time, on the first day of work, we have humility and we have the interest to learn and know more about the work and the company. Likewise, when you first got promoted, you

have a lot of vision and you have the ambition to help the company to expand.



When we reflect on everything we do on our first day, we do it with full of energy and full of motivation. Why? We do not have any chance to reverse time but we can reverse the attitudes we have when we started to work.

If one day, I only have two days – The first day and the last day,

I would apply “the last day” for me to decide what my direction is and what I am going to do next.

I would apply “the first day” for me to do each of my work in my life full of energy and motivation so that I could achieve success in my life.





# JANUARY



Courtesy visit with  
Malaysian Meteorological Department



Courtesy visit with  
Inland Revenue Board Of Malaysia

# JANUARY



**Knowledge Sharing with Siti Khadijah**



**Humanology Professional Consultant Training**



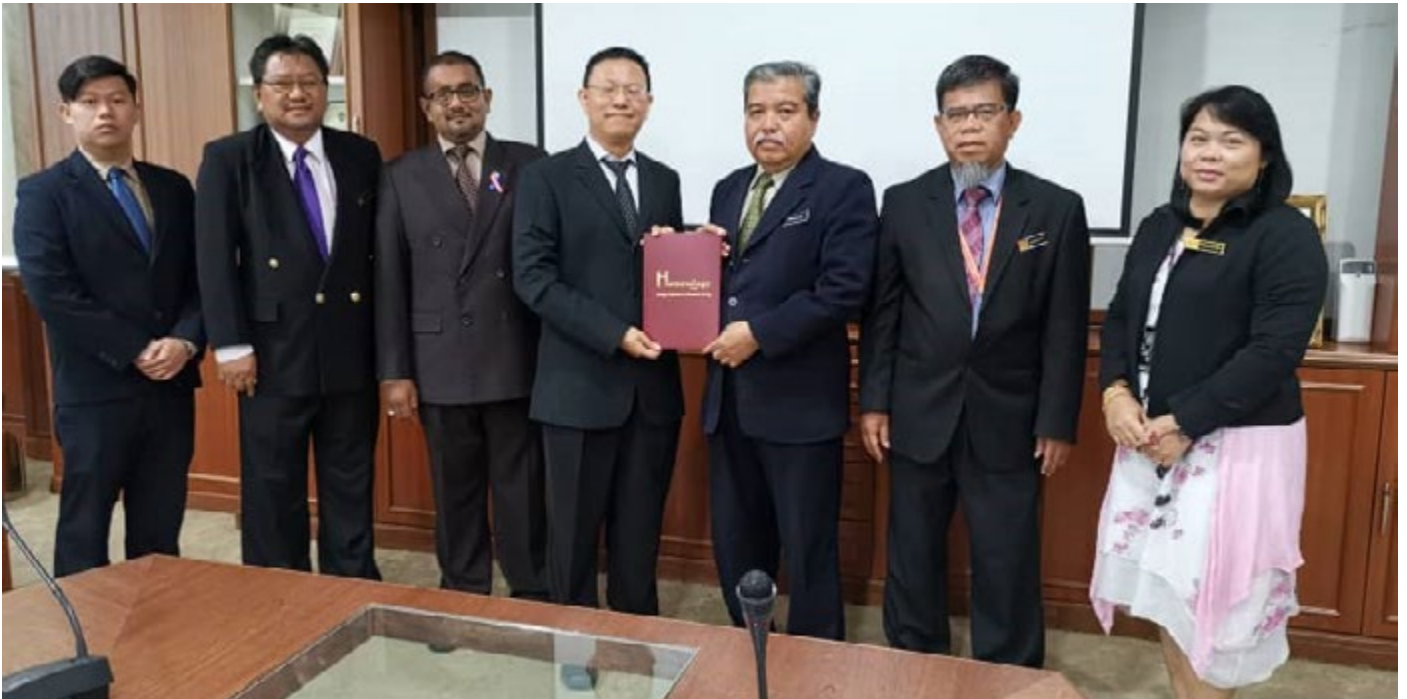
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# FEBRUARY



Courtesy visit with  
Atomic Energy Licensing Board



Courtesy visit with  
Malaysian Agricultural Research Development Institute

# FEBRUARY



**Courtesy visit with  
Department Of Veterinary Service**



**Innovative and Creative Mindset at Work  
Training**



**Innovative and Creative Mindset at Work  
Training**



# FEBRUARY



**Innovative and Creative Mindset at Work Training**



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# FEBRUARY



**Innovative and Creative Mindset at Work Training**



**Innovative and Creative Mindset at Work Training**



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**Innovative and Creative Mindset at Work Training**



**Innovative and Creative Mindset at Work Training**



# MARCH



Meeting with NEXUS Productivity Malaysia at Malaysia Productivity Corporation (MPC)



Meeting with NEXUS Productivity Malaysia at Malaysia Productivity Corporation (MPC)



Meeting with NEXUS Productivity Malaysia at Malaysia Productivity Corporation (MPC)



Nepalese Government Roadshow Event



# MARCH



**Strengthening Skills In Marketing In Business Management Training**



**Strengthening Skills In Marketing In Business Management Training**



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**Strengthening Skills In Marketing In Business Management Training**



**Strengthening Skills In Marketing In Business Management Training**



# MARCH



Developing Professional Skills Training



Developing Professional Skills Training



Developing Professional Skills Training



Developing Professional Skills Training



Developing Professional Skills Training



Developing Professional Skills Training

# MARCH



**Developing Professional Skills Training**



**Developing Professional Skills Training**



**Developing Professional Skills Training**



**Developing Professional Skills Training**



**Developing Professional Skills Training**



# MARCH



Body Language Exposed Training



Body Language Exposed Training



Body Language Exposed Training



Body Language Exposed Training



Body Language Exposed Training



Body Language Exposed Training

# MARCH



**Body Language Exposed Training**



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**Body Language Exposed Training**



**Body Language Exposed Training**



# MARCH



Career Fair 2019



Career Fair 2019



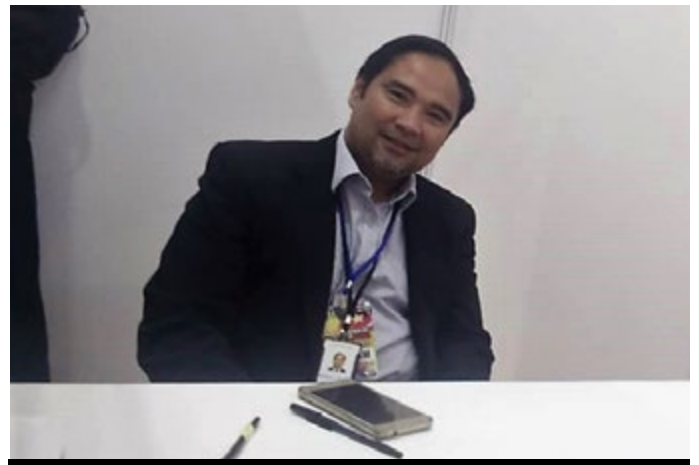
Career Fair 2019



Career Fair 2019



Career Fair 2019



Career Fair 2019

# MARCH



**Humanology Gathering**



**Humanology Gathering**



**Humanology Gathering**



**Humanology Gathering**



**Humanology Gathering**



**Humanology Gathering**



# MARCH



Courtesy Visit



Courtesy Visit



Courtesy Visit



Courtesy Visit



Courtesy Visit



Courtesy Visit

# MARCH



Courtesy Visit



Courtesy Visit



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