EXECUTIVE DIGITAL LEADERSHIP PROGRAMME

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

COHORT 4 REGISTRATION IS OPEN NOW!
ONLY 3 DAYS OF IN-PERSON CLASSES PER MONTH

Part 1: 01 - 26 July 2024
Part 2: 05 - 30 Aug 2024
Part 3: 02 - 30 Sept 2024

CAN’T MAKE THOSE DATES? REGISTER FOR COHORT 5 NOW!
Cohort 5: 01 September - 11 November 2024
Head on over to asb.edu.my to register now!

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
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, 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.

<table>
<thead>
<tr>
<th>Incentive Scheme</th>
<th>Incentive</th>
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</thead>
<tbody>
<tr>
<td>For Malaysian citizens working in start-up companies &amp; SMEs, including experienced professionals who are currently in between jobs</td>
<td>50% of program fees</td>
</tr>
<tr>
<td>For Malaysian citizens working in Malaysian-based companies including multinationals, government-linked corporations (GLCs), and similar entities</td>
<td>25% of program fees</td>
</tr>
</tbody>
</table>

**PROGRAM JOURNEY**

A 3-part journey:

- **Part 1:** 01 - 26 July 2024 (Blended learning - 3 days of in-person learning, 17 days of online learning)
- **Part 2:** 05 - 30 August 2024 (Blended learning - 3 days of in-person learning, 15 days of online learning)
- **Part 3:** 02 - 30 September 2024 (Blended learning - 3 days of in-person learning, 15 days of online learning and in-person presentation of digital roadmap on 30 September 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

## Part 1**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Jul</td>
<td>The Digital Landscape</td>
<td>Robin Speculand</td>
</tr>
<tr>
<td></td>
<td>Setting the Right Tone at the Top</td>
<td></td>
</tr>
<tr>
<td>2 Jul</td>
<td>Digital Strategy &amp; Vision</td>
<td>Sam Flanders</td>
</tr>
<tr>
<td></td>
<td>Data Driven Decision Making</td>
<td>Ong Shien Jin</td>
</tr>
<tr>
<td>3 Jul</td>
<td>Legal, Ethical and Social Implications</td>
<td>Elsa Satkunasingam</td>
</tr>
<tr>
<td>4 - 5 Jul</td>
<td>Digital Transformation</td>
<td>MIT Horizon</td>
</tr>
<tr>
<td>8 - 12 Jul</td>
<td>Developments in Augmented and Virtual Reality</td>
<td>MIT Horizon</td>
</tr>
<tr>
<td>15 - 19 Jul</td>
<td>Managing Security Risks of the Internet-of-Things</td>
<td>MIT Horizon</td>
</tr>
<tr>
<td>22 - 26 Jul</td>
<td>Digital Transformation through Cloud Computing</td>
<td>MIT Horizon</td>
</tr>
</tbody>
</table>

## Part 2**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - 9 Aug</td>
<td>How Big Data Analytics is Used Today</td>
<td>MIT Horizon</td>
</tr>
<tr>
<td>12 Aug</td>
<td>Digital Transformation Leadership – Building a Digital Mindset</td>
<td>Muhammad Sabri Rawi</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thun Thamrongnawasawat</td>
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<tr>
<td>13 Aug</td>
<td>Creating a Culture of Innovation &amp; Technology</td>
<td>Muhammad Sabri Rawi</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thun Thamrongnawasawat</td>
</tr>
<tr>
<td>14 Aug</td>
<td>Robotic Process Automation for Business</td>
<td>IBM</td>
</tr>
<tr>
<td>19 - 23 Aug</td>
<td>Benefits and Limitations of Blockchain</td>
<td>MIT Horizon</td>
</tr>
<tr>
<td>26 - 30 Aug</td>
<td>Artificial Intelligence and Future Developments</td>
<td>MIT Horizon</td>
</tr>
</tbody>
</table>

## Part 3**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Sept</td>
<td>Leading and Building Teams in a Digital World</td>
<td>Sheila Singam</td>
</tr>
<tr>
<td>3 Sept</td>
<td>Digital Leadership: Enhancing External Perception &amp; Engagement</td>
<td>Sheila Singam/Joanna Ambrose</td>
</tr>
<tr>
<td></td>
<td>Digital Marketing</td>
<td>Shopee</td>
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<tr>
<td>4 Sept</td>
<td>Cybersecurity &amp; Risk Management</td>
<td>Clement Arul</td>
</tr>
<tr>
<td>9 - 13 Sept</td>
<td>Recent Developments in 5G and its Future</td>
<td>MIT Horizon</td>
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<tr>
<td>16 - 20 Sept</td>
<td>Robotics</td>
<td>MIT Horizon</td>
</tr>
<tr>
<td>23 - 27 Sept</td>
<td>How Companies Can Use Technology to Manage Sustainability</td>
<td>MIT Horizon</td>
</tr>
<tr>
<td>30 Sept</td>
<td>Presentation of Individual Digital Roadmaps</td>
<td>EDLP Participants</td>
</tr>
</tbody>
</table>
1. The agenda in Part 1 to 3 is subject to change.
2. Participants will access MIT Horizon online learning materials and complete Knowledge Checks after each topic.
3. Microsoft will conduct online consultation clinics for participants’ roadmaps. The consultations will be based on the availability and pre-scheduled time of Microsoft’s experts.
4. Participants will present their digital roadmaps to ASB faculty and Technology Immersion Partners.

**Notes:**

**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**

**Robin Speculand** lives and breathes strategy and digital implementation. He supports C-Suite and Boards in transforming their organizations and is well known for his innovative approach and passionate delivery. He is the founder and CEO of Bridges Business Consultancy Int and the co-founder of the Strategy Implementation Institute.

He is a TEDx presenter, Thinkers50 co-nominee with Piyush Gupta, DBS, CEO, a Peter Drucker presenter, and constantly a Top 10 Global Guru. As a best-selling author, he has written nine books including: World’s Best Bank: A Strategic Guide to Digital Transformation, available in seven languages and Implement: Doing it Right in a Digital World.

**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.
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.
**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.


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.
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.
To learn more, contact ExecEd@asb.edu.my

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