



# LEAD WITH PURPOSE *Conference*



**RM6,888**

\*Not including 8% SST

**Courage. Clarity. Conviction.**

**8 & 9 OCT 2025**

Jointly organized by ASBM and AICB



**ASIASchool  
of Business**  
in collaboration with MIT Sloan Management

Idlif Executive Education Center



## The Lead With Purpose Conference

In today's fast-changing world, clear and confident communication is the cornerstone of resilient leadership. The **Lead with Purpose Conference: Courage, Clarity, Conviction** is a two-day gathering of public and private sector leaders committed to shaping inclusive and impactful futures. Through a series of dynamic sessions—from strategic communication and storytelling to executive presence, collaboration, and system-building—participants will gain practical tools to lead through uncertainty, foster psychological safety, and navigate complexity. Designed as a space to learn, connect, and lead with intention, this conference invites leaders of all backgrounds to engage in bold conversations that build trust, inspire action, and strengthen national resilience.

### 2025 Program Highlights

#### Thematic Focus

Crisis leadership rooted in driving innovation and building resilience through strong collaboration and clear communication.

#### Expert-Led Sessions

Panel sessions and interactive, immersive workshops featuring trailblazers from public and private sectors.

#### Practical Insights

Tools and frameworks to navigate strategic and empathetic conversations that foster inclusivity and progress in the workplace.

### Learning Outcomes

This conference invites participants to engage deeply, collaborate meaningfully, and emerge as more future-ready, inclusive, and strategic leaders prepared to navigate complex global challenges. Through an immersive learning experience, participants will be better able to:

Lead confidently in the age of AI and digital transformation by learning how to navigate systemic change with agility.

Enhance national and organizational resilience and drive coordination across functions and sectors through strategic communication and problem-solving.

Champion sustainable leadership by fostering psychological safety, embracing emerging technologies, and enabling inclusive decision-making.

Harness the strength of collaboration—across industries and institutions—to manage risk and build resilient governance structures.

Cultivate a leadership presence that inspires trust, promotes equity, and drives transformative impact.

### Who Should Attend?

The conference is designed for:

- **Senior executives and public sector leaders** navigating complex decisions in uncertain times.
- **Transformation leaders** driving organizational change and resilience.
- **Policy shapers** committed to building inclusive, sustainable, and purpose-driven systems.

# PROGRAM AGENDA

*\*Speakers listed are subject to change.*

## DAY 1

**8 October 2025, Wednesday**

0830 **Registration & Breakfast**

0930 **Welcome and Opening Keynote**

Unlocking Shared Value Through Strategic Partnerships

Dato' Kathleen Chew  
Group Legal Counsel, YTL Group;  
Programme Director, YTL Foundation

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1030 **Morning Tea Break**

1100 **Strategic Communication for Inclusion and Resilience**

Drawing from Malaysia's 2025 Voluntary National Review and real-world community data, the session will explore what it means to communicate inclusion—not as an agenda item, but as a leadership imperative.

**Panel | From Numbers to Storytelling**

How communication grounded in data, empathy, and systems thinking can catalyze inclusive and resilient outcomes in today's complex landscape.

Prof Melati Nungsari  
Deputy Dean of Research, ASB; Associate  
Professor II of Economics; Faculty Director  
of ASEAN Research Center (ARC)

Dato' Sri Dr Mohd Uzir Mahidin  
Chief Statistician of Malaysia and Chair of  
the 15th Session of the ASEAN Community  
Statistical System Committee (ACSS15)

Sang Hoe Chow  
Retired Consulting Managing Partner, Ernst  
& Young Consulting

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1230 **Lunch Break & Bazaar**

1400 **Workshop | The Power of Collaboration and Psychological Safety in Teams**

Muhammad Sabri Rawi  
Leadership Expert, Speaker, & Executive  
Coach; Senior Lecturer and Accredited  
Mastercoach, ASB

Chuck Ng  
Founder, GRiT Academy, evidence-based  
leadership educator, endurance athlete, 26+  
years leadership roles in financial services

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1530 **Afternoon Tea Break**

1600 **Workshop | Building Executive Presence: Own the Spotlight, Lead the Conversation**

Peter De Kretser  
Founder & CEO, GO Communications;  
Chairman, GO Group (APAC); award-winning  
PR strategist; ex-pro footballer; 15+ years in  
Southeast Asia's communications landscape

1730 **Workshop | Context Setting for Day 2: Action Learning Immersion**

Chuck Ng, Program Weaver

1800 **End**

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## DAY 2

**9 October 2025, Thursday**

- 0830 **Networking & Breakfast**
- 0930 **Action Learning Immersion Offsite**  
Social Impact Immersion with Impact Partners  
Four Groups - Impact Partners to be Confirmed
- 1130 **Travel Back to ASB Campus**
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- 1200 **Debrief | Takeaways and Key Learnings from Action Learning Immersion**  
Chuck Ng, Program Weaver
- 0100 **Lunch Break & Bazaar**
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- 1430 **Funding the Future for Good**  
Carbon offsets go beyond preserving forests - they include actively restoring forests, rewetting peatlands, and managing waste. This talk explores role of blended finance, policy, partnerships, and finance in building a path to Net Zero.  
Prof Joseph Cherian  
*CEO, President, Dean and Distinguished Professor, ASB*  
Dr Jillian Ooi  
*Marine Biogeographer; Associate Professor, Department of Geography, Universiti Malaya; Musician and Director, Rhythm in Bronze Gamelan Orchestra*
- 1515 **Panel | Investing in Our Planet**  
How public and private players can work together to invest in nature-based solutions, from carbon credits to ecosystem restoration.  
Mr Nick Khaw  
*Head Research & Co-Head, Private Markets, Khazanah Nasional; trustee for Khazanah Research Institute, Yayasan Khazanah and UEM Group Berhad*
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- 1630 **Afternoon Tea Break**
- 1700 **Closing Session | Leading with Clarity in the Midst of Uncertainty**  
Tan Sri Dr Noor Hisham Abdullah  
*Distinguished Senior Consultant Surgeon | Former Director General of Health, Malaysia | Chairman, Asian Association of Endocrine Surgeons*
- 1800 **End**
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# FACULTY & SPEAKERS

*\*Speakers listed are subject to change.*



**Prof Joseph Cherian**  
CEO, President, Dean  
and Distinguished  
Professor, ASB



**Prof Melati Nungsari**  
Deputy Dean of  
Research, ASB;  
Associate Professor II of  
Economics; Faculty  
Director of ASEAN  
Research Center (ARC)



**Muhammad Sabri Rawi**  
Senior Lecturer, ASB;  
Leadership Expert,  
Speaker, & Executive  
Coach; Senior Lecturer  
and Accredited  
Mastercoach, ASB



**Dato' Sri Dr Mohd  
Uzir Mahidin**  
Chief Statistician of  
Malaysia and Chair of the  
15th Session of the ASEAN  
Community Statistical  
System Committee  
(ACSS15)



**Tan Sri Dr Noor  
Hisham Abdullah**  
Distinguished Senior  
Consultant Surgeon;  
Former Director General of  
Health, Malaysia;  
Chairman, Asian  
Association of Endocrine  
Surgeons



**Nick Khaw**  
Head Research & Co-Head,  
Private Markets, Khazanah  
Nasional; trustee for  
Khazanah Research Institute,  
Yayasan Khazanah and UEM  
Group Berhad



**Dr Jillian Ooi**  
Marine Biogeographer;  
Associate Professor,  
Department of  
Geography, Universiti  
Malaya; Musician and  
Director, Rhythm in  
Bronze Gamelan  
Orchestra



**Dato' Kathleen Chew**  
Group Legal Counsel,  
YTL Group; Programme  
Director, YTL Foundation



**Chuck Ng**  
Founder of GRIT Academy,  
evidence-based leadership  
educator, endurance athlete,  
26+ years leadership roles in  
financial services



**Peter De Kretser**  
Founder & CEO, GO  
Communications;  
Chairman, GO Group  
(APAC); award-winning PR  
strategist; ex-pro  
footballer; 15+ years in  
Southeast Asia's  
communications  
landscape



**Sang Hoe Chow**  
Retired Consulting Managing  
Partner, Ernst & Young  
Consulting



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