

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?

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

- Overview of Business Model Canvas.
- Customer profile and journey map.
- Value proposition pyramid.
- Map your existing state using BMC.
- Map your future state using BMC.

WHO SHOULD ATTEND

Company Secretaries.

TRAINING METHODOLOGY

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

LEARNING OUTCOME

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

- Design your future career model as an upgraded version compared to the existing model.
- Rewrite your value propositions as a company secretary.

Company secretary service provider will be able to:

- Rewrite your business value propositions.
- Illustrate customer profile for their business.
- Construct customer journey map based on customer profile.

ABOUT THE TRAINERS

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 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 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).

ADMINISTRATIVE DETAILS		
DATE	PLATFORM	EVENT CODE
23 September 2021	Webinar @ Microsoft Team	125/21/CEP/WEB
Time	9.00 a.m. - 5.00 p.m.	
Training Methodology	As stated above	
Fee	RM500.00 RM400.00	Standard Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.
CPE points	8	