ASIASchool of Business
in collaboration with MIT Sloan Management
Iclif Executive Education Center

FT EXECUTIVE EDUCATION 2026 RANKING

AACSB ACCREDITED

EXECUTIVE EDUCATION / OPEN ENROLLMENT PROGRAM

LEADING SELF AND OTHERS

HRDCORP CLAIMABLE



PROGRAM DETAILS

FACULTY	DATE/TIME	FEE*	VENUE
Muhammad Sabri Rawi	21 June 2027 9.00AM - 5.30PM	RM2,750 | USD688	Asia School of Business

Program Overview

The best leaders are not necessarily those who have all the answers, but who ask the right questions. In this engaging program, discover what matters most to you as a leader. By clarifying your north star, you can first lead yourself, and then, others.

It's an incredibly challenging time to be a leader. AI disruption, shifting geopolitics, rapid technological change, and global uncertainties have turned agility and resilience into from buzzwords to daily essentials.

Many leaders promoted to powerful positions have discovered that such positions do not themselves guarantee success or impact. They still face the challenge of having to "get things done" on a daily basis. If as a leader, you would no doubt have discovered that leadership is more than about power and authority. Neither a big title nor a "powerful" position makes a person an effective leader.

Ultimately, it is about the leader's values and the leader's ability to act on them that defines his or her leadership agency, and is the true measure of success. As companies pivot, restructure, and think about building resilience for the future, it's more important than ever for leaders to learn how to harness their leadership potential to solve pressing challenges. This program will equip you to do just that.

Learning Outcomes

At the end of the program, participants will be able to:

- Explain what moves people to take the necessary steps to perform;
- Explain what makes a leader great and provides a path to build these capabilities;
- Develop a strategy for more effective self leadership for self and for others;
- Discuss why some people are happier than others and the reconnection between happiness and leadership.

Who Will Benefit?

- **Mid- to Senior career professionals** in leadership and managerial roles, who aspire to advance their careers and gain the confidence to lead better.
- **Entrepreneurs and Business Owners** who want to better lead and manage themselves and others for maximum performance.

Program Outline

9:00AM - 9:45AM

Session 1: What Is Leadership?

- Reflection on leadership quotes
- Discussion and overview of the program

10.15AM - 11.15AM

Session 2: Trust as the Foundation of Leadership

- Mapping the people who affect your happiness and those you trust most, then the Trust Equation: Trustworthiness = (Credibility + Reliability + Intimacy) ÷ Self-Orientation. Self-assessment on each element

11.15AM - 12.15PM

Session 3: Team Activity: Red vs Green Organizations

- Rate your organization from –5 to +5, compare Red Zone and Green Zone traits, and agree on actions to shift towards green

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1.15PM - 2.15PM

Session 4: The Truly Great Leader & My Leadership Challenges

- Group discussion on leadership challenges and the one skill to develop

2.15PM - 3.15PM

Session 5: Leadership as Creating a Better Future

- What founders and leaders are trying to do, why people say “It’s not in the budget” or “Stay out of our silo”, and what it takes to overcome that resistance

3.30PM - 4.30PM

Session 6: Finding Leadership Energy: Purpose & Values

- Leadership as harnessing human energy, with purpose and values as the two sources. Links to the needs hierarchy and personal purpose and values statements

4.30PM - 5.30PM

Session 7: Energising the Organisation: Brains, Bones, Nerves

- Moving from creating results individually to creating conditions for collective success. Closing reflection and personal commitments

Faculty



Muhammad Sabri Rawi is Senior Lecturer at Asia School of Business. Sabri holds a Master's Degree in English from Portland State University, USA and obtained his Certificate in Coaching from University of Malaya Centre for Continuing Education. As an accredited coach with the Canadian Coaching Council, Sabri has distinguished himself as a Mastercoach from close to two decades of honing his skills in leadership training in multiple industries which include pharmaceutical, manufacturing, plantation, automotive, oil and gas, FMCG, GLC and the public sector. Sabri's forte includes Leadership and Learning industry design, development and delivery of leadership training courses.

Sabri has enjoyed an illustrious career with extensive stints in Corporate Communications, Media Relations, Project Management, Human Resource Management which includes Job Evaluation and Manpower Planning, Learning Intervention and Learning Assessment.

A fast track performer, he rapidly catapulted into increasingly challenging and evolutionary roles in his vast career experience. He has spearheaded management excellence through continuous education and mindset change under the portfolio of Leadership Mindset Change. He was instrumental in developing Petronas' Global Leadership Learning Series, and a myriad of initiatives for the nation's oil company, which included: Strategic Communications, Media Relations, Project Management and Human Resource Management. Apart from clients in the oil and gas industry, Sabri also has experience working with clients from FMCGs, GLCs and both the finance and public sector.

Note: *

- Excludes Sales & Service Tax (8%)
- Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.
- USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.
- ASB reserves the right to amend the program design, schedule, or faculty lineup without prior notice to maintain academic and delivery excellence.

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SCAN ME

Leading Self and Others