



## Media Release

### MIM & awbt launch innovative work based management leadership L & D qualification for Malaysian businesses

**Thursday May 14, 2009.** As a result of the Malaysian Institute of Management's (MIM) high level Work Group meeting in Kuala Lumpur late last year to address Malaysia's growing need for practically based management and leadership initiatives, CEO Dr. Wilson Tay has announced the launch of MIM's qualification the 'Work Based Diploma in Management'.

"The lesson business owners and managers have realised from the current economic downturn is that now is the time for Malaysian businesses to create the positive momentum needed for a dynamic and prosperous future beyond 2009," said Dr. Tay.

"Now is the time for management leadership and determined purposeful action to deal with the current economic crisis."

In partnership with innovative Australian based international learning organisation, Australia-wide Business Training Pty Ltd, the MIM has developed a unique learning and development offering for Malaysian based businesses.

The intensive Diploma program is highly business focussed with the content of the program linked to the delivery of business outcomes. The content includes;

|                      |                     |
|----------------------|---------------------|
| Business leadership, | Finance,            |
| Team development,    | Project management, |
| Self management,     | Communication,      |
| Sales.               | Marketing.          |

"It is a true adult learning and practical experience which is highly interactive, where participants will be involved in case studies, group syndicate work, business experientials, role plays and group discussion. This is a very different way for Malaysians to learn as we are using the Learning & Development (L & D) model for learning not the education model, which is used predominately throughout Malaysia," said Dr. Tay.

Furthermore, graduates of the MIM Work Based Diploma in Management will qualify for two unique Diploma qualifications, one recognised in Malaysia and the other in Australia!

Dr. Tay continued, "Business leadership and management development is extremely important for both current managers and those employees with the potential to assume a management role in the future".

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“Malaysian businesses now have an exceptional opportunity to develop, retain and significantly enhance the personal and professional development of their current and potential managers through the MIM Work Based Diploma in Management”.

Last month, **awbt** CEO Mr. Larry Gould and **awbt** Head of Curriculum Ms. Joy Bernard travelled to Kuala Lumpur to train to Australian RTO standards, MIM’s Malaysian based facilitators who will deliver the Work Based Diploma in Management.

“**awbt** has long standing relationship with MIM and both our organisations are committed to developing people’s skills, talent, capability and competency in the workplace,” said Mr. Gould.

“Through the implementation of customised L & D strategies, we assist organisations to achieve their long term business, growth and operational efficiency objectives by maximizing the potential of their staff and management teams.”

“We are honoured and privileged that MIM has selected **awbt** as its partner to deliver this important professional L & D initiative. I am sure it will assist future Malaysian managers and leaders to realise their personal potential and contribute to their respective businesses growth – and most importantly, to Malaysia’s long term economic success.”

Dr. Tay has also confirmed that the MIM Work Based Diploma in Management has received accreditation by Malaysia’s Human Resources Development Fund as it meets the criteria developed to retrain and up skill the Malaysian workforce.

“The direction of business, change, and progress is often revealed in hindsight and in the final analysis only through a commitment to L & D can organisations and nations successfully transition to the future.”

“MIM is steadfastly committed to playing a important role in Malaysia’s long term economic success by providing business focussed L & D / professional development programs that significantly enhance the skills, knowledge and expertise of Malaysia’s business owners, managers and future leaders,” concluded Dr. Tay.

**Issued jointly by the**                      **Malaysian Institute of Management &  
Australia-wide Business Training Pty Ltd**

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## Notes to Editor:

### **Malaysian Institute of Management (MIM)**

Inaugurated as a voluntary society on 29 January 1966, the Malaysian Institute of Management (MIM) was incorporated as a company limited by guarantee on 28 March 1975.

As the national management organisation, it is MIM's primary role to promote continuous management skills within the Malaysian enterprise, introducing the best in management practices from all corners of the world to Malaysian companies, and building important bridges between the private and public sectors.

Independent, non-political and non-profit, MIM serves as a platform for the free exchange of management knowledge and experience, bringing together managers and organisations from all fields of human endeavour.

It is also a development centre committed to enhancing and maintaining professional management standards.

### **Australia-wide Business Training Pty Ltd (awbt)**

**awbt** is an Australian based national and international learning and professional development organisation committed to delivering innovative solutions for business.

Through a process of collaboration, **awbt** works with clients to assist them to become high-performance businesses through improved efficiency and performance.

**awbt** works to establish a clear link between the investment in the professional development of staff and business results. This is achieved by leveraging the industry and operational knowledge of existing staff and linking the learning activity directly to the delivery of business outcomes embedded in the corporate/business plan of organisations.

**Pictured below** – Malaysia Institute of Management MIM Work Place Diploma of Management facilitators with awbt Head of Curriculum Ms Joy Bernard (Third row) and awbt CEO Mr. Larry Gould (front row – second from left) and MIM CEO Dr. Wilson Tay (front row – third from left).

