



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

*Transformative Leadership for Disruptive Times*

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## PRE-CONFERENCE SEMINARS

### SEMINAR 1

4 NOVEMBER 2024

#### C-Level Leadership :

**Orchestrating Transformative Leadership: Empowering C-Level Leaders in Disruptive Times**

## SEMINAR OVERVIEW

Every day, orchestra conductors face a complex set of disruptive issues. They must unify a diverse group of specialists, each with distinct personalities and unique perspectives, to sync perfectly and execute their vision precisely when needed. Moreover, they must achieve this using a limited set of gestures. These challenges make the conductor an exemplary model of leadership in disruptive, complex times. This four-hour program draws on the lessons learned from a professional orchestra conductor and applies them to the everyday experiences of C-Level leaders. It breaks down the core components of effective leadership, illustrating how to guide an organization towards peak performance despite the disruptive challenges we all face. This seminar also leverages the latest knowledge from Neuroscience and how it can be applied in practical, effective ways in transformative leadership.

**TIME** : 9:00 AM TO 1:00 PM **OR** 2:00PM TO 6:00 PM  
**VENUE** : SHERATON IMPERIAL HOTEL KUALA LUMPUR  
**FEE** : USD 540.00 / PAX (INTERNATIONAL)  
: RM 2500.00 / PAX (MALAYSIAN)  
**CONTACT** : +6016-980 0857 / secretariat@wim-malaysia.com (Ms Santhi Ram)

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**NICOLAS MC ROBERTS**

Director & Co-Founder Keymove

Nick is a multifaceted professional combining a unique blend of expertise in conducting classical music orchestras combined with a comprehensive knowledge of leadership, behaviour, psychometrics, and cognitive therapy. As the co-founder of Keymove, a consultancy dedicated to transforming individuals, teams, and organizations, he leverages his diverse background to foster passion, optimize team collaboration, and help create sustainable, intelligent organizations. Nick's work is grounded in his special interest of enabling individuals to unlock their inner potential, a passion that originated from his experience conducting masterclasses with orchestras worldwide. He believes that technical skills and mastery of the score in music are essential but not sufficient to create the 'magic' that distinguishes the truly exceptional from the merely routine. His approach considers deep motivation, group energy, dynamics, and various micro-behaviours that significantly influence outcomes.



**DOUGLAS DEAN**

Organizational Transformation  
Leadership Consultant

Doug is an accomplished professional in business development and strategy with a strong emphasis in Transformative Leadership. With over 30 years of experience in both industry and consulting, he has held prestigious roles such as Chief Marketing Officer for Volkswagen Commercial Vehicles, Vice President at the Lausanne Hotel School, and Advisor to the CEO of Nestle-Nespresso. For the past 20 years in Asia, Doug has provided consulting services to Government-Linked Companies (GLCs), Multinational Corporations (MNCs), Small and Medium-sized Enterprises (SMEs), and start-ups. His expertise encompasses business development, organizational transformation, customer centricity, and leadership development.



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## PRE-CONFERENCE SEMINARS

### SEMINAR 2 4 NOVEMBER 2024

#### Self-Leadership : Emotional Intelligence for Transformative Leaders

### SEMINAR OVERVIEW

This one-day seminar focuses on the practical implementation of the four fundamental aspects of Emotional Intelligence and Diversity which are:

#### 1. Self-Understanding:

- o Importance: A deep understanding of oneself is foundational.
- o Method: Engage in exercises to assess personal strengths and challenges.

#### 2. Improving Communication:

- o Approach: Develop practical behaviours to enhance communication.
- o Goal: Refine both what we say and how we communicate with others.

#### 3. Appreciating Others' Perceptions:

- o Benefit: Enrich our worldview and understand diverse perspectives.
- o Result: Helps in valuing and leveraging diversity.

#### 4. Valuing Diversity:

- o Concept: Diversity is a key driver for learning and growth.
- o Impact: Embracing diversity contributes significantly to transformative leadership.

This structured approach ensures that participants can develop essential skills and mindsets to lead effectively and inclusively.

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<b>CONTACT</b>	: +6016-980 0857/ secretariat@wim-malaysia.com (Ms Santhi Ram)

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**IRIS IRUMVA**  
EI & Diversity Consultant

Iris Irumva is a distinguished business leader with an extensive background in human resources, strategic leadership, and personal development. With an MBA from Oklahoma Christian University, she brings over 15 years of experience and has mentored more than 4,600 individuals in various aspects of business strategy, leadership, and self-growth. As the Founder and CEO of Lead Access, Iris operates a leadership consulting firm with a strong presence in Rwanda and Madagascar. She also spearheads the Women in Leadership Summit & Awards, which is dedicated to promoting and celebrating female leadership across multiple industries. In her previous roles, Iris managed teams of over 1,000 people as the Regional Managing Director of ITM Group, a leading HR firm in Africa. Her career also includes significant managerial positions in a UN agency and the telecom sector.



**DR JEROME BONNIFAY**  
EI / EQ Expert

Dr. Jerome-Pierre Bonnifay is an esteemed Human Resource and Training Consultant, boasting over 30 years of experience at middle and senior management levels with international organizations. He specializes in developing human resources, viewing them as essential assets for the competitive edge and long-term growth of companies. In 1999, Dr. Jerome founded HPI in Kuala Lumpur, establishing it as a hub for his global operations in Human Capital Consulting and Professional Training. Dr. Jerome is a certified practitioner of HBDI™ (Herrmann Brain Dominance Instrument) and YABDI™, techniques which he employs to help individuals understand their brain's wiring. He advocates that understanding one's individual blueprint is the foundational step towards effective self-development.



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## PRE-CONFERENCE SEMINARS

### SEMINAR 3 4 NOVEMBER 2024

**Leading Others :  
Employee Engagement & Stakeholder Management for Transformative Leaders**

## 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

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**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 JAFFER**

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.



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## PRE-CONFERENCE SEMINARS

### SEMINAR 4 4 NOVEMBER 2024

**Leading Teams :  
High Performance Teams for Transformative Leaders**

## SEMINAR OVERVIEW

The integration of behaviours and processes fundamental to achieving high-performance teams can be profound, especially when examining the example of competitive sports like team bicycle racing. These include:

- Clear Communication and Coordination
- Trust and Mutual Respect
- Defined Roles and Responsibilities
- Adaptability and Flexibility
- Continuous Improvement.
- Strong Leadership and Support
- Shared Goals and Vision
- Collaboration Across Generations and Functions.
- Resilience and Mental Toughness

By examining the practices of highly successful sports teams and integrating these behaviours and processes into business settings, this program demonstrates how organizations can cultivate high-performing teams capable of surpassing limitations and achieving extraordinary results.

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**NANCY FORTNER**  
Founder Fortner Consulting

Nancy Fortner is an accomplished professional with an extensive background in Global Organizational Development and Human Resources, amassing over twenty years of expertise. As the Managing Director of Fortner Consulting, she has established herself as a consultant and trainer on a global scale, specializing in various key areas including Strategy, Performance Management, Change Management, Organizational Restructuring, Mergers & Acquisitions, Succession Planning, and Leadership Assessment & Development. Her work spans across diverse industries, underscoring her versatile skill set and depth of knowledge. Nancy's academic credentials include a Bachelor of Arts from Western University in Ontario, Canada, and a CHRL (Certified Human Resources Leader) designation attained in Toronto, Canada. She is an active member of several prestigious organizations such as the Human Resources Professionals Association (Canada), Society for Human Resource Management, Association for Talent Development, and The Human Capital Institute's Research Group (USA).



**MARVIN FAURE**  
Organizational Consultant & Leadership Coach

Marvin is an accomplished leader and coach dedicated to helping organizational leaders realize their full potential. His coaching methodology emphasizes the importance of setting high standards and leading by example, recognizing that team success is a collective effort while attributing failures to the leader's responsibility alone. Marvin's journey began with an initial four-year tenure as an Engineer Officer in the British Royal Navy. He then accumulated over 25 years of extensive experience in international management, holding diverse roles in operations, sales, and human resources. His career includes significant positions with Schlumberger Oilfield Services, where he operated across Australia, Brunei, Indonesia, Malaysia, Myanmar, and Singapore. Upon his return to Europe, he further honed his skills working in manufacturing for Schlumberger Industries in France and in enterprise software with BMC Software in the Netherlands.





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## PRE-CONFERENCE SEMINARS

### SEMINAR 5 4 NOVEMBER 2024

#### Leading the Business : Business Digitization & AI Integration for Transformative Leaders

## SEMINAR OVERVIEW

AI has is the latest development in business digitization that is set to radically change the way we approach communication and interactions. With astonishing speed, it has been integrated into all levels of society and business. Considering its significant, it is important to make the optimum use of this new tool to improve business interactions at all levels within the company as well as with stakeholders and customers. This module leverages the knowledge and know-how of its two facilitators, each of which has successfully integrating AI into their existing business process and people systems to provide a significant boost to their productivity and bottom line profit. This seminar includes:

- Introduction to AI
- Importance of AI Integration
- Case Studies and Best Practices, based on own experience
- AI Tools and Technologies
- Ethical and Legal Considerations
- Change Management
- Practical Implementation Strategies
- Interactive seminars and Demonstrations
- Action Plan Development

By incorporating these components into the training module, managers can gain a comprehensive understanding of AI integration in business and be better equipped to utilize AI technology effectively to drive organizational growth and success.

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**CHRISTINE STERK**  
CEO PULSIFI

Christine is an energised leader with 17 years' experience in start-ups, business leadership, sales and marketing. She has extensive, current C-suite network connections across South-East Asia. She has proven experience in developing teams and effective turn-key strategies. She is skilled in sales, publishing advertising, training, negotiating & public speaking. She founded Asia's first advertising distribution network that achieved a 90% market penetration within 5 years. In conjunction with this network, she connected 17,000 media and brands across Asia by rolling out the offer to China, India, Indonesia, Singapore, Thailand, Vietnam and Hong Kong.



**TIM HAYNES**  
CEO NeuroFrog

Tim has an impressive background in the digital business world, with extensive experience working with various well-known enterprises and partners. He has a strong focus on areas such as Platform Business Models, Digital Transformation, Customer Centricity, and Start-ups. Tim's current interests lie at the intersections of behavioural science, data science, and neuroscience, where he explores innovative solutions. He's also dedicated to sharing his knowledge through speaking engagements and publishing articles on various topics related to platforms, strategy, neuroscience, and customer journeys. As the CEO & Co-founder of Neurofrog, Tim leads a company that provides neuroscience-inspired solutions to organizations, enterprises, and governments, aiming to catalyse life-changing moments and enhance human potential for brighter futures.



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## PRE-CONFERENCE SEMINARS

### SEMINAR 6

4 NOVEMBER 2024

**Leading the Business :  
Business Sustainability and ESG Integration for Transformative Leaders**

## SEMINAR OVERVIEW

With the increasing realization that global warming is significantly impacting our businesses and lives, ESG development and integration have become crucial elements for all organizations' strategic planning. When properly implemented, ESG practices can transform an organization's mindset and unify employees and stakeholders around a common cause. This seminar leverages case studies of successful ESG implementations to provide actionable insights. The objectives of this seminar are as follows:

- Understand the importance of ESG factors in modern business.
- Explore trends in sustainability and their applications.
- Learn to develop and implement a sustainability strategy.
- Integrate ESG factors into decision-making processes.
- Ensure effective reporting and transparency in sustainability initiatives.
- Adopt practical approaches to achieve positive financial outcomes.
- Create a roadmap for successful ESG implementation in your company.

By the end of this seminar, participants will have a solid understanding of ESG factors and their importance, along with practical strategies for successful implementation in their own organizations. This will not only help in aligning business operations with sustainability goals but also in improving overall financial performance and stakeholder engagement.

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**TS DR NORSAITATUL AKMAR MAZELAN**

CEO of ThinkPlus Group

Dr. Norsaidatul is a highly regarded sustainability expert with over 15 years of experience in business consulting. As the founder and managing director of Think Plus Group, she leads a group that specializes in sustainability consulting, training, and certification services. Her credentials include being a GPM Global Ambassador and a Sustainability Certified Consultant and Assessor (RCA). Her passion for sustainability is evident in her belief that businesses have a crucial role in fostering a better future. She is a well-known speaker at various international sustainability conferences and has authored a book on sustainability aimed at businesses. Dr. Norsaidatul's extensive industry connections and network provide her with access to a wealth of resources and expertise, enabling her to stay informed about the latest sustainability trends. This ensures that she can offer her clients top-notch advice and services. Beyond her formal connections, she maintains a strong informal network of sustainability professionals.



**CHENDOORAN (CHEN) PATHMANATHAN**

ESG and Supply Chain Consultant

Mr. Chendooran (Chen) Pathmanathan is a seasoned professional in Environmental, Social, and Governance (ESG) and Supply Chain Management with over 15 years of diverse experience spanning the automobile, retail food, tourism, and development sectors. His career encompasses significant contributions in corporate settings, small businesses, and non-profits across India, the UK, and Nepal. Chen has a proven track record in establishing and implementing ESG best practices across supply chains, notably for UK aid projects in Nepal.