

INTERNATIONAL SEMINAR ON DIGITAL LEADERSHIP



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TODAY'S PRESENTATION

A PRESTIGIOUS BRITISH UNIVERSITY EXPERIENCE IN MALAYSIA

Branch campus of University of Reading, UK

Same UK degree but more affordable

Stunning modern campus in Iskandar

World-class sports facilities @ Educity

High-achiever's Scholarship available

Signature degrees available in

- Accounting & Finance
- Finance & Business Management
- Management & Business
- Real Estate
- Law (LL.B)
- Psychology
- Quantity Surveying



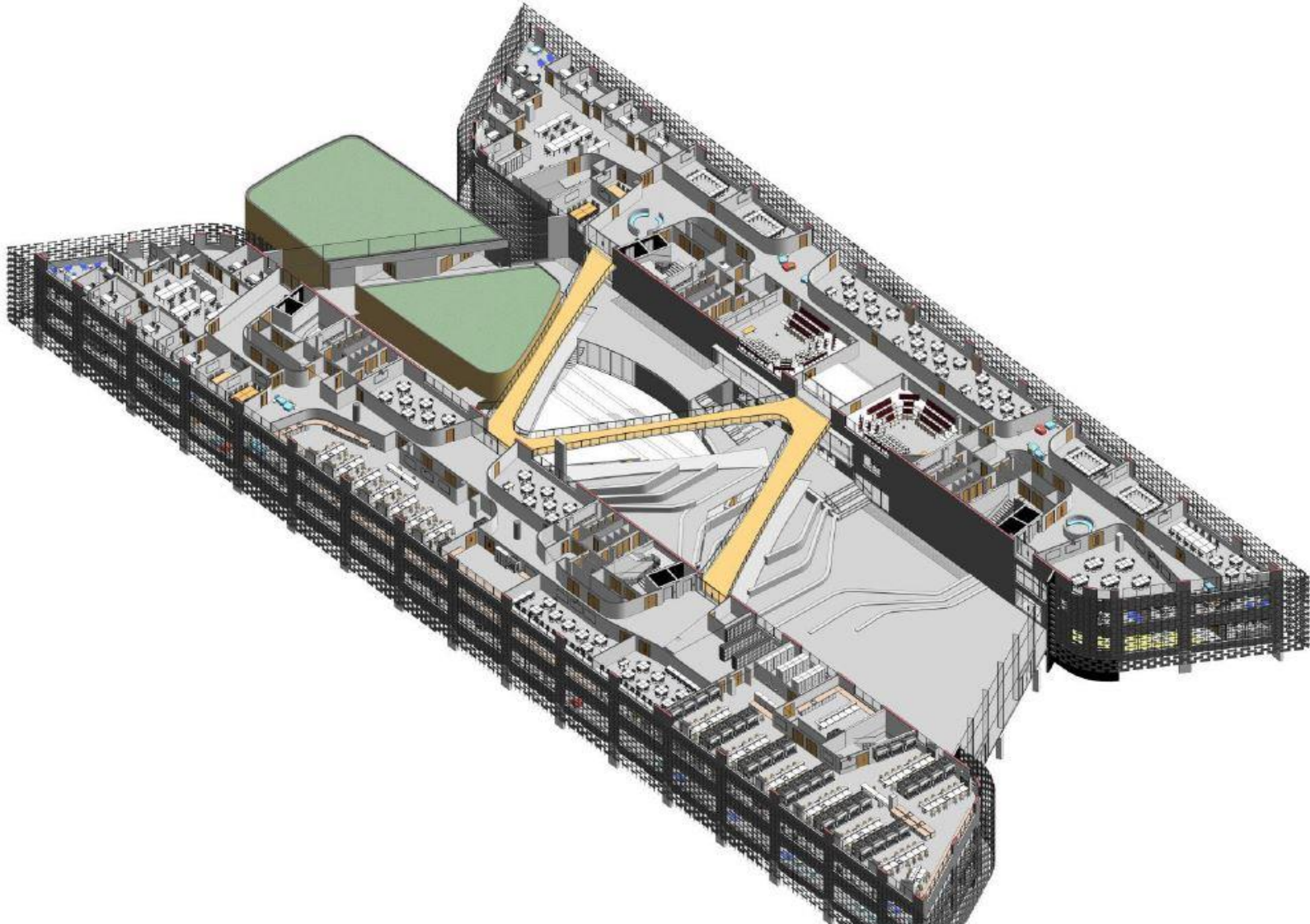
University of
Reading
MALAYSIA

Among top
200 uni
worldwide

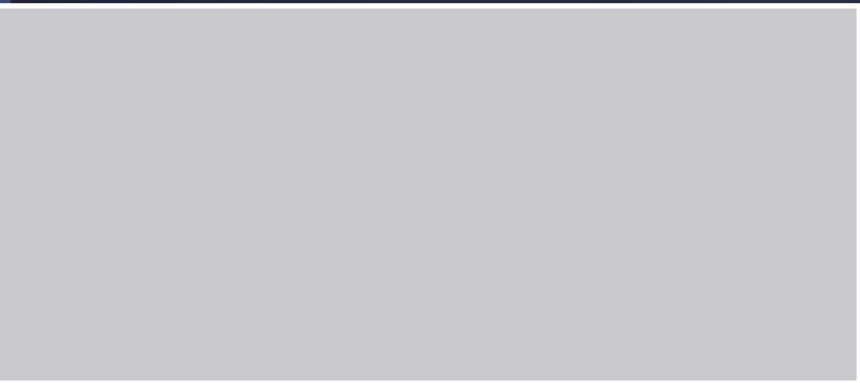
Students
from 150
Countries

45mins to KL by flight
25mins to Singapore by car
25min from Reading to
London by train

MALAYSIA CAMPUS



UK CAMPUS

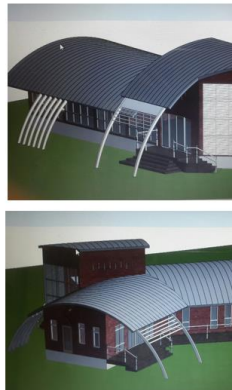


**This is a photo of Foxhill House
on the University of Reading's
Whiteknights campus in the UK.**

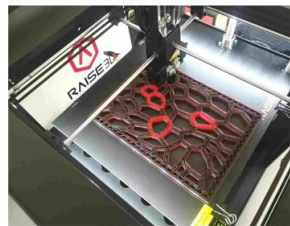
**Foxhill House was built in 1868
and is currently home to the
School of Law.**

BIM LOUNGE AT UORM

AUGMENTED REALITY

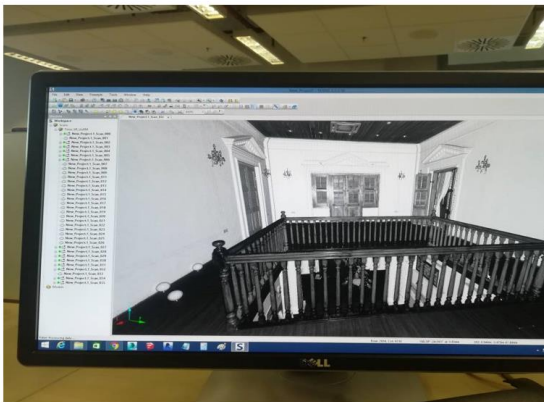


3D PRINTING



**BIM
Lounge**

SCAN-TO-BIM



VR INTEGRATION



A PRESENTATION ON DIGITAL TRANSFORMATION



2019 CONVOCATION



TODAY'S PRESENTATION

- Background
- What is Digital Leadership?
- Framework for Digital Leadership and Transformation in the Digital Age.
- Skills of Digital Leadership and Transformation.
- Benefits of Digital Leadership

BACKGROUND



- Introduction of personal computers in the 1980s. With Internet and web-based technologies In 2020 - build better relationships with customers; tracking orders, managing supply chain etc
- Due to increasing digitalisation, today's working world is changing rapidly and provides managers with new challenges.
- Technological development and job redesign continue to change work in many ways.

BACKGROUND

Digital is the new normal



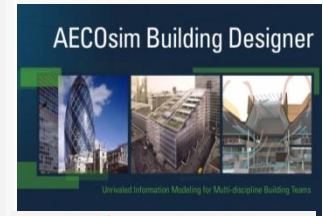
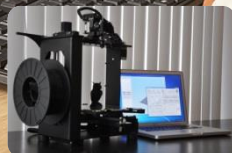
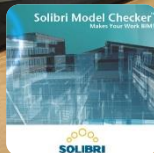
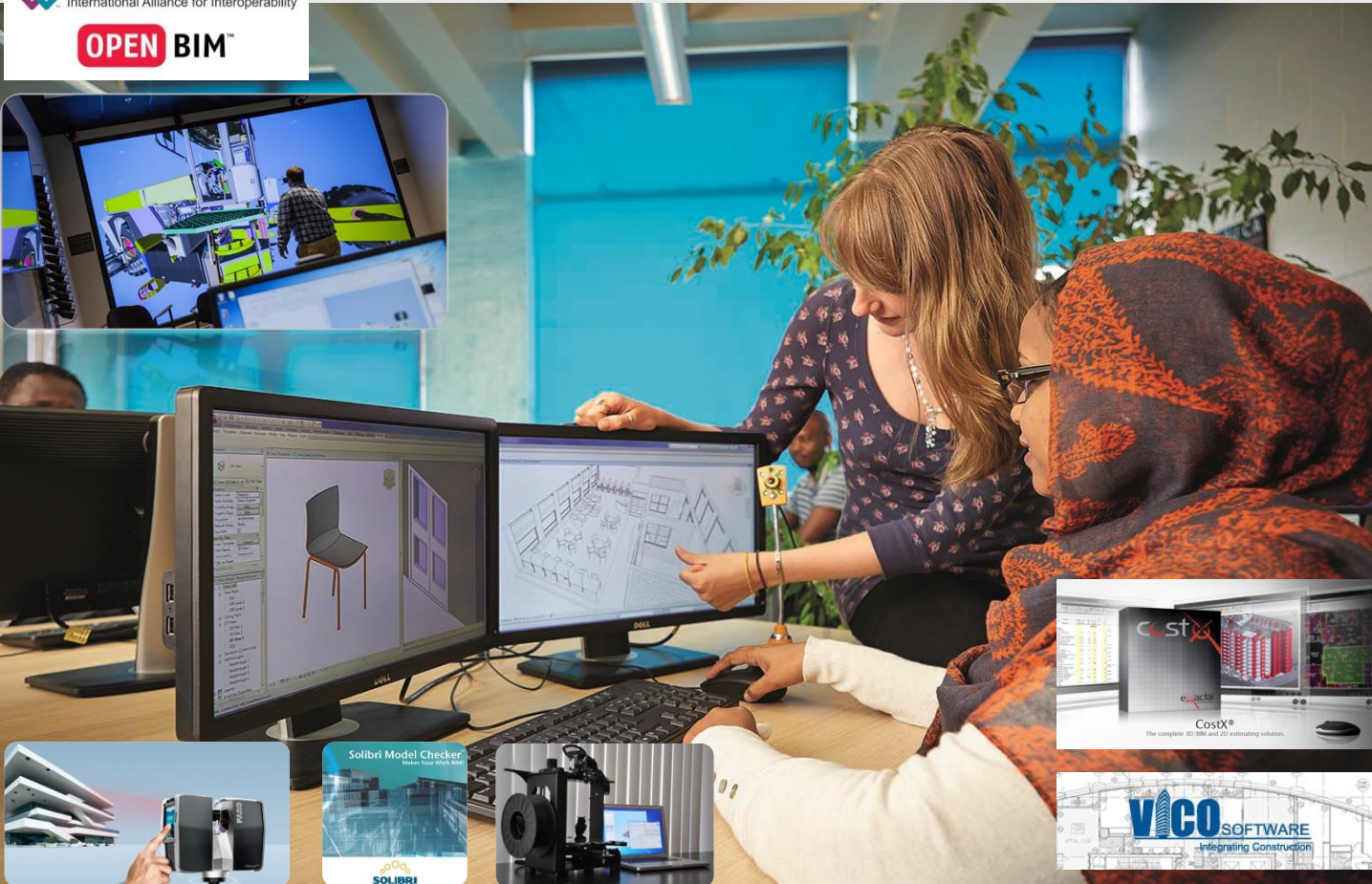
BACKGROUND

UoRM is recipient of CIDB BIM Industrial Appreciation Award 2015

digitising the construction industry



OPEN BIM™



BACKGROUND

T & L Equipment and Tools



BACKGROUND



- **Digital is the new normal** (completely new reality). Digital is everywhere: Industry 4.0, AI, cloud computing, VR, AR, IoT, 3D printing, social networking, ubiquitous connectivity and big data are, among others, the most discussed topics in the digital world.
- Each of them has already transformed the way we communicate, interact, work and live. And this is only the beginning. This will change every industry and every company (ICT & Media, Banking, Insurance, Education, Real estate, Leisure, construction, Manufacturing, Government, healthcare etc).

BACKGROUND

74% of 1,254 global business executives state that they have a digital strategy, but only 15% believe to have the necessary capabilities and skills to execute on that strategy" Forrester, 2014

Managing digital transformation will decide which businesses will survive and which not.



BACKGROUND

Digital leadership is an important factor in managing these challenges and has become a key concept in the discussion about **what kinds of skills managers** need for digital transformation.

WHAT IS DIGITAL LEADERSHIP?



An effective **digital leader** will be aware of the business goals and knows how their job responsibilities support it

- Digital leadership is an **“enabling” leadership** that supports continual exploration within an organization to create value for customers using advanced digitization.

- Digital leadership is Leadership that enables such a **customer-centric** and **service-driven culture** using technology.

- Digital leadership is the **strategic use of a company's' digital assets** to achieve **business goals**.

FRAMEWORK FOR DIGITAL LEADERSHIP IN THE DIGITAL AGE.

Where
does my
own
industry
stand

How can
you
survive?

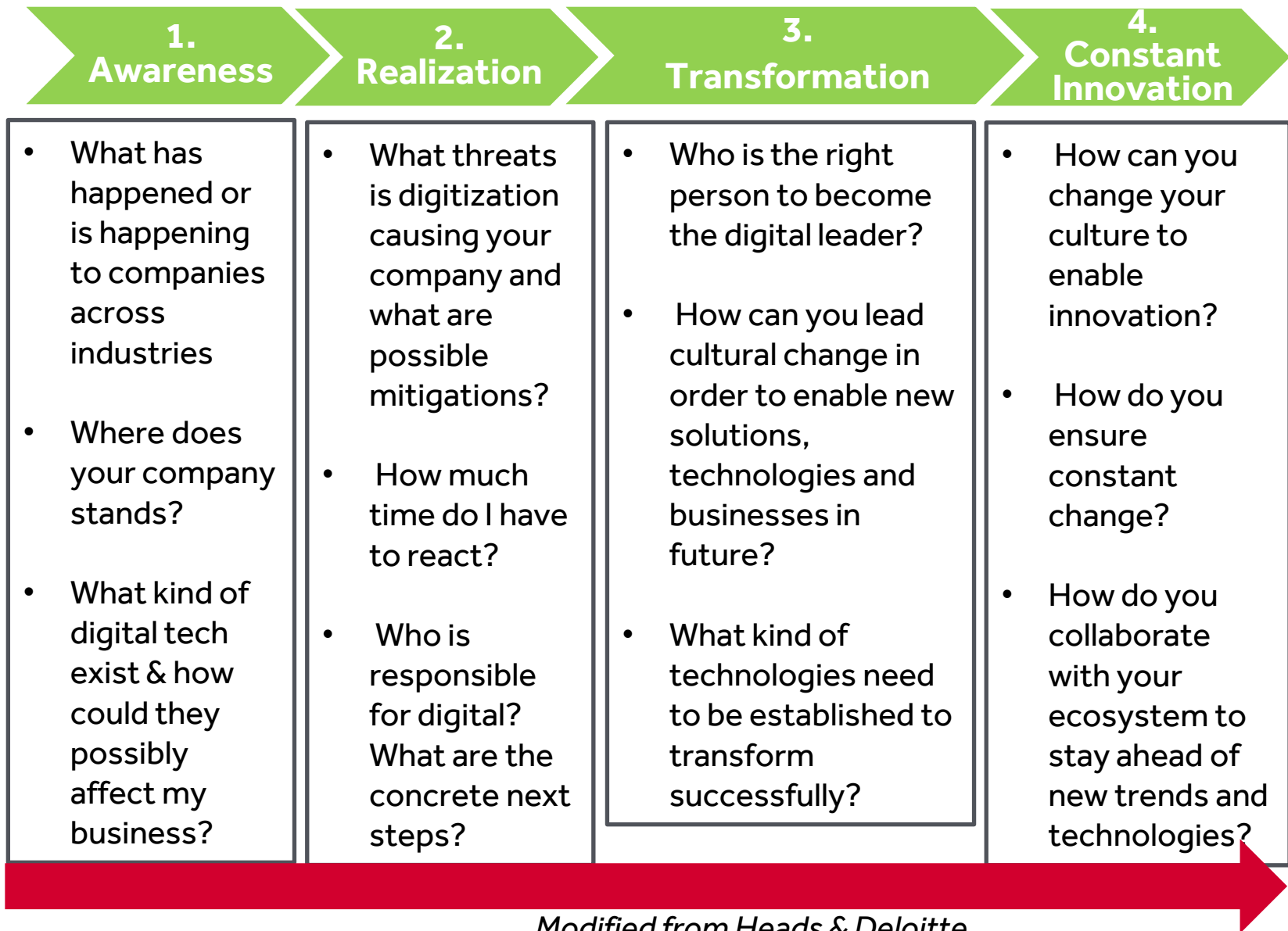
Where do
you
Start?



FRAMEWORK FOR DIGITAL LEADERSHIP IN THE DIGITAL AGE.

- **Phase 1:** Where does your company stand?
- **Phase 2:** What is the threat of digitization in your business?
- **Phase 3:** Is the organization enabled to transform successfully?
- **Phase 4:** How can you ensure constant change and innovation?

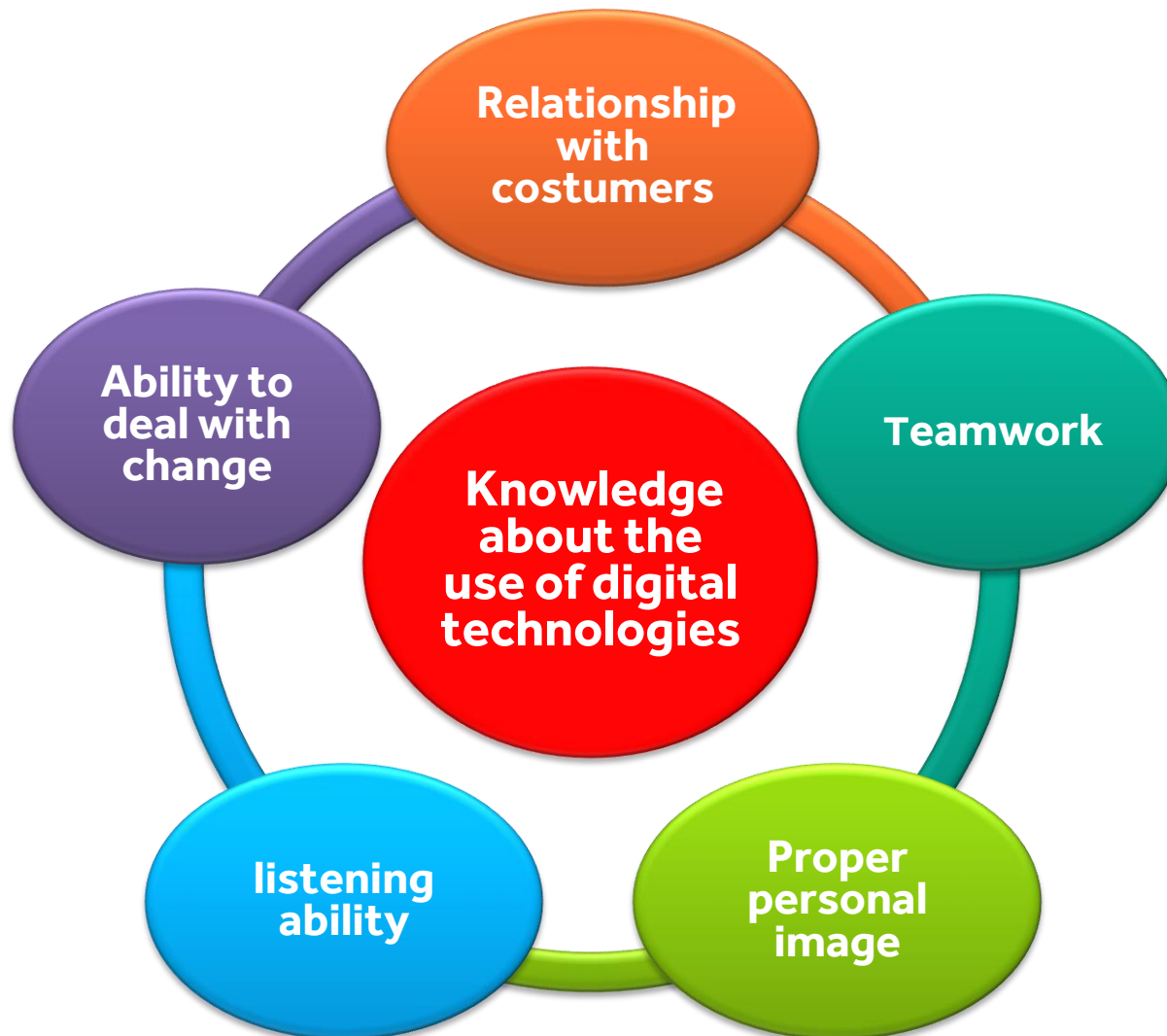
FRAMEWORK FOR DIGITAL LEADERSHIP IN THE DIGITAL AGE.



SKILLS OF DIGITAL LEADERSHIP

COGNITIVE SKILL	BUSINESS SKILL	INTERPERSONAL SKILL	STRATEGIC SKILL
Speaking	Operational analysis	Social perceptiveness	Visioning
Active listening	Management of personnel resources	Coordination	Systems perception
Writing	Management of financial resources	Negotiation	System evaluation
Reading comprehension	Management of material resources	Persuasion	Identification of downstream consequences
Active learning			Identification of key causes
Critical thinking			Problem identification
			solution appraisal

SKILLS OF DIGITAL LEADERSHIP



BENEFITS OF DIGITAL LEADERSHIP

- **Interconnectedness:** The Interconnection and integration as well as organisations has greatly increased due to digitalization. This enables sharing of knowledge and practices. This will drive productivity, effectiveness, & sustainability in an innovative and dynamic environment.
- **Diminishing time lag and abundance of information:** Now we have shorter timeframes for decision making, increased speed of information, real-time management of organisations, increased forms of interaction. This is enabled by smart phones, social media etc.
- **Hierarchy removal and dissolution of personal barriers:** Top management and senior executives learn from the younger generations, by diverging from formal and professional positions or barriers in the company. Time and attendance are artificial barriers that can be removed.

BENEFITS OF DIGITAL LEADERSHIP

- **Decision enabler:** Digitalisation enables faster decision-making processes; short timeframes for decision making between internal and external resources, horizontality and verticality in organisations etc
- **Effective communication and collaboration:** enables humans to easier interact, communicate and interlink through virtual platforms and tools.

BECOME A DIGITAL LEADER TODAY



Establish
engaging
platforms





University of Reading MALAYSIA



THANK YOU

ANY QUESTIONS?