

10/09/2014 - PTD Alumni International Conference 2014

Bismillahir rahmanir rahim

Assalamualaikum warahmatullahi wabarakatuh, Salam Sejahtera and Salam 1Malaysia.

Yang Berbahagia Tan Sri Mohamad Zabidi Zainal,
Director-General of Public Service Malaysia;

Yang Berbahagia Tan Sri Dato' Sri Sallehuddin Mohamad,
President, PTD Alumni;

Yang Berbahagia Tan Sri-Tan Sri, Puan Sri-Puan Sri, Datuk-Datuk, Datin-Datin;

Distinguished guests, Ladies and Gentlemen.

OPENING REMARKS

1. First and foremost, allow me to take this opportunity to thank the PTD Alumni for inviting me to deliver the closing address at this inaugural PTD Alumni International Conference 2014. I am truly privileged to be here with all the distinguished local and foreign leaders from both the public and private sector.
2. This three-day conference, which is jointly organised by the PTD Alumni, together with the National Institute of Public

Administration (INTAN), Public Service Department; Institute of Diplomacy and Foreign Relations (IDFR); and the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU) exemplifies the close collaborative spirit between different organisations, with everyone working together towards a common goal, while leveraging on each other's knowledge, expertise and strength.

3. The theme chosen for this conference "**Transformational Leadership in Malaysia**", is very timely during the Transformation era of our beloved country. I was informed that twelve papers have been presented in the last three days. Topics covered included the subject on transformational leadership; creativity and innovation in the public sector and the progress towards inculcating a positive culture in the public service delivery. Deliberation on this subject is indeed timely and immensely important to Malaysian leaders, as we face complex challenges to achieve the aspirations of Vision 2020, which is less than six years away.

TRANSFORMATIONAL AGENDA IN THE PUBLIC SERVICE

Ladies and Gentlemen,

4. There is no doubt that the public service shoulders the arduous task of ensuring the country's continued

development. The public service is expected to introduce sound and robust policies and strategies to bring the nation forward, and implement those policies and strategies effectively. The public service realises that it cannot rest on its laurels and is undergoing its own transformation to better serve the needs and expectations of the *rakyat*.

5. The public service transformation first began with two agencies in 2013, namely the Public Services Department and the Ministry of Finance. All other Ministries have already started their respective transformation process this year. The respective Secretaries-General and Heads of Service are and will be instrumental to the successful implementation of this transformational agenda in the civil service. **They are my transformational leaders**, who collectively design and create transformational goals, strategies and programmes that would manifest in strategic outcomes, and thus, provide great impact to the socio-economic viability and sustainability of our country's development. They are also the ones who will oversee the successful implementation of the Government's transformational programmes, such as the GTP and ETP.

NATIONAL BLUE OCEAN STRATEGY

Ladies and Gentlemen,

6. As we progress, the challenge to the public service is to push our limits and abilities further to meet the *rakyat's* expectation which is getting more complex. In this regard the public service has to be more transparent, customer-oriented and technology-savvy. To meet our *rakyat's* expectations, the civil service has to adopt more innovative approaches. To break silos among agencies and to encourage collaborative efforts among agencies, the Government has introduced the Blue Ocean approach.

7. Through the **National Blue Ocean Strategy (NBOS)**, Ministries and Agencies have broken down silos and collaborated more efficiently in developing and implementing programmes and initiatives that benefit the *rakyat* and country. Success stories that we are proud to share include:
 - i. **Blue Ocean Policing**, a collaborative effort between the Military and Police to fight crime (and Omnipresence);

 - ii. establishment of **Urban Transformation Centres** (UTCs) to provide the urban community with Government and private sector services under one roof that go beyond normal office hours;

- iii. establishment of **Rural Transformation Centres** (RTCs) to transform the rural economy by connecting them with high value-added economic activities;
- iv. **1Malaysia For Youth** (1M4U) which is a platform to empower volunteerism among youth;
- v. **My Beautiful Neighbourhood** (MyBN), a programme that mobilised resources and partnership in repairing and upgrading public housing flats owned by lower income groups and reconstruction of burnt houses by the Fire and Rescue Department of Malaysia; and
- vi. **1Malaysia Civil Service Retirement Support**, to enhance the welfare of retired civil servants.

These are only a few of over 60 NBOS initiatives that have been introduced and implemented. The essence of these initiatives is not only to improve the **effectiveness of public service delivery** to the *rakyat* but to **leverage on the strengths** of the different Ministries and Agencies and **enhance collaboration** in the public service. And these have been successfully achieved through the transformational leadership found in the public service.

MERAKYATKAN PERKHIDMATAN AWAM

Ladies and Gentlemen,

8. Transformational leaders inspire followers to look into new perspectives, remove the blindfold of apathy, and motivate individuals to look beyond their own interests towards those that will benefit the community. They bring about change in individuals, institutions and the country, to build a just, humane and prosperous society. A great leader must not only be able to excel and perform, but we have to work with others, leveraging upon strengths and expertise.

9. To achieve this, I have urged the public service to inculcate the concept of “**Merakyatkan Perkhidmatan Awam**”, or Humanising the Public Service. The basic principle under this concept is simple: provide the best service to *therakyat*, the **same excellent service** that you would expect from your fellow colleagues in the public service, as you are also part of the *rakyat*. There are six principles under this concept:
 - i. Openness (*Keterbukaan*);
 - ii. Meeting the people on the ground (*Turun Padang*);
 - iii. Engagement (*Musyawaharah*);
 - iv. To be balanced physically and spiritually (*Insaniah*);
 - v. A sense of belonging (*Kekitaan*); and

vi. Partnership between the public and private sector, and NGOs (*Kerjasama Awam-Swasta-NGO*).

10. The cumulative effort from the public sector by enhancing public service delivery, together with the support of the private sector, have augured well for our country in the eyes of the world. Just last week, the **World Economic Forum ranked Malaysia 20th most competitive economy** from 144 economies in the World Competitiveness Report 2014-2015. We have improved leaps and bound in the **World Bank Ease of Doing Business Report**, from 23rd position in 2009 to **6th position** currently among 189 countries in the world. We have also beaten the odds of achieving a GDP growth of **6.3 per cent** from the estimated projection of 6 per cent for the first half of this year by Bank Negara.

11. I strongly believe that the core of this success is contributed by the **exemplary transformational leadership** by the public and private sector. People are the key to a successful nation, and Malaysia is in a unique position where we have achieved success by leveraging on the strengths in our diversity.

TRAITS OF TRANSFORMATIONAL LEADERS

Distinguished Guests, Ladies and Gentlemen,

12. There is more literature and examples available on transformational leaders in the business world. We have seen seasoned transformational leaders like Sam Mart, founder of the Wal-Mart retail chain; and younger ones like Kevin Systrom, CEO and co-founder of Instagram; and Mark Zuckerberg, CEO of Facebook, both in their early thirties.

13. But what are the traits that make them unique and identified as transformational leaders? I believe that at the foundation of it, the transformational leader must care; they must provide motivation; and they must infuse and inspire energy among their followers by raising their level of motivation through empowerment, learning, trust and communication. In this way, the organisation achieves goals beyond expectations. Leaders and followers work collaboratively on a shared vision for the present, and future, of the organisation.

14. The transformation of the organisation improves and increases effectiveness, allowing for the organisation to prosper and grow. Transformational leadership creates a positive organisational environment where stakeholders feel empowered and encouraged to take risks. As individual leaders, we must aspire to adopt a transformational leadership approach. A transformational leader inspires his

or her followers to not only perform as expected, but to exceed expectations.

15. In Malaysia, we do not have to look far if we want to identify examples of transformational leaders. I believe many, if not all of us here today, will agree that one person we can look up to is our Honourable Prime Minister, YAB Dato' Sri Mohd Najib Tun Abdul Razak, who has shown outstanding leadership acknowledged the world over.

16. His unconventional handling in the immediate aftermath of the MH17 crisis has won him admiration and respect from the international community. We in Malaysia, must endeavour to emulate not only his **boldness, bravery and skills** but above all, **passion, loyalty and love** towards our nation and her people. And we must never forget that "**sometimes, we must work quietly in the service of a better outcome**".

CLOSING REMARKS

Ladies and Gentlemen,

17. Before I conclude, I hope that this Conference has been a fruitful one, and that it has inspired you to be a transformational leader in your own way. All of us have our role to play in nation-building, and the *rakyat* depends on us to

spur this country towards excellence; excellence in our delivery, and excellence in what we serve. And may we continue to serve the people with **honour and pride**.

18. Once again, I would like to express my appreciation to PTD Alumni, INTAN, IDFR and MAMPU for organising the Conference, and to you for your active participation. With that, I **now officially close the PTD Alumni International Conference 2014**.

Thank you. Wabillahitaufik Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh