



Training Programme NO: 10001456681



My COID: 1443912X

# GLOBAL LEADERSHIP CONFERENCE & WOMEN TOP50 PROFESSIONAL & CAREER WOMEN AWARDS 2024

*Transformative Leadership for Disruptive Times*

## PRE-CONFERENCE SEMINARS

### SEMINAR 3

4 NOVEMBER 2024

## Employee Engagement & Stakeholder Management for Transformative Leaders

IN ASSOCIATION WITH OUR PARTNER ORGANISATION



PERSEKUTUAN MAJIKAN-MAJIKAN MALAYSIA  
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# SEMINAR OVERVIEW

In today's rapidly changing market environment, organizations need to place a significant emphasis on being customer-centric to drive growth and create added value. Here is a more detailed look at the two essential approaches for developing a customer-centric organization

## Establishing a Mutually Beneficial Relationship with Customers:

- Understanding Customer Needs
- Building Trust and Loyalty
- Adaptability

## Boosting Employee Engagement:

- Continuous Development
- Empowerment
- Support Well-Being
- Early Talent Identification & Development

By integrating these two approaches, organizations can strengthen their customer relationships and boost employee engagement, which research has shown to be strongly correlated. This dual focus not only enhances customer interactions but also fuels employee motivation and job satisfaction, ultimately leading to increased customer loyalty and sustained business growth



**DIANE DUCKWORTH-LAGUNA**  
Leadership Consultant & CX Strategist

Diane is a seasoned Customer Experience (CX) executive and innovator in business capabilities, renowned for her data-driven approach, problem-solving acumen, and dedication to customer satisfaction. Her expertise lies at the intersection of business science and art, pioneering novel methods through technology and innovation. Diane's diverse career began in management consulting before she amassed two decades of experience in the global automotive industry. Throughout her journey, she has specialized in transforming capabilities and technologies within global organizations, often leading the way in the Customer Digital Age. Diane has been instrumental in formulating Digital, CRM, and CX strategies that enhance the customer experience.



**TAREEF JAFFERI**  
CEO & Founder Happily.ai

Tareef is a product-focused technology leader passionate about data, design, and using tech for good. Technology should make us better: happier, and healthier. His people analytics research at MIT taught him that meaningful relationships (social connections) in the workplace are most important. And his time at Google taught him that great culture enables relationships to thrive. Tareef founded Happily.ai to measurably improve the lives of people in the workplace. Applying novel people and behavioral science research and AI, they've radically transformed organizations in a fraction of the time and effort.

**TIME** : 9:00 AM TO 5:00 PM  
**VENUE** : UNIVERSITI KUALA LUMPUR (UNIKL)  
**FEE** : USD 300.00 / PAX (INTERNATIONAL)  
: RM 1300.00 / PAX (MALAYSIAN)  
**CONTACT** : +6016-980 0857/ [secretariat@wim-malaysia.com](mailto:secretariat@wim-malaysia.com) (Ms Santhi Ram)

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