LEADERSHIP PROGRAM

MyDIGITAL

ASIASchool of Business
in collaboration with MIT Sloan Management
Iclif Executive Education Center

EXECUTIVE DIGITAL
LEADERSHIP PROGRAMME

with Technology Immersion Partners such as Microsoft, IBM, Shopee and Amazon Web Services

COHORT 5 REGISTRATION IS OPEN NOW!
ONLY 3 DAYS OF IN-PERSON CLASSES PER MONTH

Part 1: 02 - 27 Sept 2024
Part 2: 30 Sept - 25 Oct 2024
Part 3: 28 Oct - 11 Nov 2024

HRD CORP CLAIMABLE

EXCITING SCHEMES AVAILABLE!!

- **Incentive** schemes for Malaysians of up to **50%** of the program fees
- **HRD Corp claimable** for a portion of the remaining fee
- Weekly learning materials from MIT Horizon

PROGRAM OVERVIEW

A 3-part Executive Digital Leadership Programme (EDLP) co-developed with the Ministry of Economy and MyDIGITAL Corporation to unleash digital leaders who have the right skills and knowledge to navigate through the complexities of digital transformation and drive change from the top down.

01 Designed for leaders from any field in both the public and private sectors including start-ups and SMEs

02 Blended learning - 75% in-person and 25% online learning

03 9 days of in-person training

04 26 modules covered in total

05 Learning through presentations, group discussions, case studies and experiential learning methods

06 Guest lectures by Technology Immersion Partners - Microsoft, Google, IBM, Amazon Web Services and Shopee

07 Weekly learning materials from MIT Horizon

08 Online clinics with Microsoft on Digital Roadmaps (by appointment only)

09 Review of Digital Roadmaps by Technology Immersion Partners

10 Taught by experts in the fields of digitalization, cybersecurity, leadership and management

11 Highlights recent innovations and trends

Acceptance into this program is subject to passing an assessment to gauge applicants' basic knowledge of digitalization and leadership.

INCENTIVE SCHEME

To encourage private sector involvement, the Ministry of Economy and MyDIGITAL have curated an incentive scheme for Malaysian citizens as outlined below.

Incentive Scheme	Incentive
For Malaysian citizens working in start-up companies & SMEs, including experienced professionals who are currently in between jobs	50% of program fees
For Malaysian citizens working in Malaysian-based companies including multinationals, government-linked corporations (GLCs), and similar entities	25% of program fees

PROGRAM JOURNEY

A 3-part journey:

Part 1: **02 - 27 September 2024** — (Blended learning - 3 days of in-person learning, 17 days of online learning)

Part 2: **30 September - 25 October 2024** — (Blended learning - 3 days of in-person learning, 17 days of online learning)

Part 3: **28 October - 11 November 2024** — (Blended learning - 3 days of in-person learning, 7 days of online learning and in-person presentation of digital roadmap on 11 November 2024)

WHO SHOULD ATTEND

- Government officers holding leadership roles in their ministries
- Chief Executive Officers
- Chief Technology Officers
- Heads of Departments
- Senior Management
- Anyone interested in Digital Transformation

PROGRAM FEE

RM 24,660 (subject to SST) *

* Fees displayed are before the incentive scheme and HRDC approval for qualified applicants (Terms and Conditions Apply)

PROGRAM JOURNEY

In-Person @ ASB	Online with MIT Horizon

Part 1**

2 Sept	• The Digital Landscape • Digital Strategy & Vision	• Sanjay Sarma • Sam Flanders
3 Sept	• Setting the Right Tone at the Top • Data Driven Decision Making	• Sanjay Sarma • Ong Shien Jin
4 Sept	• Legal, Ethical and Social Implications	• Elsa Satkunasingam
5 - 6 Sept	• Digital Transformation	• MIT Horizon
9 - 13 Sept	• Developments in Augmented and Virtual Reality	• MIT Horizon
16 - 20 Sept	• Managing Security Risks of the Internet-of-Things	• MIT Horizon
23 - 27 Sept	• Digital Transformation through Cloud Computing	• MIT Horizon

Part 2**

30 Sept	• Digital Transformation Leadership – Building a Digital Mindset	• Muhammad Sabri Rawi • Thun Thamrongnawasawat
1 Oct	• Creating a Culture of Innovation & Technology • Digital Innovation Culture	• Muhammad Sabri Rawi • Thun Thamrongnawasawat • Amazon Web Services
2 Oct	• Robotic Process Automation for Business	• IBM
3 - 4 Oct	• How Big Data Analytics is Used Today	• MIT Horizon
7 - 11 Oct	• Benefits and Limitations of Blockchain	• MIT Horizon
14 - 18 Oct	• Artificial Intelligence and Future Developments	• MIT Horizon
21 - 25 Oct	• Recent Developments in 5G and its Future	• MIT Horizon

Part 3**

28 Oct	• Leading and Building Teams in a Digital World	• Sheila Singam
29 Oct	• Digital Leadership: Enhancing External Perception & Engagement • Digital Marketing	• Sheila Singam/Joanna Ambrose • Shopee
30 Oct	• Cybersecurity & Risk Management	• Clement Arul
31 Oct - 1 Nov	• Robotics	• MIT Horizon
4 - 8 Nov	• How Companies Can Use Technology to Manage Sustainability	• MIT Horizon
11 Nov	• Presentation of Individual Digital Roadmaps	• EDLP Participants

LEARNING OUTCOMES

Identify Essential Trends:
Understand and analyze current digital trends and technologies that are shaping the digital landscape, such as artificial intelligence, Internet of Things (IoT), blockchain, and cloud computing.

Recognize Digitalization Opportunities:
Identify digital transformation opportunities available by recognizing potential areas in their organization or business where digitalization can be implemented to improve efficiency, customer experience, and overall performance.

Assess Potential Solutions:
Evaluate Digital Solutions and assess different digital tools, platforms, and software available in the market to make informed decisions on which solutions best align with their specific needs and objectives.

Develop Effective Strategies:
Formulate comprehensive digital strategies and roadmaps that align with organizational goals and adapt to the changing digital landscape.

Overcome Digitalization Challenges:
Anticipate and overcome common challenges associated with digitalization, such as resistance to change, integration issues, and data privacy concerns, or any human resource issues.

PROGRAM FACULTY

Prof. Sanjay Sarma is the Chief Executive Officer, President and Dean of the Asia School of Business, and a Professor in the Department of Mechanical Engineering and the Sloan School of Management at MIT. He was the Vice President for Open Learning at MIT for nearly 10 years, during which he oversaw OpenCourseWare and led the creation of MITx, MicroMasters, the MIT Integrated Learning Initiative and the Jameel World Education Lab.

As a researcher, he co-founded the Auto-ID Center at MIT and developed many of the key technologies behind the EPC suite of RFID standards now used worldwide. He was also co-founder and CTO of OATSystems, which was acquired by Checkpoint Systems (NYSE: CKP) in 2008. Between 2010 and 2012, Prof. Sanjay led MIT's team to establish the Singapore University of Technology and Design. He has served on the boards of several companies including Hochschild Mining (LON: HOC — until 2021), Aclara Resources (TSE:ARA –since 2021), GS1US, EPCglobal, CleanLab and several startups.

Prof. Sanjay received his Bachelors from the Indian Institute of Technology, his Masters from Carnegie Mellon University and his PhD from the University of California at Berkeley. Prof. Sanjay worked at Schlumberger Oilfield Services in Aberdeen, UK, at Lawrence Berkeley Labs and at OATSystems. His current research interests are Internet of Things, street scanning, sensing, RFID, autonomy, cybersecurity, logistics, manufacturing and education. He is the author of 3 books including The Inversion Factor, Grasp, and Workforce Education

Prof. Ong Shien Jin is a Professor of Practice at the Asia School of Business (ASB). His research interests are in Finance & Analytics. Prof. Shien Jin's background spans finance, tech & academia. He started his career as a Quantitative Strategist at Goldman Sachs Asset Management Fixed Income, specializing in mortgage-backed securities.

After Goldman Sachs, he joined the tech industry as Special Assistant to the CEO at JobStreet.com, the #1 online job portal in South-East Asia. Prior to ASB, he was a Visiting Senior Research Fellow at the National University of Singapore (NUS). Prof. Shien Jin holds a Ph.D. in Computer Science from Harvard University and a Bachelor of Science in Mathematics from MIT.

Dr. Sam Flanders is an Assistant Professor of Economics at the Asia School of Business and an International Faculty Fellow at MIT. His research interests include applied microeconomic theory, industrial organization, and empirical microeconomics.

His research focuses on matching theory–the study of how firms and workers, schools and students, and romantic partners, among others, match to one another.

Dr. Flanders received his Ph.D. in Economics from The University of North Carolina, Chapel Hill, where he is a member of the Royster Society of Fellows. Previously, he was an Assistant Professor at the Mihaylo College of Business and Economics, CSUF.

PROGRAM FACULTY

Muhammad Sabri Rawi is Senior Lecturer at Asia School of Business. Sabri holds a Master's Degree in English from Portland State University, USA and obtained his Certificate in Coaching from University of Malaya Centre for Continuing Education. As an accredited coach with the Canadian Coaching Council, Sabri has distinguished himself as a Mastercoach from close to two decades of honing his skills in leadership training in multiple industries which include pharmaceutical, manufacturing, plantation, automotive, oil & gas, FMCG, GLC and the public sector. Sabri's forte includes Leadership & Learning industry design, development & delivery of leadership training courses.

Sabri has enjoyed an illustrious career with extensive stints in Corporate Communications, Media Relations, Project Management, Human Resource Management which includes Job Evaluation & Manpower Planning, Learning Intervention & Learning Assessment.

A fast track performer, he rapidly catapulted into increasingly challenging & evolutionary roles in his vast career experience. He has spearheaded management excellence through continuous education & mindset change under the portfolio of Leadership Mindset Change. He was instrumental in developing Petronas' Global Leadership Learning Series, and a myriad of initiatives for the nation's oil company, which included: Strategic Communications, Media Relations, Project Management and Human Resource Management. Apart from clients in the oil and gas industry, Sabri has also experience working with clients from FMCGs, GLCs and both the finance and public sector.

Sabri is able to quickly contextualize his coaching discussions in a manner that most would find helpful and practical.

Dr. Thun Thamrongnawasawat (Tan), as he likes to be called, is one of the foremost experts on dissecting complex management and business models and cascading them for easy implementation by companies across different industries. His innovative B.A.S.E. model has inspired numerous organizations to transform. He's the author of the Brain-Based Leadership book series (2013 - 2016), a bestselling The Leadership Journey (2018) and a regular newspaper columnist. In 2015, Dr. Tan was the recipient of World HRD Congress's "Global Coaching Leadership Award" and named "Consultant of the Year" by the Ministry of Industry, Thailand.

Dr. Tan began his career at the Boston Consulting Group before holding a series of management positions at global pharmaceutical companies including Merck Ltd and Colgate Palmolive. He joined the Slingshot Group in 2009 as a Principal Partner, where he specialized in neuroscience of leadership, leading change, strengths-based development, strategic thinking and executive coaching. Over the decades, he has worked with over 100 national & international companies including Nestle, HSBC, Biersdorf, GlaxoSmithKline, Bristol-Myer Squibb and BMW.

Dr. Tan grew up in Thailand and currently lives in KL, Malaysia. Outside of Asia, he spent 16 years in three other continents and holds MSc and PhD degrees from the University of Illinois at Urbana-Champaign, including an ExMSc in neuroleadership. His passion is to help leaders use what we know about the brain to unleash people's potential.

PROGRAM FACULTY

Dr. Elsa Satkunasingam is a Senior Business Development Adviser, Corporate Governance & Sustainability at the Iclif Executive Education Center at Asia School of Business. She conducts training and research in corporate governance for financial institutions and companies. She was formerly the Deputy General Manager, Corporate Secretariat Division at the Malaysia Deposit Insurance Corporation (PIDM) specializing in research and training on corporate governance and compliance. Prior to that she was the head of the Corporate Governance Department at Bursa Malaysia and was involved in the development of corporate governance and sustainability programs and publications. She has also published several book chapters and journal articles in the area of corporate governance. She holds a PhD from Monash University and a Master of Laws and Bachelor of Laws from University Malaya.

Dr. Clement Arul is the Founder, CEO of Cybertronium. A seasoned cybersecurity Consultant and a CISO-as-a-Service expert for many multi-national and leading IT companies in APAC region. He is ranked at #2 in the Global Top Cybersecurity professional listing of IFSEC Global,UK

Dr. Clement is a Principal Technology Architect & Security Professional with Twenty-Four (24) years of IT experience in Offensive & Defensive Hacking, Cyber Security Framework, Security Risk & Governance, Systems Analysis, Security Operation Center, Cyber Threat Intelligence, Secure Coding, Implementation, Digital Forensics and Project Management.

As a security influencer, Dr. Clement pioneers in to technologies and brings value to his customers and security to their infrastructure. Endpoint Detection and Response (EDR), SOAR, XDR was introduced to Malaysian market by Dr. Clement through his SOC 2.0 design and implementation of Regional SOC. In early 2021, he evangelized the need of Firmware Security and launched Malaysia First Firmware Vulnerability Management service as part of the Cybertronium Consulting and Assessment services.

As an evangelist and technopreneur, Dr. Clement found that Cybersecurity certification courses are expensive and not affordable by many in ASEAN region. From his technical expertise and with his team of experts, Dr. Clement created Certification courses that are 100% hands-on, deep dive and affordable, a combination that is very hard to find. Cybertronium today has 10 Certification courses that are ISO 17024 certified and mapped to NICE & MITRE Frameworks and taken by students across ASEAN and OIC countries.

As a Cloud technology enthusiast, Dr. Clement saw the potential of cloud and the security challenges that came with it for companies small and big. Cybertronium launched its Cloud Detection and Response (CDR) and Cloud Security Posture Management (CSPM) services that harden organizations' Cloud security posture against attacks and ensure cloud threats are contained with 24x7 Cloud Monitoring, tailored alerting and guided Response across IaaS and SaaS resources on Microsoft Azure, Huawei, and AWS.

Dr. Clement has won many awards in his area of expertise globally and nationally.

Sheila Singam has been conducting transformational programs across a variety of industries for the past 17 years.

She has an Honours degree in Mathematics and Chemistry and a Diploma in Education from University Malaya as well as a Post-Graduate Diploma in Innovation and Design Thinking jointly delivered by MIT Horizon Sloan, Columbia Business School and Tuck School of Business. She is also a Trainer of Neuro Linguistic Programming and NLP Coaching certified by the American Board of Neuro Linguistic Programming and a Trainer of Time Line Practitioner certified by the Time Line Therapy® Association in addition to being a certified trainer by the Human Resource Development Fund (HRDF) under Malaysia's Ministry of Human Resources.

Sheila is much sought after for her training and presentation skills and has been featured on talk shows on Malaysian television stations on Astro and on the country's most popular business radio station, BFM89.9, where she has a monthly series on Biz Bytes. She is also a columnist for The Star.

INVITED SPEAKER

Joanna Ambrose has evolved as a brand communications and digital marketing professional over the span of nearly a decade.

She has an Honours degree in Psychology from HELP University and is certified in Applied Behavioural Analysis (ABA) therapy. She is also a practitioner of Neuro Linguistic Programming (NLP) and Time Line Therapy® certified by the American Board of NLP and the Time Line Therapy® Association respectively. In addition, she has a certificate in digital marketing jointly conducted by MIT Horizon Sloan, Columbia Business School, and Tuck School of Business.

A strong believer of continuous learning & growth, she is also currently pursuing a certification in brand management by the University of London and the London Business School.

Her career has spanned across broadcast communications, public relations, digital marketing, social media, and content development as well as corporate training for a diverse portfolio of clients across different industries. In addition to spearheading communications and digital strategies for Human Equation, she has planned and executed effective PR and integrated communications strategies for high-profile clients including Netflix, 11street (now known as PrestoMall), Poh Kong, Sunway Medical, Capital Markets Malaysia, RYTHM Foundation as well as Tourism Selangor, the Department of Statistics Malaysia and various other clients in industries ranging from medical, business, entrepreneurship, technology, entertainment, human capital development, social impact, luxury brands & more.

As a trainer, she has conducted research and training on culture change with MCIS Life during their rebranding exercise. She has also co-facilitated various programmes including Storytelling for Social Media with SME Bank, Stakeholder Engagement for RHB, Meaningful Conversations with Danajamin and Deleum, to name a few.

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