

JOINTLY ORGANISED BY



MALAYSIAN INSTITUTE  
OF ACCOUNTANTS



**A · P · U**  
ASIA PACIFIC UNIVERSITY  
OF TECHNOLOGY & INNOVATION



**WEBINAR SERIES**  
A Highly Interactive Learning Session with Live  
Q&As, Self-Assessment Quizzes and Quick Polls or Surveys

WEBINAR SERIES

# Professional Certificate in Digital Leadership

27 – 29 June 2022 (Monday to Wednesday)

9.00 am – 1.15 pm



# Professional Certificate in Digital Leadership

In turbulent times, organisations need strong leaders in the driver's seat. Leaders that can articulate a vision people can rally around, and create conditions that bring about digital maturity, attract the best talent and bring out the best in them. The pace of digital transformation and its impact is said to double every year, hence the urgency for leaders to lead and digitally transform their organisations now.

There is no longer any distinction between 'traditional' leaders and digital leaders today. As we are in the digital age, every leader is a digital leader and must combine both traditional and new skills in order to effectively steer their organisations into the future. Being digital means having the ability to leverage people, processes and technologies in order to achieve customer-led and data-driven business outcomes.

The Professional Certificate in Digital Leadership is a three-day programme developed to meet the demand for leaders that can strategise and manage digital transformation. The programme blends digital leadership theories with corporate practices, and leverages experiential learning with industry experts playing an essential part in the programme. You will take away hands-on knowledge that can be applied in your organisation.

Upon successful completion, you will gain a professional certificate in Digital Leadership jointly awarded by the Malaysian Institute of Accountants and the Asia Pacific University of Technology & Innovation.

## WHO WILL BENEFIT

This programme is designed for leaders at all levels who desire to improve on their strategic thinking and be empowered with the necessary tools to support and lead their organisation to successfully navigate the digital economy.

## HOW YOU WILL BENEFIT

The programme will assist you to discover:

- What it takes to become an effective leader in the digital world
- How digitalisation will change consumer decision-making
- Why you need to implement a digital business transformation plan across the organisational value chain
- The strategic advantage of employing digital strategies and analysis for your organisation
- How to execute your digital business transformation strategy
- The latest trends in technology and potential applications that will provide you with competitive advantage towards operational efficiency and sustainability

# Professional Certificate in Digital Leadership

## PROGRAMME STRUCTURE AND FOCUS

The programme runs over three days, covering essential aspects of the digital business landscape in sufficient depth to enable an immediate implementation in your organisation.

**DAY ONE** will focus on you as a leader, to help you recognise your capabilities and strengths in becoming an effective leader in the digital age, as well as identifying weaknesses and the steps you can take to improve on them. You will also learn to collaborate, motivate, influence, and build teams in the virtual space, and take away a personal leadership plan for leading in the digital age.

We then look at how you can develop a clear roadmap and identify fast and effective implementation methodologies to execute on digital business transformation strategies in your organisation. You will also acquire the capabilities to partner with other organisations and learn to manage people, processes, data, and infrastructure to achieve business results and succeed in your digital journey.

### TOPICS TO BE COVERED

- Leading in the Digital Age
- Digital Execution Strategies
- Structuring the Implementation Strategies of Digital Transformation in an Organisation

**DAY TWO** will cover digital strategy and analytics, helping you understand the entire digital ecosystem and discover monetisation strategies as we explore different digital platforms and how you can replicate their success factors. Discover the various sources of data, both within and outside your organisation, and how big data can give you and your organisation a strategic advantage.

We will also look at how the finance function can be transformed, including highlights on technologies with the most impact on finance. You will gain an understanding of methodologies and technologies that finance officers can quickly leverage on to speed up finance processes and advance in new skill sets required for finance transformation. This will help add value to the finance time spent on delivering business insights for effective decision-making.

### TOPICS TO BE COVERED

- Digital Strategy & Analytics
- Transforming the Finance Function

**DAY THREE** introduces digital marketing strategies where you will learn timeless marketing fundamentals to guide your decision-making both online and offline. You will get to see how digitalisation changes customer decision-making and what this means for your brand. You will then be introduced to emerging business models and new approaches to market strategy and to master these new technologies to connect with your customers.

Thereafter, we will cover the very important area of managing talent, and understand how digital technologies and business models are radically changing the talent requirement across industries. You will learn how to work at ensuring a sufficient pool of talent to support your digitisation efforts as well as to identify and groom talent to support your organisation's digital strategy.

### TOPICS TO BE COVERED

- Digital Marketing Strategies
- Managing Talent in Digital Transformation

## THE LEARNING EXPERIENCE

- The sessions will be conducted virtually over three days.
- Join us from anywhere via state-of-the-art technology. The programme will be delivered in real-time (live) sessions and led by our experienced facilitators.
- We bring experiential classroom experience to you through built-in collaboration tools.
- Participants can login to their respective sessions by clicking on the link provided, which will be sent via email at least 24 hours before commencement of the webinar.
- Participants are requested to switch on their video during the webinar. This is compulsory to encourage interaction.

## TIME KEEPING AND BREAKS

- Please observe the start times of sessions and end times of breaks throughout the webinar to ensure that the sessions proceed smoothly according to the stipulated time.

## PRESENTATION SLIDES AND HANDOUTS

- The presentation slides and handouts will be available electronically after the webinar. Please note these are for personal use only and are not for wider distribution.

## DAY 1: PROGRAMME OUTLINE

8.30 am PARTICIPANTS LOGIN TO JOIN THE WEBINAR

9.00 am **1. THE BIG PICTURE**

- Sets the tone for the programme by charting the evolving landscape of the digital economy and the developments disrupting organisations.
- See how MIA's digital initiatives, specifically the MIA Digital Technology Blueprint and MIA's related survey and findings, can support your digital transformation.

FACILITATED BY

**RASMIMIRAMI** Executive Director, Digital Economy, Reporting & Risk10.00 am **2. LEADING IN THE DIGITAL AGE**

- Enhance your capabilities and strengths to become an effective leader in the digital age.
- Identify and address your weaknesses in the digital leadership space.
- Understand how to collaborate, motivate, influence, and build teams in the virtual space.
- Formulate a personal leadership plan for leading in the digital age.

FACILITATED BY

**CHARITVT** Group Chief Financial Officer (RETIRED), Axiata Group Berhad

11.00 am BREAK

11.15 am **3. DIGITAL EXECUTION STRATEGIES**

- Develop a clear roadmap to execute your digital business transformation strategy.
- Acquire the capabilities to partner with other organisations to succeed in your digital journey.
- Identify fast and effective implementation methodologies.
- Actively manage people, processes, data, and infrastructure to achieve business results.

FACILITATED BY

**DR FAROUK ABDULLAH** Chief Executive Officer, Natural Intelligence Solutions12.15 pm **4. STRUCTURING THE IMPLEMENTATION STRATEGIES OF DIGITAL TRANSFORMATION IN AN ORGANISATION**

- What was the process needed to structure and maintain an efficient digital transformation?
- How did the role of digital leadership drive transformation and overcome challenges?
- Do companies need to set long term digital transformation strategies to ensure the sustainability of the business?

FACILITATED BY

**RAJA SEGARAN** Head, Strategy & Research, Malaysia Digital Economy Corporation

1.15 pm END OF DAY 1

## DAY 2: PROGRAMME OUTLINE

8.30 am PARTICIPANTS LOGIN TO JOIN THE WEBINAR

9.00 am **5. DIGITAL STRATEGY & ANALYTICS**

- Explore the different digital platforms, and see how you can replicate their success factors.
- Understand the entire digital ecosystem and discover monetisation strategies.
- Learn how big data can give you and your company a strategic advantage.
- Discover the various sources of data, both within and outside your organisation.

FACILITATED BY

**MOHDAZHAM HASSAN** Data Analytics Consultant

11.00 am BREAK

11.15 am **6. TRANSFORMING THE FINANCE FUNCTION**

- Highlights technologies that will have the most impact on finance and the organisation's digital conversion.
- Empower finance officers to quickly leverage on technologies to speed up finance processes.
- Acquire new skill sets required for organisational finance transformation.
- Add value to time spent by finance in delivering business insights to the organisation.

FACILITATED BY

**RAMESH GOPAL** Consultant and Software & Data Engineer, AlphaZetta

1.15 pm END OF DAY 2

## DAY 3: PROGRAMME OUTLINE

8.30 am PARTICIPANTS LOGIN TO JOIN THE WEBINAR

9.00 am **7. DIGITAL MARKETING STRATEGIES**

- Let timeless marketing fundamentals guide your decision-making, online and offline.
- Understand how digitalisation changes customer decision-making and what this means for your brand.
- Become familiar with emerging business models and new approaches to market strategy.
- Master new technologies to connect with your customers.

FACILITATED BY

**STEPHANIE CAUNTER** Head, Customer Strategy & Marketing, AIA Malaysia

11.00 am BREAK

11.15 am **8. MANAGING TALENT IN DIGITAL TRANSFORMATION**

- Understand how digital technologies and business models are radically changing the talent requirement across industries.
- Prepare a sufficient pool of talent to support digitisation aspects in the organisation.
- Get tips on identifying and grooming talent to support the organisation's digital strategy.

FACILITATED BY

**KOH MUIHAN** Principal Consultant, ChangeDynamics Consulting

1.15 pm END OF DAY 3 &amp; END OF PROGRAMME



**CHARI TVT**

Chari was Group Chief Financial Officer at Axiata Group Berhad until retiring in 2016. Subsequently, he has been taking senior advisory and consulting assignments, including with a listed infrastructure company in Malaysia, a global valuation company and a high-tech semiconductor fabrication company. He is a Board and Board advisory member of a telecommunications company, and an analytics and software company. Prior to the Axiata Group, he was Vice President of Sales for Asia Pacific and Japan at HP Financial Services and had served HP for over 20 years. He holds an MBA from State University of New York at Buffalo, and is a Fellow member of the Chartered Institute of Management Accountants UK, an Associate member of Institute of Chartered Accountants and the Institute of Cost and Works Accountants of India. He is an advisory member of MIA's Subcommittee and an advisor to a UK-based listed software company.

**DR FAROUK ABDULLAH**

Dr Farouk is CEO of Natural Intelligence Solutions and is a digital and analytics business leader delivering organisational transformation in large companies in the UK, Europe and South East Asia. Known as a radical thinker and a straight talker he is obsessed with bringing real change to organisations and emphasising on exponential growth. He has worked with organisations in multiple industries implementing enterprise-wide digital transformation projects, held an advisory role to C-Suites and established effective digital teams that deliver real change to organisations. Farouk's passion for digital, data and analytics has driven his belief that data and analytics must be used for the good of society. He has spoken on numerous platforms globally to underline the importance of digital, data and analytics education for our next generation.

**KOH MUI HAN**

Mui Han is Principal Consultant for ChangeDynamics Consulting and CEO for Top Voices Malaysia, and was previously with PricewaterhouseCoopers Advisory Services Malaysia. He has 12 years' experience in leading diverse broad-based management consulting and training assignments across different industries. He is co-founder of DraVA and the Primed For Success movement. He is a certified practitioner for psychometric tools—Thomas DiSC, Harrison Assessment and EQi-2.0; a certified Emotional Intelligence & Truth and Deception Training by Paul Ekman International; and a certified trainer in Active Training Techniques. He holds a Bachelor of Food Science & Technology from Universiti Putra Malaysia; an Executive Education Business Analytics and Big Data from Harvard Business School; a Certificate in Customer Analytics from Wharton Business School, University of Pennsylvania; a Certificate in Content Strategy for Professionals from Media Management Center, Northwestern University; and a Certificate in Inspiring Leadership through Emotional Intelligence from Case Western Reserve University.

**MOHD AZHAM HASSAN**

Azham was CEO of AGA Touch before venturing out as a consultant on data analytics, and has over 14 years of experience in corporate strategy and planning, as well as analytics and reporting. He was involved in the implementation of big data analytics at MCMC and Pos Malaysia, and the financial management systems at companies under the Ministry of Finance and other government agencies. Prior to AGA Touch, he served the Malaysian Communications and Multimedia Commission (MCMC) as Director of Industry Research Division, focussing on data science and analytics. He was a member of the team that prepared the NFCP Operations Room, the National Digital Infrastructure Lab's Subject Matter Expert team that developed JENDELA, and had coordinated COVID-19 analytics related projects. Prior to MCMC, he was Assistant Vice President of Commercial Operations at Pos Malaysia, and was the first Project Manager for big data programmes when it was looking to unlock commercial value from the data it was capturing. Before Pos Malaysia, Azham served with Prokhas, Maybank and BASF. He is also a trainer for Industry 4.0 foundation programme.

**RAJA SEGARAN S. NARAYANASAMY**

Raja is the Head of Strategy & Research at Malaysia Digital Economy Corporation (MDEC). He has 20 years of experience in business planning, strategy, programme and transformation management, stakeholder management, business development and marketing with almost 10 years in management consulting. At MDEC, he led the development of various national macro-strategies and roadmaps for the country's digital economy. He sits in several national level platforms, committees and task forces to help the country to shape strategies and policies. This includes the High Level Task Force led by MITI that developed and implemented INDUSTRYFWD, the National Industry 4.0 Policy Framework. Prior to MDEC, he was a Director with Ernst & Young Advisory, where he led the set-up and management of several medium to large transformation offices for various clients in the public and private sectors. Raja is an Associate Faculty Member of the Othman Yeop Abdullah Graduate School of Business of Universiti Utara Malaysia, and a member of the Industry Advisory Panel of Universiti Malaysia Pahang's MBA Programme. He is an Associate Fellow of the Malaysian Institute of Management.

**RAMESH GOPAL**

Ramesh is a Consultant and Software & Data Engineer at AlphaZetta. He has worked in the software industry for over 20 years and has worked seriously with data for the last 5 as a data engineer. He does a lot of work with data using time-series analytics in financial markets and mainly uses and prefers open source tools to do that. His experience include initiating and incubating fintech startups; creating special situations private funds; mentoring technology startups, including assisting in fundraising; as well as managing and providing technical consultation on software, data and analytics.

**RASMIMI RAMLI**

Rasmimi is Executive Director, Digital Economy, Reporting & Risk of MIA. She leads the digital economy initiatives in the Institute and oversees the implementation of the MIA Digital Technology Blueprint. She is also responsible for technical activities of the Institute as well as risk management and customised learning functions in MIA. She provides technical support to the Institute on MFRS, MPERS and MPSAS. She sits on various MASB working groups and task forces as well as the technical committees under the Accountant General's Department. She was a technical advisor of the International Public Sector Accounting Standards Board from 2013 to 2015 and she provided technical assistance to the World Bank Group on IFRS transition projects. She has 9 years audit experience with major firms in the UK and Malaysia and was an internal auditor with Maxis Berhad. Rasmimi is a member of MIA and a fellow member of ACCA. She graduated from University of Wales, Cardiff, UK.

**STEPHANIE CAUNTER**

Stephanie Caunter is a brand builder and natural communicator with an affinity for tech thanks to an Electrical Engineering degree. She has led cross-border teams to create brand-defining programmes and points of view such as PwC Malaysia's Building Trust Awards and Catcha Group's Wild Digital conference. Today, she is the Head of Customer Strategy and Marketing of AIA Malaysia. She is responsible in developing the company's customer strategy and driving initiatives which provide distinctive, personalised and meaningful experiences to AIA's customers. She is a Diversity and Inclusion advocate who used to write a monthly personal column in The Edge Malaysia, called 'Changing Hats' on managing career and family. She enjoys speaking and moderating at events, mentoring young talent, and runs to de-stress.

## REGISTRATION PROCESS



- To view more events and download the full brochure, please visit: [pd.mia.org.my](http://pd.mia.org.my)
- Search and select the event
- Click 'Register' to experience the new system by continuing with the respective steps below:

## EXISTING USER



## NEW USER



For any assistance, please call (8.45am-5.30pm, Monday-Friday)

**MIA Help Desk @ 603-2722 9000**

## TERMS &amp; CONDITIONS FOR WEBINARS

## WEBINAR FEE

- Fee is payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS
- For selected webinars, the fee includes e-materials.
  - Individual Registration:** Full payment shall be made at the point of online registration.
  - Corporate Registration:** Full payment shall be made within thirty (30) days from the date of the Invoice or 1 day before the webinar, whichever earlier.

- Access to join the webinar shall be granted only upon full payment as per the above requirement.

## WEBINAR ACCESS LINK

- The Access Link will be emailed at least 24-hours before the commencement of the webinar.
- The Access Link is unique and should not be forwarded/shared with others.

## PAYMENT MODE

- Payment must be made through the **electronic channels i.e. online payment via the MIA member service portal and electronic fund transfer (EFT)**.
- Payment by **cash and cheque is NOT ACCEPTABLE** effective from 1 January 2022.

## CANCELLATION

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- For written cancellation received with minimum seven (7) days' notice from the date of the webinar, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the webinar, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the webinar or for participants who failed to join the webinar. Unpaid registrations will also be liable for full payment of the registration fee.
- Replacing registered participants is not allowed.
- Paid registration that is cancelled can opt to transfer the paid amount to future event(s) after deducting any applicable administrative charges.
- The transfer request to future event(s) should be confirmed by Corporate/Individual within three (3) days after cancellation otherwise the cancellation will be confirmed with refund action. Transfer request will not be entertained after the refund is processed.
- Corporate/Individual is required to top-up the balance amount if the amount to be transferred to the future event is insufficient.
- Any excess amount after transfer will be refunded to the Corporate/Individual's bank account as provided in the EFT form.
- Corporate/Individual is required to provide the EFT form each time when a refund is requested.

## PARTICIPANT'S CLASSIFICATION AND INFORMATION

Category: Corporate/Individual

- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.
- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

## METHODOLOGY, CERTIFICATE OF ATTENDANCE AND CPE CREDIT HOURS

- Live Q&As, quick polls/surveys will be carried out throughout the

webinar.

- For selected webinars, pre and/or post course materials will be shared with participants.
- Self-assessment quizzes at the beginning as well as at end of the webinar will be given to enable participants to self-evaluate themselves on their learning performance and level of understanding of the programme content.
- Participants will be issued with an e-certificate of attendance and awarded CPE credit hours upon strict compliance of the following terms:**
  - Remain logged in at least 80% of the time allocated for the webinar,**
  - Submit the post-course evaluation on learning outcome within 3 days after the completion of the webinar (late submission of the post-course evaluation will not be entertained).**
- CPE credit hours will be credited into the MIA Member Services Portal within 14 days of the webinar for participants who have complied with all terms and conditions stipulated herein.
- Listening to pre-recorded webinar and/or reading from past webinar e-material shall not qualify as structured CPE credit hours.

## COPYRIGHT

The materials of the webinar shall not be disclosed or used in any manner, either wholly or partially against any other parties and/or used in any manner, either wholly or partially as a defence by you and/or any other parties under any circumstances. The participants are therefore prohibited from reproducing any materials of this programme. All copyright and/or intellectual property rights in any relevant materials produced in this Programme will remain with the party who produced such materials.

MIA disclaims responsibility for the materials of this programme. Neither the MIA, its Council or any of its Boards or Committees nor its staff shall be responsible or liable for any claims, losses, damages, costs or expenses arising in any way out of or in connection with any persons relying upon the materials provided during the webinar.

## DATA PROTECTION

Information given by the participants to MIA is true, accurate and to the best of their knowledge. The participants have read and agreed with the Privacy Notice as stated on MIA's official website and therefore, allow MIA to collect, process, store and use the participants' data other than what is provided under the Personal Data Protection Act 2010.

## EXCLUSION OF LIABILITY

This webinar shall not constitute an endorsement of the speaker(s) by MIA and MIA shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the webinar's participants.

## DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s), time(s) and to cancel the webinar should circumstances beyond its control arise. MIA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.

## WEBINAR FEES

Member/Member Firm | RM 3,450

Non-member | RM 4,500

*Preferred Payment: Pay with MIA-CIMB Affinity Credit Card*

## WEBINAR DETAILS &amp; REGISTRATION

27 – 29 June 2022 (Monday to Wednesday)

9.00 am – 1.15 pm

Day 1 : 27 June 2022 (Monday)

Day 2 : 28 June 2022 (Tuesday)

Day 3 : 29 June 2022 (Wednesday)

Contact : Maken

Tel : 03 2722 9260

Fax : 03 2722 9009

Email : [sp@mia.org.my](mailto:sp@mia.org.my)

Address : Malaysian Institute of Accountants

Dewan Akauntan

Unit 33-01, Level 33, Tower A

The Vertical, Avenue 3

Bangsar South City

No. 8, Jalan Kerinchi

59200 Kuala Lumpur