



SPEECH BY

**DATO' SERI ZAINAL RAHIM SEMAN
DIRECTOR GENERAL OF MAMPU**

**IMMERSION PROGRAMME 2015
INDUCTION CEREMONY**

**THURSDAY, 16TH APRIL 2015, 9.45 AM,
BUNGA RAYA AUDITORIUM
MDeC HQ, CYBERJAYA**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

*Assalamu 'Alaikum Warahmatullahi
Wabarakatuh,*

*A Very Good Morning and Salam 1
Malaysia*

**Yang Berbahagia Dato' Yasmin
Mahmood,**

Chief Executive Officer (CEO)

Multimedia Development Corporation
(MDeC)

**Yang Berbahagia Dato' Mohtar Bin
Mohd Abd. Rahman**

Director of Service Division,
Public Service Department of Malaysia

**Yang Berusaha Dr. Suhazimah Binti
Dzazali,**

Deputy Director General (ICT),
MAMPU

Distinguished Guests,
Immersion Programme 2015
Participants,
Ladies and Gentlemen,

1. **It is my honour and pleasure to be with all of you this morning for the Induction Ceremony** of the Immersion Programme 2015. Let us extend our utmost gratitude to Allah SWT for His grace and blessing in the strategic partnership between MAMPU, MDeC and JPA in the implementation of the Immersion Programme, as what had been agreed upon during the 38th FCC Meeting in November 19th, 2014 chaired by YBhg. Tan Sri Chief Secretary to the Government. Congratulations to the **15 participants** or shall I say **pioneers** who were selected for this program.

2. I believe this programme **is of utmost importance in creating a platform for exchange of knowledge and technology as well as transfer of skills** to expose Information and Technology Officers of the Public Service to the peculiar nature of the private sector operations.

3. While the recent economic challenges have forced public and private sector organizations to execute their strategies with more precision than ever before with fewer resources; especially people, many are still grappling with the skills gap. In

addressing this issue, the government introduced this **program to expose our officers to the working environment and mode of thinking of corporate sectors.**

Ladies and gentlemen,

4. This program is a reflection of the Malaysian Government's commitment towards enhancing human capital development, especially the Information and Technology Officers. The Public Service of Malaysia has always been regarded as **partner to the private sector.** The spirit behind

this program is to engage people from different sectors to co-create, work and learn from each other to increase our intellectual capacity through innovation and creativity.

5. In assimilating this, we need to adopt and develop the **triple loop thinking** capabilities, which are **thinking ahead, thinking again** and **thinking across**. Thinking ahead is the **ability to perceive early signals** of developments that might affect the mission and effectiveness of an institution. The ability to think ahead would enable the organisation to

conceive strategies and policies to adapt to the changing environment. Thinking again is the **re-considering and re-inventing** of currently functioning policies and processes when the environment changes to achieve better results. Thinking across is the **ability to cross boundaries** to learn from the experience of others, recognizing that others' ideas, systems and experiences may hold lessons which may be adapted to a specific country or organisation to achieve new or different outcomes.

Ladies and Gentlemen,

6. The rapid evolution of technology often leaves us myriads of options which can be both **opportunities and challenges**. Now, we are constantly challenged, to move beyond the perimeters of our traditional roles and responsibilities. In the quest to provide more customer-centric services, and to ensure speedy and innovative services delivery, **Information and Technology Officers must be willing to constantly adapt and innovate, and learn from the “best business practices”** in the private sector, in order to move to a higher level of services for Malaysia to ride the crest of

global economic development. As quoted from our beloved Prime Minister, “***we are currently living in a hyper-connected, multidirectional and interdependent world. If we want Malaysia to achieve developed nation status by 2020, we must develop a system and a culture that can foster a framework that can succeed as a global mind-set***”.

7. The second decade of the millennium has seen the **Government introduced the National Transformation Agenda**. It is a strategic movement to prepare

Malaysia towards a high income and developed nation by 2020. The formulated Programs include **government reforms, economic, social and political.** The **Public Service Transformation Agenda** in turn becomes the core vehicle that supports the success of this National Transformation Agenda. This transformation programme is supported by the **National Blue Ocean Strategy (NBOS)** which encompasses the characteristics of **Rapid Execution, High Impact** and **Low Cost**, thus ensuring value creation and

increased productivity to any services rendered by the government.

8. To the 15 participants selected from various agencies, congratulations to all of you. I believe at this moment, most of you are feeling a **sense of excitement** mixed with the question of **“Do I dare to change something in my old environment, and if so, how am I going to do it”**. As Information and Technology Officers, I am confident that you have the **courage, capacity and agility to practice, adopt and embrace new technologies, suitable good norms**

and work cultures, taking a different role and move across levels and boundaries, thus making a difference that will add values in your work processes and way of doing things at each of your agencies.

9. As Confucius said, **“What we must truly fear is being unable to change what is not good.”** It takes **courage to CHANGE** because it forces us to recognize that our previous practices have fallen short. What is required is for all of you to put the knowledge and skills that you will learn, into practice in your workplace to

ensure that all efforts have value addition. The **result of the training must be visible to our customers and stakeholders**. Only then, can we say that the **Malaysian Civil Service is able to make a difference**.

Ladies and Gentlemen,

10. Last but not least, I would like to take this opportunity to congratulate the Working Committee of this programme from MAMPU, MDeC, JPA and all participating ministries, departments and agencies. The combined efforts of the private and public sector to ensure

the continuous success of this programme, augurs well for greater understanding and cooperation for future collaboration.

*Wabillahi taufiq wal hidayah.
Wassalamu 'alaikum warahmatullahi
wabarakatuh.*

Thank You.