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Asli bags award for NGO sector

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ASIAN Strategy and Leadership Institute (Asli) recently added another feather in its cap by grabbing the Institute of Public Relations Malaysia's Award for Best Malaysian Newsletter in the non-governmental organisations category of 2001 for its newsletter dubbed The Strategist.

The newsletter provides monthly updates on Asli activities and features articles covering current events in English. It also carries colourful pictures taken at various events on the Asli calendar in each edition.

Besides the newsletter, Asli has published a number of publications including the Asli Review, Malaysia Today and a corporate management video series called Profiles of Excellence, which was shown over Radio Television Malaysia.

"We are currently undertaking several other new publication ventures including one on Penang titled "Penang into the New Millennium" and an update of Malaysia Today," said Asli president Mirzan Mahathir.

"We recently completed a special multimedia publication in honour of the Prime Minister of Malaysia, entitled "Mahathir: CEO Malaysia Inc".

"This CD-ROM documents the success stories of Malaysia over the past 16 years under the visionary leadership of Datuk Seri Dr Mahathir Mohamad," he added.

The institute is an independent, non-profit organisation that promotes leadership, strategic thinking and bilateral business partnerships.

Its mission is to help organisations enhance leadership and strategic capabilities through the interchange of ideas, information and knowledge.

Towards this end, it is continuously engaged in the research and implementation of strategic leadership programmes, publications, conferences, CEO membership programmes and international business missions.

"Through our programmes and activities, we aspire to be the foremost knowledge channel for organisations to continually maintain global competitive edge," said Mirzan.

Today, Asli is widely recognised as a leading conference and seminar organisation. Its past events have been addressed by the Prime Ministers of Malaysia, Canada and Australia; the President of South Africa; the Deputy Prime Minister and Minister of Finance of Malaysia; Cabinet ministers from Malaysia, Singapore, Australia, Canada and South Africa; captains of industry as well as world-renowned management experts and best-selling authors such as Professor Peter Drucker, Alvin Toffler, Ken Blanchard, Fred Wiersema and Deepak Chopra.

Besides organising its own top-level events, the institute is also one of the leading event management companies that offers conference management services for other corporate organisations, institutions, associations and public sector agencies.

Among the events Asli has managed are the First Canada-Malaysia Business Leaders Dialogue; the 43rd World Women Entrepreneurs Conference; the Fourth Asia-Pacific Management Consultants Conference; the KPMG Asia-Pacific Logistics Conference; the Investment in Britain Conference (organised by the Invest in Britain Bureau); and the Malaysian Capital Markets Conference (organised by the Malaysian Securities Commission).

"As our nation develops, we face great challenges and transformations. The marketplace, both domestic and international, is becoming less and less forgiving. Our competitors are introducing new and innovative

technologies, management techniques and business processes every day.

"To continue to grow, top management has to embark on a never-ending quest for knowledge. Strategists and policy-makers constantly need to find ways to more effectively lead their organisations in an ever-changing environment," Mirzan pointed out.

He said on Asli's part, the institute aims to be the link by which state-of-the-art information and new ideas are exchanged.

"Through thoughtful and well-organised conferences and programmes, we hope to play a vital role in enabling top executives to lead their organisations toward greater heights," added Mirzan.

Since its inception in August 1993, Mirzan noted that Asli has received enthusiastic support from the Government and the corporate sector. This has enabled it to carry out its many programmes and activities.

"We are gratified with the response we have received. In furtherance of our objectives, we have decided to transform Asli into a non-profit organisation with the establishment of the Asli Trust Fund. We believe that the Asli Trust Fund will be able to contribute meaningfully by promoting leadership and strategic thinking," said Mirzan.

Apart from organising conferences, Asli also provides in-company training programmes for public and private sector organisations covering management issues such as strategic management, strategic planning, total quality management, customer satisfaction, organisational change and leadership development.

For example, through Asli's CEO membership programmes, the Strategic Issues Forum and the Boardroom Briefings, top CEOs are provided with insights into critical issues of importance as well as in-depth analysis of these issues.

The CEO programmes provide for intensive and intimate interactions between members, government leaders and foremost strategic thinkers on the state of the nation and latest management concepts.

Asli also assists organisations to develop their strategic vision and corporate strategic plans, through its customer-focused and market-driven strategic management methodology.

At the same time, the institute assists corporate clients with business advisory and research services including political risk and strategic analysis, joint-venture partner search and industry research.

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