BEST PRACTICES IN STRATEGIC PLAN IMPLEMENTATION:

NURTURING THE ENABLING ENVIRONMENT FOR SURVEYORS

Syed Mohamad Nasir TAHIR
Vice President
Association of Authorised Land Surveyors Malaysia

Roadmap to Industry-Wide Transformation...

TRANSFORMATION AT THE NATIONAL LEVEL
TRANSFORMATION AT THE NATIONAL LEVEL

ECONOMIC TRANSFORMATION PROGRAM (ETP)

- A comprehensive effort that will transform Malaysia into a high-income nation by 2020.
- GNI growth of 6% growth per annum
- Shift towards Service-Based Economy (growth from 58% - 65%)
- Opportunities abound, e.g. Greater KL will be transformed into a world-class city
- Co-creation by Private and Public Sectors – 12 NKEAs (National Key Economic Areas)

Vision 2020

1. Malaysia People First, Performance Now
2. Government Transformation Programme (GTP)
3. Economic Transformation Programme (ETP)
4. Growth implementation of government’s development programme
5. 12 National Key Economic Areas (NKEAs)

Chart 1: The four pillars of Malaysia’s national transformation
Fulfilling the National ‘Dream’...

WORLD-CLASS ASPIRATIONS DESERVE WORLD-CLASS SERVICE PROVIDERS

THE PEJUTA STRATEGIC PLAN: 1-5-5-3 FORMULA

“A Dynamic and Agile Community of Surveying and Mapping Professionals”
FUNDAMENTAL COMPONENTS OF THE ENABLING ENVIRONMENT

Strategic Implementation...

FORMAL COMMUNICATION BEST PRACTICE
Strategic Implementation... (Roadmap Design)

THE VALUE OF ‘SPECIFICITY’
IMPLEMENTATION ROADMAP DESIGN

"SHIFTING GEARS"

'DEVELOPMENT AND SUSTAINABILITY INITIATIVE'

3 STRATEGIC IMPLEMENTATION OBJECTIVES:
- Business Sustainability
- Competitive Positioning
- Competency and capability enhancement

PRINCIPLE BEHIND INITIATIVE

“To ensure that what we put in motion today, THE ESSENTIALS for us to face and anticipate for tomorrow”
Strategic Implementation (Roadmap Design)

PUTTING BEST PRACTICES IN PLACE

IMPLEMENTATION SCOPE OF THE ROADMAP

VISION
A Dynamic and Agile Community of Surveying and Mapping Professionals

INITIATIVE
‘Development and Sustainability’ Initiative

THEME
“Shifting Gears”

Objectives of Initiative
a) Business Sustainability
b) Competitive Positioning
c) Competency and capability enhancement

6 Essentials
a) Capability Building
b) Capacity Building
c) Partnering
d) Liberalization
e) Legislation
f) Branding

towards

Enabling Environment
a) ‘Dynamic’ LLS Community – adaptable LLS firms
b) ‘Agile’ LLS Community – strong competitive positioning of LLS firms
c) Platform for integration – enabling environment
FIG Working Week 2011
Bridging the Gap between Cultures
Marrakech, Morocco, 18-22 May 2011

Structure of the Roadmap

‘Ensuring that we put in motion today, the essentials to help us face and anticipate tomorrow’.

2 IMPLEMENTATION APPROACHES: BUILDING-BLOCK VIEW
APPREACH 1: 3 PATHS TO THE ENVISIONED FUTURE

CRITICAL PATH
1  12-Month and 24-Month Quick Wins.

SUPPORTING PATH
2  12-Month and 24-month Key Results Areas (KRAs).

SHARED SERVICES & RESOURCES
3  12-Month and 24-month Key Results Areas (KRAs).

FUTURE
**FIG Working Week 2011**
Bridging the Gap between Cultures
Marrakech, Morocco, 18-22 May 2011

**APPRAOCH 1: 3 PATHS TO THE ENVISIONED FUTURE**

**CRITICAL PATH**
1. 12-Month and 24-Month Quick Wins.

**SUPPORTING PATH**
2. 12-Month and 24-month Key Results Areas (KRAs).

**SHARED SERVICES & RESOURCES**
3. 12-Month and 24-month Key Results Areas (KRAs).

---

**FUTURE**

---

**FUTURE**

---
APPROACH 2: DRIVING MOMENTUM TOWARDS IMPACTFUL OUTCOMES (6 ACTION PLANS)

CAPABILITY BUILDING ACTION PLAN
1 a) Adoption of technology

CAPACITY BUILDING ACTION PLAN
2 a) Professional Development
   b) Vendors to Specialists
   c) Specialists to TSP
   d) Infrastructure

LEGISLATIVE ACTION PLAN
3 a) Advocacy
   b) Minimum requirements & Standards

BRANDING ACTION PLAN
4 a) Business Opportunity Matching
   b) Promote Capabilities
   c) Develop guidelines

PARTNERING ACTION PLAN
5 a) Partnering Mindset
   b) Partnering Workshops
   c) 10th Malaysia Plan
   d) Best Practice & Sharing
   e) Expertise Exchange

LIBERALIZATION ACTION PLAN
6 a) Liberalization Advocacy
   b) Liberalization Opportunities
   c) Export of Services

Best Practice Pathways
FROM IMPLEMENTATION APPROACH TO INDUSTRY ENGAGEMENT
FROM IMPLEMENTATION APPROACH TO INDUSTRY ENGAGEMENT

6 Essentials

DRIVING MOMENTUM TOWARDS OUTCOMES

Enabling Environment

3 PATHS TO ENVISIONED FUTURE

Industry Engagement Model (EFQM Business Excellence)

PATHS TO ENVISIONED FUTURE

DRIVING MOMENTUM TOWARDS OUTCOMES

6 Essentials

FROM IMPLEMENTATION APPROACH TO INDUSTRY ENGAGEMENT

IMPLEMENTATION ROADMAP INDUSTRY ENGAGEMENT MODEL

LEADERSHIP (Constancy of Purpose)

ENABLING ENVIRONMENT DEVELOPMENT PROCESSES (Engagement, Explanation & Expectation Clarity)

PARTNERING SUCCESS (Total Solution Providers)

NEW GROWTH AGENDA:

a) Complementary Capabilities
b) New Business Opportunities
c) Industry-Wide Innovation Infrastructure

INNOVATION & LEARNING

PEOPLE MANAGEMENT (Development & Involvement)

POLICY & STRATEGY (Advocacy and Service Strategy)

BUSINESS AGILITY (Multi-Disciplinary Practices)

INDUSTRY PERFORMANCE (International Standards)

INTERNSHIP DEVELOPMENT (Total Solution Providers)

INNOVATION & LEARNING

FIG Working Week 2011
Bridging the Gap between Cultures
Marrakech, Morocco, 18-22 May 2011

Enabling Environment

Enabling Environment
Enabling Environment Processes

a) Enabling Environment Processes form the baseline activities for the engaging LLS in the implementation of the Roadmap.

b) One key area that was crucial to soliciting the 'buy in' and commitment to the Strategic Plan. The crucial phase of the Roadmap Development process involved that of: 'Industry Consultation'.

STRATEGIC PLAN IMPLEMENTATION:
BEST PRACTICE PERSPECTIVES
ARE OUR GLASSES HALF-EMPTY OR HALF-FULL TODAY?

THANK YOU..

Syed Mohamad Nasir TAHIR
Vice President
The Association of Authorized Land Surveyors Malaysia (PEJUTA)
www.pejuta.com.my