

VALUE ADD AS A COMPANY SECRETARY USING THE BUSINESS MODEL CANVAS

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?

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. Design your future career model as an upgraded version compared to the existing 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 customer journey map based on customer profile.

METHODOLOGY

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

WHO SHOULD ATTEND

Company Secretaries.

ABOUT THE TRAINER

Safura Atan is a Certified GrowthWheel Business Advisor, 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 was also the former Head of Centre for Entrepreneur Development and Research (CEDAR) a subsidiary of SME Bank Malaysia.

Zusuff Kan Zainal Kan is a Certified GrowthWheel Business Advisor and Business Designer with Startlah Innovation PLT. He has experience 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 into the education, trading and business consulting related services. 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).

DATE	VENUE	EVENT CODE
16 April 2020	Menara SSM@Sentral, Kuala Lumpur CANCELLED	CEP/KL/20/040
22 September 2020	Menara SSM @ Sentral, Kuala Lumpur	CEP/KL/20/160
Time	9.00 am – 5.00 pm	
Training Methodology	As stated above	
Fee	RM500.00 Standard RM400.00 Licensed Secretary Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.	
SSM CPE Points	8	

Fee inclusive of certificate of attendance, seminar materials and refreshment.



Use one form for each participant. Print or type clearly. This form can be downloaded from SSM's website at www.ssm.com.my. Kindly make copies if more forms are needed. Please register me for the below programme:

DATE	EVENT CODE	PROGRAMME

PARTICIPANT DETAILS: *(All details must be completed)*

Name _____ I/C No. _____

Licensed Secretary No. _____ SSM PC No: _____

Professional Body Name & Membership No. _____

Designation _____

Company _____

Address _____

Office Tel. No. _____ Fax No. _____ Mobile No. _____

Email Address _____
(Please provide your e-mail address as registration confirmation is sent to you via e-mail.)

Tax Invoice to be issued in the name of _____

Name of HR personnel _____ Tel. No. _____

Vegetarian Meal Other Diet _____

Payment by cheque no. _____ amount RM _____

PAYMENT TERMS

- Fee is payable to **SURUHANJAYA SYARIKAT MALAYSIA**.
- Payment can be made in cash, cheque, bank draft, credit card, postal order or money order.
- Each programme fee must be paid separately.
- Only cheque issued by company/firm can be accepted. Companies/Firms that issue a non-valid cheque will be blacklisted.
- Personal cheque will not be accepted.
- On the reverse of each instrument of payment, please indicate the participant(s) name (maximum 5), License Secretary no./Professional Body name (if any), programme date and event code.
- Attach with a copy of the Registration Form (if payment made before the programme date) or Invoice (if payment made after the programme date) when submitting payment.
- Payment can be made at SSM, Level 17, Menara SSM @ Sentral, Kuala Lumpur and at all SSM branches in Malaysia.

PROGRAMME FEE

Fee is inclusive of certificate of attendance issued by the Companies Commission of Malaysia (SSM), training materials, refreshments and lunch (where applicable).

FAX OR EMAIL YOUR REGISTRATION FORM WITH PAYMENT RECEIPT TO:

COMTRAC & Knowledge Management Division, Level 12, Menara SSM @ Sentral, 7 Jalan Stesen Sentral 5, Kuala Lumpur Sentral, 50623 Kuala Lumpur
Tel: +(603) 2299 4440 (Zakhir) / 4441 (Priya) / 5308 (Fuza) Fax: +(603) 2299 4451 / 4452 Email: comtrac@ssm.com.my

TERMS & CONDITIONS

Registration is on a first-come-first-served-basis. No walk-in accepted. All registrations MUST be submitted to SSM accompanied with the full payment five (5) working days before the programme. Admittance will not be permitted unless payment or letter of guarantee is received. Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received.

Cancellation

No refund is entertained if participant decide to cancel their registration but a substitute is welcome. Written notification of substitute's name must be received by COMTRAC at least three (3) working days prior to programme. Any difference in fee will be charged accordingly. In cases of cancellation/postponement of programme by COMTRAC, the registration fee will be refunded.

Transfer

No refund is entertained if participant fails to attend a programme. Transfer of registration fee to another programme is not allowed.

Replacement Of Certificate

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.

DISCLAIMER

SSM reserves the right to cancel programme, change date(s), venue(s), speaker(s) or any other changes due to any unforeseen circumstances that may arise without prior notice to participants. Upon submitting the registration form, you are deemed to have read and accepted the terms and conditions.

PSMB

Suruhanjaya Syarikat Malaysia is registered as a training provider with PSMB under KERAJAAN1846.

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 get 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.