



Women's Institute of Management

# WOMEN'S LEADERSHIP CONFERENCE



**DEVELOPING, ENHANCING**  
*and* **ENABLING**  
SUCCESSFUL WOMEN'S LEADERSHIP  
*within* THE PUBLIC *and* PRIVATE SECTOR



30 April 2014  
Pullman Putrajaya Lakeside



# Are women really such poor leaders?

*I am a new woman and I know it. I mean, an awakened woman, awakened to a sense of capacity and responsibility, not merely to the family and the household, but to the state.*

Catherine Spence 1899

## DEVELOPING, ENHANCING AND ENABLING

### SUCCESSFUL WOMEN'S LEADERSHIP WITHIN THE PUBLIC & PRIVATE SECTOR

#### INTRODUCTION

Many women leaders today are torn between the often conflicting demands of career, personal life and wellbeing. The pressure can be intense, and the "price of promotion" too high to pay. Recognising the power of womenomics, the Malaysian Government is aggressively taking steps to leverage on women. Ambitiously, the 10th Malaysia Plan aims to increase women's labour force participation to 55 percent in 2015, within the broader framework of labour market reform. Women are similarly integrated in to the Economic Transformation Programme (ETP): as part of the Strategic Reform Initiative on Human Capital Development, a Roadmap for Leveraging Women's Talent was developed outlining measures targeted at all stages of a woman's career.

"Malaysia has the opportunity to accelerate its transformation into a high-income economy if more women were in the labour force" said Annette Dixon, World Bank Country Director for Malaysia. "Closing gender gaps and encouraging women to bring their skills to the labour market could leapfrog Malaysia to high income status." Source: Talentcorp Malaysia.

#### THE OBJECTIVE

This conference is highly interactive, and designed to stimulate not just your thinking, but your deeper senses of intuition and knowing. You will leave with an expanded sense of what's possible and what's right for you, plus some great skills in relating to others, building effective teams, managing change, and surviving the rigors of the workplace whilst maintaining balance in your life.

#### WHO SHOULD ATTEND?

This program is aimed at all those who aspire to move into a leadership role or those already in a senior role looking to progress.



#### KEYNOTE ADDRESS & OFFICIAL OPENING BY

**YB Dato' Sri Rohani Abdul Karim**  
Minister, Ministry of Women, Family  
and Community Development (KPWKM)

#### DEVELOPING THE LEADERSHIP ROLE OF WOMEN IN THE PUBLIC & PRIVATE SECTOR

The Current Gender Balance and Quality  
of Women in Leadership Roles



#### WELCOMING & OPENING REMARK BY

**YBhg Tan Sri Dato' Napsiah Omar**  
President, Woman's Institute of Management  
Malaysia

#### BUILDING AUTHENTICITY: WOMEN LEADERS AND THE DILEMMA

Authenticity is crucial for all leaders, but for women it presents a particular dilemma. While it is no longer rare or surprising to see women leaders, the image and traits associated with leadership are masculine.

# PROGRAMME

8.00am - 9.00am **REGISTRATION**

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9.00am - 9.30am **WELCOMING & OPENING REMARK BY**

**YBhg Tan Sri Dato' Napsiah Omar**

President, Woman's Institute of Management Malaysia

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9.30am - 10.15am **KEYNOTE ADDRESS AND OFFICIAL OPENING BY**

**YB Dato' Sri Rohani Abdul Karim**

Minister, Ministry of Women, Family and Community Development (KPWKM)

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10.15am - 11.00am **MORNING REFRESHMENT**

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11.00am - 11.45am **THRIVING AND SURVIVING AS A WOMAN LEADER**

Work/life balance – a critical issue for female leaders. Recognising and managing stress. Tips for dealing with guilt, jealousy and criticism. Coaching as a powerful tool for developing yourself and your staff.

**YBhg Tan Sri Datuk Dr. Rafiah Binti Salim**

Nestle Non-Executive Director & Former Assistant Governor of the Central Bank of Malaysia

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11.45am - 12.35am **EXPLORING YOUR OWN LEADERSHIP STYLE AND POTENTIAL AS A LEADER**

Understanding your personal power and where it comes from harnessing both your strengths, and your “weaknesses” for greater energy and effectiveness.

**YBhg Professor Datuk Dr. Mazlan Othman**

Director, United Nations Office for Outer Space Affairs (UNOOSA) Vienna, Austria

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12.30pm - 1.00pm **QUESTIONS & ANSWERS**

1.00pm - 2.15pm **LUNCHEON**

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2.15pm - 3.00pm **LANGUAGE OF POWER FOR WOMEN**

Understand that how you speak and the words you use tell people who you are. It provides important clues about your self-image, self-respect and self-esteem to others...and it teaches people how to treat you.

**Ms Faridah Hameed**

US-trained Communication Strategist, Speaker, Entrepreneur,  
Author - Language of Power for Women

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3.00pm - 3.45pm **WHAT'S CURRENTLY HOLDING WOMEN BACK FROM LEADERSHIP ROLES AND WHAT CAN BE DONE TO IMPROVE THE SITUATION**

Presenting and promoting yourself as a leader. Building resilience to get you through the hard times  
Negotiating organisational politics, power and gender issues

**Ms Tarran Deane**

Leadership Professional  
CEO & Founder of Corporate Cinderella Australia

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3.45pm - 4.30pm **APPROACHES TO LEADERSHIP**

Leadership styles: Traditional vs. “next Multigenerational”.  
Integrating the skills of management and leadership for maximum effectiveness.

**Assoc. Prof. Dr. Madeline Berma**

Director of Tun Fatimah Hashim Women's Leadership Centre  
University Kebangsaan Malaysia

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4.30pm - 5.00pm **QUESTIONS & ANSWERS**

5.00 pm **EVENING REFRESHMENT / END OF PROGRAMME**



# REGISTRATION FORM

## PARTICIPANTS

## DESIGNATION

## EMAIL

1.			
2.			
3.			
4.			
5.			

## ORGANISATION

## CORRESPONDING ADDRESS

## CONTACT PERSON

## SIGNATURE

## TEL

## FAX

## EMAIL

## TERMS & CONDITIONS

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|--------------------------|---|
| 1. FOR PRIVATE SECTOR    | - The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment or an undertaking letter is presented.  |
| 2. FOR GOVERNMENT SECTOR | - A Local Order (LO) or Letter of Approval to participate must be presented before or during the event.   |
| 3. CANCELLATION POLICY   | - For any cancellations, kindly inform the secretariat in writing / fax 3 days before the event, otherwise the conference fees will be billed. Replacement will / can be accepted. No refund for cancellation made after 25 April 2014. |
| 4. REGISTRATION FEE      | - RM1,090.00 per participant.   |
| 5. GROUP DISCOUNT        | - RM50.00 per participant will be given for group registration of Five (5) or more from the same organisation (same time and same billing source).<br>Fees to include Lunch, Refreshments and Workshop materials / documentation)       |
| 6. PAYMENT MODE          | - All Bank Draft / Local Order / Cheques must be crossed and made payable to<br><b>WORLDWIDE CORPORATE RESOURCES SDN BHD</b>  |
| 7. BANK TRANSFER         | Bank - <b>Maybank Berhad</b><br>Account Name - <b>Worldwide Corporate Resources Sdn Bhd</b><br>Account No - <b>5140 5717 4708</b>   |

All enquiries must be forwarded to:-

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