

# PowerTalk

## ‘Effective Boards in a VUCA World’

Date: 31 October 2018

Venue: The Majestic Hotel, Kuala Lumpur

Time: 9:00 am – 11:30 am



**Enhancing Board Effectiveness**

## ABOUT THE TALK

The modern environment for almost any organisation, is increasingly volatile and fraught with complex and demanding challenges. The ways in which these challenges are addressed by boards often have far ranging, even unforeseen, consequences for their organisations.

Organisations are increasingly being scrutinised (and judged) by a wide range of external stakeholders. How boards determine not just the direction, strategies and goals of their organisations but how they set their ethos and manage their impact, is becoming critically important, not just to their reputation but to overall performance and even their existence.

At the end of the talk & dialogue, participants will be able to:

- Gain a broad view of just why the modern era is so challenging – covering a number of different domains
- Ensure that their business is agile and able to keep abreast of technological changes and societal upheavals.
- Take effective actions that can affect engagement, reputation and ethos issues under the increasingly bright glare of the social media spotlight in a highly interconnected and troubled world
- Understand better the challenges of a VUCA (Volatility, Uncertainty, Complexity, Ambiguity) environment by thinking around organisational purpose that leads to a better optimised performance

## TARGETTED PARTICIPANTS

Corporate Directors in Malaysia

## VENUE:

The Majestic Hotel, Kuala Lumpur

## PROGRAMME AGENDA

8:30 am – 9:00 am	Registration
9:00 am – 9:15 am	Welcome Address and Context Setting by ICDM President / CEO, Michele Kythe Lim
9:15 am – 10:30 am	Developing effective boards for a VUCA World: People, Purpose and Performance by Murray Eldridge
10:30 am – 11:00 am	Directors Dialogue Session Moderator: Murray Eldridge
11:00 am – 11:30 am	Questions & Answers Session
11:30 am	End of Talk

## **ABOUT INSTITUTE OF CORPORATE DIRECTORS MALAYSIA (ICDM)**

Launched on 1st October 2018, the Institute of Corporate Directors Malaysia is a newly established one-stop professional institution for Directors by Directors to enhance board effectiveness.

Recognised and supported by the Securities Commission Malaysia, Bursa Malaysia, Bank Negara Malaysia and Capital Market Development Fund, ICDM's main objectives are to:

- promote for public benefit, excellence, integrity and the highest levels of skills and professional competence among corporate directors in Malaysia, and support board effectiveness through:
  - the formulation of a Director Competency Framework
  - a structured Professional Development Pathway for Directors
- the provision of Board and Director Effectiveness Evaluation service by a panel of experts to organisations for objective and candid assessment
- advocate the adoption and application of corporate governance practices in substance through among others publication of materials, engagements, forums and workshops; and
- represent the interests of its members in relation to policies that affect members' interests, and rights and obligations of directors

### **Our Vision :**

To be a Centre of Excellence for the professional development of Directors.

### **Our Mission :**

To enhance board effectiveness and promote excellence in governance by strengthening the professionalism of Directors.

Website: [www.icdm.com.my](http://www.icdm.com.my)

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## FACULTY

### MURRAY ELDRIDGE



#### **Business Experience**

Murray has over 40 years of international experience in Shipping, Oil & Gas, Telecoms, Water Desalination and Consulting. A board level operator for over 20 years he has held executive positions in B2B engineering organisations. Board level roles include Marketing, Strategy, Commercial and Managing Director and he has also held international non-executive director roles. Murray has extensive experience in setting up and managing international joint ventures and alliances (UK, China, Japan, Indonesia). Companies include Smit International, British Telecom, Cable & Wireless, China Telecom and Global Crossing.

As a consultant he has worked with companies such as Schindler, Philips, Coca Cola, Alcatel, Consolis as well as independent oil companies, engineering companies, private equity firms and the Ministry of Defence (including lecturing at the Royal College of Defence Studies), among others. He undertakes external board evaluations of companies under the UK Corporate Governance Code, is an independent non-executive director and is currently engaged in a start-up venture.

Murray's involvement with companies encompasses start-ups through to blue chip, global leaders. His experience includes running companies during three major sector crashes in three separate industries occasioning major strategic and organisational change. He remains a shareholder in the desalination company he helped found in 2005.

#### **Professional Credentials**

Murray is a Chartered Director, a Fellow of the Institute of Directors, a Chartered Fellow of the Chartered Management Institute and a holds an MBA. He is a recipient of China's prestigious Magnolia Award. He was also a Master Mariner, 1<sup>st</sup> Class.

#### **Other Activities**

Murray is a Program Leader for the UK Institute of Directors on their Chartered Director program (Strategy, Leadership and Developing Board Performance modules) and he is a Senior Associate with the Brussels based Management Centre Europe. He works with three UK universities on leadership, strategy and marketing including webinars and keynote addresses at conferences. Murray is the author of 'Leading High Performance' (Crimson Publishing, 2014). He enjoys sport and keeping fit, is an ex-international rower and a qualified British Rowing coach.

#### **Personal**

Murray was brought up in Malaysia and has travelled the world extensively in both his seagoing and corporate careers. He has lived and worked in Malaysia, Singapore, China and Cyprus. He is married with two children and currently lives in the United Kingdom

## REGISTRATION TERMS & CONDITIONS

### **Attendance Fees**

- Member : Free
- Non-Member : RM180 nett

### **Programme Registration Terms & Conditions:**

#### **A. Attendance Fees**

- Fee includes programme materials by email and refreshments.

#### **B. Payment**

- Upon registration, participant(s) are considered successfully enrolled in the event.
- Payment must be received prior to programme date.
- Full payment of fees is required prior to attending the programme. Please make payment to:
  - Payee: 'Institute of Corporate Directors Malaysia (ICDM)'
  - Bank: Maybank Islamic Berhad
  - Account No: 564324609320 (please email a copy of the transaction details to [development@icdm.com.my](mailto:development@icdm.com.my))

#### **C. Cancellation Policy**

- Cancellation notice must be in writing.
- Cancellation fees are applicable if cancellation notice is received:
  - In less than five (5) working days before the event: 50% of the programme fee will be charged.
  - In less than three (3) working days before the event: 100% of the programme fee will be charged.
- Replacement participant is acceptable to avoid cancellation fees and must be informed to the organiser as soon as possible.

#### **D. Others**

When providing ICDM with any personal data, you should comply at all times with the Personal Data Protection Act 2010 (PDPA) and should not in any way cause ICDM to breach any of its obligations under the PDPA Act.

Upon submitting the registration, participant and the sponsored organisation are deemed to have read and accepted the terms and conditions.

## REPLY SLIP

Seats are limited and is on first-come-first-served basis. Please confirm your attendance by clicking the link in the email invite to submit online OR, by completing the reply slip below and email to [development@icdm.com.my](mailto:development@icdm.com.my)

- Member : Free  
 Non-Member : RM180 nett

**PROGRAMME** : ICDM POWERTALK WITH MR MURRAY ELDRIDGE  
"PEOPLE, PURPOSE AND PERFORMANCE"

**DATE** : 31 OCTOBER 2018, WEDNESDAY, 9:00 AM – 11:30AM  
REGISTRATION STARTS AT 8:30 AM

**VENUE** : THE MAJESTIC HOTEL, KUALA LUMPUR

Please fill in the required information:



YES, I will be able to attend the above mentioned ICDM PowerTalk. I understand that seats are very limited and will do my best to notify if there is a change in my schedule. Below are my details:

### **Attendee # 1**

Salutation: \_\_\_\_\_ Full Name : \_\_\_\_\_

Designation: \_\_\_\_\_ Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

### **Attendee # 2**

Salutation: \_\_\_\_\_ Full Name : \_\_\_\_\_

Designation: \_\_\_\_\_ Company Name: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

### **Contact Person**

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Email: \_\_\_\_\_ Contact No: \_\_\_\_\_

*(kindly bring sufficient business card for networking)*

\_\_\_\_\_  
Authorised Signature  
Full Name:  
Designation:  
Date:

\_\_\_\_\_  
Company Stamp