

Leadership

NOVIE TAJUDDIN FCMA, CGMA, C.A. (M)



Jabatan Akauntan Negara Malaysia
Equatorial Hotel,
Penang
15 August 2017



Biography – Novie Tajuddin FCMA, CGMA, C.A. (M)



➤ **Chief Operating Officer** for Education Malaysia Global Services (EMGS), an agency under KPT. Responsible in managing the whole operations of EMGS in the area of Promoting Malaysia Education to foreign students and ensuring the processing of students visas are according to the service level expected. His vision for the organization is to elevate to world class standard and world recognition. EMGS is working closely with KPT and other strategic stakeholders for this purpose.



➤ **Director, Strategy & Engagement** for Yayasan Peneraju Pendidikan Bumiputera (Yayasan Peneraju), an agency under JPM. Novie was responsible for Strategic Planning and Strategic Engagement of Yayasan Peneraju and he is instrumental in delivering the goals in building the nation. With high and esteemed leaderships, Novie was strategizing to deliver the mandate for Bumiputera capacity enhancement and mindset change for vision 2020.



Biography – Novie Tajuddin FCMA, CGMA, C.A. (M)



- With over 21 years of experience in Accounting & Finance, Operations, Business Development, Strategic Engagement and also in IT, Consulting & Outsourcing industry, Novie is well-versed in the area of Business Process, Financial Planning & Analysis, Accounting, HR & Payroll outsourcing. Novie is also a Board of Directors of Technology Park Malaysia. Novie brings **unique composition** of experience in **multi-nationals** and **local conglomerates**.
- Novie's qualifications are as follows:



- ❑ Member of Malaysian Institute of Accountants; C.A. (M)



- ❑ Fellow Member of Chartered Institute Of Management Accountants (FCMA) of CIMA (UK) and also as Chartered Global Management Accountant (CGMA)



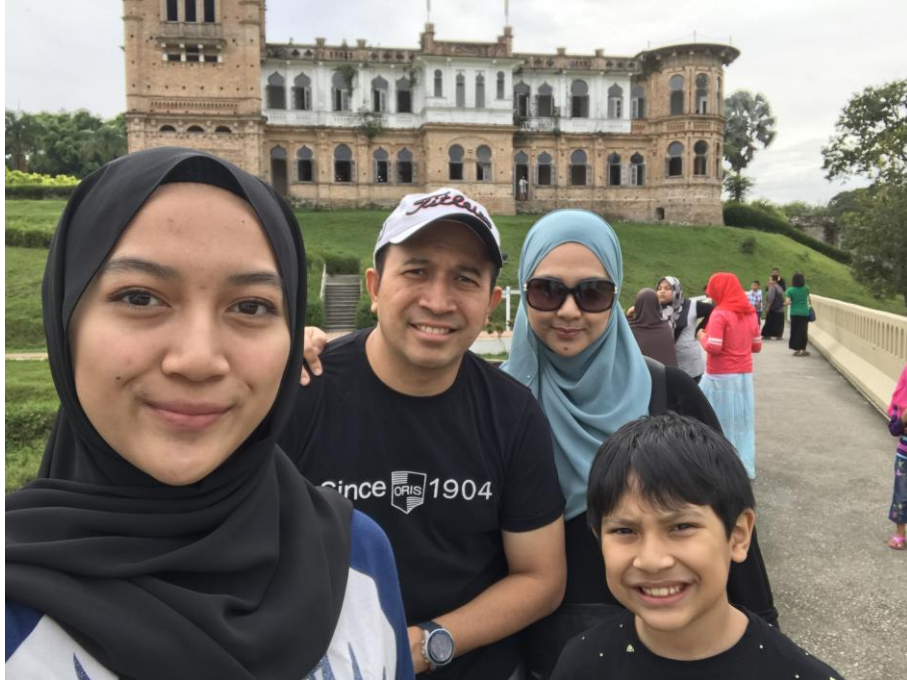
- ❑ Honors Degree in Combined Studies in Accounting and Finance from Leicester Business School, De Montfort University, UK



- ❑ Diploma in Accountancy from Universiti Teknologi MARA (UiTM)



Biography – Novie Tajuddin FCMA, CGMA, C.A. (M)



My FAMILY



Novie is both an optimist and enthusiast with excellent interpersonal skills. He is married and blessed with two children and enjoys watching movies and spending time with his family during his free time.

What is Leadership?



CIMA[®]



The activity of **leading a group of people** or an organization or the ability to do this.

Leadership involves: establishing a clear vision, sharing that vision with others so that they will follow willingly, providing the information, knowledge and methods to realize that vision.

It is an **Art of motivating** a group of people

To **Inspire** others

...and **driving people** to act towards achieving a common goal

What is Leadership?

**Difference
between Leader
and Manager?**

Leader-
Communicating,
Inspiring,
Supervising,
Engaging

Manager-
Managing

Are Leaders born or
made?

1/3 Born

2/3
Made

Is Not Management

Nothing to do with
Seniority or position in
Hierarchy

Nothing to do
with Titles

Nothing to do with
Personal Attributes
(but it helps)

Type of Leadership

AUTOCRATIC

DEMOCRATIC

STRATEGIC STYLE

TRANSFORMATIONAL

TEAM

CROSS CULTURAL

COACHING

TRANSACTIONAL

**LAISSEZ-
FAIRE**

FACILITATIVE

CHARISMATIC

VISIONARY

Personal Leadership Qualities

- Vision-envisage – you know what you want
- Inspiration/Motivation – get others motivated and inspired
- Helicopter factor (big picture + zoom on detail) – be able to see big picture and not forgetting the details
- Self discipline and emotional resilience-strong, adapt to stress/crisis

Leadership Team

- Balance of skills-mixtures
- Shared vision-feel belonging!
- Open communication-open up!
- Provide direction to team and business
- Succession planning needed-looking forward-career pathing

Team Building

- Clear goals and objectives-Short term? Middle term? Long term? Roadmap?
- Clear role allocations
- Leadership and feedback – 2 ways communications
- Celebrate success – Enjoy!!



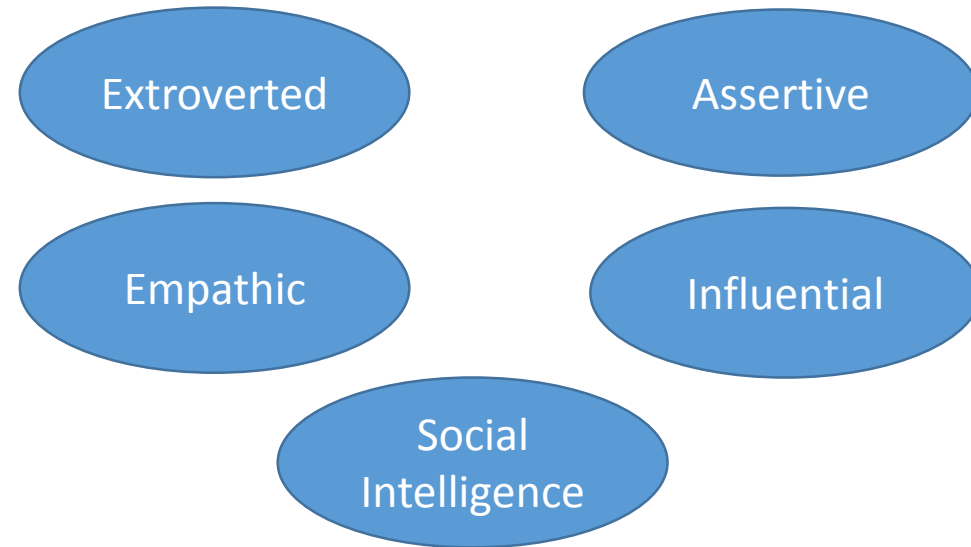
Motivation

- Mentoring and coaching – Mentor & mentee program
- Encourage competition – positive competition, example asking the staff to write about how they envisage the organization, their dreams, want to be
- Recognition – rewarding...not necessary \$\$\$, staff award..
- Address de-motivators (rules, insecurity, conflict, resources) – not running away....Solve them!!

Change Leadership

- Educate and communicate
- Participate and involve
- Facilitate and support
- Negotiate and agree

Attributes of Leadership



‘Leaders establish the vision for the future and set the strategy for getting there.....

Because management/manager deals mostly with status quo and **leadership deals mostly with change**, we need to try to become much more skilled at creating leaders.’Kotter

Getronics



Creative, drive, will power, motivate, strategise, take charge

- Prior to Yayasan Peneraju, he was the Regional **Chief Financial Officer (CFO) for Getronics Asia Pacific (Dutch company)** Novie was responsible for leading the Corporate Services for the Asia Pacific region which covers Malaysia, Singapore, Thailand, India, Taiwan, Korea and Philippines. This includes Finance, Business Controlling, Human Resource, Procurement and Administration. Under Novie's leadership, he drove the team to deliver effective and efficient corporate services which are critical to support the operations of the business. This includes in setting up the Global Finance Shared Service Center based in Kuala Lumpur.



Courage, energize positive changes, strategise, take charge, self discipline

- Prior to Getronics, Novie was the **Financial Controller and Corporate Planner for ABeam Consulting Malaysia (Japanese company)** – the top Japanese consulting firm for SAP in Asia – where he had successfully turned the business around to profitability by restructuring costs and business expansion.



Sharing session....

Share ideas on approach, chair the meeting with 3 Public TVETs, energize positive changes, strategise, sentiment, diplomacy
Funding

Working in Silos---impact operations, reduce employee morale and may contribute to the overall failure of a company or its products and culture.-Buy ins, cooperation, cost/resource optimization. Directions!

What would you like the “working environment to be?” highly stress? Friendly? Harmony? Create the ambience that gives you good feel factor for the whole organization!

Respect

Trust

Putting
ALL
together

Belief

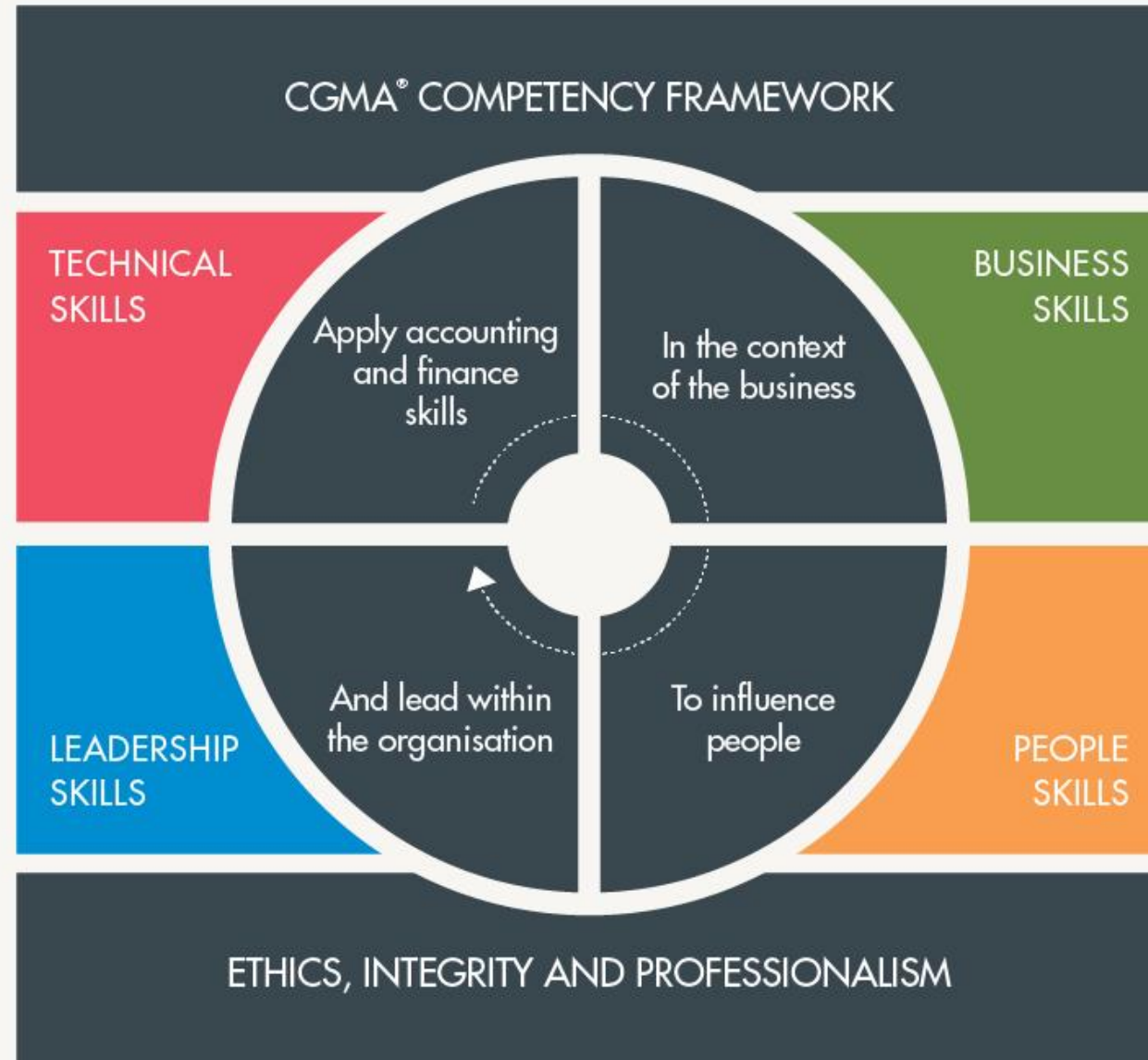
What do we do to create leaders?

START YOUNG

**BUILD PROBLEM-SOLVING
SKILLS**

**ENCOURAGE
PARTICIPATION IN
EXTRA CURRICULAR
ACTIVITIES**

**SUPPORT THEIR
INTERESTS**



- Technical skills will decrease when finance professional moves up in leadership roles.
- The need for leadership & people skills will increase.
- Strategy falls under Leadership skills because you need leaders to drive the strategy.
- Communication skills should be a core part of acquiring leadership skills.
- People Skills & Leadership Skills are INTERRELATED

**Flexibility, Adaptability,
Proactive**

Famous quotes by Steve Jobs:

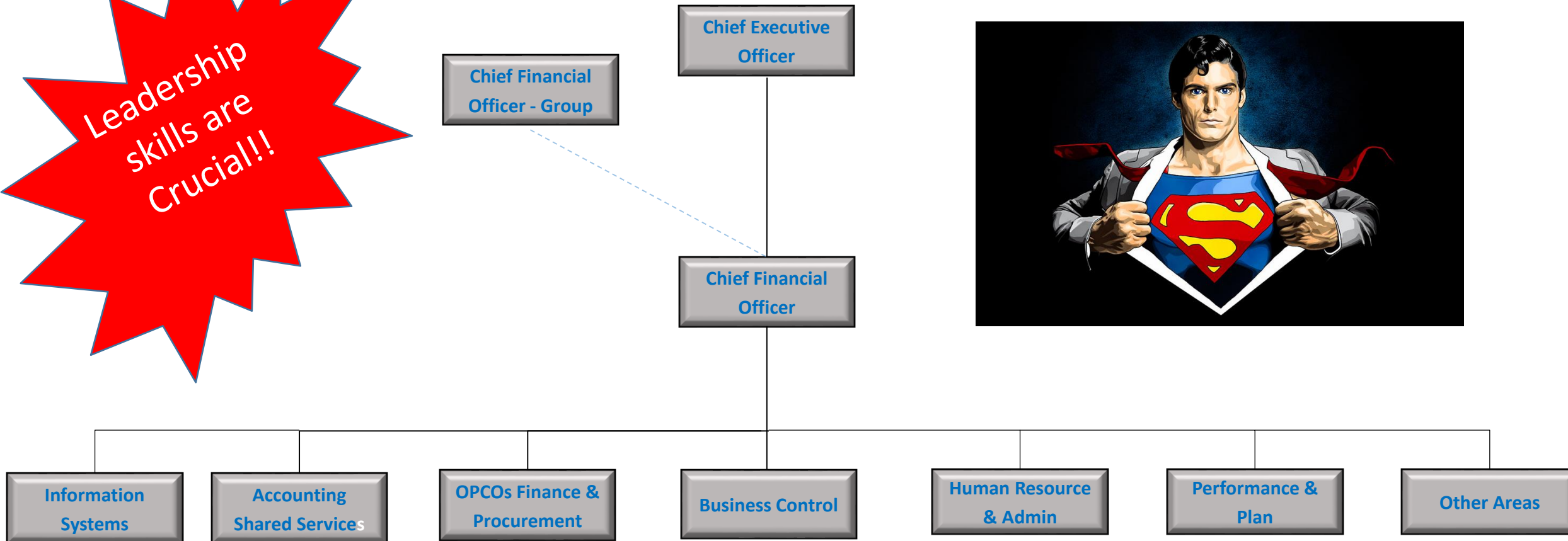
- *"Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful, that's what matters to me."*
- *"Innovation distinguishes between a leader and a follower."*
- *"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."*

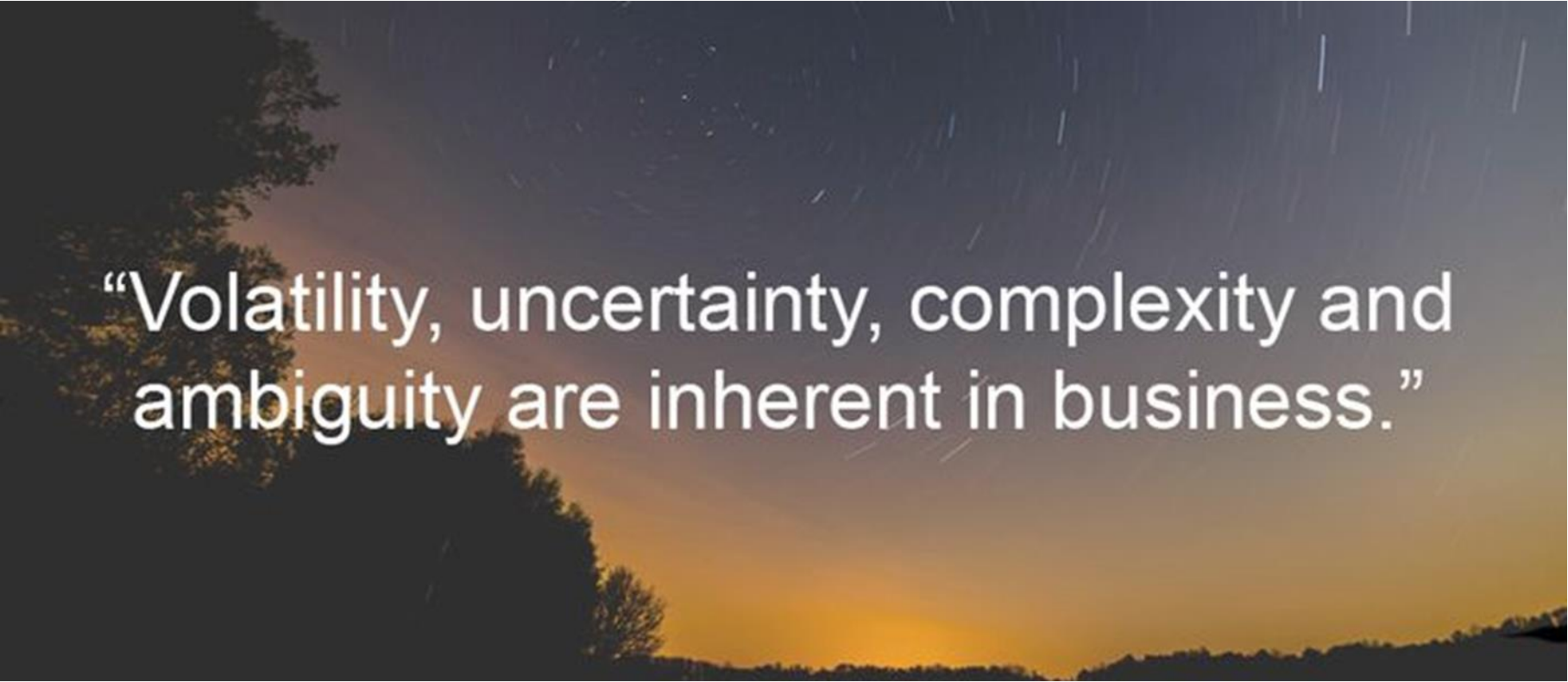
Others:

- *Tan Sri Abd Wahid Omar "A good leader must be a visionary, articulate, authentic, engaging and have unquestionable integrity"*
- *Dwight D Eisenhower-34th US President "Leadership: The art of getting someone else to do something you want done by making him believe he wants to do it"*

To Evolve

CFO IS SUPERMAN





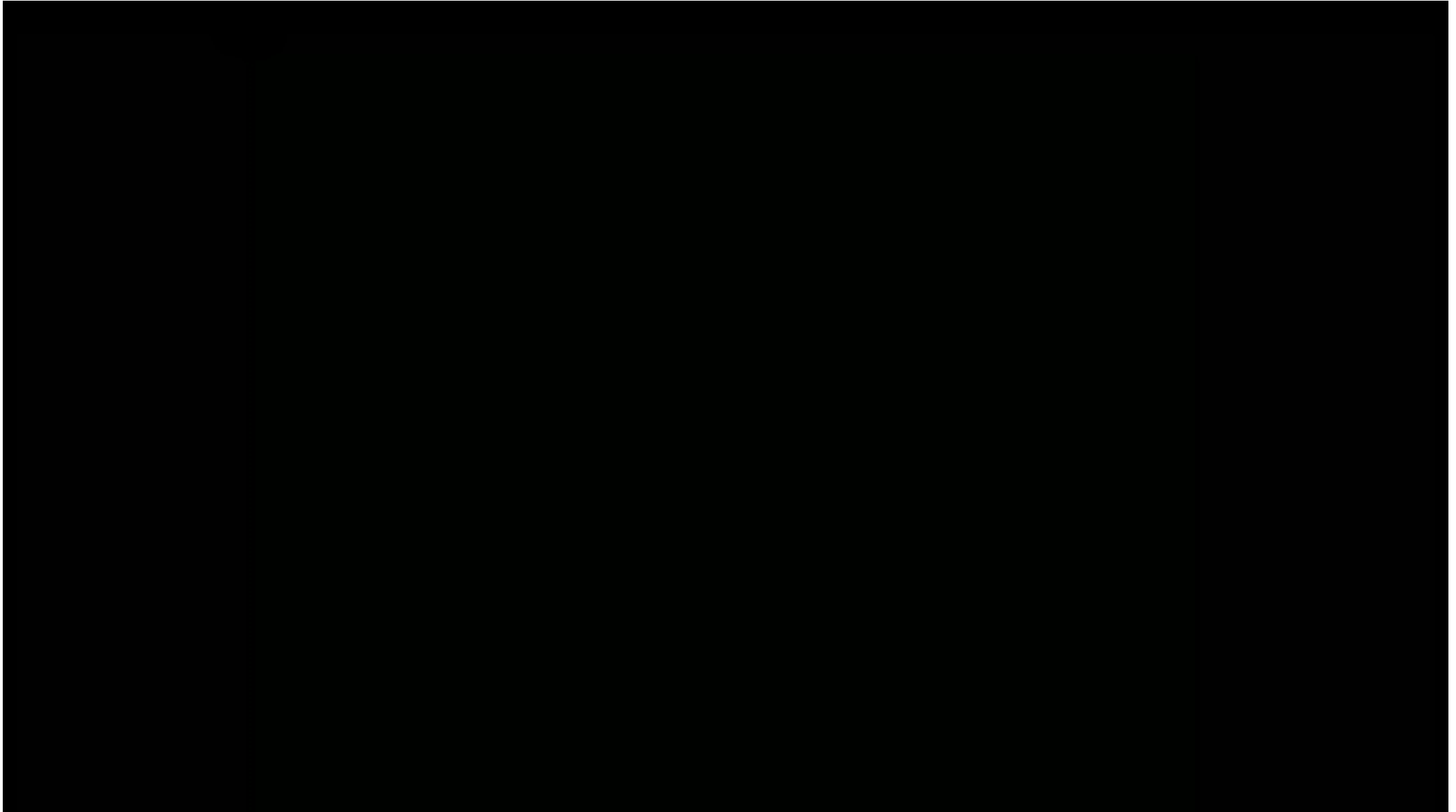
“Volatility, uncertainty, complexity and ambiguity are inherent in business.”

It's the way global leadership is viewing the business world we now live in

We need to be PREPARED and READY!!

VUCA

Leadership-short video



Q & A

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