




EXECUTIVE MENTORING & COACHING FOR C-SUITES AND TALENTS



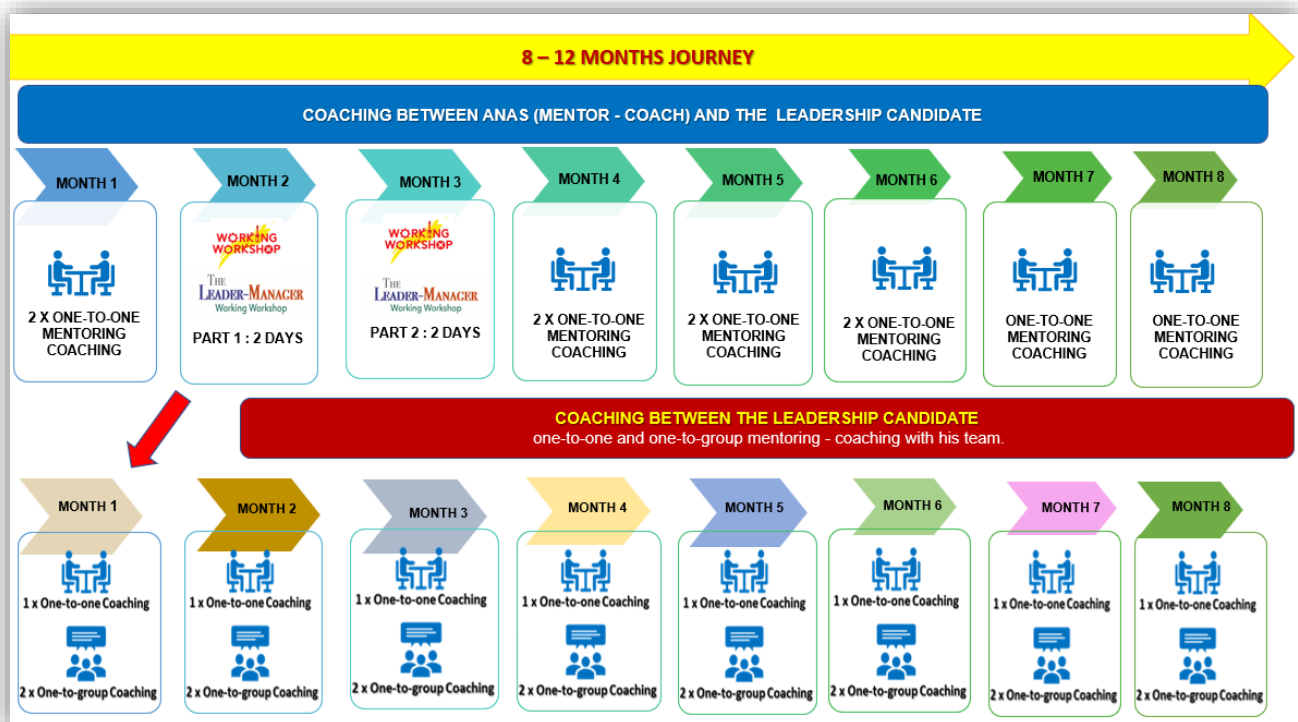
zubedy mentoring & coaching

BACKGROUND

This program aims to prepare leaders and managers in the organization for bigger roles and to fulfil medium and longer term succession planning. The intervention journey of the program will take 8 – 12 months. The journey has 4 parts as the following:-

- I. A one-on-one mentoring-coaching between mentor and mentee for which the first 2 mentoring-coaching sessions will be a discussion on how best to work together which will include inputs from Management and HR. Discussion on how they can work together to co-teach/implement The Leader Manager program and execution also will be made. Furthermore, these discussions will help scope the mentoring and coaching further to suit the mentee's needs.
- II.  The mentee and his or her team (minus one, two and selected talents) will go through a 4-day The Leader Manager Workshop (TLM). This working workshop aims to provide a more holistic form of development to leading and managing while at the same time give sufficient details for execution. This is a total of 4 days program which can be divided into 2+2 days program.
- III. After the TLM program, while the mentor continues to mentor-coach the mentee, the mentee will also need to follow through with his or her own mentoring-coaching with their team. The areas to be explored for this will be on:
 - a. The applicability of program concepts across units under the mentee's care.
 - b. Shared language, formulas and processes in leadership and - management.
 - c. Avenues for engagement, relationship building and team cohesiveness within the mentee's team
 - d. Build a high performing team
- IV. Monthly one-on-one mentoring and coaching between the mentor and mentee based on specific needs that will be scoped together with the organization

A sample of the 8 to 12-month journey and intervention is as per the following.



**Timeline above is for illustration purposes only. The real timeline is based on the availability between the two parties*

“Anas mentored me at a crucial time, assisting me move from being a specialist individual contributor to general management. Through his guidance, I grew into a general manager, managing a business end to end. His coaching on marketing and sales management assisted me multiply the business many folds. I consider myself one of the lucky ones.”

- Ng Yee Voon, General Manager, Oncology & Nuclear Medicine -

PURPOSE

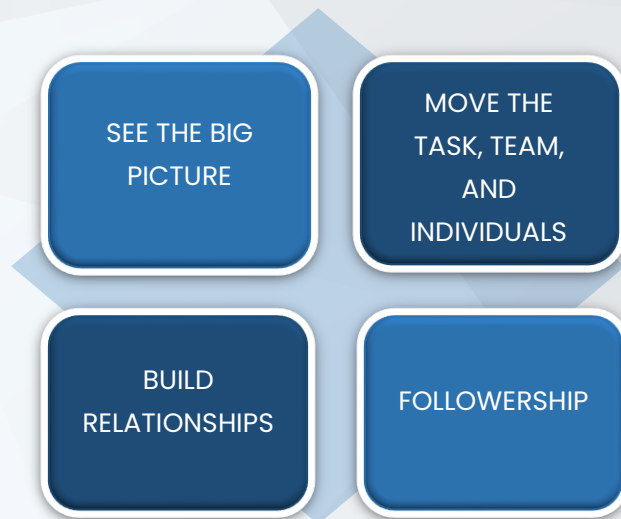
The purpose of this journey is to prepare the mentee-coachee for higher positions and responsibilities, covering these 4 major areas:

- a) **Strengthening the leader-manager in the eight key areas** to be more performance- and people-centered (*refer to Leader-Manager: The 8 Circles below*).
- b) **Setting clear and meaningful expectations and removing uncertainties** which is the critical first step in ensuring performance and direction. Performance can only be measured after agreeing on clear expectations and clear goals.
- c) **A holistic view of their tasks** – leaders and managers must be able to see the big picture and connect the dots – Moving the Task, The Team and The Individual towards corporate goals. To see their Task, Team and the Individuals as ‘One BIG PICTURE’.
- d) **Providing the right type of feedback** – this is the critical ingredient that nurtures a performance culture. It helps employees develop self-awareness and business acumen. It also gives employees a clear picture on how things should be done and helps employees grow in the right direction.



Leader-Manager: The 8 Circles

PROGRAM OBJECTIVE



Through our experience engaging with CEOs and Heads within the industry, there are 4 key areas of concerns that we have incorporated to fulfil the objective of the program:

The 4 key areas are as follows:

1. Create better Leader-Managers who can see the **BIG PICTURE** and lead-manage his or her team and the organization better.
2. Create Leader-Managers who know how to “**Move the Task, The Team and The Individual**” team members towards the corporate goals”.
3. **Build Relationships** – Create Leader-Managers and individuals who are more in touch with the corporation, their superiors, peers, subordinates and most importantly with themselves.
4. Create better **Followership** among team members

“The programme changed a lot of things. It helped me to understand better on how to be an impactful leader”

- Khairuan Abdul Rahman, Director, Retail Payments at PayNet

EXECUTIVE MENTOR PROFILE

Anas Zubedy – Managing Director/ Principal Consultant

Anas Zubedy is a Malaysian businessman who speaks English, Malay, Hokkien, and some Tamil. Born in Penang in 1964, he grew up amongst Malays, Chinese, Indians and Eurasians. His early socialisation and experiences shaped his beliefs in multiculturalism and created a deep desire within himself to promote unity. Anas sees himself as an advocate of Unity and Moderation.



A graduate of Universiti Malaya, Anas worked in marketing and sales for a multinational before launching zubedy (m) sdn bhd, a for-profit organisation that combines business goals with a social cause. zubedy's vision is to unite people and get them to work together, while its mission is to add value to everyone the organisation interacts with. Over the past 27 years zubedy has succeeded in striking a dynamic balance between making a profit and ensuring the wellbeing of its people and the communities it operates in.

Anas' first love is religion and culture; he spent more time reading about Hinduism, Chinese philosophy, Buddhism, Christianity and Islam than learning his coursework at the university. He is also passionate about change management, organisational behaviour, marketing, and politics.

Anas loves teh tarik, roti canai, Penang laksa, and Indian food. He listens to an eclectic mix of music, avoids the television, and prefers to meet people, read, write, and work out.

Mentoring Experience

Since 2004, he has trained hundreds of mentors and mentees in multinationals (MNCs), government-linked companies (GLCs), local conglomerates, as well as small and medium enterprises/industries (SMEs). He has guided organisations in designing and setting their mentoring scheme and worked hand-in-hand with Human Resources Departments and Managing Director's office in designing mentoring guides, matchmaking processes, and follow-up measures. In one of the client experiences, the mentoring scheme ran for more than a decade, producing mentors and talents who are now leaders and managers in organisations within the conglomerates and outside.

Anas has also mentored specialists and individual contributors, guiding them to move from a technical job into general management position. One of his mentees, who moved from a technical position to a business development position grew from Senior Executive into General Manager position after building the business to a viable business of more than 23 times its sales turnover.

Apart from mentoring corporate leaders, at a personal level, Anas has mentored and is constantly sought for advice from entrepreneurs. Currently, Anas mentors several corporate leaders (minus 1), assisting them in their career growth to step up to the next position.

ACKNOWLEDGEMENTS

- Adjunct Professor and Director, Social Innovation & Change for the Bachelor of Social Science with Honours (Social Innovation and Change) with School of Liberal Arts and Sciences at Taylor's University
- Core Team member - #RasuahBuster Malaysia
- Senior Fellow for the National Human Resource Centre (NHRC), HRD Corporation
- He was a member of the National Unity Consultative Council (NUCC) during the Barisan Nasional's administration.
- He was the recipient of the Anugerah Kalung Perpaduan in 2009 and the inaugural Anugerah Integrasi Nasional Usman Awang in 2014
- He was the Secretary-General and Vice President for the International Movement for a JUST World (JUST).
- He was on the Industry Advisory Board of Sunway University's School of Business.
- Anas was a columnist in China Press and regularly contributes his opinion pieces in The STAR and online media.
- In 2013, he was the Top 5 nominees for the EY Entrepreneur of the Year Award in the 'Master' category.
- Currently, he is a member of the Board of Trustees at Yayasan Gamuda and an honorary member of Yayasan IMalaysia.

Anas has written several books. One of his titles, #WahaiMelayu was launched and forwarded by YAB Tun Dr. Mahathir Mohamad. His other work includes:

- Have a Meaningful Malaysia – 2009
- The Quran and I (English and Bahasa Malaysia) – 2010

- Can We Use Allah in the Bible? A Quranic Perspective (English and Bahasa Malaysia) – 2011
- #BodohPolitik – 101: Easy Guides on How (Not) to Choose a Malaysian Leader (in four languages, English, Bahasa Malaysia, Mandarin and Tamil) – 2012
- The Middle Path: An Alternative to the Partisan Madness (English and Mandarin) – 2012/2019
- #MoneyTalk – 139 Easy Guides on How to Make Money Without Cheating And Corruption (bilingual English and Bahasa Malaysia)
- Many Colors, One Race: 10 Nice Things You Can Tell Your Children About Other Races ((English and Bahasa Malaysia) – 2013/2015
- #WahaiMelayu – Allah will not change the fate of the Malays if we Malays do not want to change ourselves. (Bilingual English and Bahasa Malaysia) – 2014

ZUBEDY (M) SDN BHD

Zubedy (M) Sdn Bhd (zubedy) is a human development company that was incorporated in 1994. We are a non-bookish training and development company that believe in 'making things happen'. All of our programs are geared towards the application of knowledge instead of a mere discussion of intellectual theories. We are the proudest when our clients say that they can truly apply what we shared with them. Training dollars only make sense when knowledge and concepts shared can be applied effectively and swiftly.

zubedy's vision is to promote UNITY AND HELP PEOPLE TO WORK TOGETHER, in the corporate world and the world at large, especially Malaysia. We are known for our UNITY and MODERATION initiatives and projects since 1996 especially our full-page adverts promoting shared values and the #SaySomethingNice campaigns which has been running for the past 9 years between Hari Kebangsaan (Aug 31st) and Hari Malaysia (September 16th).

zubedy has worked with various multinationals (MNCs), government-linked companies (GLCs), financial institutions, as well as small and medium enterprises/industries through:

- Assisting various financial institutions and manufacturing organisations during and after mergers and buy overs – to reset the different cultures into a unified culture, get them to accept the changes and work together, and help employees deal with the outcomes of VSS/MSS, transfers, and more.
- Helping various multinational companies move their people from the old to the new – providing the resilience as well as the ability, capability, and capacity to change.

- Setting up mentoring schemes for companies and their subsidiaries – helping them manage high-potential people and retain good talents. The schemes have produced hundreds of abled mentors and mentees.
- Dealing with Managing Gen Y and Z issues – assisting their managers to work with and through them, while at the same time guiding Gen Y and Z on how to get the best from Gen X and Baby Boomers.
- Transitioning non-sales staff to sales as a mean to consolidate human resources and the setting up of sales processes for many to help them achieve double-digit growth.
- Assisting organisations to increase the overall organisational performance culture by engaging and coaching leadership teams to introduce, lead, and sustain changes necessary for the organisation.
- Training and placing unemployed graduates into sales positions. Transforming them from non-sales background to sales-related jobs by providing them the winning chance to succeed.

CONTACT INFORMATION

Contact Person	Aida Haziqah binti Badrul Hisham		
Position	Sales Executive		
Address	zubedy (m) sdn bhd Unit 3, Level 3A, Oval Tower Damansara, Jalan Damansara, 60000 Kuala Lumpur.		
Office Phone	03-7733 6919	Office Fax	03-7733 6319
Mobile	019 – 223 2899		
Website	http://www.zubedy.com		
E-mail	aida@zubedy.com		
Benefits	Zubedy is a certified HRD Corp training provider		

Zubedy has zero tolerance on bribery and corruption. Please report if any corrupt misconduct or attempts at bribery has occurred when interacting with any Zubedy employee, management or representatives at whistleblow@zubedy.com

**RASUAH
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