



KEMENTERIAN PERDAGANGAN DALAM NEGERI  
DAN KOS SARA HIDUP



SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

20  
23

SSM TRAINING

# FINDING YOUR VALUE ADD AS A COMPANY SECRETARY USING THE BUSINESS MODEL CANVAS TOOL

## COURSE INTRODUCTION

As the role of governance changes and progresses, so does the role of the company secretary. The board relies on the company secretary to advise them not only on directors' statutory duties under the law, disclosure and compliance obligations but also in respect of corporate governance requirements and practices and effective board processes.

With this evolution of role, as a company secretary, has you asked yourself how you can add value to the organisations in which you work? As a professional service provider, how can you add value to your business and to your clients?

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## COURSE INTRODUCTION (Cont'd)

What are the value-adds? Is the biggest value-add about accuracy of the completed job? Is it about proactively facilitating the effective functioning of the Board? Is the value-add about being 'commercially minded' so that you can advise the Board so that Board can make good practical decisions? How can I stay relevant?

Attend this programme to find out the missing puzzles.

## COURSE OBJECTIVES

Introducing Business Model Canvas (BMC), a practical tool that provides a powerful, simple, and tested tool for understanding, designing, reworking, and implementing business models.

The course aims to empower company secretaries in finding their added value and offerings thus unlocking personal potentials and finding and testing potential new revenue streams. Participants will also be guided to apply BMC elements as a business strategy and tactical tool to enhance business process and outcomes.

## COURSE CONTENTS

1. Overview of Business Model Canvas.
2. Customer profile and journey map.
3. Value proposition pyramid.
4. Map your existing state using BMC.
5. Map your future state using BMC.

## LEARNING OUTCOMES

By attending this programme, company secretary will be able to:

1. Innovate your existing business model.
2. Rewrite your value propositions as a company secretary.

Company secretary service provider will be able to:

1. Rewrite your business value propositions.
2. Illustrate customer profile for their business.
3. Construct an improve version of your customer journey map by improving customer experience or adding new value propositions.

## TRAINING METHODOLOGY:

- Lecture.
- Group discussion.
- Board game session.
- Simulation.

## WHO SHOULD ATTEND

Company Secretaries.

## ABOUT THE TRAINER



**SAFURA ATAN** is currently Managing Partner with StratNaViGO Consulting PLT, Certified Coach and ICF Member. She has over 20 years of experience within the entrepreneurial development and entrepreneurship industry. As a Certified Professional Trainer and Facilitator, she has accumulated vast exposure and developed expertise in entrepreneurship training programmes over those years. She has completed her Certificate of Coaching and Mentoring Professional and a member of the International Coaching Federation (ICF). Currently, she is the only Certified FORTH Innovation Methodology Facilitator based in Malaysia and is one out of two in Southeast Asia. With an Accounting degree from UKM and MBA specializing in Entrepreneurship from UiTM, Safura has essentially combined exposure in both worlds; entrepreneurship and development of business, from a venture capital perspective to being a team member of a startup company. Hence, she understands and embraces every challenge faced by our SMEs in many aspects of the business. She is also a Certified GrowthWheel Business Advisor.



**ZUSUFF KAN ZAINAL KAN, CPIF** is a Certified GrowthWheel Business Advisor and Business Advisor at Startlah Innovation PLT. He has experienced the corporate world with the likes of NAZA Kia Academy, Petronas, RAM Ratings Services Berhad and KFH Research Limited. Later, he ventured into business as a co-founder of a group of companies venturing the education, trading and business consulting. He is a Business Counsellor with Institut Keusahawanan Negara, mentor with Malaysian Global Innovation and Creativity Centre (MaGIC) and have delivered entrepreneurial related training and seminars in Malaysia, Brunei and Singapore. He is Malaysia's first Certified Fascinate Advisor and a Professional Member of the Chartered Institute in Islamic Finance Professionals (CIIF). He co-authored 2 books on entrepreneurship (Startup 10 Ringgit: Startlah Menggunakan BMC) and leadership (Rocketeer: Leading from the Middle).

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Classroom

## ADMINISTRATIVE DETAILS

<b>Date</b>	29 May 2023	
<b>Venue</b>	Menara SSM@Sentral, Kuala Lumpur	
<b>Time</b>	9.00 am - 5.00 pm	
<b>Training Methodology</b>	As stated above	
<b>Fee</b>	RM500.00	Standard
	RM400.00	Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Society & Advocates Assoc. of Sarawak.
<b>SSM CPE Points</b>	8 points	

## HOW TO REGISTER?

STEP  
1

Strictly via online registration at <https://e-comtrac.ssm.com.my>

STEP  
2

### NEW USER (First Time Login)

- Click on **SIGN UP**
- Key in **REGISTRATION INFORMATION**
- Click on **REGISTER**
- Key in **USERNAME** and **PASSWORD**

### EXISTING USER of SSM EzBiz

- Key in **USERNAME** and **PASSWORD**
- Click on **SIGN IN**

STEP  
3

- Select training
- Check on Available Seat
- Click on Add Participant
- Key in participant's information
- Click on Submit
- Check participant's details
- Click on Submit Payment

**Note:** Please submit your application within 15 minutes. Otherwise the system will automatically cancel your transaction and you will lose your seat(s). Please re-apply if you wish to proceed. Full payment shall be made at the point of registration.

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## TERMS & CONDITIONS FOR REGISTRATION OF TRAINING PROGRAMMES UNDER COMTRAC

### Payment Mode

- All training programmes registrations MUST be applied through e-COMTRAC. Upon submitting the registration application, participant is deemed to have read and accepted the terms and conditions herein.
- Payment by cash and cheque is not acceptable effective from January 2021.

### Webinar Access Link

- A notification e-mail with the webinar access link will be sent at least 24 hours before the commencement of the webinar.
- The access link is unique for registered participants and should not be forwarded or shared with others.

### Certificate of Attendance

- Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received.
- A participant is allowed to attend ONE programme per day to be eligible for certificate of attendance. Request for refund will not be entertained if you have registered for more than one programme per day.
- SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant / representative during registration or loss of certificate, etc.

### Cancellation / Absent

- No refund will be given for participant who failed to attend the programme.
- Replacing registered participant is not allowed.

### Transfer

Transfer of registration fee to another training programme is not allowed.

### Personal Data Protection Notice

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC/SSM as a reference in future to communicate with you on our training programmes/events. In line with the Personal Data Protection Act 2010, we wish to obtain your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at [comtrac@ssm.com.my](mailto:comtrac@ssm.com.my).

### Human Resources Development Corporation

Suruhanjaya Syarikat Malaysia is registered as a training provider with HRD Corp under GOV1000117857. This training is claimable under SBL Scheme (employer needs to apply for grant at least one day before the commencement of training).

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All information contained in the brochure is correct and accurate at the time of publication.

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## COMPANIES COMMISSION OF MALAYSIA TRAINING ACADEMY & KNOWLEDGE MANAGEMENT DIVISION

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