



MEDIA RELEASE

FORMER DEPUTY PRIME MINISTER OF MALAYSIA LAUNCH UM LEAD AND PURPOSEFUL & PRINCIPLED LEADERSHIP PROGRAMME

KUALA LUMPUR, 10 JULY 2023 - A new centre dedicated to the development of good leaders and professionals was launched today at Universiti Malaya by YB Dato' Seri Dr. Wan Azizah Wan Ismail, Member of Parliament for Bandar Tun Razak and former Deputy Prime Minister. The Centre for Leadership and Professional Development or UM LEAD will draw insights from various disciplines to develop leaders not only on technical knowledge but also focuses on values.

UM LEAD, an initiative by the university, could impact the way leadership is viewed in the corporate, public sectors and civil societies. UM LEAD was set up to develop responsible and accountable leaders. Through its flagship programme, the Purposeful and Principled Leadership (PPL) course, it offers an innovative environment for organisations to work on their human capital challenges by drawing from the latest thought leadership and using analytical tools in an interactive format.

“Our approach uses the Malaysian cultural and historical heritage as a competitive advantage with understanding of its legal environment and business culture. We prepare our participants to be better leaders.” said Datuk Dr. Anis Yusal Yusoff, Director of UM LEAD. Together with the focus on values driven governance, UM LEAD offers a rare learning experience to participants and partners.

UM LEAD’s PPL course offers a small group of participants to openly interact with experts with a high focus on Malaysian and regional issues. What differentiates UM LEAD, is the value based approach taken to nurture a POISED (Passionate, Oneness, Integrity, Sincere, Empathetic and Dignified) leader that does the right thing and inspires others to do the same.

Designed for C-suite level leaders from the private, public and civil society sectors who are looking to lead their organisations more effectively. They are often identified by their organisations, having potential for growth, as part of their succession plan. The participants can expect to learn how to leverage new technologies and methods to support principled leadership.

The course provides an opportunity to enhance leadership to impact your organisation and beyond. It also provide the ability to manage diversity and multiculturalism; be culturally competent. More importantly PPL experience can develop new perspectives leading organisations in an increasingly volatile, uncertain, complex and ambiguous (VUCA) world.

The event also saw the launch of the book by Datuk Dr. Anis Yusal Yusoff and Dato' Dr. Abdul Rahman Embong titled *Impacts of Covid-19 Pandemic and Governance in Malaysia: With Lessons From The 1997-1998 Asian Financial Crisis* book. "The book is a priceless contribution to our collective reflection and the foundation from which we anticipate and prepare future crises" said Tan Sri Prof. Dr. Jemilah Mahmood in her review.

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