



# EXECUTIVE DIGITAL LEADERSHIP PROGRAMME

In partnership with Technology Partners :

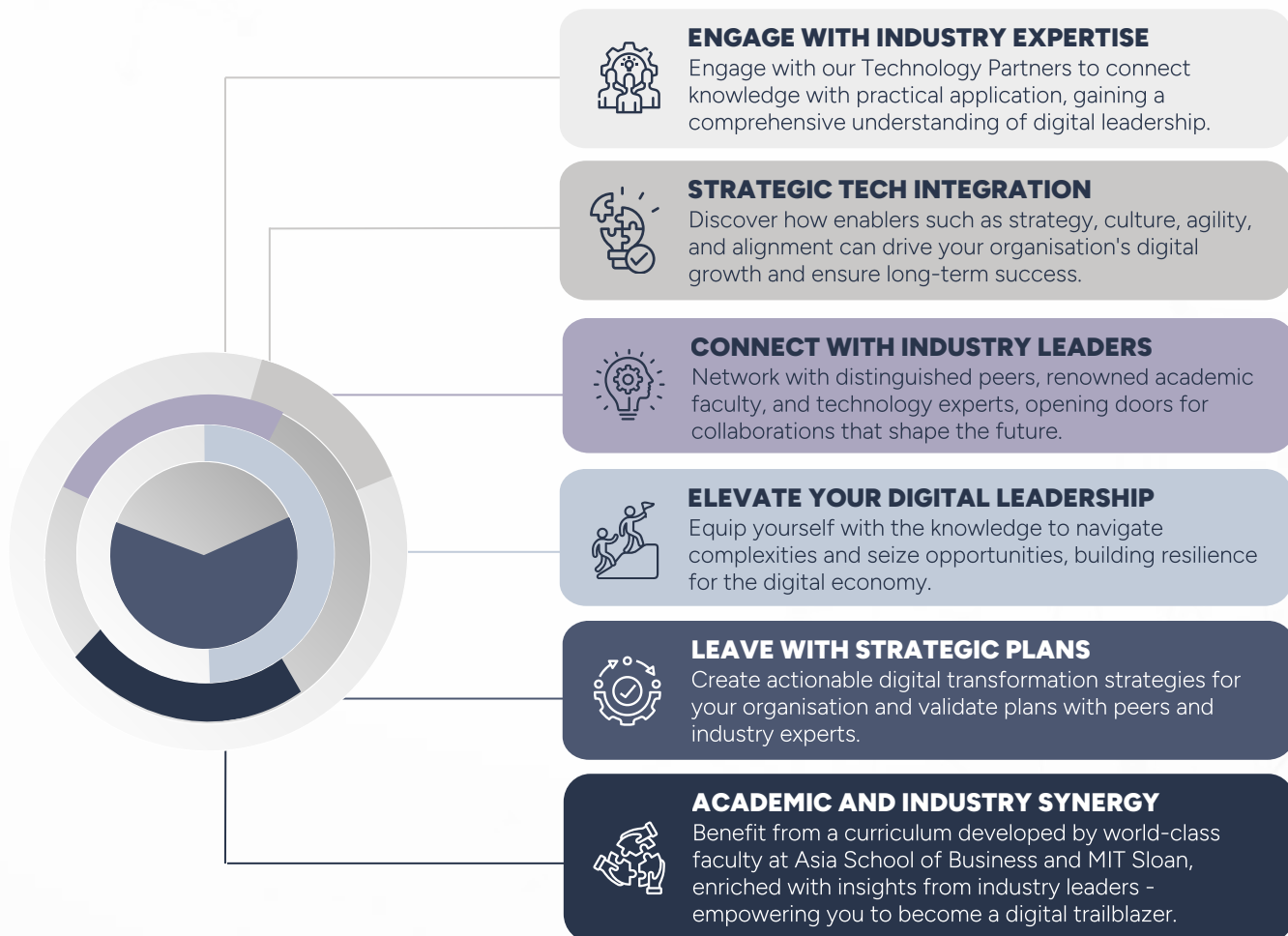


# OVERVIEW

The Executive Digital Leadership Programme (EDLP) is a three-part initiative co-developed with MyDIGITAL Corporation. It empowers leaders across the public and private sectors, including those from start-ups, Small and Medium Enterprises (SME), and Micro, Small, and Medium Enterprises (MSME) to navigate the complexities of digital transformation with confidence. Designed to equip leaders with cutting-edge skills and knowledge on emerging trends, this programme covers essential topics such as digitalisation, cybersecurity, and leadership delivered by top industry experts.

Participants will embark on a dynamic learning journey, featuring interactive presentations, case studies, group discussions, and experiential learning methods.

A unique highlight of this programme is the involvement of leading tech giants like Microsoft, IBM, AWS, Shopee, and Cisco, who will offer insights through panel discussions, guest lectures, and hands-on guidance. These companies will also play a role in reviewing participants' digital roadmaps, providing invaluable feedback to drive impactful change from the top down.



## PROGRAMME FEE

**RM 24,660 (subject to SST)\***

*\*Fee displayed is before the incentive scheme and HRD Corp's approval for qualified applicants. Terms and conditions apply.*

## INCENTIVE SCHEMES

Malaysian citizens and locally incorporated companies are encouraged to apply for the Executive Digital Leadership Programme (EDLP), which offers various incentive schemes curated by MyDIGITAL Corporation as depicted below.

<div style="border: 2px solid black; border-radius: 50%; width: 60px; height: 60px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> <div style="text-align: center;"> <p><b>100%</b> Incentive</p> </div> </div>	<p>Malaysian citizens working in <b>Start-ups, MSME or SME</b> that meet <b>ALL</b> the required criteria set below **  <b>** Subject to terms and conditions. Limited places available.</b></p>
<div style="border: 2px solid black; border-radius: 50%; width: 60px; height: 60px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> <div style="text-align: center;"> <p><b>50%</b> Incentive</p> </div> </div>	<p>Malaysian citizens working in the <b>public sector/civil servants</b></p>
<div style="border: 2px solid black; border-radius: 50%; width: 60px; height: 60px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> <div style="text-align: center;"> <p><b>25%</b> Incentive</p> </div> </div>	<p>Malaysian citizens working in Malaysian-based companies including <b>multinationals, government-linked corporations,</b> and similar entities.</p>

\*\* Refer to the Terms & Conditions in [EDLP Incentive Eligibility Guideline](#)

## COHORT DATES

A total of 10 Cohorts completed the programme from 2023 - 2025.

Dates for **Cohorts 11 - 14 in 2026** are below: \*\*\*

<b>COHORT 11</b>	<p>Part 1: 06 Apr - 30 Apr          Part 2: 04 May - 29 May          Part 3: 02 Jun - 22 Jun</p>
<b>COHORT 12</b>	<p>Part 1: 11 May - 05 Jun          Part 2: 08 Jun - 03 Jul          Part 3: 06 Jul - 27 Jul</p>
<b>COHORT 13</b>	<p>Part 1: 06 Jul - 31 Jul          Part 2: 03 Aug - 28 Aug          Part 3: 01 Sep - 21 Sep</p>
<b>COHORT 14</b>	<p>Part 1: 17 Aug - 11 Sep          Part 2: 14 Sep - 09 Oct          Part 3: 12 Oct - 02 Nov</p>

**Parts 1, 2 and 3** will be completed within **3 months** as follows:

**In-person sessions: 14 days in total**

- Part 1 and 2: **Five (5) days each Part**
- Part 3: **Four (4) days**

**Self-paced online learning** with MIT Horizon in each Part.

- **10 topics in total**

\*\*\* Dates are subject to change.



## WHO SHOULD ATTEND?

- Chief Executive Officers
- Chief Technology Officers
- Heads of Departments
- Startup and MSME founders and leaders
- Senior Management
- Government officers holding leadership roles in their ministries
- Anyone interested in digital transformation

## WHAT WILL I LEARN?

### Digital Transformation

- The Digital Landscape
- Digital Strategy and Vision
- Setting the Right Tone at the Top
- AI Disruptions: Mastering GenAI for Strategic Advantage

01

### Ethics

- Legal, Ethical and Social Implications of Digitalisation

02

### Cybersecurity and Data

- Cybersecurity and Risk Management
- Data-Driven Decision-Making: Data Strategy and Analytics

03

### Emerging Technologies

- Artificial Intelligence
- Robotics
- Generative AI
- Internet-of-Things
- Big Data Analytics
- Blockchain
- Augmented and Virtual Reality
- Cloud Computing

04

### Leadership

- Repatterning the Talent Blueprint in AI-First Era
- Digital Transformation Leadership

05

### Sustainability

- Digitalization - Enabled Sustainability and Resilience

06

## WHAT WILL I ACHIEVE?

Create your organisational digital transformation plan with expert input and insights at the end of Part 3.

# FACULTY MEMBERS



## DAVID ASIRVATHAM

Professor of Practice, AI & Technology,  
ASB  
Expert in AI and Information Technology



## ONG SHIEN JIN

Professor of Practice, AI & Analytics, ASB  
Expert in Finance and Analytics



## SAM FLANDERS

Associate Professor II of Economics, ASB  
International Faculty Fellow, MIT



## ELSA SATKUNASINGAM

Director and Senior Lecturer,  
Executive Education, ASB  
Expert in Governance, Ethics and Culture



## MUHAMMAD SABRI RAWI

Senior Lecturer, ASB  
Expert in Leadership and Management



## ROBIN SPECULAND

External Faculty  
Expert in Strategy and Digital  
Implementation



## GARY THESEIRA

Adjunct Associate Professor, ASB  
Expert in Sustainability



## DIANA GAN

External Faculty  
Expert in Transformative Journeys



**Digital transformation is not about the tools or technology. It's about the strategy of rethinking how your organisation operates. It's about putting people at the centre of your change initiatives, leveraging technology to drive new business models, and ultimately, reshaping your industry.**

– Michael Gale, author of "The Digital Helix"

## TESTIMONIALS



**" I really enjoyed the session. Very insightful and we are really interested in the networking and collaborative opportunities offered. Valuable takeaways my organisation can benefit from. "**

*Participant from a Government Agency*



**" Great class. Good pace of content and lots of interactions. Learnt a lot about my values and very insightful. "**

*Participant from an MNC*



**" I am very satisfied with the topics covered. I have learned a great deal, and the content has been both insightful and practical. "**

*Participant from a Government Agency*



MyDIGITAL Corporation was incorporated on 13 September 2021 and is currently an agency under the Ministry of Digital.

MyDIGITAL Corporation  
Level 2, Menara PjH, No. 2, Jalan Tun Abdul Razak,  
Presint 2, 62100 Putrajaya, Malaysia



[mydigitalcorp](#)



[@mydigitalcorp](#)



[mydigital\\_corp](#)



[MyDIGITAL Corporation](#)

### Academic Partner



### Asia School of Business (DU046(W))

Iclif Executive Education Center  
ASB Academic, No 11, Jalan Dato' Onn, 50480 Kuala Lumpur  
**Email:** [Corpgov@asb.edu.my](mailto:Corpgov@asb.edu.my)

[exec.asb.edu.my](http://exec.asb.edu.my)



[asbiclif](#)



[@asb.iclif](#)



[asbiclif](#)



[asb.iclif](#)



[Executive Digital Leadership Programme](#)

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13 - 17 Apr	<ul style="list-style-type: none"> <li>• Developments in Augmented and Virtual Reality</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
20 - 24 Apr	<ul style="list-style-type: none"> <li>• Managing Security Risks of the Internet-of-Things</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
27 - 30 Apr	<ul style="list-style-type: none"> <li>• Digital Transformation through Cloud Computing</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
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21 Apr	<ul style="list-style-type: none"> <li>• Introduction to Organisational Digital Transformation Plan (Roadmap)</li> <li>• ASEAN Cultural Exchange with peers from the industry</li> </ul>	<ul style="list-style-type: none"> <li>• Redza Shahid</li> <li>• Microsoft</li> </ul>
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4 May	<ul style="list-style-type: none"> <li>• Digital Transformation Leadership – Building a Digital Mindset</li> </ul>	<ul style="list-style-type: none"> <li>• Muhammad Sabri Rawi</li> </ul>
5 May	<ul style="list-style-type: none"> <li>• Digital Economy Policy Lab: Rethinking Regulation for E-Commerce and Beyond</li> <li>• Strategizing Gen AI for Business</li> </ul>	<ul style="list-style-type: none"> <li>• Shopee</li> <li>• IBM</li> </ul>
6 May	<ul style="list-style-type: none"> <li>• Digital Transformation Plan Workshop</li> <li>• Robotic Process Automation for Business</li> </ul>	<ul style="list-style-type: none"> <li>• Redza Shahid</li> <li>• IBM</li> </ul>
4 - 8 May	<ul style="list-style-type: none"> <li>• How Big Data Analytics is Used Today</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
11 - 15 May	<ul style="list-style-type: none"> <li>• Benefits and Limitations of Blockchain</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
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22 Sept	<ul style="list-style-type: none"> <li>• Digital Economy Policy Lab: Rethinking Regulation for E-Commerce and Beyond</li> <li>• Strategizing Gen AI for Business</li> </ul>	<ul style="list-style-type: none"> <li>• Shopee</li> <li>• IBM</li> </ul>
23 Sept	<ul style="list-style-type: none"> <li>• Digital Transformation Plan Workshop</li> <li>• Robotic Process Automation for Business</li> </ul>	<ul style="list-style-type: none"> <li>• Redza Shahid</li> <li>• IBM</li> </ul>
14 - 18 Sept	<ul style="list-style-type: none"> <li>• How Big Data Analytics is Used Today</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
21 - 25 Sept	<ul style="list-style-type: none"> <li>• Benefits and Limitations of Blockchain</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
28 Sept - 2 Oct	<ul style="list-style-type: none"> <li>• Artificial Intelligence and Future Developments</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
5 – 9 Oct	<ul style="list-style-type: none"> <li>• Generative AI</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
5 Oct	<ul style="list-style-type: none"> <li>• Digital Transformation Plan Check-In</li> <li>• Big Data, Blockchain, AI &amp; Generative AI Unveiled</li> </ul>	<ul style="list-style-type: none"> <li>• Redza Shahid</li> <li>• David Asirvatham</li> </ul>
6 Oct	<ul style="list-style-type: none"> <li>• Design Thinking for Digital Transformation</li> </ul>	<ul style="list-style-type: none"> <li>• AWS</li> </ul>
Part 3**		
12 - 16 Oct	<ul style="list-style-type: none"> <li>• Robotics</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
19 – 23 Oct	<ul style="list-style-type: none"> <li>• How Companies Can Use Technology to Manage Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>• MIT Horizon</li> </ul>
19 Oct	<ul style="list-style-type: none"> <li>• Cybersecurity and Risk Management</li> </ul>	<ul style="list-style-type: none"> <li>• TBC</li> </ul>
20 Oct	<ul style="list-style-type: none"> <li>• Repatterning the Talent Blueprint in AI-First Era</li> <li>• Digitalization-Enabled Sustainability and Resilience</li> </ul>	<ul style="list-style-type: none"> <li>• Diana Gan</li> <li>• Gary Theseira</li> </ul>
21 Oct	<ul style="list-style-type: none"> <li>• Legal, Ethical and Social Implications</li> </ul>	<ul style="list-style-type: none"> <li>• Elsa Satkunasingam</li> </ul>
2 Nov	<ul style="list-style-type: none"> <li>• Presentation of Organisational Digital Transformation Plan</li> </ul>	<ul style="list-style-type: none"> <li>• EDLP Participants</li> </ul>

\*\*Agenda is subject to change.