

Optimising Board Effectiveness: A Strategic Approach to Board Evaluation

24 January 2025, Friday

9.00am - 1.00pm

Speaker: PROF DR ZUBAIDAH ZAINAL
ABIDIN FCIS (CS) (CGP)

Virtual

Course code: CG240125W1

Closing date: 22 January 2025

**4 CPD
HOURS**

Introduction

Effective governance is the cornerstone of organizational success, and the board of directors plays a pivotal role in steering an organization towards its strategic goals. To ensure that boards are functioning at their highest potential, regular evaluation is essential. A robust and well-structured board evaluation framework helps assess the performance of individual members, the entire board, and its committees. It provides valuable insights into strengths, areas for improvement, and opportunities for development.

This training program offers a comprehensive approach to board evaluation, providing a practical framework designed to enhance board effectiveness. Participants will gain the knowledge and tools necessary to implement a structured evaluation process that fosters accountability, strengthens decision-making, and improves overall governance. By aligning board performance with organizational objectives and best practices, this framework empowers boards to drive long-term success and sustainability.

Throughout the program, you will explore key components of board evaluation, including criteria, methodologies, and tools that ensure a thorough, fair, and constructive assessment. By the end of the course, participants will be equipped to lead impactful evaluations, strengthen board performance, and contribute to the continued growth and success of their organizations.

Course objectives

The objective of this course is to equip board members, executives, and governance professionals with the tools, frameworks, and strategies needed to enhance board performance through effective evaluation processes. Participants will learn to:

1. Understand Board Dynamics: Analyse the role and structure of boards, including their strategic importance in organizational governance.
2. Develop Evaluation Frameworks: Design and implement comprehensive board evaluation frameworks tailored to organizational goals and governance standards.
3. Enhance Decision-Making: Identify and address areas of improvement to enhance board effectiveness, collaboration, and decision-making processes.
4. Foster Continuous Improvement: Leverage evaluation results to establish actionable insights and long-term development plans for board members.
5. Align with Best Practices: Align board evaluation practices with regulatory requirements, ethical standards, and industry best practices.

By the end of the course, participants will have the knowledge and practical skills to conduct meaningful board evaluations, driving organizational success and ensuring robust governance.

Who should attend

Board Members, Corporate Secretaries and Governance Professionals, Governance Committee Members, Regulatory and Compliance Professionals, Consultants and Advisors

About the trainer: Prof Dr Zubaidah Zainal Abidin FCIS (CS) (CGP) Expert in Corporate Governance, Board Leadership, and Sustainability Reporting

Dr. Zubaidah Zainal Abidin is an esteemed academic and corporate governance expert with over 40 years of experience bridging academia and industry. Currently an Academic Fellow at Universiti Sains Islam Malaysia (USIM), she has previously held prestigious roles, including Professor at Universiti Teknologi MARA (UiTM), Deputy Vice Chancellor at Kolej Universiti Poly-Tech MARA (KUPTM), and Professor at Putra Business School. Before her academic tenure, Dr. Zubaidah spent 13 years as a company secretary in private and public-listed companies, equipping her with invaluable insights into corporate operations and governance. A prolific author, she has penned five influential books on company secretarial practice, widely adopted in Malaysian universities, and authored the 2022 CGI Study Text on Company Secretarial Practice (Malaysian Version), now a critical resource for the CGI Qualifying Programme. Dr. Zubaidah's expertise lies in corporate governance, board dynamics, ESG, and sustainability reporting. Her groundbreaking research in these areas has been presented at over 20 national and international conferences and published in refereed journals. Her speaking engagements with professional and regulatory bodies, including the Companies Commission of Malaysia (CCM), The Malaysian Governance Institute (MAICSA), and the Malaysian Association of Company Secretaries (MACS), have positioned her as a sought-after thought leader. Key Speaking Topics

- Corporate Governance and Boardroom Dynamics: Strategies for effective leadership and governance.
- Diversity and Inclusion: The role of diverse boards in driving organizational success.
- Sustainability Reporting and ESG: Practical approaches to embedding sustainability in corporate practices.
- Corporate Social Responsibility: Insights into aligning CSR with strategic business objectives.

Dr. Zubaidah captivates audiences with her deep knowledge, practical insights, and engaging delivery. She is passionate about fostering ethical and sustainable corporate practices and is available for speaking engagements, panel discussions, and workshops.

Course outline

Module 1: Introduction to Board Effectiveness and Evaluation

- Overview of board roles and responsibilities in governance
- Importance of board evaluation in driving organizational success
- Key challenges in achieving board effectiveness
- The strategic value of regular and structured evaluations

Module 2: Designing an Effective Board Evaluation Framework

- Principles of an effective board evaluation
- Components of a board evaluation process: purpose, scope, and methodology
- Tools and techniques for evaluation: surveys, interviews, and peer reviews
- Benchmarking and aligning with industry standards and best practices

Module 3: Conducting Board Evaluations

- Preparing for the evaluation process: setting objectives and engaging stakeholders
- Roles of the board chair, CEO, and governance committees in evaluations
- Collecting data and ensuring confidentiality and transparency
- Common pitfalls and how to avoid them during evaluations

Module 4: Analysing Results and Providing Feedback

- Synthesizing findings into actionable insights
- Presenting evaluation results to the board effectively
- Identifying strengths, weaknesses, and areas for improvement
- Creating a culture of open communication and constructive feedback

Module 5: Developing and Implementing Improvement Plans

- Translating evaluation outcomes into measurable action plans
- Strategies for board development: training, succession planning, and role clarity
- Monitoring and revisiting action plans to ensure progress

Module 6: Regulatory Compliance and Best Practices in Board Evaluations

- Aligning evaluation practices with governance codes and legal requirements
- Ethical considerations in board evaluation processes
- International perspectives: comparing practices across regions and industries
- Incorporating diversity, equity, and inclusion into board evaluations

Module 7: The Future of Board Evaluations

- Emerging trends: technology and digital tools for board evaluation
- Adapting evaluation processes for dynamic and evolving board structures
- Building resilience and agility through continuous improvement

Category	Early Bird Fee per person (RM) (applicable for participant who register and pay before 10/1/2025)	Normal Fee per person (RM)	Group Fee per person (RM)* (For 3 or more registrations from the same organization)
MAICSA Member/ Affiliate/Graduate/Student	290	340	310
Non member	440	490	460
Retired MAICSA member	170	170	170
MAICSA Member's staff***	400	400	400

Fee includes course materials in digital form and e-certificate.

Registration with HRDCorp grant, **the NORMAL FEE will apply. Discounted fee is NOT applicable.**

MAICSA Member's Staff

- ** (i) applicable to the staff of MAICSA member (Sponsoring Staff) of the same organisation and billing
- (ii) NOT entitle to any other discounts
- (iii) The Sponsoring staff must be MAICSA active member
- (iv) MAICSA Affiliate CANNOT sponsor his/her staff.

ENQUIRIES:

Email: training@maicsa.org.my

Tel: **03-2282 9276 (ext 804)**

Attention: Ms Shafika

- Fee is payable to **MAICSA**

PAYMENT MODE:

Online transfer

RHB Account No: 2-64-094-0000-4232

Swift Code: RHBBMYKL

Note: Bank charges for telegraphic transfer will be borne by the client.

Please email the bank-in slip/ transfer advice to training@maicsa.org.my or fax to 603-2283 4492, for our verification and record.

Individual Registration: Full payment shall be made AFTER you have done the online registration.

Company Registration: Full payment shall be made 7 days **BEFORE** the webinar.

- Access to join the webinar shall be granted only upon full payment as per the above requirement.
- **NO Letter of undertaking is accepted.**

Upon successfully registration, you are deemed to have read and accepted the terms and conditions.

TERMS & CONDITIONS FOR WEBINARS

WEBINAR ACCESS LINK

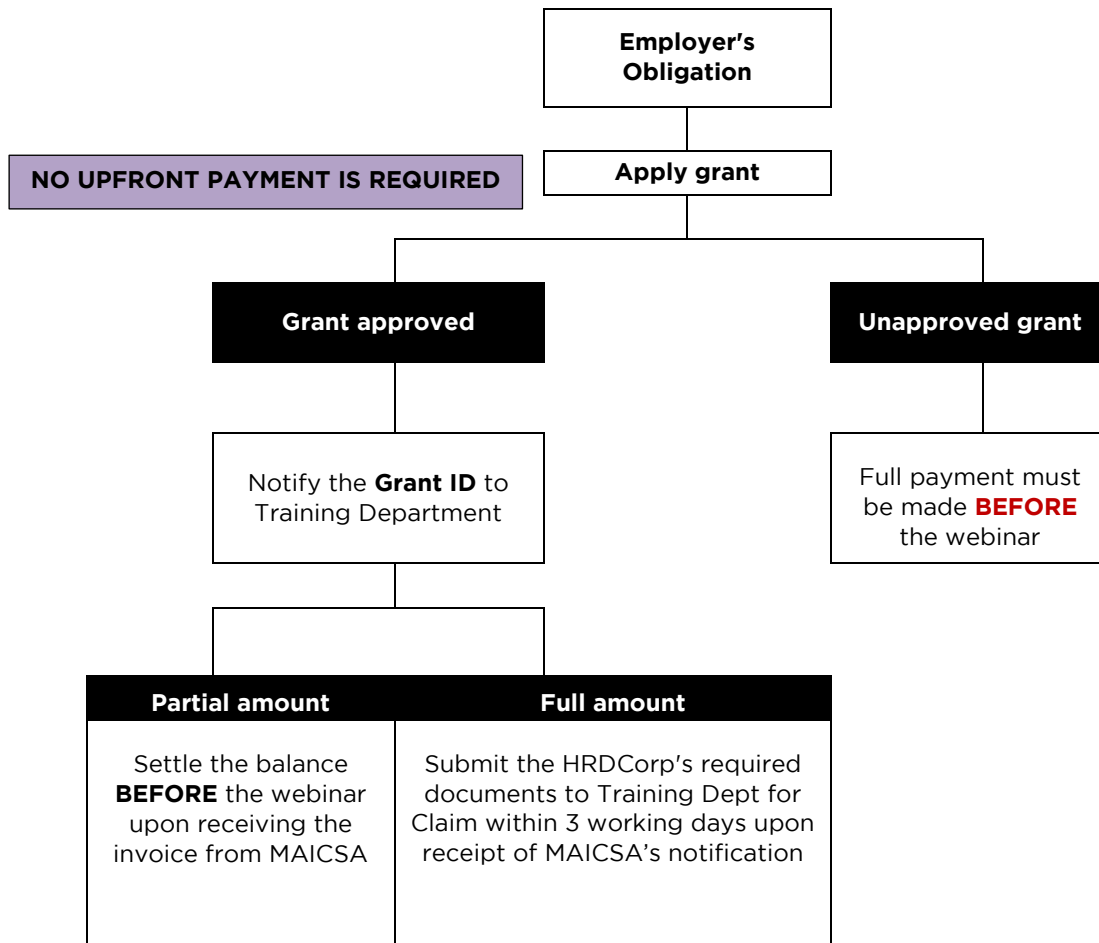
- The Access Link will be emailed at least one day before the commencement of the webinar.
- The Access Link is unique and should not be forwarded/shared with others.
- **Participants may log-in at 8.45am**

HRD CORP (FOR CLAIMABLE EVENTS ONLY)

MAICSA is an approved Training Provider registered under 'The Malaysian Institute of Chartered Secretaries and Administrators' (**MyCoID: 1472 (SEL)**).

- To make full payment to MAICSA as per the issued Invoice within 14 working days upon receipt of MAICSA's notification in the event the approved training fee is cancelled by HRDCorp due to non-compliance on the part of the participant or his/her employer or any valid reasons stipulated by HRDCorp.

**SBL KHAS
REMOTE ONLINE TRAINING (PUBLIC)
HRDCORP TRAINING PROG.NUMBER.: TO BE ADVISED**



CANCELLATION/REFUND/REPLACEMENT/TRANSFER

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- For written cancellation received with minimum seven (7) days' notice from the date of the webinar, no penalties will be imposed and full refund will be made to participants who have paid.
- For written cancellation received less than seven (7) days from the date of the webinar, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations include those registrations with HRDCorp grant will also be liable for a 20% administrative charge.
- No refunds will be made for written cancellations received on the day of the webinar or for participants who failed to join the webinar. Unpaid registrations include registrations with HRDCorp grant will also be liable for full payment of the registration fee.
- Replacement of participant and transfer of webinar are not acceptable.

CERTIFICATE OF ATTENDANCE AND CPD HOURS

- Participants will be issued with an e-certificate of attendance and full payment and awarded CPD hours upon strict compliance of the following terms:
 - Remain logged in at least 75% of the time allocated for the webinar,
 - Submit the feedback form within 3 days after the completion of the webinar
- Delegates may check their E-certificates from this link <https://www.maicsa.org.my/resources/cpd-training/e-certificate-of-attendancee-confirmation-letter-of-attendance> within 5 working days after the webinar.
- For MAICSA members, the CPD hours will be credited into the CPD Tracker System within 14 days of the webinar for participants who have complied with all terms and conditions stipulated herein.
- For MAICSA members who are also PC Holder, please contact SSM for the calculation and recognition of CPD Hours for online training held by MAICSA.
- For non MAICSA members, please contact your professional body or regulator for the calculation and recognition of CPD Hours for courses held by MAICSA.

COPYRIGHT

The materials of the webinar shall not be disclosed or used in any manner, either wholly or partially against any other parties and/or used in any manner, either wholly or partially as a defence by you and/or any other parties under any circumstances. The participants are therefore prohibited from reproducing any materials of this programme. All copyright and/ or intellectual property rights in any relevant materials produced in this Programme will remain with the party who produced such materials.

MAICSA disclaims responsibility for the materials of this programme. Neither the MAICSA, its Council or any of its Boards or Committees nor its staff shall be responsible or liable for any claims, losses, damages, costs or expenses arising in any way out of or in connection with any persons relying upon the materials provided during the webinar.

DATA PROTECTION

Information given by the participants to MAICSA is true, accurate and to the best of their knowledge. The participants have read and agreed with the Privacy Notice as stated on MAICSA's official website and therefore, allow MAICSA to collect, process, store and use the participants' data other than what is provided under the Personal Data Protection Act 2010.

EXCLUSION OF LIABILITY

This webinar shall not constitute an endorsement of the speaker(s) by MAICSA and MAICSA shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the webinar's participants.

DISCLAIMER

MAICSA reserves the right to change the speaker(s), date(s), time(s) and to cancel the webinar should circumstances beyond its control arise. MAICSA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MAICSA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.