



**18-19 NOVEMBER 2020**  
9.00AM - 1.00PM

**EVOLUTIONARY CHANGE TO  
REVOLUTIONARY IMPACT**

REIMAGINING A NEW WORLD POST COVID-19

**KEY TAKEAWAYS – DAY 1 – 18 NOVEMBER 2020**



**HEALTHCARE IS  
WEALTH CARE!**

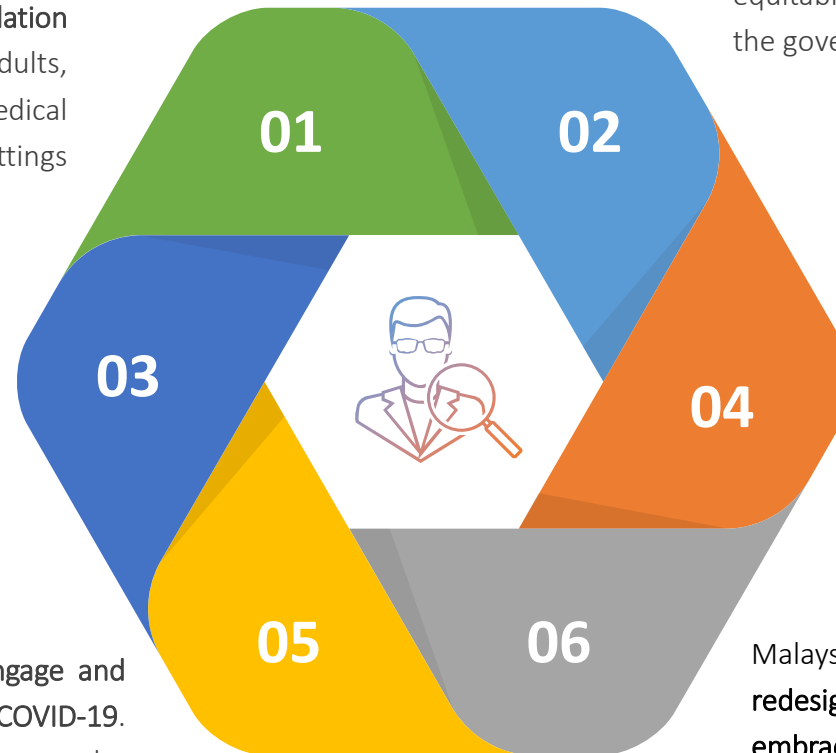
**Professor Dato' Dr. Adeeba Kamarulzaman**

Dean, Faculty of Medicine, University Malaya

More **control and support for vulnerable population** i.e. people most at risk for COVID-19 e.g. older adults, people of any age with chronic underlying medical conditions and those living in group settings (**foreign/migrant workers and detention centers**).

Malaysia's **health expenditure** is low at about 4% of the GDP when it should be between 7-8% (ref: Thailand). The investment balance is allocated for COVID-19's control and silent epidemic non communicable diseases (e.g. diabetes, obesity, cancers, etc.) i.e. primary vs preventative healthcare.

Public health experts and relevant authorities must **engage and involve all the different local communities in response to COVID-19**. It is imperative for us to understand and find the solutions to the challenges faced by those who are in vulnerable positions e.g. communities living in overcrowded group living conditions. **SOPs need to be clear and simple**; to be provided in advance and most importantly, sensible and supported with scientific evidence.



Commentators from CNN said ***"Vaccines don't work, it's vaccination that works."*** The challenge is to ensure fair and equitable distribution of vaccine to the public which requires the government to work closely with COVAC.

Covid-19 is a **game-changer** for the future of healthcare industry; digital transformation (telemedicine, digitally connected hospitals); strengthening healthcare services for the ageing population e.g. mobile nurses/clinics, importance of AI in diagnostics, biomarkers and accurate point-of-care testing.

Malaysia should continue **strengthening and redesigning its healthcare systems** while further **embracing digital technology and innovation** in healthcare even after the passing of COVID-19.



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**BOUNCING BACK FROM GLOBAL ECONOMY LOCKDOWNS**



**Budget 2021** is not only the largest budget historically i.e. RM322.5 billion — it is also one of the most contentious budgets in recent history. It is a budget for extraordinary times in the midst of a global pandemic as well as a political crisis here. The budget covered 3 main areas; the people's well-being, business continuity and economic resilience. No new taxes were introduced.



The next 4 to 5 months will see a modest pace of growth but with caution for **fragilities ahead**, as there will be a new global economic reset happening in Asia with China leading the front. This ultimately holds the key to recovery.



Individual and organisations to break the norm in embracing digital transformation to **survive 'the new normal'** in today's era of digital economy and IR4.0 by investing in digital transformation and innovation, embarking on Artificial Intelligence in the business operations, upskilling the labour's skillset to drive productivity and fostering education at all levels to be more tech savvy.



The Government to **collaborate with all sectors** to rebuild the economy with a more inclusive and sustainable approach.



**Fiscal and monetary policy** will be key to boosting **domestic demand and investor confidence**, especially as we have seen a resurgence of COVID-19 cases globally, leading to many countries' reinstatement of economic lockdowns at varying degrees.



**Recovery** is going to be all about the fine **balance between economics and epidemiology**.





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**Digital metamorphosis:**  
from caterpillar to butterfly;  
organisations need to transform their business model and product/services development with digital innovation to serve their customers better and faster. It is all about **speed**.



**Customer behaviour in digital environment;**  
identifying your future clients by having easy access, improve latency, mobility, scalability, diversification of customer base, meeting customers' needs and expectation.  
*'Your brand name is brand promise.'*



**Technology** has definitely been **democratised**, but it is still essential to have the right mindset and skill set to turn profits, and also do it all in a sustainable, ethical way that elevates even vulnerable sectors in our society.

Embrace the urgency of digital transformation; individuals / employees / organisations to upskill and reskill themselves with **digital skills**. The rise of technology evangelists and digital natives across multigenerations.  
*"Learn faster to move faster".*



While startups are digitally ready and agile in navigating the pandemic, they need more market access to big corporations to secure additional revenue to be sustainable. Finding the right business **partners** to share the same vision is vital for the company's future success.



**Opportunities for startups; E-Commerce** is now a norm. Opportunities for industries such as food security and logistics.



As **Azila Abdul Aziz** puts it, digital urgency is about **R (Resilience)** and **A (Adaptability)**





**JOHN A. SWEENEY**

*Senior Research Fellow, Westminster International University, Tashkent*



John raised such salient points on how the real value of life on the other side of COVID-19 would be learning to find that sweet spot between humanity, innovation and empathy, from all the lessons learnt.

Staying motivated, creative and agile might sound like the biggest challenge, yet so much of our resilience today is aided by unparalleled access to technology.

- C** **Curiosity**  
The most effective leaders look for ways to nurture their employees' curiosity to fuel learning and discovery.
- L** **Learning (Unlearning)**  
To navigate the complexities and the uncertainty looming around the whole business ecosystem at present amid the COVID-19 crisis and in the future, as it gets more uncertain, leaders of today and tomorrow must 'Learn, Unlearn & Relearn'.
- E** **Experimentation**  
Strategic radars, strategise with scenarios and continuous venturing.
- A** **Anticipation**  
Anticipation is the '**muscle**' that drives foresight; the art of leading by looking ahead. A leader's ability to recognize and respond to future trends and uncertainties, allowing them to assess possible results and seize opportunities is crucial
- R** **Reflection**  
Build your own "**narrative foresight**"; challenging the norm and developing transformational future narrative - a transformed image and vision of the future.

CURIOSITY

LEARNING

EXPERIMENTATION

ANTICIPATION

REFLECTION

### TSUNAMIS OF CHANGE

Today's leaders must go beyond "**agile**" mind-sets and practices and, instead, develop a **CLEAR** (Curiosity, Learning, Experimentation, Anticipation, & Reflection) leadership capability to navigate hyper-disruptive futures.



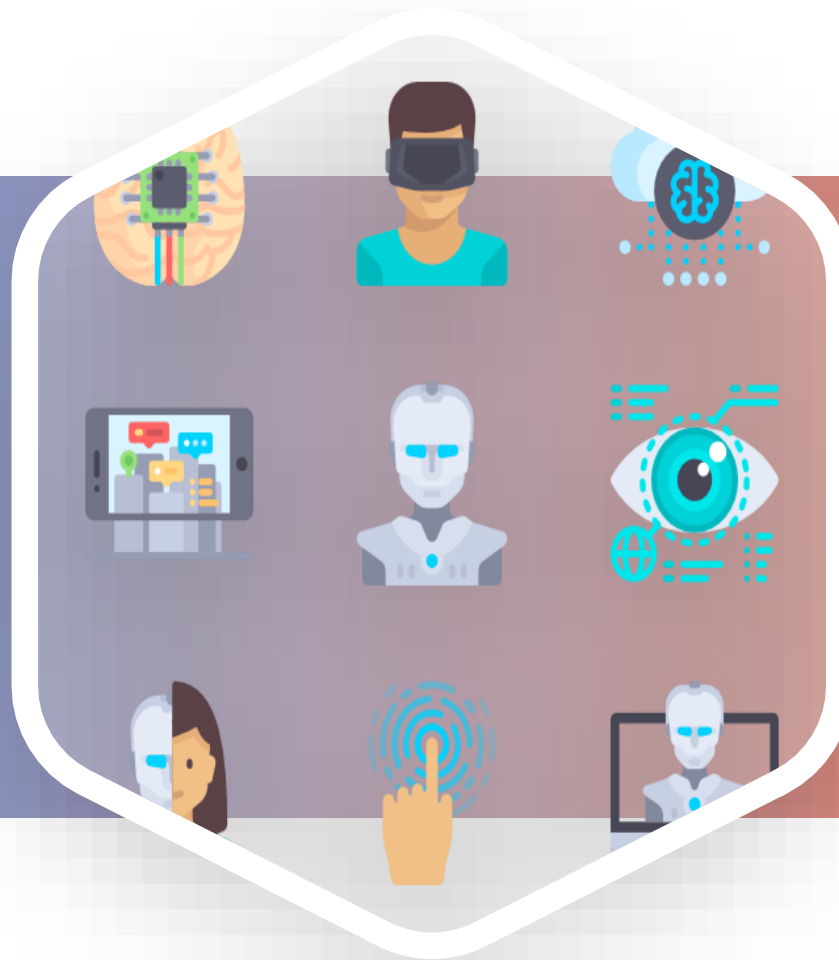
**DIANA WU DAVID**

*Best-selling author, "Future Proof: Reinventing Work in an Age of Acceleration", Founder of Future Proof Lab*

# FUTURE OF WORK

## 6 key trends for the future of work

- ✓ Multiple Careers
- ✓ Black Swan Events
- ✓ Long-Life Learning
  - ✓ AQ > IQ or EQ
- ✓ Cultural & Soft Skills
- ✓ Working with the 'bots



## Secrets of the future of work

- Your company can't save you
- Your network just replace your org chart
- You don't need to be an expert





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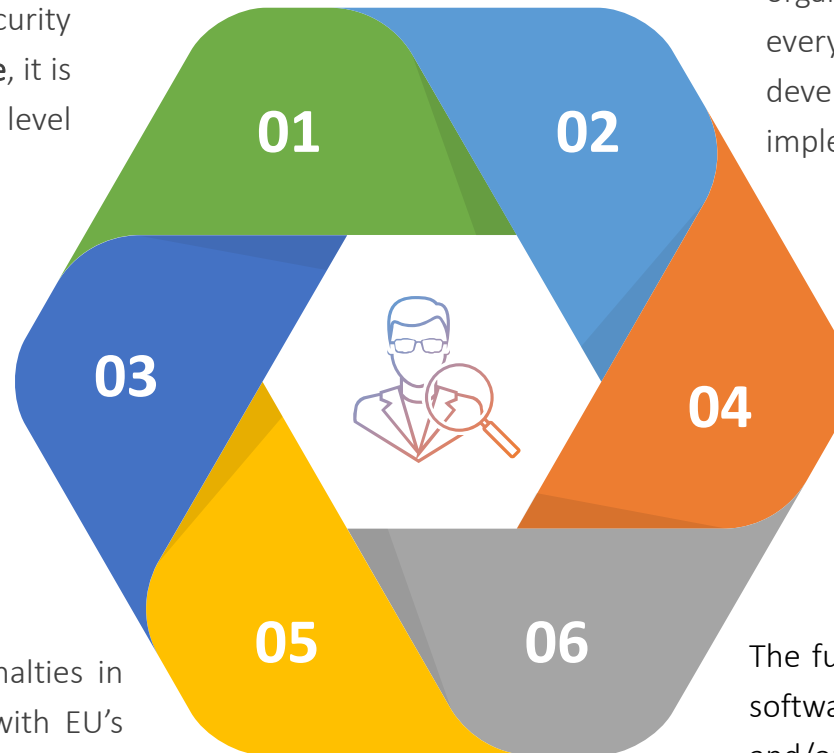
**KEY TAKEAWAYS – DAY 2 – 19 NOVEMBER 2020**



Cybersecurity is a digital extension of the physical security world. Fundamentally, **cybersecurity is Not an IT Issue**, it is a security problem. Recent proliferation of lower level hackers; 'cyber criminals work from home too'.

Focus on **awareness** and beyond; applicable to both corporations & people. **Education and/or re-education** is key. Make security fun and engaging.

Enhancing the regulation vis-à-vis scope, fines, penalties in the **data protection** law and/or regulation in line with EU's General Data Protection Regulation (GDPR) to prevent data breaches and protect corporate and personal data.



Build or design a **security culture DNA** ingrain into an organisational set-up. Instill the concept that security belongs to everyone. Establishing **safer solutions** that incorporates development, security and operations for a cost effective implementation.

The government has introduced the National Digital Network (**Jendela**), a digital infrastructure plan to meet the needs of digital connectivity and to prepare the nation for a gradual transition to 5G technology.

The future will be a **hybrid of multiple networks** coexisting with software compliments the offering through delivery of services and/or applications supporting the network; ecosystem convergence of technological and digital infrastructure.

***As Khairil Abdullah puts it "If you think cybersecurity is not an important topic, chances are you are already hacked."***





**KALA KULARAJAH**

Consultant, Egon Zehnder International



**JOANNE LEE**

Sustainable Finance Specialist, WWF International



**JOANNE KUA**

Chief Executive Officer, KSK Group & Managing Director, KSK Land



**ANDREW BRIEN**

Executive Director / Chief Executive Officer, Suria KLCC



**GABRIEL WILSON-OTTO**

Global Head of Sustainability Research, BNP Paribas Asset Management, Hong Kong



**Climate change** higher on agenda of today's and future investors. Applying a **thematic approach** allows investors to harness long-term structural growth opportunities to identify and invest in businesses that provide the right solutions for the future, while avoiding companies that fail to address challenges.



Millennials are driving sustainable investment; 95% of millennials have expressed interest in sustainable investing. **Fintech, mobile and sustainability** go hand in hand as long as technology continues to evolve. All companies need to listen these investors' demographics.



Support from the **Government** not only in setting the stage for the nation's climate agenda e.g. national framework for carbon emissions reporting, more data driven climate policies and targeted carbon emissions reduction schemes. Bring in private capital for green investment. Government to assist those sectors affected by the pandemic like Tourism and Retail sectors.



The future of shopping malls; still need to be part of social fabric. The key to business survival are planning and listening to customers. Perform consumer research. ***"Talk to the people and you will get the answers you need for you to build a sustainable future that you deserve. Listen to the people of tomorrow."***



**Future insights:** Affordable and resilient **healthcare** system, **energy** transition and **biodiversity** will be the **huge focus**. Organisations and corporations have to reinvent their businesses around circular economy for resources efficiency.



**Sustainability** will be a crucial performance driver in future. Integrating sustainability into an investment framework helps to gain valuable insights, making a more holistic investment case. ***'Sustainability should be the heart of business'.***



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**FUTURE LEADERSHIP SKILLS THAT WE NEED TODAY**



- The key to organisational sustainability (Inner strength)**
1. Choose the right leader for your organisation (a leader with integrity, competent and humility).
  2. Have a proper leadership succession plan and talent development / management.
  3. Embracing diversity.

Understand the **big picture** and aware of **noise and signal**; get used to **VUCA** and embrace **change**.

**Be transparent and maintain good communication** with your staff and business partners.



Future leaders need to be **resilient, agile** and **emphathetic**. Be a transformational leader; get your people to align and commit to the organisational direction.



**Make decisions** quickly in a crisis. A leader must be there through tough times. If you make wrong decisions, adjust quickly.



**Vulnerable & Trustworthy** : Be human, treat people like how you like people to treat you and lead the way you like to be led. f you are not getting tough and honest questions from staff, you are not getting trust from them.



As Tan Sri Tony Fernandes puts it, ***'get out there and do something about it. Your biggest most important asset is your staff. As a leader you owe it to the people, it is them who put you there in the first place.'***



**MARK STUART**

Co-Founder, Anagram Group

Mark proposed the adoption of the Leadership in a digital age (LIDA) Framework; a framework for future-proofing leaders. 4-step non-sequential framework which can be implemented all at once.

L	<p><b>Learning</b></p> <ul style="list-style-type: none"> <li>❑ Learn &amp; Relearn</li> <li>❑ Upgrade your skills so that you are future-ready</li> <li>❑ Keep abreast of new technology developments impacting your industry and company.</li> </ul>	LEARNING	Leading your firm into the future
I	<p><b>Innovation</b></p> <ul style="list-style-type: none"> <li>❖ Innovation of your products and services</li> <li>❖ Build and reward an innovative culture</li> <li>❖ Keep improving your customer experience (CX)</li> </ul>	INNOVATION	L – Leverage data
D	<p><b>Data</b></p> <ul style="list-style-type: none"> <li>➤ Data; everyone has it but not everyone knows what to do with it</li> <li>➤ Have a data strategy</li> <li>➤ Data requires substantial investment</li> </ul>	DATA	E – Empower and trust your teams
A	<p><b>Agility</b></p> <ul style="list-style-type: none"> <li>✓ It's the speed of change; that's the biggest challenge</li> <li>✓ The clearer the strategy, the more agile you can be</li> <li>✓ Agile leadership is being able to react to market changes or new technological advances with speed</li> </ul>	AGILITY	A – Agility – act quickly with flexibility
			D – Disrupt or be disrupted