BLAZING THE TRAIL IN THE OPEN SOURCE ERA

NOV 5 & 6, 2019
SASANA KIJANG, KUALA LUMPUR

LEADERSHIP ENERGY
SUMMIT ASIA 2019
At Iclif, we believe that a true leader has a clear vision of the future and the determination to achieve it. When the going gets tough, a leader gets going by persevering and overcoming what others see as adversity.

To lead a team through this unchartered territory, a leader needs **Leadership Energy**.

For 6 years, thousands of business leaders, leadership experts, and their protégés have benefitted from the Leadership Energy Summit Asia (LESA).

Join us this year to find out why organisations are changing the way they lead in order to maximise innovation, productivity, engagement, and success in a constantly changing business environment.

Be inspired by our group of well-known speakers. Well-respected in their fields, they will fuel you with Leadership Energy, motivating you to create stepping stones out of stumbling blocks in order to create a better future for our world.

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**HOW FREEDOM WITHIN A FRAMEWORK CAN LIBERATE BUSINESSES**

Successful businesses in the Open Source Era are now structuring their guidelines around a set of values (what is important to them) and purpose (what they want to achieve). When values and purpose become a living set of guidelines, they provide employees with a clear and positive sense of what they can and cannot do. This encourages employees to thrive - leading to greater employee engagement, increased innovation, and ultimately, the success of the business.

Astute leaders build their organisations around the concept of Freedom Within a Framework. In general terms, Freedom Within a Framework means providing employees with a context for behaviour and performance. It establishes flexible parameters that give workers a sense of control and ownership over results.

Conceptually, this is made up of two defining parameters: freedom and framework. Freedom, first and foremost, means trusting employees. It is about believing that if you give employees the latitude to think, make decisions and act on behalf of the business, they will choose to do the right things. Framework means providing employees with a set of guidelines (values & behaviours) within which to work.

Join us at the 7th Leadership Energy Summit Asia to explore Freedom Within a Framework and gain valuable insight on how to:

- Lead and empower the inter-generational workforce
- Maximise productivity and engagement by giving employees the freedom to choose how much they want to work
- Create a culture of innovation by encouraging forgiveness/crowdsourcing

Gain a better picture of the future with a blueprint for leadership in the Open Source Era.
"Leadership is not just about competencies, positions or titles. It is a noble choice to take up the struggle towards creating a better future. You will face immense odds and insurmountable obstacles in your quest to challenge the status quo – and this requires extraordinary energy.

At the Leadership Energy Summit Asia, participants will immerse themselves in understanding just what Leadership Energy is; see it in action as it powers and drives renowned speakers; and then make the important decision of whether they want to take that giant leap into true leadership. Additionally, it is also a platform to recognise everyday people who have demonstrated outstanding leadership energy that has driven them to create an incredible impact in their companies, communities and countries."

- Rajeev Peshawaria
Chief Executive Officer & Executive Director, Iclif
8-time Squash World Champion and Sporting Icon

Datuk Nicol David is one of the most decorated athletes of a generation and has broken a succession of remarkable records during her career. After turning professional in 2000 at the age of 17, she won the World Open title 8 times and retained the No.1 ranking for 112 months (109 consecutive months), the longest reigning World No.1 squash player.

Datuk Nicol has also been active in promoting sports as a vehicle to empower children. She is the Ambassador for StreetSquash New York, a programme under the National Urban Squash and Education Association USA. Her other involvements include being a Sport for Good Ambassador for the Laureus Foundation and a National Goodwill Ambassador for UNDP.

Datuk Nicol has been recognised and awarded internationally and locally. Most notably with the Tournament of Champions Women’s Leadership Award 2017 (the only Asian to receive this award). She has been awarded the WSA Player of the Year on seven occasions: 6 consecutive years between 2005 and 2010 and in 2012. In Malaysia, she was conferred the Federal title of “Datuk” by HRH the King on 9 September 2017 for all her contributions to the nation’s sports achievements.

In May 2019, Datuk Nicol retired from the professional squash arena. Her last tournament, the British Open, was a fitting end to a stellar and illustrious career.

CEO of The Iclif Leadership and Governance Centre, Author and Speaker

Rajeev’s professional roots are in the industry. He has been Chief Learning Officer of both Coca-Cola and Morgan Stanley and has formerly held senior positions at American Express and Goldman Sachs. He has provided coaching, consulting and advisory services globally. His clients include Deutsche Bank, HSBC, Mitsubishi, Johnson & Johnson, MetLife, The World Bank, US Treasury, PwC, Nestlé, Prudential, Maybank, Great Eastern, Citibank and many more.

Rajeev is a highly sought-after international speaker and has been widely featured on international media platforms such as Bloomberg TV & radio, National Public Radio (NPR), Harvard Business Review, Mint-Wall Street Journal and the Conference Board.

He has been named one of Top 100 Global Thought Leaders for Trustworthy Business in 2014 and is a 2017 Top Thought Leader in Trust by ‘Trust Across America’. Rajeev and his family have lived in fourteen cities in eight countries.

2-DAY SUMMIT TICKET

• Premier Seat RM 4,888*
• Executive Seat RM 2,888*

*excluding SST

VENUE: SASANA KIJANG

• 15% off for Iclif Alumni
• 15% early bird promotion ends 31 August
• 15% for group purchase of 5 and more

Terms and Conditions apply. Please visit www.iclif.org

Please email further enquiries to contact@iclif.org or speak with our Client Strategists:

Adeline Jayasuria
+603 2725 9044

Leona Wong
+603 2725 9049

Cecilia Chan
+603 2725 9050

Lily Wong
+603 2725 9052

Charmaine Augustin
+603 2725 9042

General Line
+603 2725 9000
# Sponsorship Benefits

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<th><strong>Diamond</strong> (RM400,000)</th>
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<td>Officially branded</td>
<td>‘Diamond Sponsor’ of the Summit</td>
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<td>Presenting Sponsor of the Big Debate or Keynote Speaker</td>
<td>Presenting Sponsor of a Keynote Speaker</td>
<td>Presenting Sponsor of one of the presentations</td>
<td>Receive 2 Premier seats, 10 Executive seats and a flat 50% off on subsequent ticket purchases</td>
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<td>Exclusive session with a speaker facilitated by faculty</td>
<td>Day 1 - Lunch session at the Summit to be hosted by a selected speaker</td>
<td>Receive 5 Premier seats, 15 Executive seats and a flat 50% off on subsequent ticket purchases</td>
<td>5 exclusive passes to attend the private networking session with LESA Speakers and ILEA Winners</td>
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<td>Day 1 - Lunch session at the Summit to be hosted by a selected speaker</td>
<td>Receive 10 Premier seats, 20 Executive seats and a flat 50% off on subsequent ticket purchases</td>
<td>10 exclusive passes to attend the private networking session with LESA Speakers and ILEA Winners</td>
<td>Brand logo placement on all online and offline marketing collaterals</td>
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<tr>
<td>Receive 20 Premier tickets, 30 Executive seats and a flat 50% off on subsequent ticket purchases</td>
<td>15 exclusive passes to attend the private networking session with LESA Speakers and ILEA Winners</td>
<td>Brand logo placement on all online and offline marketing collaterals</td>
<td>Brand product/service information display on the Summit website</td>
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<td>30 exclusive passes to attend the private networking session with LESA Speakers and ILEA Winners</td>
<td>Brand logo placement on all online and offline marketing collaterals</td>
<td>Brand product/service information display on the Summit website</td>
<td>1 seat at Iclif’s Emerging Leaders Programme (waiver of programme fee)</td>
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<td>Brand logo placement on all online and offline marketing collaterals</td>
<td>Brand presence at the Executive Lounge area to promote your brand products/services</td>
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<td>Brand logo placement on all online and offline marketing collaterals</td>
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<td>One full-page print advert in the Iclif Notebook given to all participants during the event</td>
<td>Brand product/service information display on the Summit website</td>
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<td>1 seat at Iclif’s Emerging Leaders Programme (waiver of programme fee)</td>
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# Value at a Glance

- Command an authoritative position in challenging conventional leadership wisdom while pushing a larger agenda of change
- Engage with high-value and affluent customers to build brand association and equity
- Demonstrate a future-forward focus by leveraging on new thinking to build sustainable value
- Leverage on a custom-built leadership programme to improve business performance – an invaluable opportunity!
- Leverage on a private session with a selected LESA speaker with your high value clients and/or selected employees – an invaluable opportunity!
THE BIG DEBATE
Learn from subject matter experts as they revolutionise the status quo and redefine the dichotomy between Values vs Rules and Procedures in relation to the most pressing leadership issues faced by organisations in the Open Source Era.

MASTERCLASSES
Build up your arsenal of capabilities and practical skills in the most essential leadership aspects. Learn through a refreshing combination of East and West, modern and traditional influences in a business landscape that is constantly innovating and striving to make a difference.

NETWORKING SESSIONS
Participate in our interactive sessions and mingle with prominent personalities and notable figures to develop breakthrough leadership perspectives.

ILEA AWARDS
Pay tribute to the unsung heroes who have made significant contributions to organisation, community and/or nation.

A SELECTION OF SPEAKERS FROM PREVIOUS LESA CONFERENCES

Renowned business and enterprise leaders from the region and around the world reveal how they have harnessed their Leadership Energy to achieve success.
ICLIF LEADERSHIP ENERGY AWARDS
2018 ILEA WINNERS

Iclif Leadership Energy Awards are not just another vehicle to recognise business achievements but pay tribute to those in Asia who use their Personal Leadership Energy to make a positive and sustainable impact in their organisations or communities.

1. Dr. Krisana was recognised by the United Nations as one of the World’s Women of Achievement in 2014. Today, Dr. Krisana continues to foster capacity building and local production of essential drugs in various countries around the world.

2. Vinesh Sinha has been nominated for some very prestigious accolades, including the Ernst & Young Entrepreneur of the Year Award 2017. Today, FatHopes Energy covers over 35,000 available used cooking oil points of origin in Malaysia, dominating around 70% of the local market.

3. Hasina Kharbhbih and Impulse NGO Network have dealt with over 70,000 cases of human trafficking, child labour, illegal organ transplant and sexual exploitation. Hasina has received countless accolades, including being named the 2017 Most Powerful Woman in Business in the Social Business Category by Business Today.

PAST ILEA WINNERS

KENTARO YOSHIFUJI
Business Owner/Founder Winner

MOHAMMAD RIZAN HASSAN
Corporate Employee Winner

ARUNACHALAM MURUGANANTHAM
Social Enterprise Owner/Founder Winner
Immerse yourself at the Leadership Energy Summit Asia 2019. It has become more critical than ever for leaders to redefine the dichotomy between Values vs Rules and Procedures. Discover how it empowers renowned leaders, high-profile business people and cutting-edge entrepreneurs.

Unlearn the conventional. Embrace the transformational today.

**STEFAN OLANDER**

**Founder of BrandNew and former Nike Vice President of Global Digital Innovation**

Stefan Olander is the founder of BrandNew, a company that helps organisations bridge the gap between the physical and digital and deliver solutions that create value for both consumers and businesses by leveraging on a network of innovators.

Olander worked at Nike for 21 years, where he held several key marketing leadership positions. As Nike's Vice President of Global Digital Innovation, he led a team of innovators to create Nike's future platforms for consumer connection, contributing new revenue streams towards Nike's $50BN target by 2020.

In 2012, he published an Amazon Top 10 book along with Ajaz Ahmed, founder and Chairman AKQA, titled ‘Velocity: The Seven New Laws for a World Gone Digital’. The book gives up-to-date examples that illustrate key lessons, together with insights, ideas and inspiration that individuals and businesses should adopt to thrive in the digital age.

**ARON RALSTON**

**Fearless Adventurer and Subject of the Film, ‘127 Hours’**


He heroically freed himself from being trapped between two boulders in a remote canyon by severing his own arm after six days without water, means of communication or hope of escape. Ralston, an experienced climber and avid outdoorsman, harnessed his determination to live; using a pocket-knife to sever his arm below the elbow and trekking seven miles to find his rescuers.

With an unforgettable story of an ordinary man being pushed to extraordinary limits, Ralston captivates us all with his incredible story of survival in the face of insurmountable odds. He inspires us to harness the power of inner strength and one’s relationships to overcome life’s adversities, regardless of how large or daunting their “boulder” may be.
Global Technology Futurist and former Director of WIRED Consulting and Education

Sophie Hackford is a futurist, synthesising explosive and interconnected technology and science breakthroughs from around the world. From satellite swarms to AI demonstrating intuition, we are becoming entangled with machines and will be surprised by the consequences. As part of her research, Hackford advises executive teams and boards of large companies on understanding how new technologies define the new economy.

Hackford is also founding CEO of a data and AI company, 1715 Labs, which she is currently working on out of the Astrophysics department at Oxford University. This follows a career building business for WIRED magazine, for Singularity University at the NASA Research Park in Silicon Valley and prior to California, the interdisciplinary Oxford Martin School at Oxford University, where she raised more than US$120m of research investment.

Global Keynote Speaker, Author and Entrepreneur on Business Creativity

Fredrik Haren is an author and global keynote speaker on Business Creativity, Change and Global Business. He talks on creativity, innovation, idea generation and on how to develop a global mindset in order to build a truly global company. Haren has delivered 2,000 presentations in over 65 different countries on 6 continents. His speeches help the audience understand how valuable it is to think in new ways – and how difficult this is to achieve.

He is also the author of 10 books, including ‘The Idea Book’ which was included in ‘The 100 Best Business Books of All Time’ as well as the author of “One World, One Company” - a book about what it means to be a Truly Global Company.

Founder and Chief Executive Officer of CXA Group

Rosaline Chow Koo founded CXA Group in 2013 to overcome antiquated processes and to address escalating costs from worsening employee health. Taking a major risk, she invested SGD5 million of her own life savings and secured another SGD5 million in a personal loan to build her own company. Currently valued at US$100 million and having raised US$33 million in funding, CXA has grown to serve 400,000 end-users across 20 countries in Asia.

As Founder and Chief Executive Officer of CXA, Rosaline has accumulated numerous industry accolades, with the most recent ones being the Woman Leader of the Year Award at the 22nd Asia Insurance Industry Awards 2018 and Asia’s Top CEO Award by Influential Brands® at the 6th CEO Asia Summit 2018.

Prior to starting CXA, she spent eight years as the Asia-Pacific leader of Mercer Marsh Benefits. Rosaline also led start-ups and managed corporate turnarounds for 25 years in the US and Asia.
AGENDA* AT A GLANCE

DAY 1
NOV 5

9.00 - 9.30 AM
Opening Remarks & Keynote Address

9.30 - 10.00 AM
Speaker 1

10.00 - 10.30 AM
Break

10.30 - 11.15 AM
Speaker 2

11.15 - 12.00 PM
Speaker 3

12.00 - 1.30 PM
Lunch

1.30 - 3.00 PM
Masterclasses

3.00 - 3.30 PM
Break

3.30 - 4.15 PM
Speaker 4

4.15 PM
End Day One

DAY 2
NOV 6

9.00 - 9.15 AM
Energy Check

9.15 - 10.00 AM
Speaker 1

10.00 - 10.30 AM
Break

10.30 - 11.00 AM
Iclif Leadership Energy Awards

11.00 - 11.30 PM
ILEA Winners Talk

11.30 - 12.15 PM
Speaker 2

12.15 - 1.45 PM
Lunch

1.45 - 2.45 PM
The Big Debate

2.45 - 3.30 PM
Speaker 3

3.30 - 4.00 PM
Going Forward & Closing

*subject to changes
The Iclif Leadership Energy Awards Advisory Council is an independent panel consisting of renowned experts, professionals and thought leaders from across the industry spectrum. Chaired by former Bank Negara Malaysia governor Tan Sri Dato’ Sri Dr. Zeti Akhtar Aziz, this distinguished council is responsible for identifying, evaluating and awarding outstanding Leadership Energy Champions while also mentoring and nurturing nominees to achieve their fullest potential.

TAN SRI DATO’ SRI DR. ZETI AKHTAR AZIZ
Former Governor of Central Bank Malaysia

CALLISTER KOH
Head of Human Resources of HSBC Bank Malaysia

CHIN SUIT FANG
Retired PwC Malaysia Partner

CHRISTOPHER TOCK
Co-Founder & Executive Director of Empowering Youth Endeavours Project

EDDIE AHMED
Chairman, CEO & President of MassMutual International

TAN SRI DR. JEMILAH MAHMOOD
Under Secretary General, Partnerships IFRC

JOLENE CHEN
Chief Human Resources Director of Prudential Plc

MALEK ALI
Founder & CEO BFM Media and BFM Business School

MOHD ADHARI BELAL DIN
Assistant Governor of Bank Negara Malaysia

NORA ABDUL MANAF
Group Chief Human Capital Officer of Malayan Banking Berhad

RAJA TAN SRI DATO SERI ARSHAD RAJA TUN UDA
Chairman of Maxis Bhd

THERESA GOH
Managing Director of 360 Dynamics Pte Ltd

WAN YON SHAHIMA BT WAN OTHMAN WAN YON
Chief Development Officer of Human Resources Development Berhad

YVONNE CORPUZ
Global Chief Learning Officer of Tokyo-Mitsubishi UFJ

TAN SRI DATO’ SRI ZAMZAMZAIRANI
MOHD ISA
Chairman of UEM Sunrise Berhad
ENGAGEMENT CONFIRMATION

On behalf of ________________________________, I accept the benefits outlined in the proposal and confirm to partner The Iclif Leadership and Governance Centre for the Leadership Energy Summit Asia 2019.

- Authorised Signature:
- Name:
- Designation:
- Date:

An invoice will be issued based on this Confirmation Note. The mode of payment will be via telegraphic transfer to the account details of which are provided below:

- Name of Bank: Maybank Berhad
- Branch: Kuala Lumpur Main Branch
- Address: 3rd Floor, Menara Maybank, 100 Jalan Tun Perak, 50250 Kuala Lumpur, Malaysia.
- Account Name: The Iclif Leadership and Governance Centre
- Account Number: 5140 1138 4115
- Email Address for Payment Update: finance@iclif.org