



MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY



SIRIM
Your Partner for Innovation

Evolusi Peranan

PEMIMPIN DIGITAL



Ts. Tengku Intan Narqiah Tengku Othman (TINTO)

Group Chief Future Officer
SIRIM Berhad

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13 September 2023

Digital MattersTM
Your Journey



S Standards, Services & Security Design
M Metrology & Measurement
A Assessment (Certification & Inspection)
R Research (Industry Innovation)
T Testing, Training & Technology

**GROW
YOUR
BUSINESS**

With SIRIM S.M.A.R.T



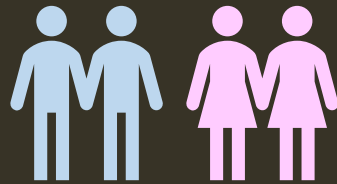
“Ada SIRIM, Baru Beli”

Follow us

**"The art of leadership is not about predicting the future, but about preparing for it with agility and adaptability."
- John C. Maxwell**

**"Seni kepimpinan bukan tentang meramalkan masa depan, tetapi tentang mempersiapkannya dengan ketangkasan dan kebolehsuaian."
- John C. Maxwell**

The need for digital leaders



Digital is now about humans and culture as the variables that are most critical to digital value creation. Digital Transformation should be driven by everyone.

KPMG guide to digital leadership: Developing inspiring and effective digital leaders at every level, July 2021

7%

US large companies have digitally savvy executive teams (C-level executives and leaders). Only 24% of Boards were digitally savvy.

<https://sloanreview.mit.edu/article/does-your-c-suite-have-enough-digital-smarts/>

Why do we need digital leaders

48%

Higher revenue growth and higher valuations (share price to sales ratio)

15%

Higher net margins

For every 10% increase in top team digital savviness

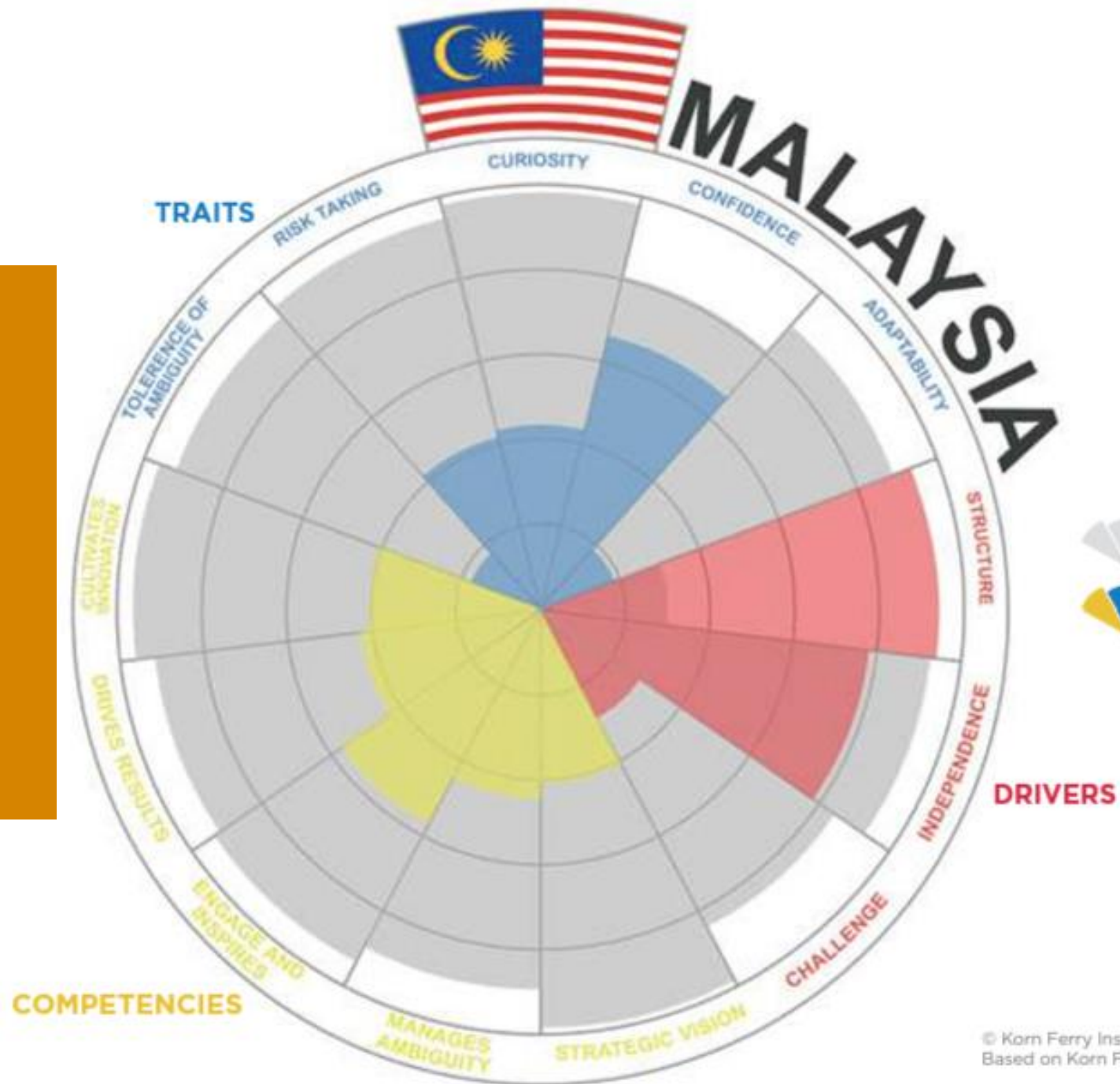
0.4% point

Increase in profitability

0.7% point

Increase in revenue growth

Malaysian Leaders vs Global Digital Benchmark



The left side of the slide features a collection of seven circular and oval-shaped images with a blue and purple color palette. These images depict various scenes: a hand holding a device, a person's face, a close-up of a hand, a person's face, a close-up of a hand, a close-up of a hand, and a close-up of a hand. The images are arranged in a cluster, with some overlapping.

Digital Leaders

Leveraging Technology for Leadership Excellence



Traditional

VS



Digital

Digital Transformation requires **cultural shift**

The background of the slide shows a person from the side, sitting at a desk and typing on a laptop. A computer monitor is visible on the left, displaying a webpage with green images. The scene is dimly lit, suggesting an office or study environment.

Digital Leaders

They lead differently.

They moved away from the command-and-control leadership model to a coach-and-communicate approach.


Digital leaders to use coach and communication management style



**Digital leaders
have a clear
vision.**



*This vision can stem
only from sound digital
literacy, sufficient
technical knowledge,
and a thorough
investigation into the
company's strengths and
weaknesses.*



Digital leaders have high Adversity Quotient (AQ)

Many leaders can lead in a normal and calm environment, but not many can lead during uncertain times and crisis.

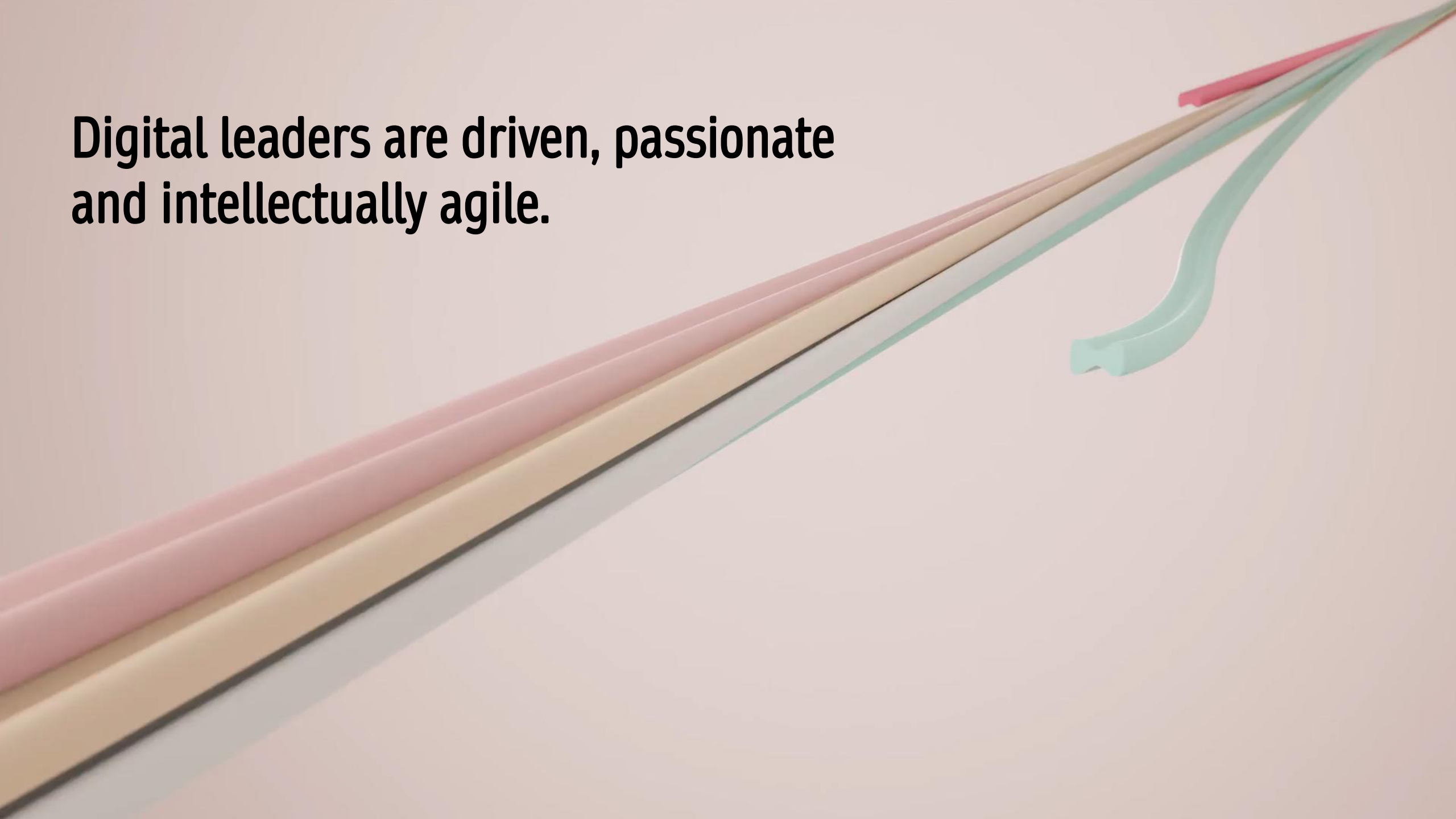
- Resilient
- Risk-taker
- proactive
- Flexible
- Resourceful
- Curious
- Open-minded
- Growth-driven



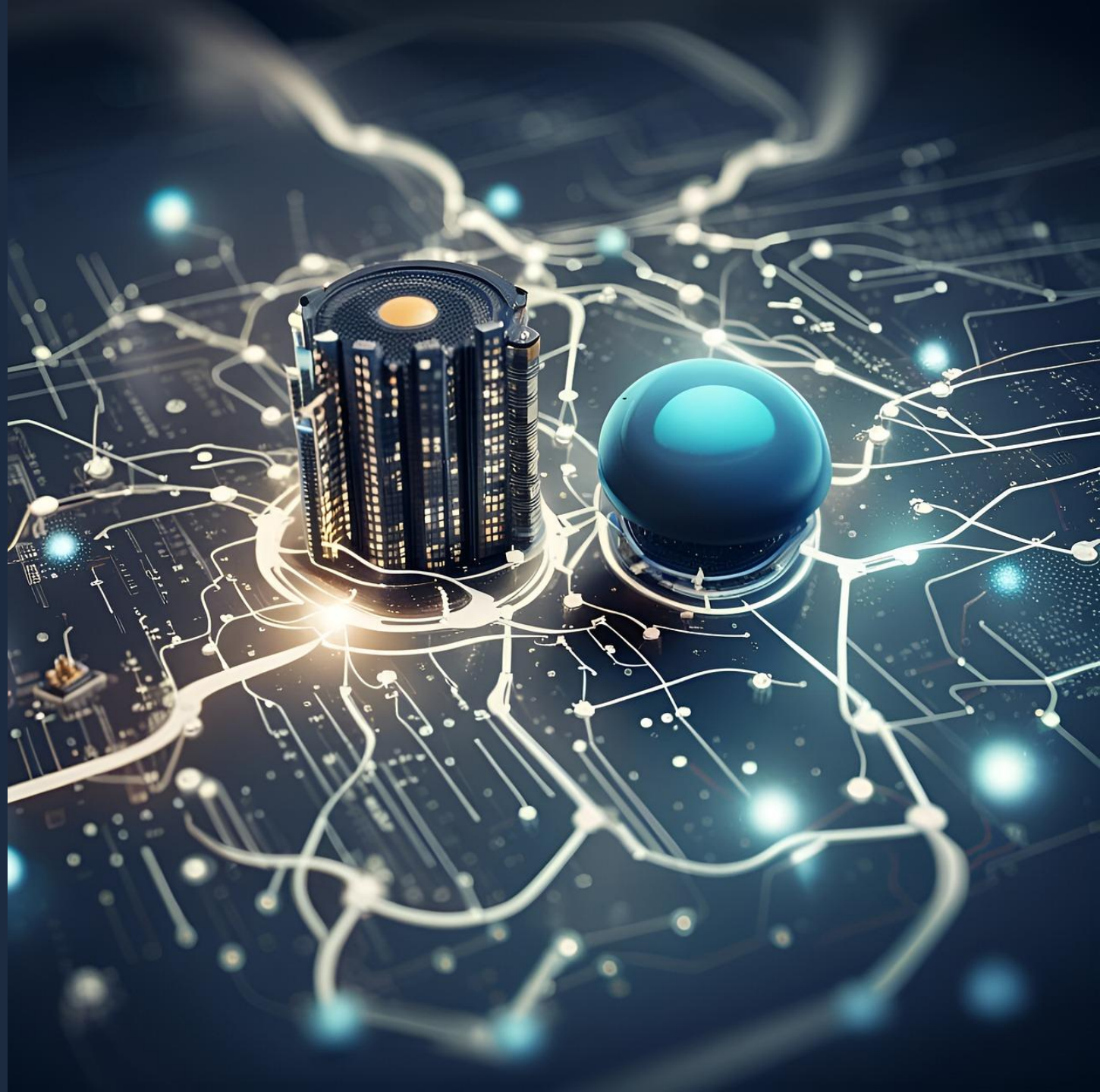
Digital leaders steering cultural change

Gartner found that 80% of mid to large enterprises would change their culture in a way to accelerate their digital transformation strategy. Culture is also the main barrier to innovation.

**Digital leaders are driven, passionate
and intellectually agile.**



Digital leaders
never consider
digital to be the
outcome



Digital leaders are collaborators

“Communication means to trust, and trust leads to collaboration and collaboration leads to innovation” - Helen Fanucci, Microsoft



The background of the slide is a high-action photograph of a surfer riding a barrel wave. The surfer is positioned in the center-left of the frame, crouching low on his board as he navigates the tunnel of the wave. The water is a vibrant blue-green, and the wave's face is a white, frothy wall of water. The sky above is bright and cloudy. A large, semi-transparent yellow circle is overlaid on the right side of the image, containing the main text.

Digital Leaders Challenging the status quo



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SIRIM

**THANK
YOU**

Digital Matters™
Your Journey

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