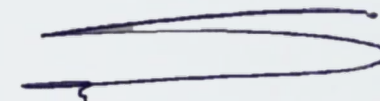


Laporan Disahkan Oleh:



Suhaimi Hamad
Pengarah
PCD/DMO
10/12/2020

MPC Executive Online Strategic Session (Siri 1)

13-15 November 2020

The Purpose

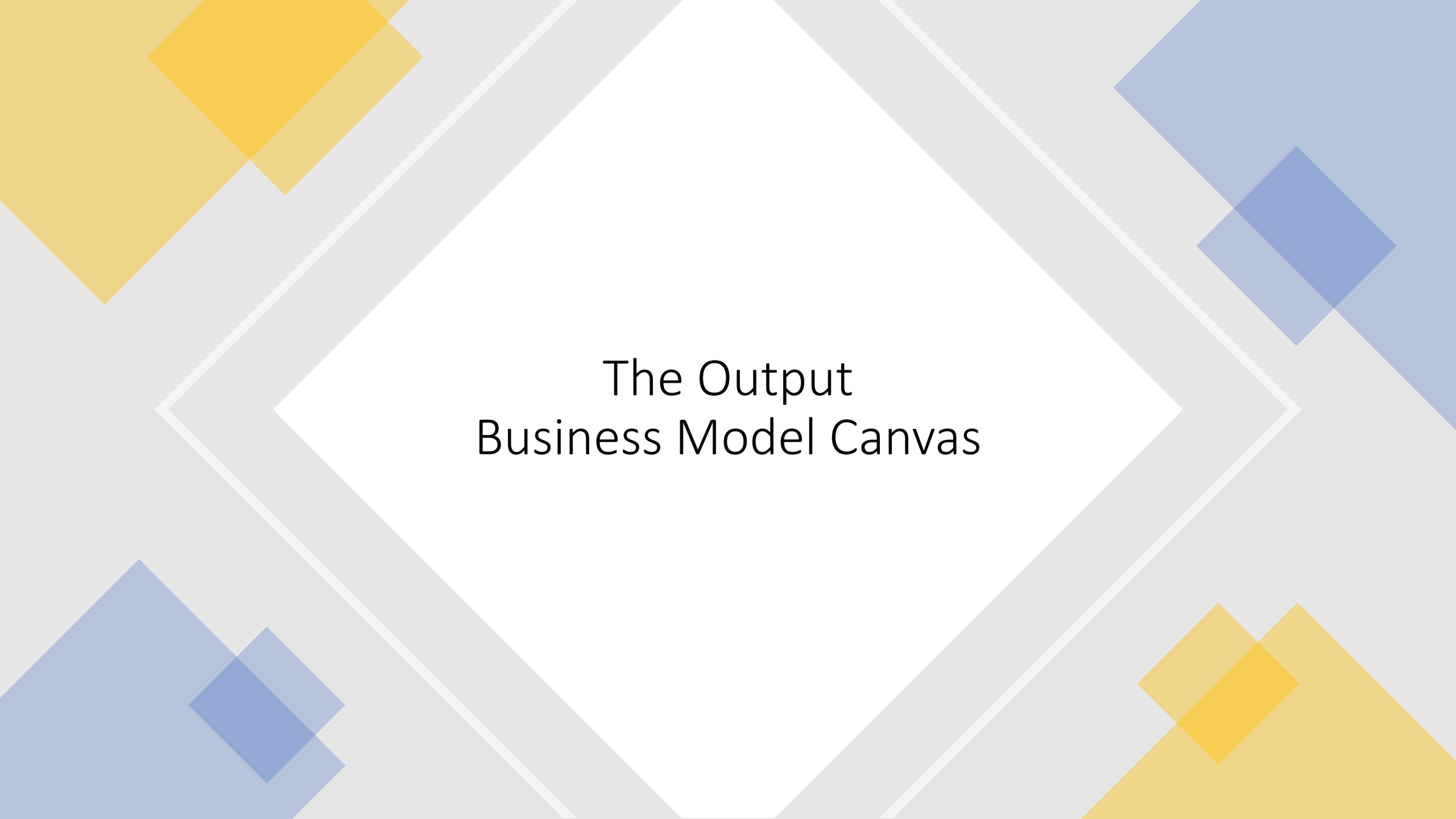
- To discuss work plan at granular level for Budget 2021 implementation.
- To improve overall process if project delivery by leveraging Business Model Canvas (BMC)
- To identify the timeline of project implementation as in item (i)

KPI UTAMA 2021 (Shared-KPIs)

KPI RMK-12 bagi tahun 2021

1. Penerapan Kaedah Behavioural Insights (BI) Dalam Polisi Awam dan Peraturan di Malaysia	2. Membentuk Ekosistem Peraturan Perniagaan Yang Teguh
KPI Output	
1 Modul Latihan Pembangunan Kompetensi BI 5 Kajian Kes BI di kementerian 1 Persidangan BI peringkat Kebangsaan 1 Garis Panduan BI 4 kertas cadangan kepada kementerian berdasarkan hasil penemuan kajian kes 60 pegawai awam menerima latihan BI	5 laporan projek penambahbaikan peraturan 20 cadangan penambahbaikan peraturan 2 alat peraturan (regulatory tools) GRP
KPI Outcome	
5 kementerian menggunakan kaedah BI dalam penggubalan polisi awam dan peraturan	- Potensi penjimatan kos pematuhan sebanyak RM1 billion setahun 20% cadangan penambahbaikan dilaksanakan oleh pengawalselia

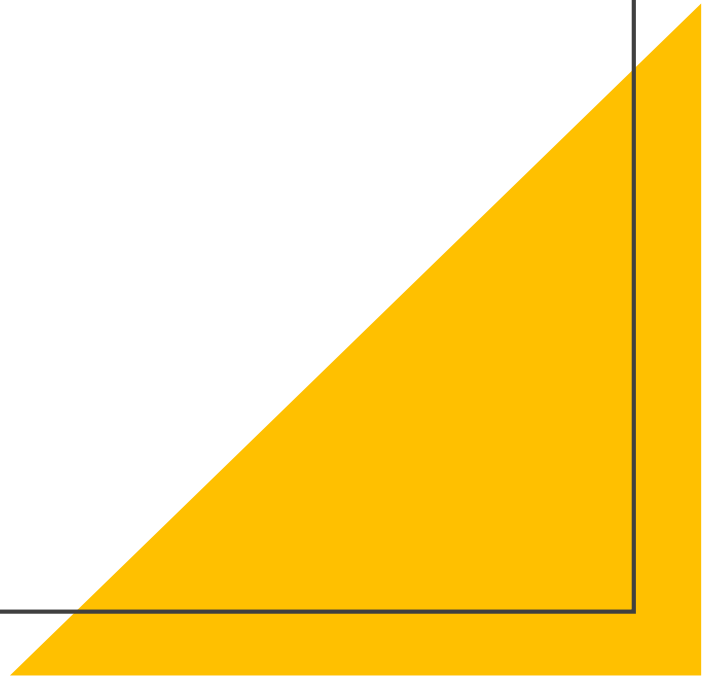
	Kumpulan Ketua	1 Azrol	2 Muzaffar	3 Alamin	4 Sawiah
KPI OUTPUT	1. Modul Latihan Pembangunan Kompetensi BI				1
	2. Kajian Kes BI di kementerian	2	2	2	2
	3. Persidangan BI peringkat Kebangsaan	1			
	4. Garis Panduan BI		1		
	5. Kertas cadangan kepada kementerian berdasarkan penemuan kajian kes	1	1	1	1
	6. Pegawai awam menerima latihan BI	15	15	15	15
	7. Laporan projek penambahbaikan peraturan	2	2	2	2
	8. Cadangan penambahbaikan peraturan	5	5	5	5
	9. Alat peraturan GRP			2	
KPI OUTCOME	10. Kementerian menggunakan kaedah BI dalam penggubalan polisi awam dan peraturan	2	2	2	2
	11. Potensi penjimatan kos pematuhan	RM250 juta	RM250 juta	RM250 juta	RM250 juta
	12. Cadangan penambahbaikan dilaksanakan oleh pengawalselia	1	1	1	1



The Output Business Model Canvas

BI Case Studies

(Kumpulan Alamin)



Key Partners

Academia

MOHR

MOTAC

EPU

MOE

Key Activities

BI Case Studies

Proposal to ministry on case study

BI training

Key Resources

SMEs

MPC officers

Consultant / Facilitator / Moderator

MPC associates

Value Proposition

2 BI Case Studies

New policy tools

1 proposal to ministry on case study

Better quality regulations

15 trained government official

Enhance knowledge & skills

Customer Relationships

Online engagements

Physical engagements

Channels

Webinars

Emails

Online platform meetings (teams, zoom)

Social Media

Customer Segments

MOTAC

MOT

MINDEF

MOE

MOHE

MOHA

MOHR

Cost Structure

Professional fees

Bayaran kpd hosting online

Seminar

Revenue Streams

Key Partners

Malaysia Services Development Council (MSDC) (En.Naseer)

Academia

Consultant / Facilitator / Moderator (en.Irwan, Dr Izhar)

INTAN (Pn. Zaharah)

International Expert (Sue Holmes)

MPC associate (Dato' Oii, Mr. Goh, Kjd)

Key Activities

Identify issues

Analyse issues

Propose solutions

Identify experts

Preliminary assessment

Proposal & endorsement

Develop GRP Tools

Engagement with key stakeholders

Piloting the GRP tools

Finalising the GRP tools

Database management

Promotional contents

Developing Media release content

Key Resources

SMEs (Dr Ain, Munirah)

MPC officers

Consultant / Facilitator / Moderator (en.Irwan, Dr Izhar)

MPC associate

Mural - collaborative application

Virtual meeting room

Training on Virtual Application

Training on Subject Matter Expert (SME)

Value Proposition

2 reports on regulations improvement

Better quality regulations

5 recommendations on regulatory improvement

2 GRP tools (social)

Assist government officials to conduct GRP

Improve decision-making regulations

Customer Relationships

Online engagements

Physical engagements

Channels

Webinars

Emails

UPC portal

Social Media

Trainings

News and articles

GRP Portal

Customer Segments

MOHR

MOTAC

MOHE

MOT

MOE

MINDEF

MOHA

EPU (Dr Khalid)

Cost Structure

Professional fees (Consultant, facilitator/moderator)

Subscription online

Hosting offline cost

Promotional fees

Database management

Subscription Apps

Content development cost

Professional fees (International consultant)

Professional fees (Subject Matter Expert)

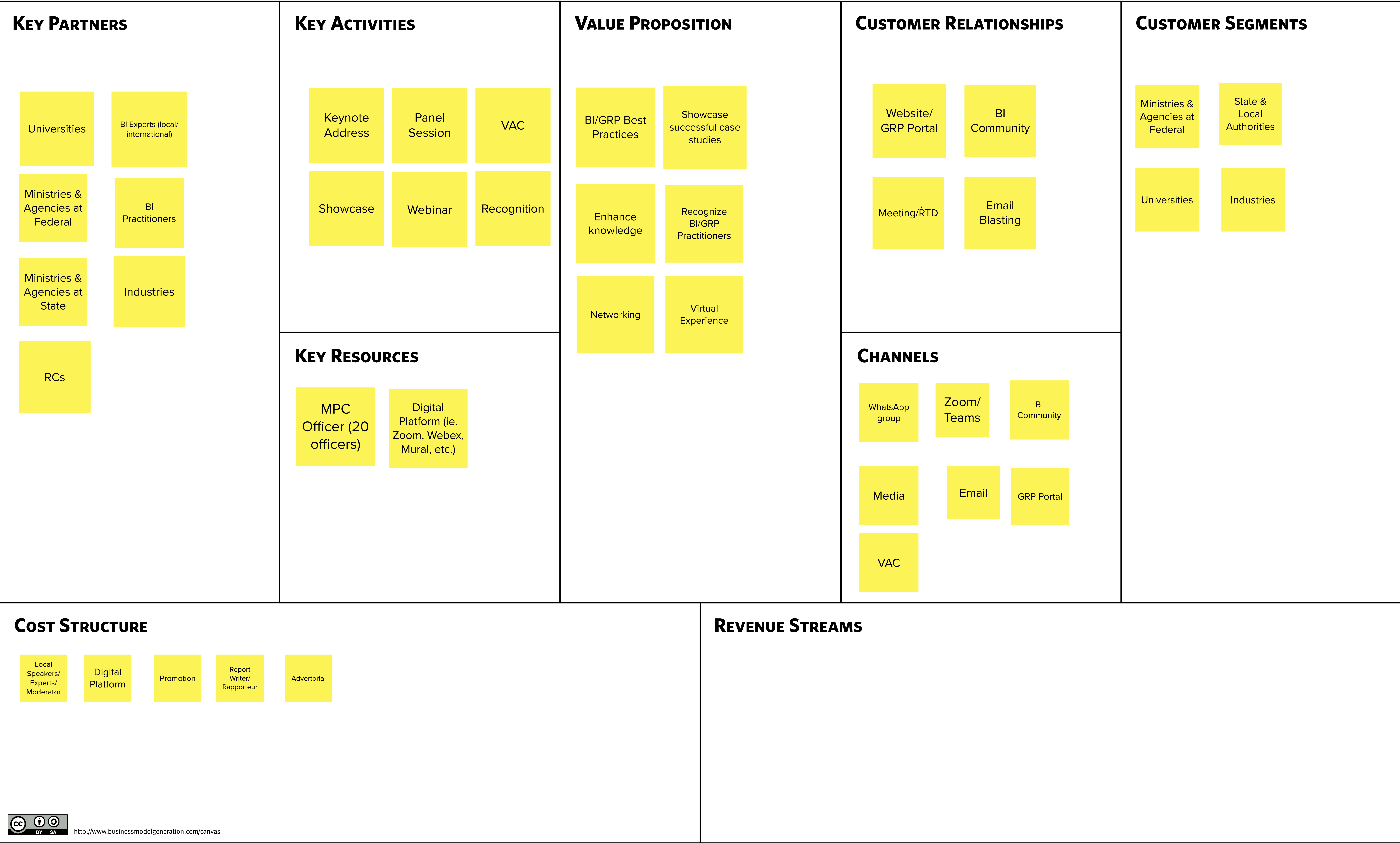
Revenue Streams

RM1.1mil

National Conference on Behavioural Insights (BI) & Good Regulatory Practices (GRP) 2021

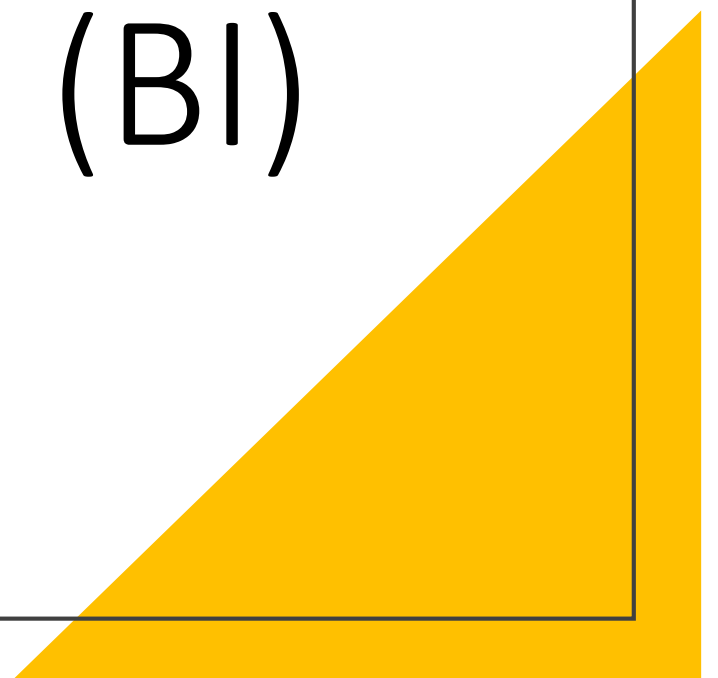
(Kumpulan Azrol)



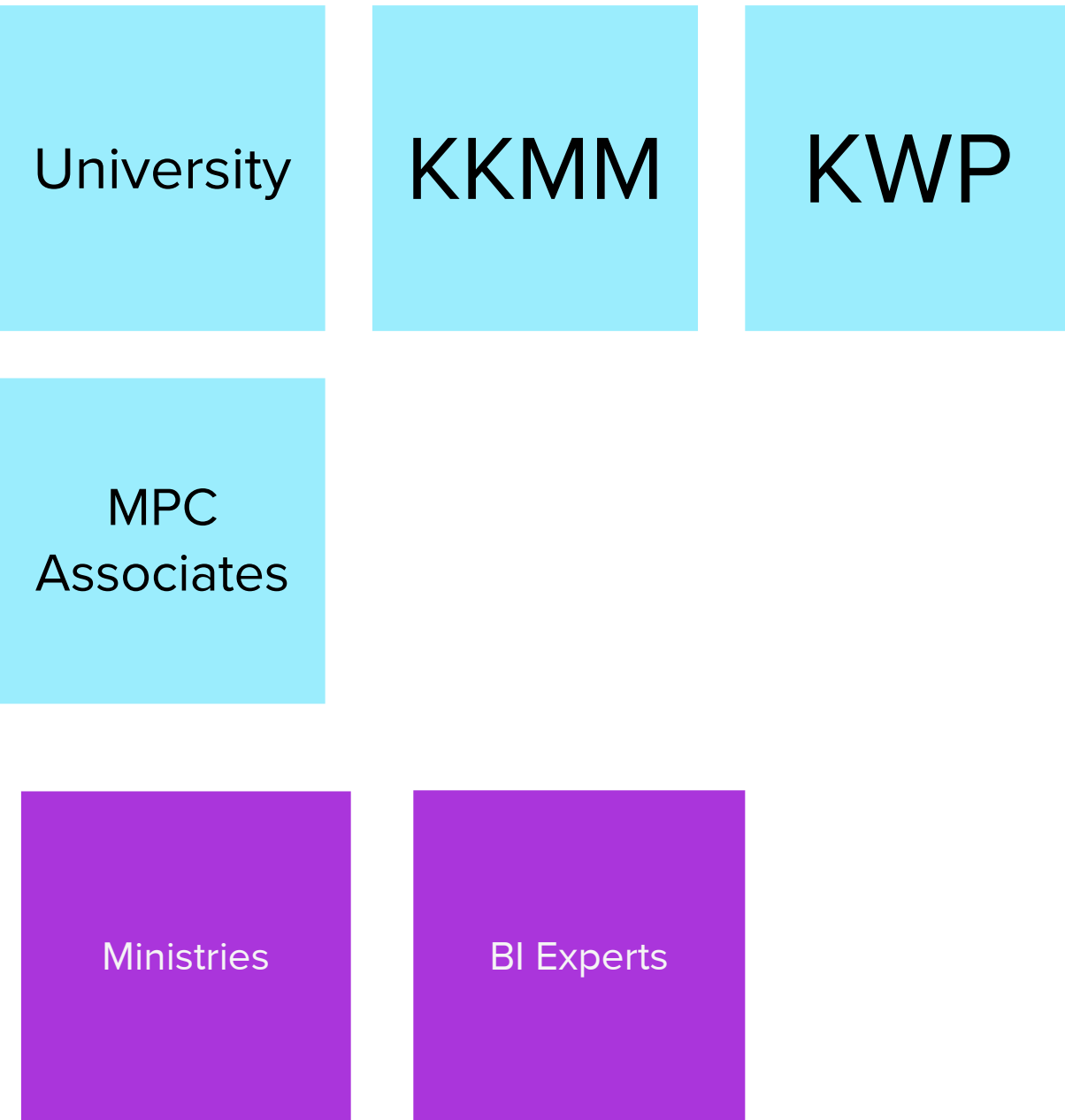


Behavioural Insight (BI)

(Kumpulan Azrol)



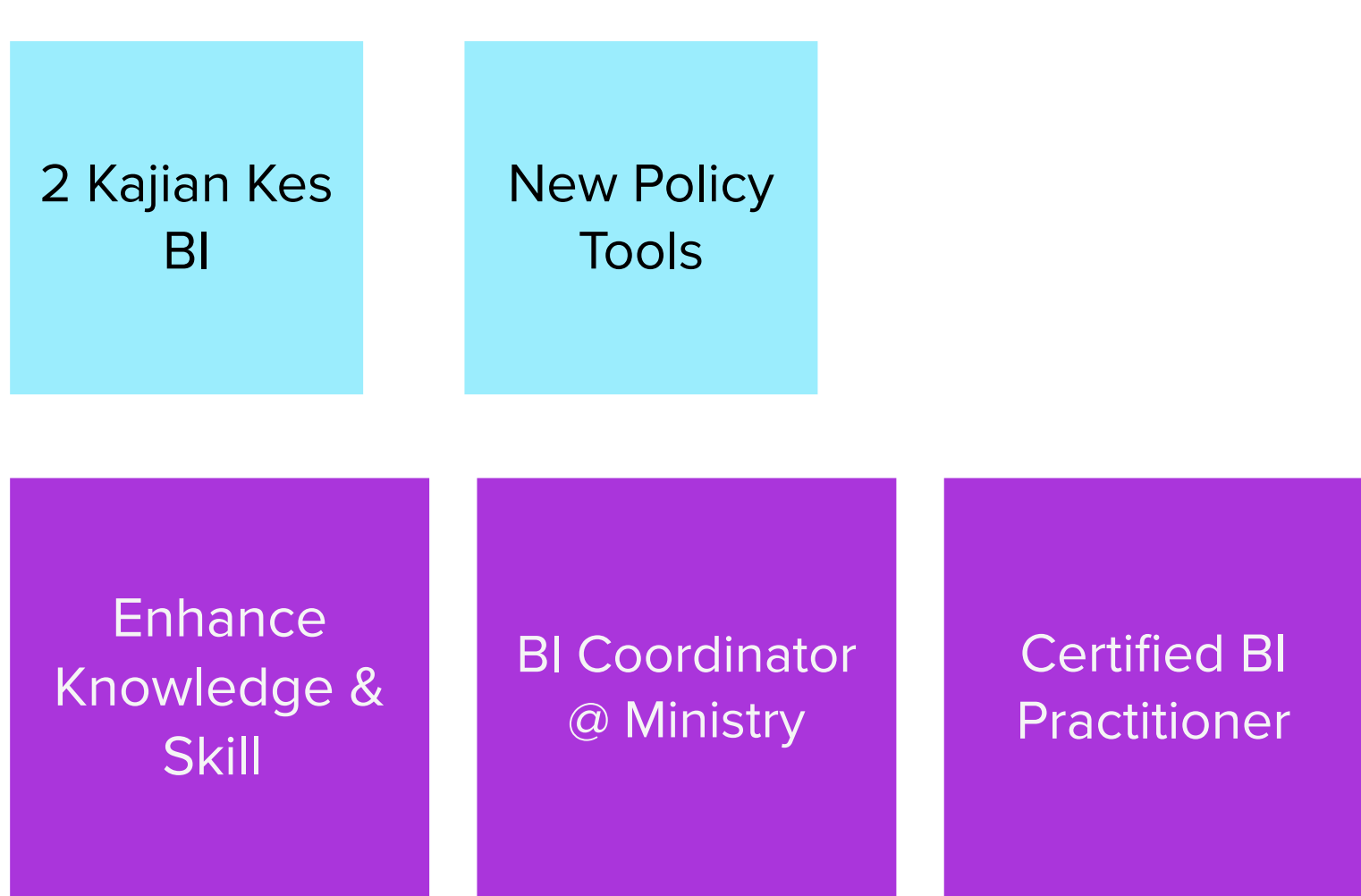
Key Partners



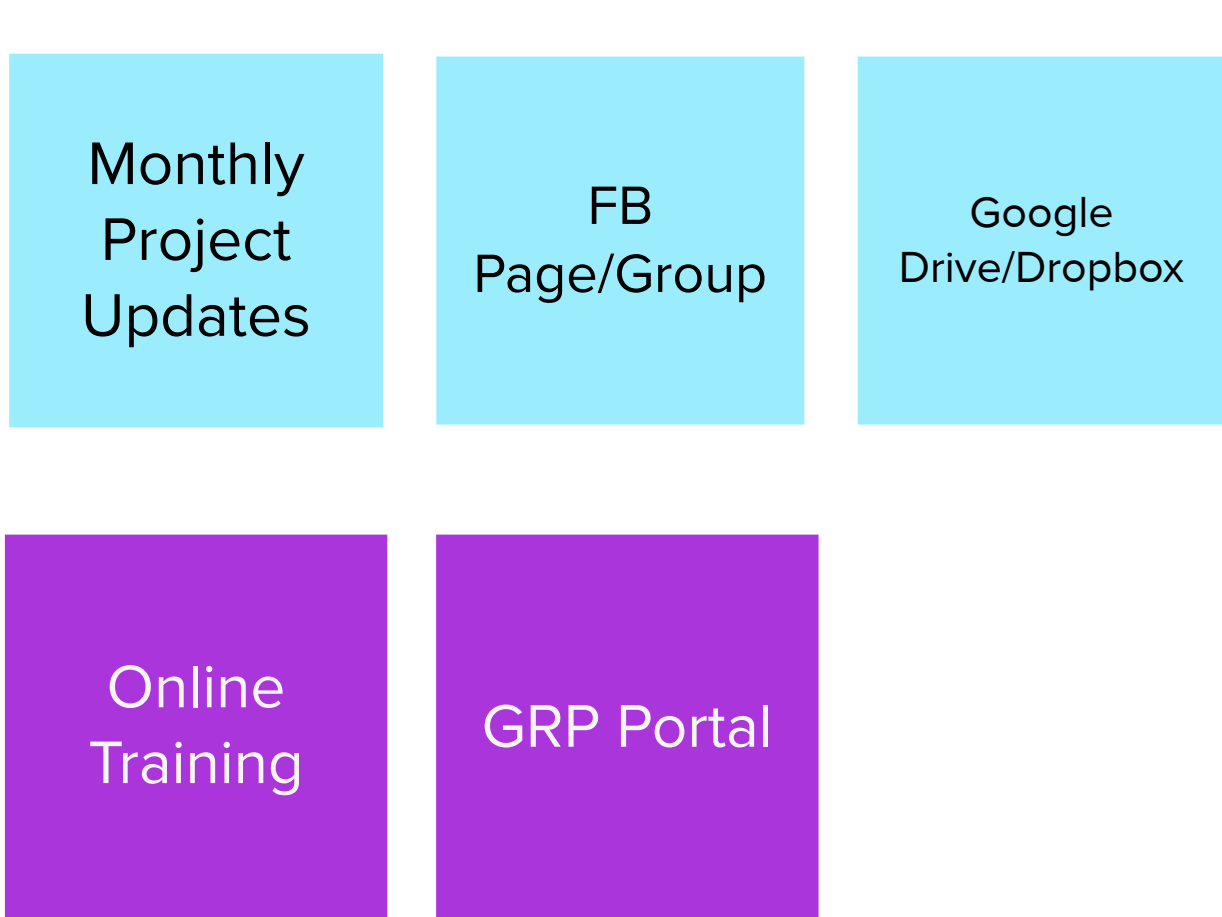
Key Activities



Value Proposition



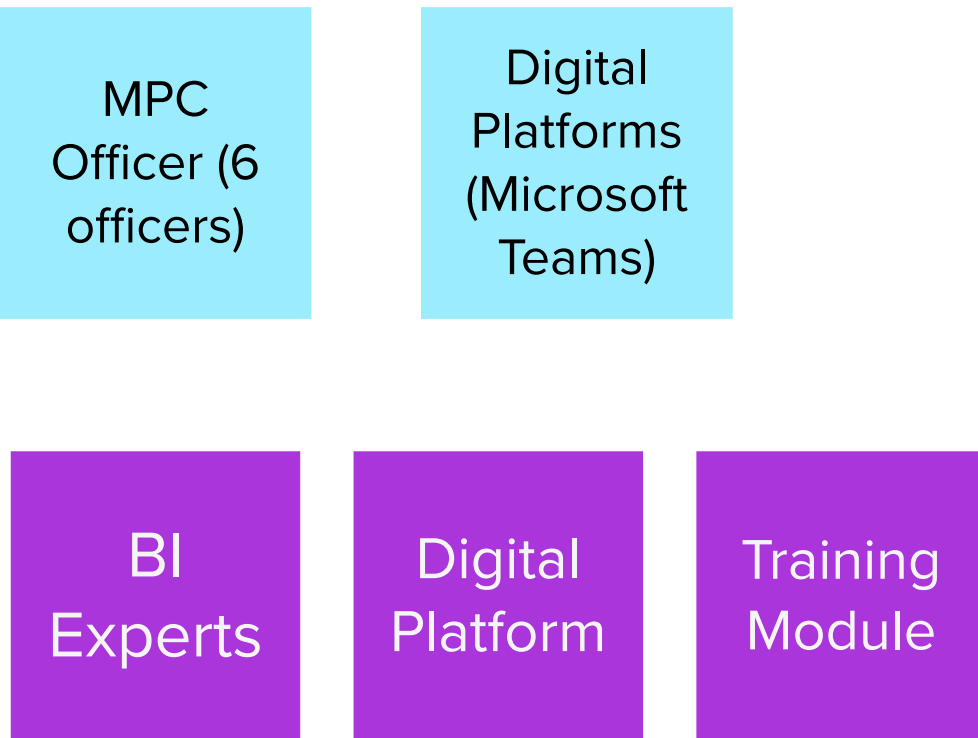
Customer Relationships



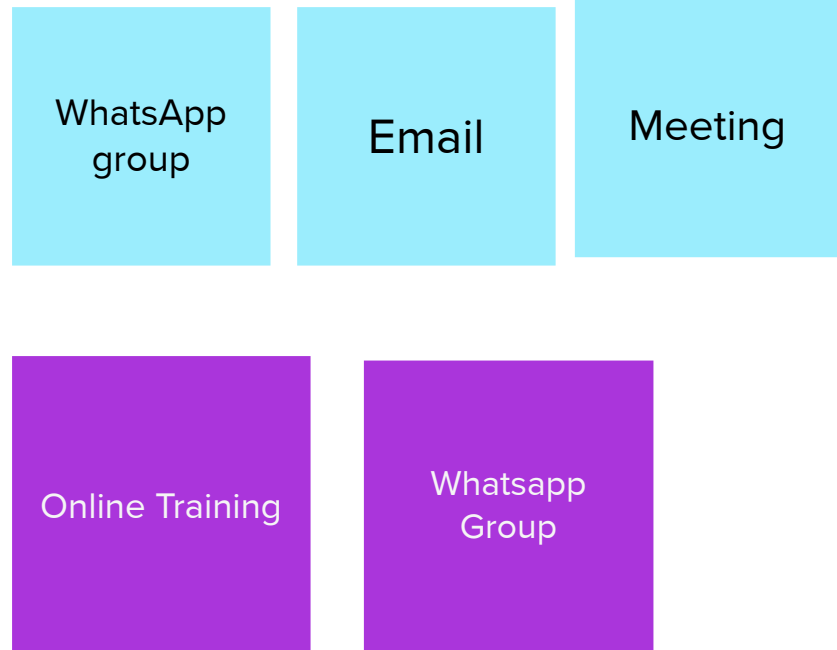
Customer Segments



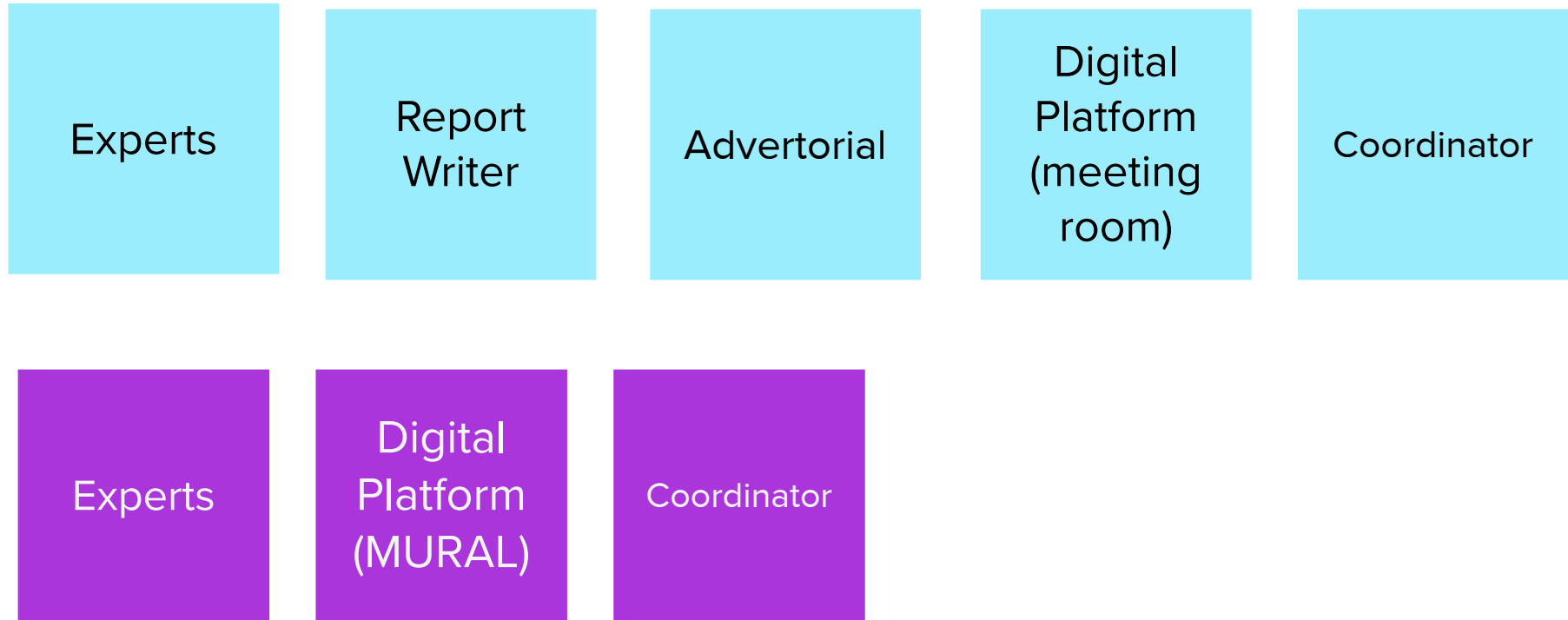
Key Resources



Channels



Cost Structure

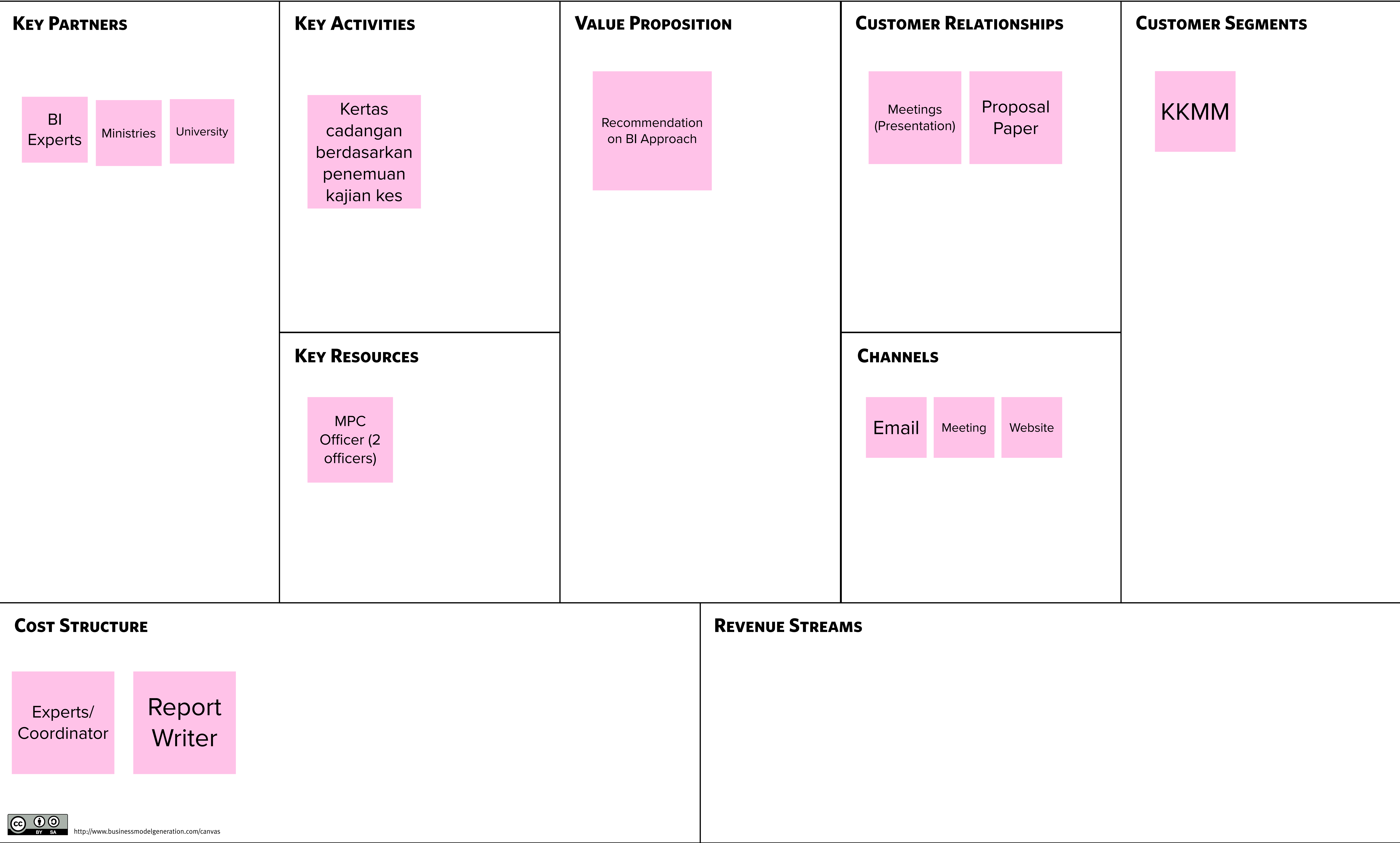


Revenue Streams

Kertas Cadangan Berdasarkan Penemuan Kajian Kes BI

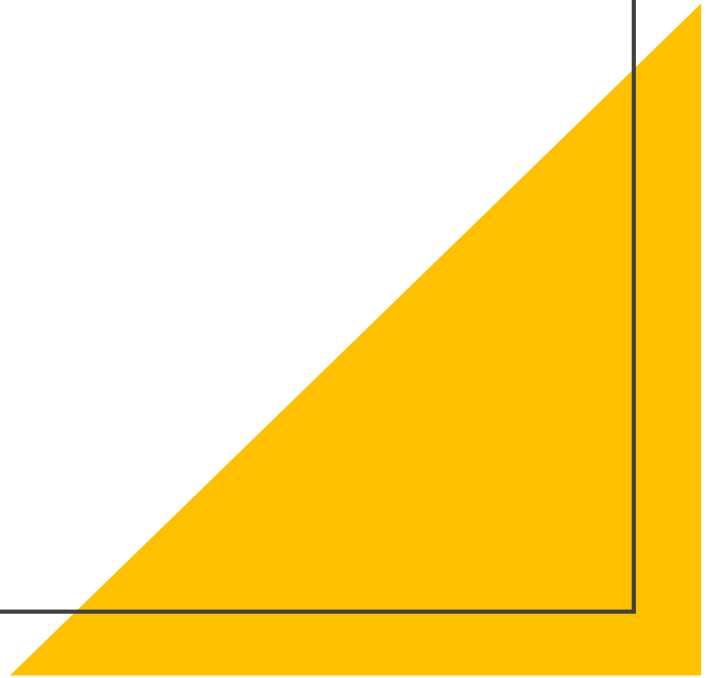
(Kumpulan Azrol)





Regulatory Eco system

(Kumpulan Azrol)



Key Partners

Ministry

Regulatory Coordinator

Associates

Key Activities

LAPORAN PROJEK
PENAMBAHBAIKAN
PERATURAN

Series of Engagements
(Kementerian / Industri)

Verifikasi isu/masalah peraturan

Analisa & Penyediaan Laporan Cadangan Penambahbaikan Peraturan

Public Consultation

Pembentangan kpd Kementerian

Key Resources

MPC Officers

Digital Platform

Regulatory Reform Framework

GRP Report

Mymudah List of Issues

Stock of Regulations

NPGRP

Value Proposition

Cadangan Penambahbaikan Peraturan

Meningkatkan Kecekapan penyampaian peraturan

Penyediaan Peraturan Berkualiti

Penjimatan Kos

Meningkatkan Integriti Penjawat Awam

Good Governance

Impact to Malaysia Ranking in International Competitiveness Report

Customer Relationships

Monthly Project Update

Workshop

Group Whatsapp

Email

Channels

Media Sosial

Email

Customer Segments

KKM

KETSA

Cost Structure

Experts

Digital Platform

Publication

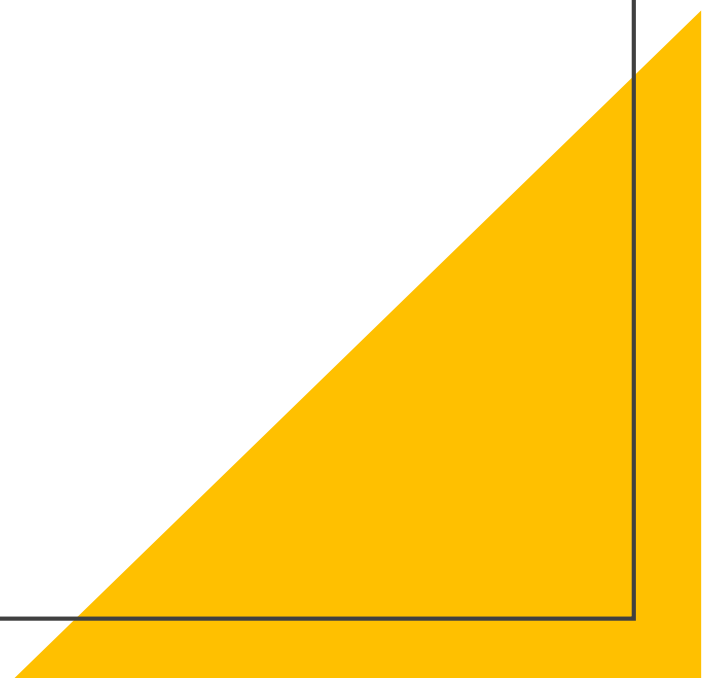
Report Writer

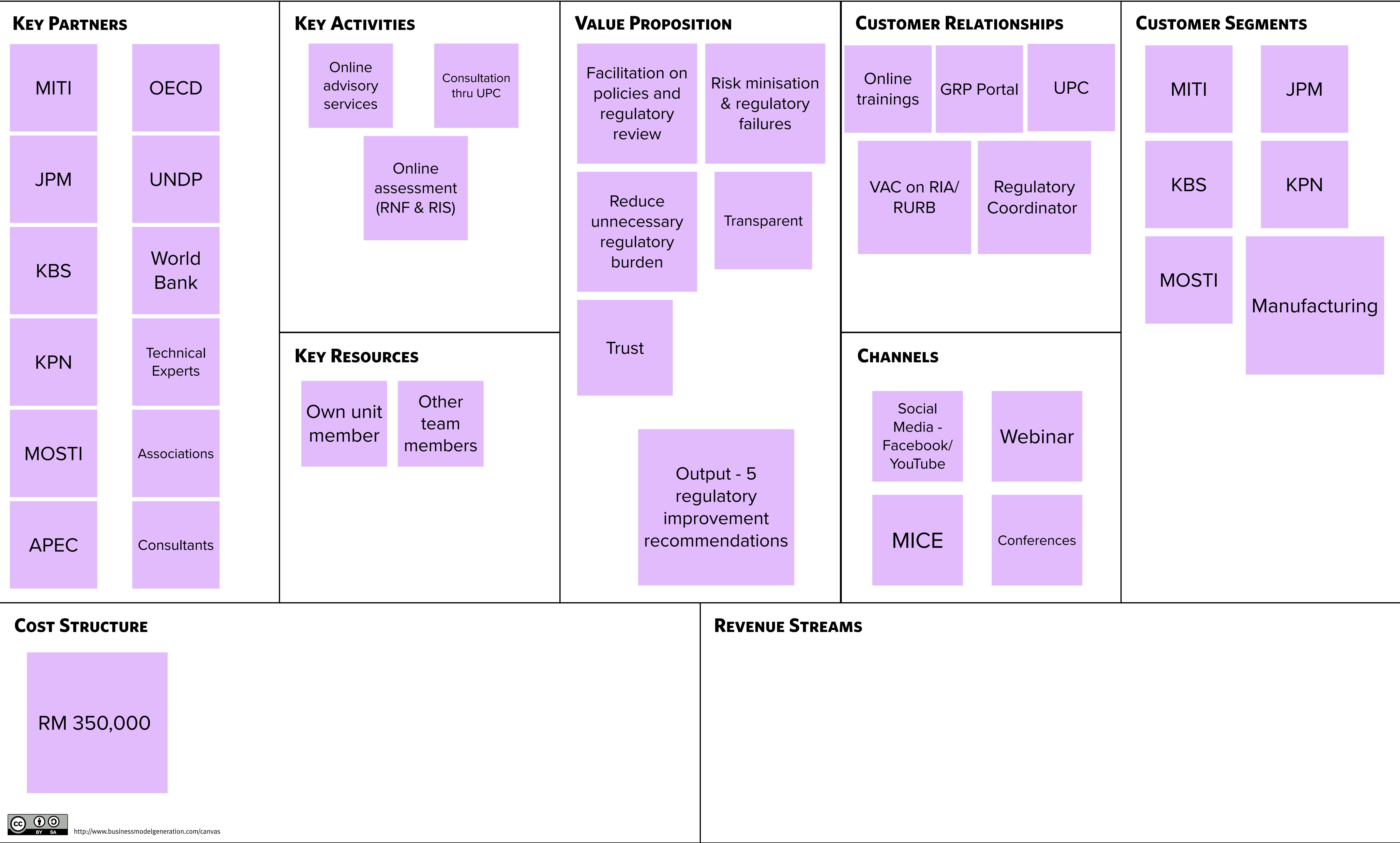
Logistic

Revenue Streams

Regulatory Improvement Recommendations

(Kumpulan Muzaffar)

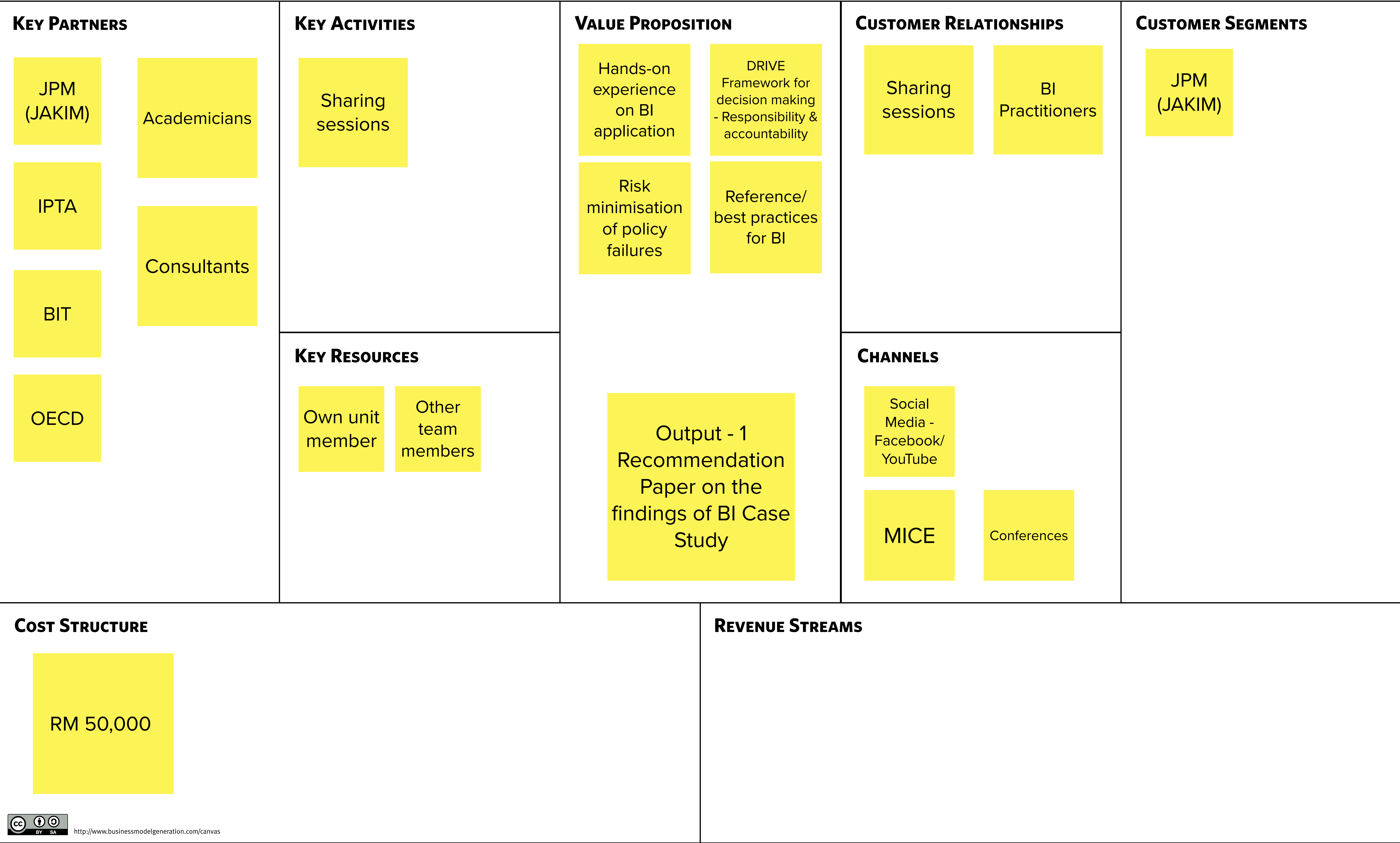




Recommendation Paper on the Findings of BI Case Study to the Ministry

(Kumpulan Muzaffar)

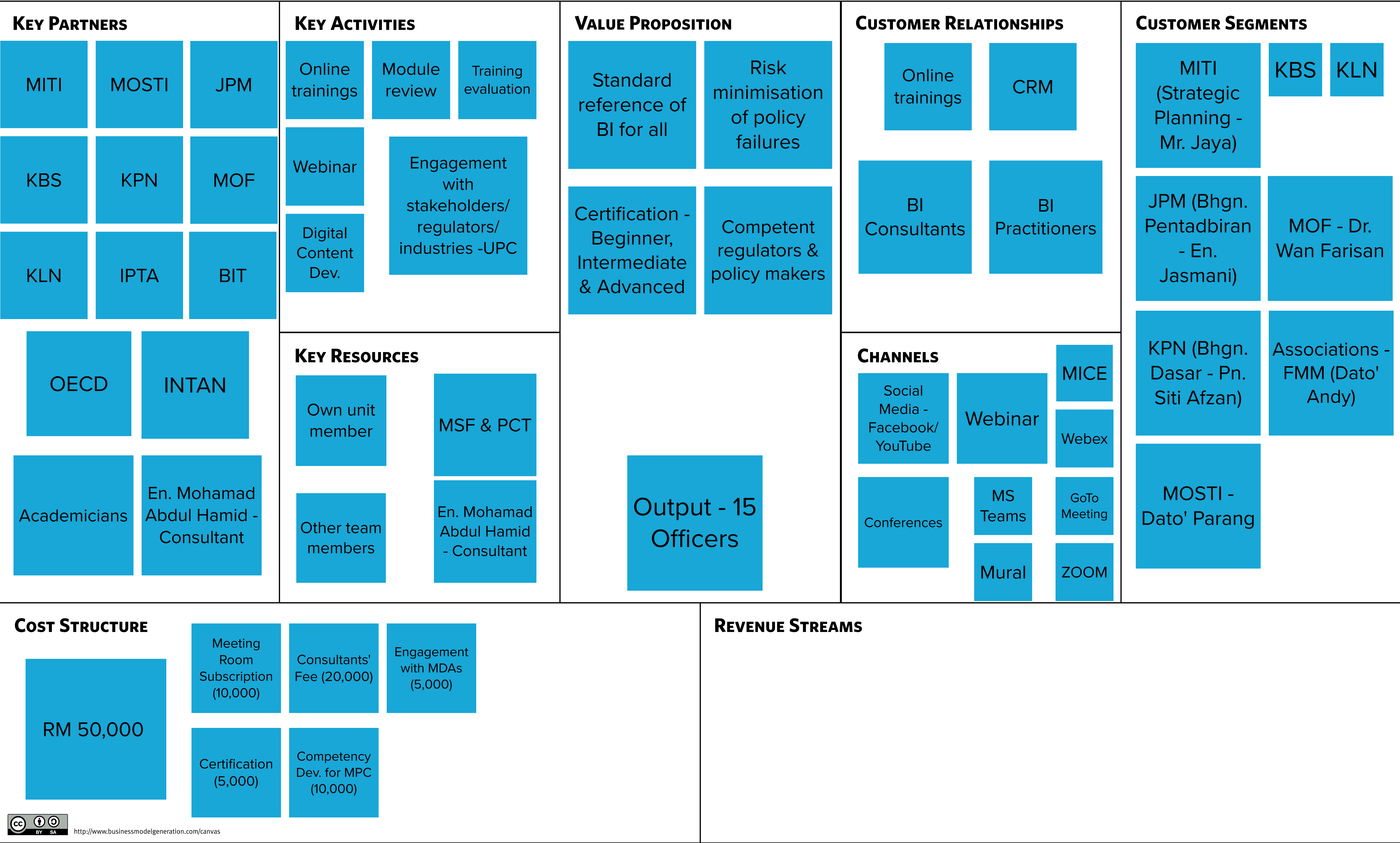




BI Trainings for Public Servants

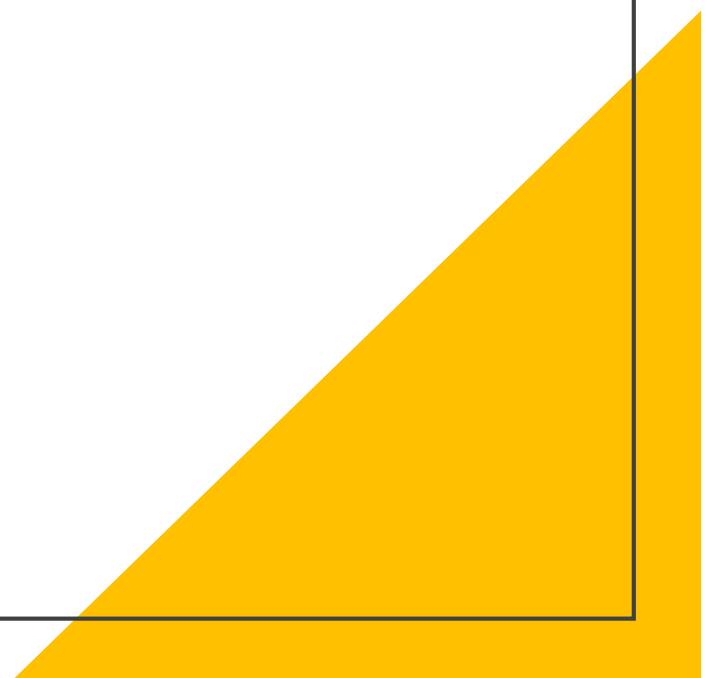
(Kumpulan Muzaffar)

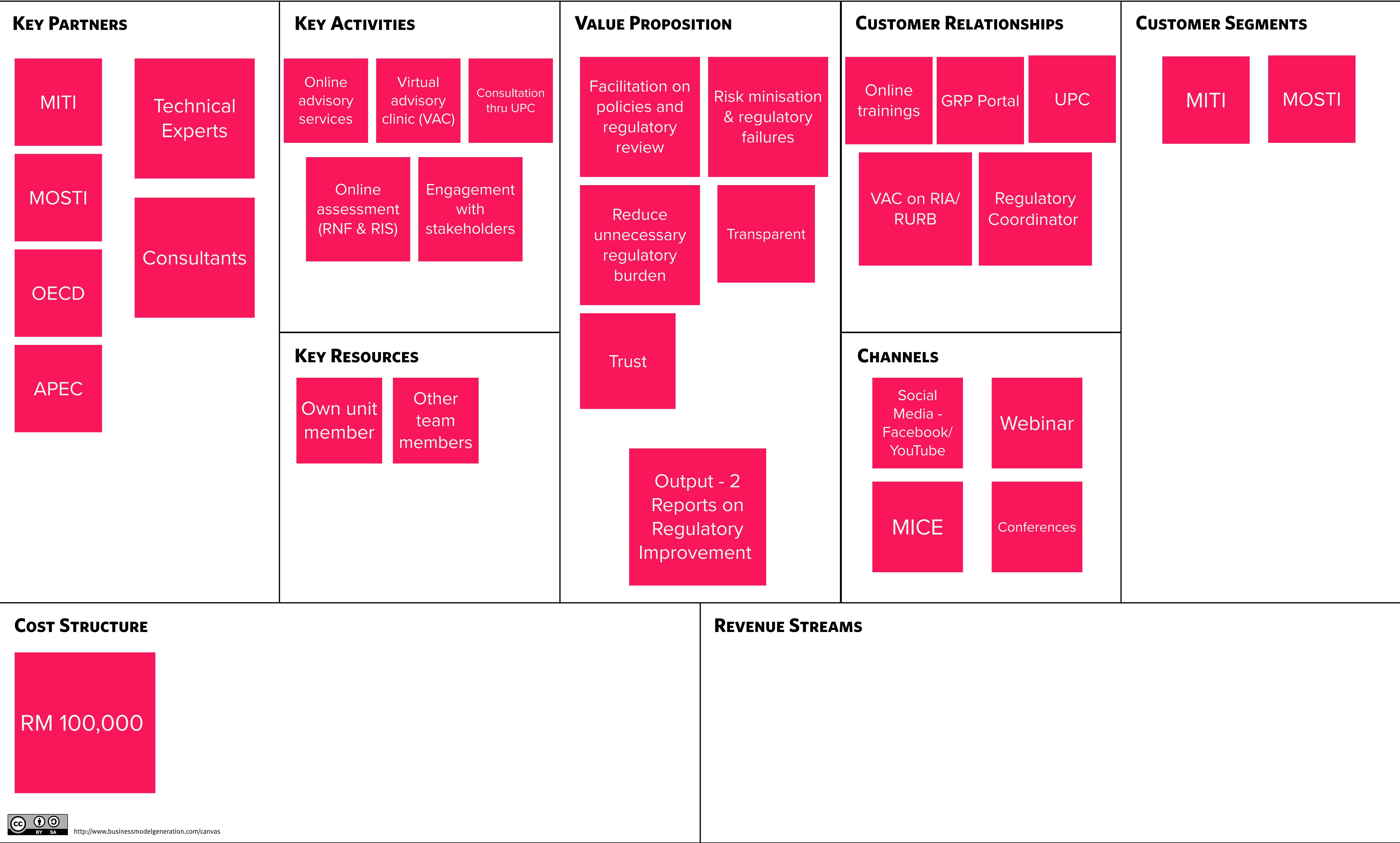




Report on Regulatory Improvement Project

(Kumpulan Muzaffar)

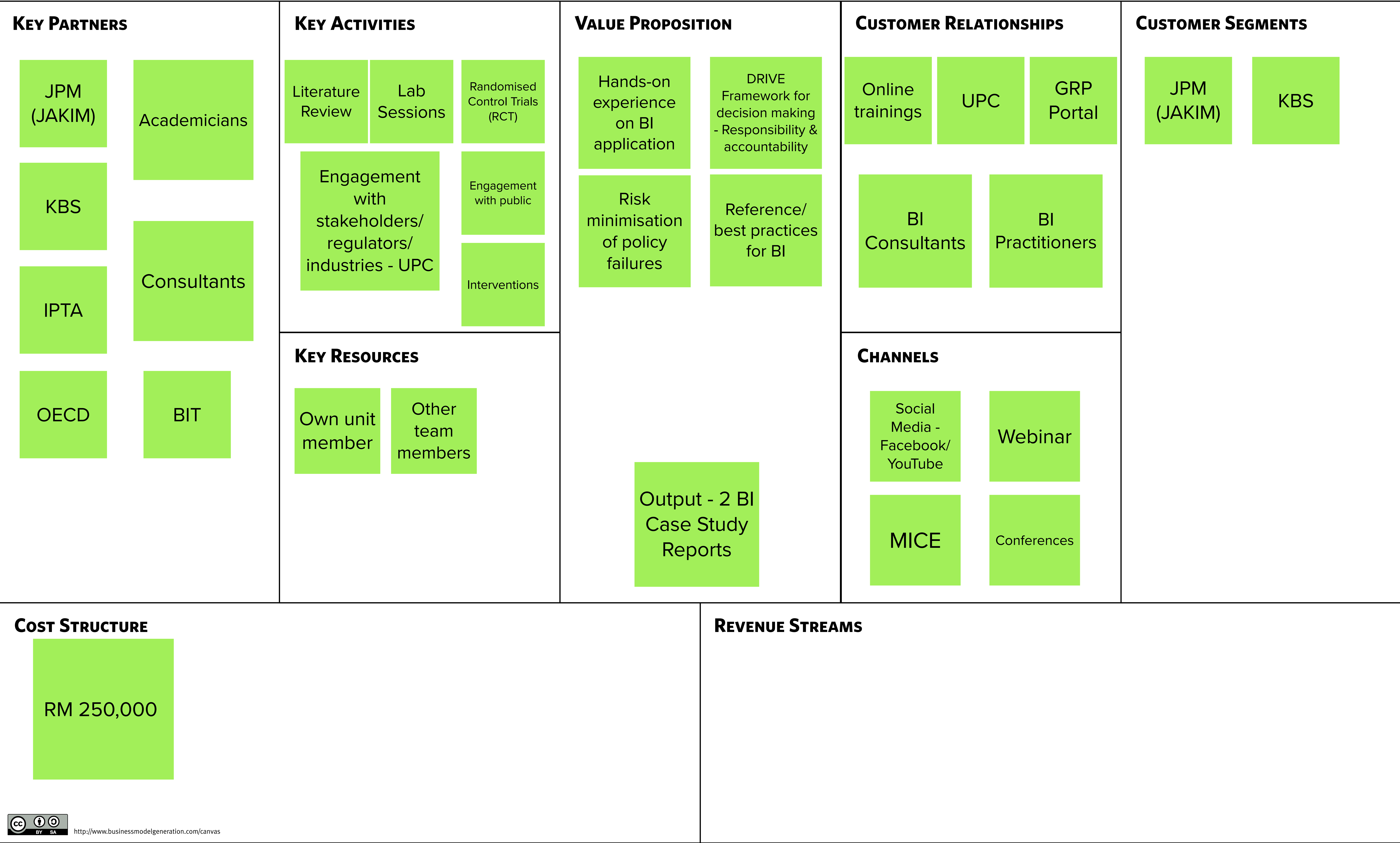




BI Case Studies at Ministries

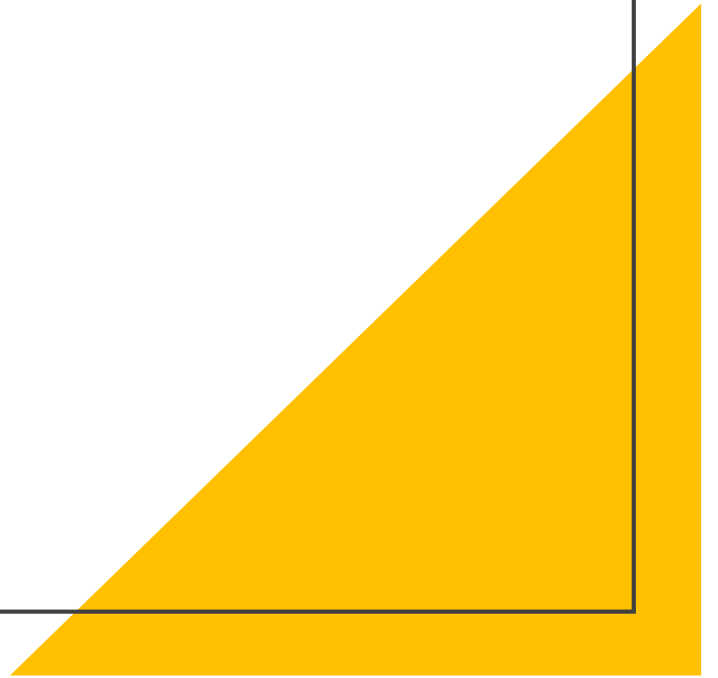
(Kumpulan Muzaffar)

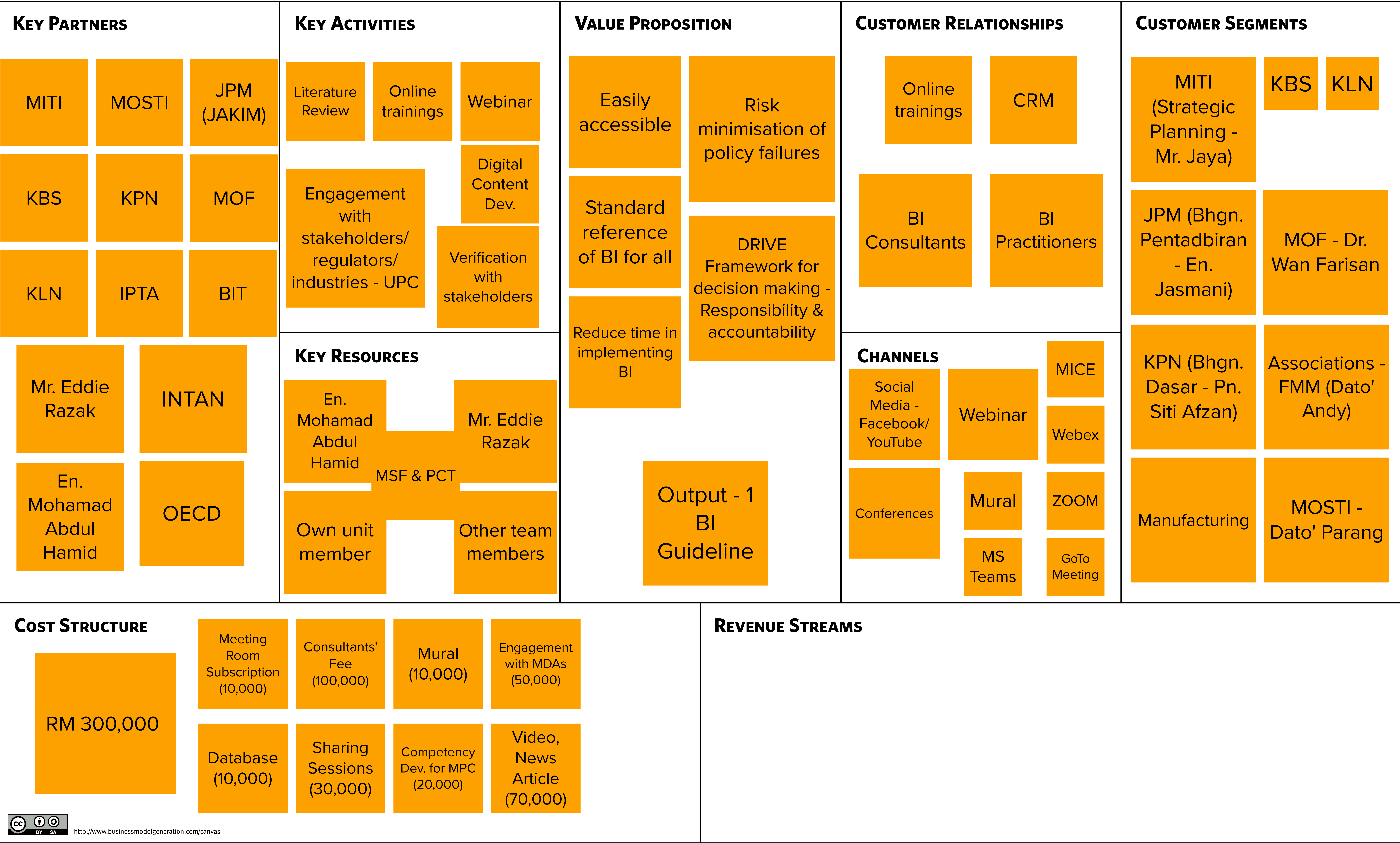




BI Guideline

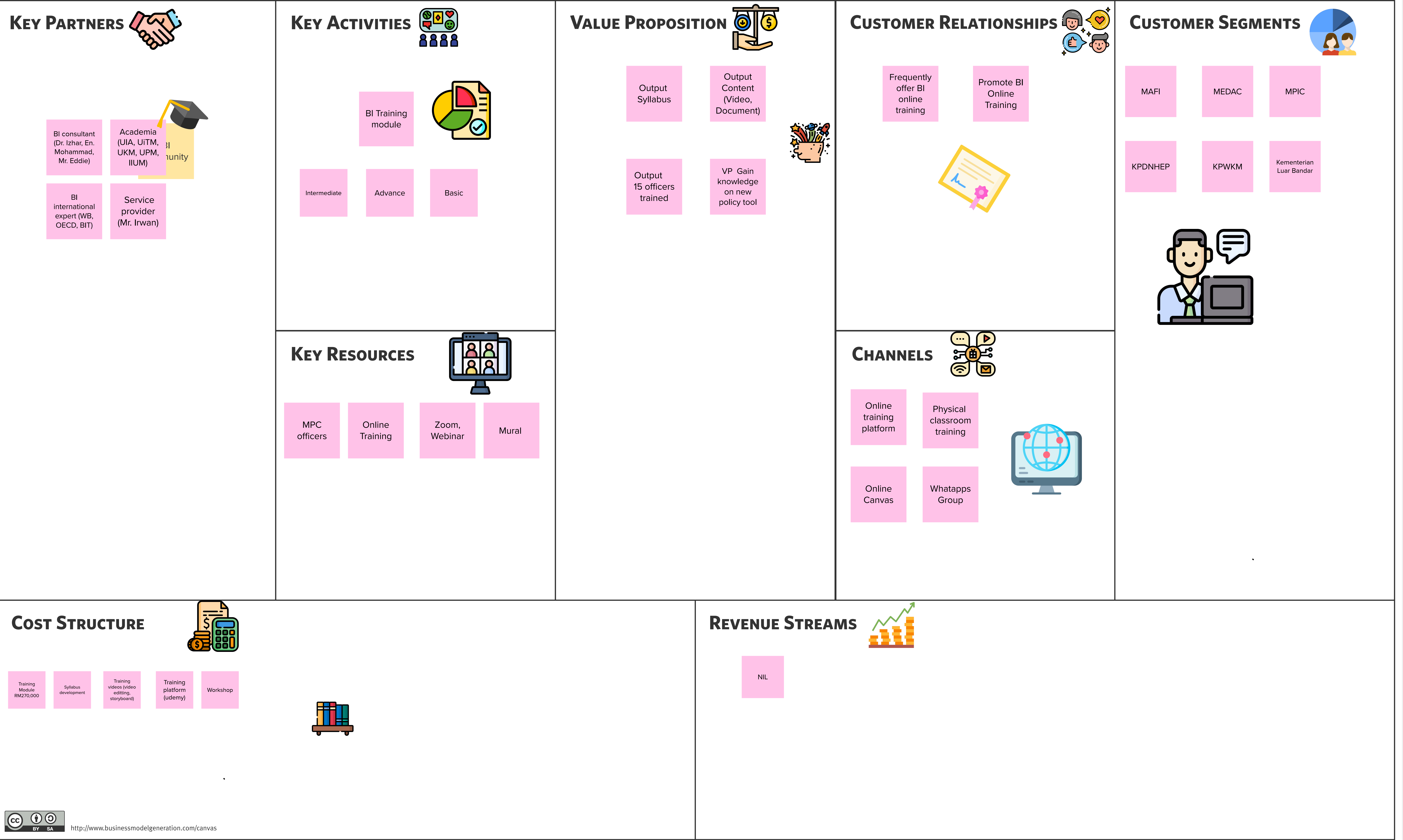
(Kumpulan Muzaffar)







Modul Latihan Pembangunan Kompetensi BI



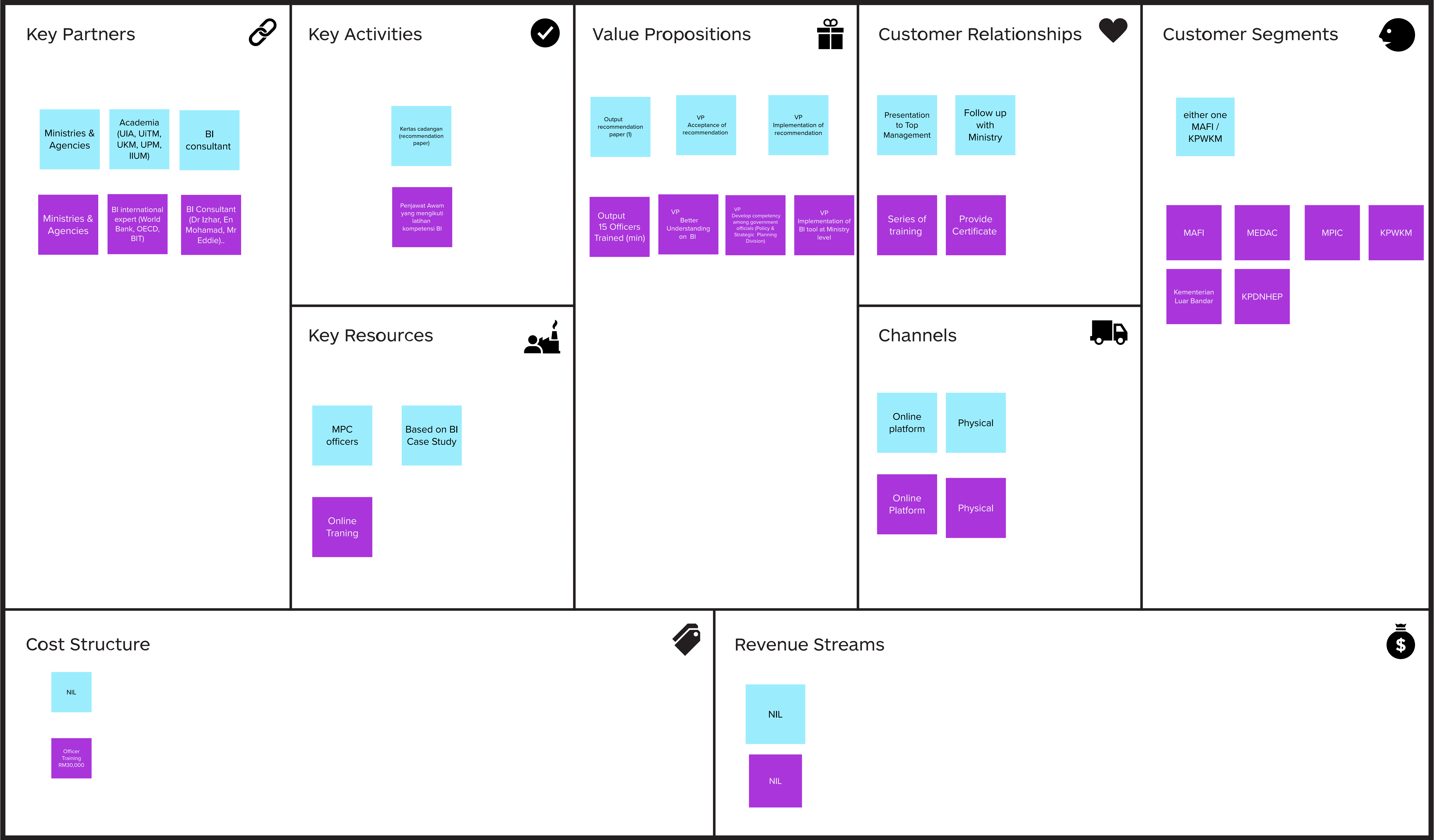
The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



Business Model Canvas

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners Ministries & Agencies (MAFI & KPWKM) Academia (UIA, UiTM, UKM, UPM, IIUM) BI Community BI consultant (En. Mohammad, Prof' Niaz)	Key Activities BI case study	Value Propositions VP Evidence based Policymaking VP Identify most effective intervention VP Provide recommendation Output 2 case studies	Customer Relationships Regular project update Participation in the project implementation Presentation to Ministries Database CRM	Customer Segments MAFI KPWKM
	Key Resources MPC officers Zoom, GoToMeeting		Channels Report email website Online Meeting	
Cost Structure 2 Kajian Kes RM270,000 Pembayaran kepada penyelidik Workshop Logistic Publication			Revenue Streams NIL	

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