

# STRATEGIC LEADERSHIP AND MANAGEMENT: FROM PLANNING TO RESULTS

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**SPEAKER'S HIGHLIGHT**  
**MULTI AWARDS WINNER**

**Y.BHG. DATO' PROF. DR. HASHIM YAACOB**

**An International Speaker**

United Kingdom, New Zealand, Australia, China, India, Singapore, Thailand, Vietnam, Philippines, Indonesia, etc.

**Date : 26<sup>th</sup> - 27<sup>th</sup> February 2014**

**Venue: Palm Garden Hotel IOI Resort, Putrajaya.**

## INTRODUCTION

**Strategic management** is about getting your organisation to where it needs to go. You need strategic thinking skills, right from knowing where you are standing now and moving forward to where you want to get to by going through the strategic planning process. Strategic planning is an organisation's process of defining its strategy and making decisions on allocating its resources to achieve this strategy. Your leadership success depends on your ability to be future oriented, your ability to seize external opportunities and bounce back from unforeseen changes. You must not only have a strategic plan but you must be able to anticipate and respond to change more rapidly.

**Strategic leadership** provides the vision and direction for the growth and success of an organization. To successfully deal with change, all executives need the skills and tools for both strategy formulation and implementation. Managing change and ambiguity requires strategic leaders who not only provide a sense of direction, but who can also build ownership of goals and objectives for action within the teams they are responsible for leading. Strategic leadership is a combined responsibility of the leader, the follower and the organization. Leadership presents challenges that call forth the best in people, and bring them together around a shared sense of purpose.

This workshop provides the driving force needed to provide a focus for the future and to improve individual and organisational performance. It combines the best methods of strategic management with the art-and-science of effective leadership and draws together the most important factors needed to analyze, formulate, and effectively lead the implementation of organisational strategy.

## OBJECTIVES

- To gain essential insights into strategic management and leadership skills.
- To further develop your ability to think and act on a strategic level.
- To develop your leadership and management capability in delivering results through effective execution.
- To learn the tools to understand, assess and improve your leadership abilities, in the context of your organisation.
- To examine different approaches to decision-making and problems solving.

## WHO SHOULD ATTEND

Government officers from the management/ professional group; Directors, project managers/ managers, heads of department, team leaders, executives, the members of strategic planning team and others with strategic leadership responsibilities. This workshop is also designed for those who are moving into or have recently moved from a tactical to a strategic leadership/ senior executive leadership role.

## METHODOLOGY

An interactive and experiential learning method. We guide you through lectures, group activities/ games, exercises, real world scenarios and case studies.

## SPEAKER'S PROFILE

**Y.BHG. DATO' PROF. DR. HASHIM YAACOB** is a former vice-chancellor of University of Malaya, International University College of Nursing Malaysia and the Kuala Lumpur Metropolitan University College. He is currently the vice-chancellor of a private university in Malaysia.

Dato' Prof. Dr. Hashim is a charismatic and approachable person. He is an aspiring and a very motivational leader. He is the ambassador extraordinaire. He has strengthened the relations between the Universities under his charge and several top-class institutions because of his leadership, inspiration and personality. As the Vice-Chancellor of the University Malaya, he engineered 52 Memorandum of Understanding (MoU) between the University of Malaya and 52 other universities.

An active and versatile speaker, he has always been invited to present his findings and thoughts in conferences as well as public forums locally and internationally.

Besides being an inspirational leader/ academician, Dato' Prof. Dr. Hashim is also a painter, calligraphy writer, shadow puppeteer (*dalang wayang kulit*) and poet.

Dato' Prof. Dr. Hashim has published many scholastics of very high standard and a number of books. He has authored and edited 7 books on education. He has also won **17 medals** (5 gold, 9 silver, 3 bronze) for his scientific inventions at international and national levels.

Dato' Prof. Dr. Hashim was a Captain in the Royal Malaysian Navy Reserve Division. He was awarded the Fellow of the Royal College of Pathologists, UK; Lifetime Professional Integrity Award by the Balai Khatas Malaysia and Rotary International; Honorary Fellowship in Dental Surgery Ed. Eundem by The Royal College of Surgeons of England - first Asian to have received the award; Foundation Fellow in Oral Pathology of The Royal College of Pathologist of Australasia - the first Malaysian to have received the award; Fellow of the Royal College Surgeons of Glasgow and Fellow of The Academy of Science of Malaysia.

8.00 a.m. Registration

9.00 a.m. **Strategic Leadership and Management I**

- The Leader vs. The Manager - the differences matter.
- Key elements of the strategic management process revisited.
- Strategic management and its role in an organization.
- Change leadership and management.
- Transactional vs. Transformational Leaders.

10.30 a.m. Morning Tea Break

11.00 a.m. **Strategic Leadership and Management II**

- Inspiration, Motivation, Innovation and Team work.

12.45 p.m. Lunch

2.00 p.m. **Strategic Leadership and Management III**

- Stimulation of the receptive mind.
- Mentoring.
- Carrot and Stick.

3.30 p.m. Afternoon Tea Break

4.00 p.m. **Case Studies & Exercises in Strategic Leadership and Management**

5.00 p.m. End of Day 1

9.00 a.m. **Codes of Strategic Leadership :**

- Being a strategist.
- Being an executor.
- Being a talent scout.

10.30 a.m. Morning Tea Break

11.00 a.m. **Tools of Strategic Leadership :**

- Developing human capital.
- Developing personal proficiency.

**Strategic Leadership Applied to your Organisation :**

- Takeaways for application to your organisation.

12.45 p.m. Afternoon Tea Break

2.00 p.m. **Getting Results Through Ethics & Decision Making.**

3.30 p.m. Tea Break

4.00 p.m. **Problem Solving, Exercises & Developing an Action Plan.**

5.00 p.m. End of Day 2

**REGISTRATION FORM****Date : 26<sup>th</sup> - 27<sup>th</sup> February 2014 / Venue : Palm Garden Hotel IOI Resort, Putrajaya**
 **Early Bird Fee** (Payment made before 5<sup>th</sup> February 2014) :  
RM 1590.00 per person

 **Regular Fee :**  
RM 1690.00 per person

 **Group Fee ( For 4 or more persons ) :**  
RM 1490.00 per person

- For participants who would like to include their accommodation into the registration fees, do kindly contact the secretariat.

**Notes :** -For payment by Local Order, early bird fee will only apply if the Local Order is executed and payment fully released to us on or before the early bird deadline.

- Fee includes course tuition, training materials, 2 lunches, 4 tea breaks and certificate of attendance.

Company Name : \_\_\_\_\_

Contact Person : \_\_\_\_\_

Address : \_\_\_\_\_

Designation : \_\_\_\_\_

\_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_

\_\_\_\_\_

Email : \_\_\_\_\_

**PARTICIPANT(S)**

Name (1) : \_\_\_\_\_

Name (2) : \_\_\_\_\_

Designation : \_\_\_\_\_

Designation : \_\_\_\_\_

Tel : \_\_\_\_\_ E-mail : \_\_\_\_\_

Tel : \_\_\_\_\_ E-mail : \_\_\_\_\_

Name (3) : \_\_\_\_\_

Name (4) : \_\_\_\_\_

Designation : \_\_\_\_\_

Designation : \_\_\_\_\_

Tel : \_\_\_\_\_ E-mail : \_\_\_\_\_

Tel : \_\_\_\_\_ E-mail : \_\_\_\_\_

Approving Person's Name : \_\_\_\_\_

Designation : \_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_

Official Company Stamp

**CANCELLATIONS AND SUBSTITUTIONS**

- If a duly registered participant is unable to attend, a substitute participant is welcomed at no additional cost. Please provide the name and the designation of the substitute participant at least 3 days prior to the course.
- Cancellation of registration must be made in writing (letter, fax or e-mail) to **EMERGE KNOWLEDGE CONNECTION SDN BHD** seven (7) working days prior to the event with 20% of the registration fee imposed for cancellation. We regret that no cancellation can be accepted thereafter and full registration fees will be billed to your organisation.
- The organiser reserves the right to make any amendments, cancel and/or change the programme, speaker/ trainer/ facilitator, date or venue should circumstances beyond the organiser's control arise. The Organiser will inform the participant(s) of any changes arise.

**PAYMENT METHOD**

Payment can be made by Local Order (LO)/ crossed cheque/ bank draft payable to :

**"EMERGE KNOWLEDGE CONNECTION SDN BHD"**  
**(Public Bank A/C No : 3153574228).**You may bank in or send the cheque/ bank draft to us via registered mail/ courier express. Please fax a copy of the transaction slip to us at **Fax: +603-8063 6626** and indicate your company name for verification purpose.Enclosed is our LO/ crossed cheque/ bank draft for **RM** .....**Register Now By :-**Complete and fax this registration form to : **+603-8063 6626**☎ **+603-8027 7228; +603-8063 5430**✉ **admin@emergk.com.my**Send the registration form to : **EMERGE KNOWLEDGE CONNECTION SDN BHD****No 43-3, Jalan Puteri 2/3, Bandar Puteri,  
47100 Puchong, Selangor .**