

PSPN WEBINAR FOR TECHNOLOGY ADOPTION SERIES 06

Session:	# 06
Date	12 th November 2020, Thursday
Topic	<p>TOPIC 1: Moving your Business up with Technology Evolution by Faisal Malik.</p> <p>TOPIC 2: Capitalising on Cloud Technology for Professional Firms by Steven Chong.</p>  <p>The flyer for the PSPN Webinar Series 06 features a blue and white design with a brain-like background. It includes the following details:</p> <ul style="list-style-type: none"> Panelist: En. Mohamad Faisal Abdul Malik, Chairman of Small & Medium Practices Committee, MIA. TOPIC 1: Moving your Business up with Technology Evolution. Moderator: En. Mohd Khairul Idzham. Panelist: Mr. Steven Chong, Founding Chairman, MIA Digital Technology Implementation Committee. TOPIC 2: Capitalising on Cloud Technology for Professional Firms. Date: Thursday, NOVEMBER 12th , 2.00pm – 4.00pm Registration: Register here https://zoom.us/webinar/register/WN_GPHtMVCNRBGx5gGTS3b-PQ
Panelist	<p>Panelist 1:</p> <p>En. Mohamad Faisal is a managing partner of Faisal Malik & Co, a Council Member and a Chairman of Small And Medium Practices Committee of Malaysian Institute of Accountant (MIA), a Council Member of Association Certified business Consultant Malaysia ACBC). He has attended the Business mentoring for mentors at the Entrepreneurship Development Institute of India (EDII), and a IBFIM Certified Professional Syariah Auditor (CPSA). He has been exposed to several initiatives (consulting and advisory) in Malaysia and ASEAN business community.</p> <p>Panelist 2:</p> <p>Mr. Steven Chong is a past Council Member of the MIA (Malaysian Institute of Accountants) and the Founding Chair of the MIA Digital Technology Implementation Committee. He is a licensed auditor and is currently the Group CTO of the audit firm that he is attached to. Steven is also the Founder of an Accounting tech start up called GA Alliance, that won Top 3 in the Petronas Future Tech program, and most recently Top 10 in the Selangor Accelerator Program.</p> <p><i>Saya menyatakan bahawa wajah-jawab telah dilaksanakan dengan semangat</i></p> <p><i>Nur Halimah Mohamad Halli</i> Manager Delivery Management Office (DMO) Malaysia Productivity Corporation (MPC)</p>

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Synopsis	<p>Topic 1 Digital revolution is the current driving force towards sustainability under the new economy spectrum. The developments are the leading disrupter, fed by social, mobile, cloud, big data, artificial intelligence, and growing demand for “anytime-anywhere” access to information. The real change is coming, and that the industry is at the gates of a digital transformation process.</p> <p>Topic 2 The unique business and intricacies of leading a Professional practice is perhaps best understood by the privileged few who boldly set out some point in their careers to independently build their dream practice around offering services that its clients value and appreciate. IR 4.0 is very much a clear and present reality for most, if not all Professional Firms. The session seeks to explore how Firms could capitalise on readily available Cloud Technologies in a practical, affordable and accessible manner to support practices in their quest to stay relevant, and thrive in providing sustainable value to its clients.</p>																																																																																																																																																																	
Webinar Team Management	<p>Program Coordinator : Nicole Ong MPC Rep : Azhani / Halisa Speaker : En. Faisal Malik/ Mr. Steven Chong Moderator : En. Khairul Poster Design & Blasting : Nicole Ong Report Writing : Nicole Ong</p>																																																																																																																																																																	
Participation	<p>Various participation from local ranging from private and government sector</p> <p>Registered : 36 Nos Attended : 16 Nos</p> <table border="1"> <thead> <tr> <th>Attended</th> <th>User Name (Original Name)</th> <th>Email</th> <th>Registration Time</th> <th>Join Time</th> <th>Leave Time</th> <th>1</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>Chin Peng Toh</td> <td>chinpeng_toh@jjsea.com</td> <td>Nov 11, 2020 08:30:59</td> <td>Nov 12, 2020 14:07:59</td> <td>Nov 12, 2020 15:39:55</td> <td></td> </tr> <tr> <td>Yes</td> <td>MOHAMAD FAISAL ABDUL MALIK</td> <td>faisalmutual@yahoo.com.my</td> <td>Nov 12, 2020 13:48:52</td> <td>Nov 12, 2020 14:05:23</td> <td>Nov 12, 2020 14:11:45</td> <td></td> </tr> <tr> <td>Yes</td> <td>Lukman Alias</td> <td>Lukman@zulrafique.com.my</td> <td>Nov 12, 2020 14:40:07</td> <td>Nov 12, 2020 14:40:19</td> <td>Nov 12, 2020 15:52:54</td> <td></td> </tr> <tr> <td>Yes</td> <td>Sandy Cheung</td> <td>sandy.cheung@wolterskluwer.com</td> <td>Nov 11, 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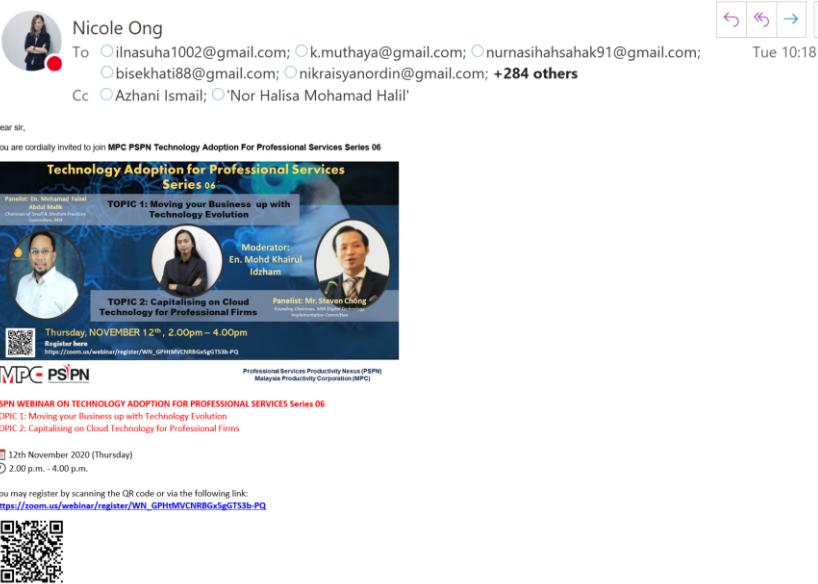
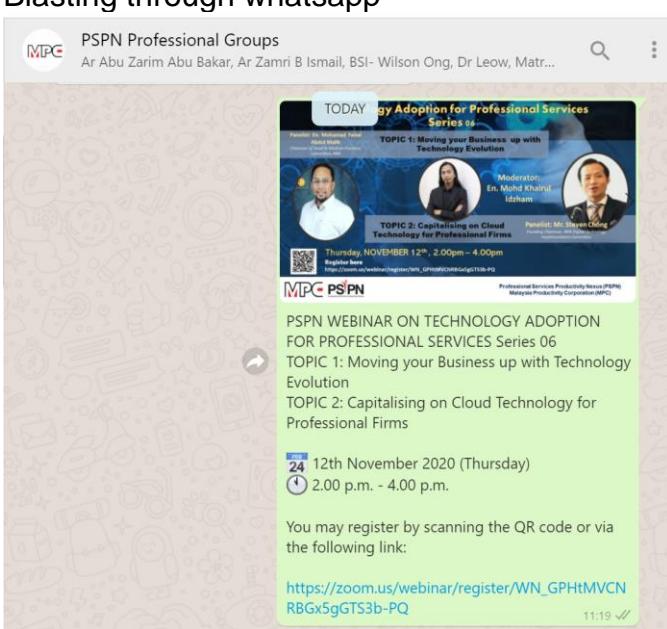
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Questions	Interaction with Participant
	
	<p>There were 9 questions ask by participants during the session. However due to the time limitation, panellists only able to answer 8 questions.</p> <p>Question and Answer</p> <p>All questions (9) My questions (8)</p> <p>Anonymous Attendee 03:03 PM</p> <p>From your point of view, are the young professional studies graduates equipped with the necessary skills to adopt tech? Would they be able to lead the firm's venture into tech adoption?</p> <p>⌚ This question has been answered live</p> <p>Anonymous Attendee 03:23 PM</p> <p>It seems the notion of entrepreneurship is important as well, in the midst of this discussion around tech adoption. Your thoughts?</p> <p>⌚ This question has been answered live</p> <p>Anonymous Attendee 03:27 PM</p> <p>I think it is difficult to manage and assign work to staff working from home. How has it been for you? Any tips to manage this?</p> <p>⌚ MPC PSPN Nor Halisa would like to answer this question live.</p> <p>Anonymous Attendee 03:37 PM</p> <p>currently we're stil on semi auto accountant using UBS / AutoCount to help client to complete monthly account. May we know how should we enroll?</p> <p>⌚ MPC PSPN Nor Halisa would like to answer this question live.</p>

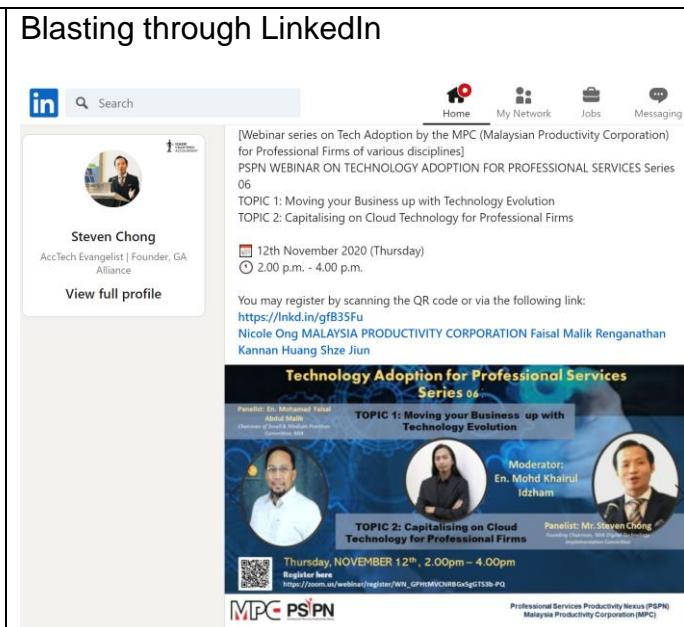
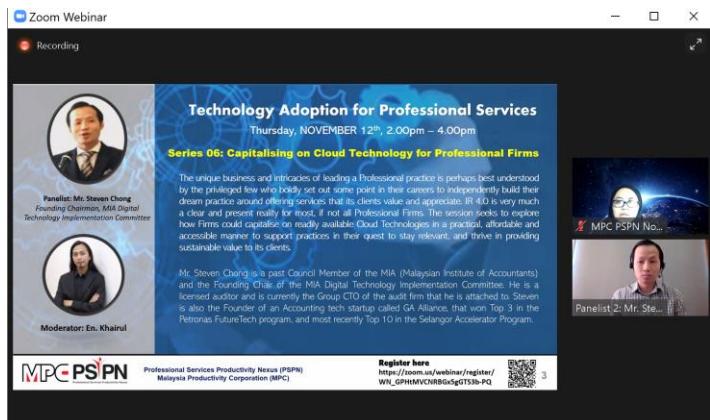
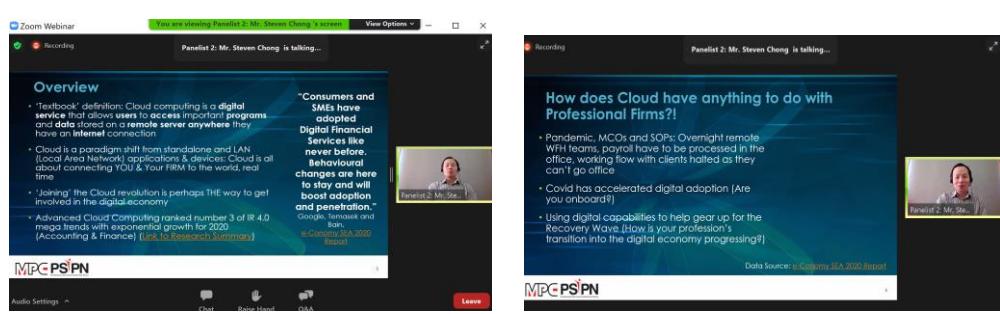
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	<p>Details of Questions:</p> <ol style="list-style-type: none"> 1. We are aware of the digital transformation wave, and the need to change; however, there is always a decision we need juggle between the current cost to spend on survival and future sustainability. What is your advice in order to balance this? 2. En. Faisal, can you help share from your opinion the priority items that we as owner of a professional firm should look at, as a first step into tech adoption? 3. Due to the Technology evolution, some of the profession may be faced off, the job can be replaced by automation processes. How do we uplift ourselves to face this challenge? 4. Can we digitise if our clients are not willing to digitise? 5. I am quite senior and close to retirement, is it worth it to get into technology adoption in my situation? I am not sure if my staff / successors are interested in tech or not. 6. From your point of view, are the young professional studies graduates equipped with the necessary skills to adopt tech? Would they be able to lead the firm's venture into tech adoption? 7. It seems the notion of entrepreneurship is important as well, in the midst of this discussion around tech adoption. Your thoughts? 8. I think it is difficult to manage and assign work to staff working from home. How has it been for you? Any tips to manage this? 9. Currently we're still on semi auto accountant using UBS / AutoCount to help client to complete monthly account. May we know how should we enrol?
Area of Improvement	<p>Good practices of this webinar:</p> <ol style="list-style-type: none"> 1. Webinar evaluation via google form link, with sharing presenter slide by email after participants complete the evaluation. <div style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> <p style="text-align: center;">- □ ×</p> <p style="text-align: center;">▼ Chat</p> <p>From Panelist 2: Mr. ... to All panelists and attendees:</p> <p>Dear Attendees, there are some questions coming into the Q&A box already. Do keep the questions coming!</p> <p>From MPC PSPN No... to All panelists and attendees:</p> <p>https://docs.google.com/forms/d/e/1FAIpQLSd6Ebba6bQfXS1ej1GRQtQwNHVpFCos6X3bwSAM24vHrRfxEQ/viewform</p> <p>Dear all appreciate your time to fill in the evaluation form enclosed ya. TQ.</p> </div>

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	<p><i>Area of improvement of this webinar:</i></p> <ol style="list-style-type: none"> 1. To prepare a backdrop to promote MPC PSPN before the session. 2. Play a background music while waiting to START. 3. Start the webinar session with MPC introduction video.
Blasting	<p>Blasting through email</p> <p>RE: MPC :PSPN WEBINAR on Technology Adoption For Professional Services - S</p> <p>  </p> <p>Blasting through whatsapp</p> <p>  </p>

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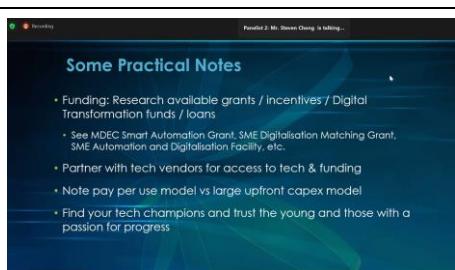
	<h3>Blasting through LinkedIn</h3> 
Event on the Board	<p>Webinar start at 2.00 p.m. and ended 4.06 p.m. with 1.15 hour presentation and 45 min Q&A.</p>  <p>Topic 1 by Mr. Steven Chong began.</p> 

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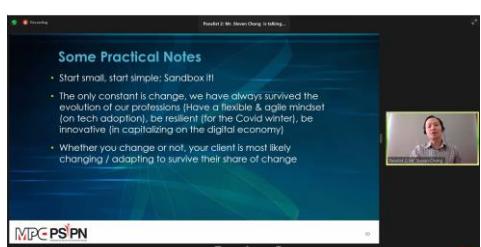
The Practitioners' Starter Cloud Tool Kit

- Chat functions / company 'ring fenced' chat / channel based chat
- Group video meeting tools (external focus / internal focus / both)
- Cloud file storage (share files across team members / across multiple type of device / real time remote access / access controls)
- Modern (cloud accessible) Office productivity tools (word processing / spreadsheets / email / calendaring / CRM / invoicing / banking / payroll / practice management)
- Cloud enabled Practice Aids specific to your profession (ideally with API capabilities)



Some Practical Notes

- Funding: Research available grants / incentives / Digital transformation funds / loans
- See MDEC Smart Automation Grant, SME Digitisation Matching Grant, SME Automation and Digitalisation Facility, etc.
- Partner with tech vendors for access to tech & funding
- Note pay per use model vs large upfront capex model
- Find your tech champions and trust the young and those with a passion for progress



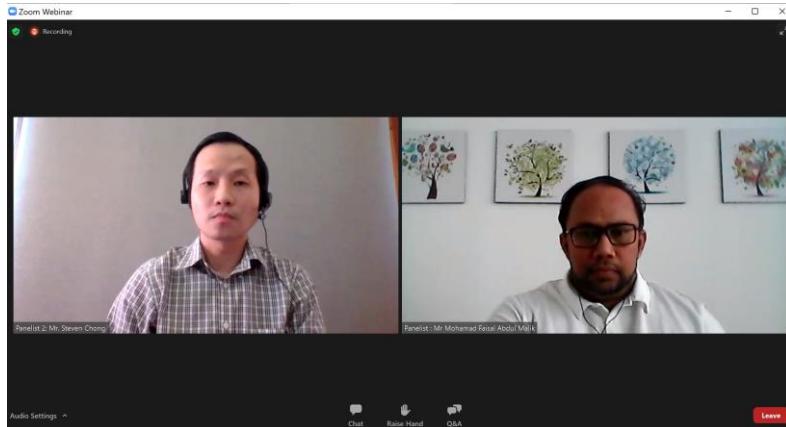
Some Practical Notes

- Start small, start simple: Sandbox It!
- The only constant is change, we have always survived the evolution of our professions (Have a flexible & agile mindset (on tech adoption), be resilient (for the Covid winter), be innovative (in capitalising on the digital economy))
- Whether you change or not, your client is most likely changing / adapting to survive their share of change



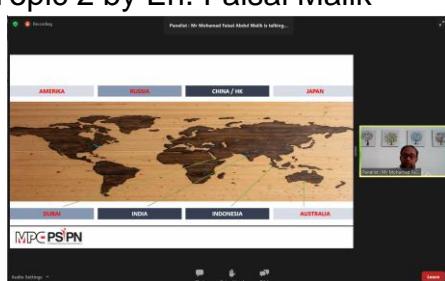
Eye on the Horizon

- Taking Med Tech as an example:
 - In MySephora App: QueeMed, BookDoc, Doc2U
- Look out for digital platforms / enablers in your profession
 - Case in point: Alibaba e-commerce platforms (helping rural folks sell internationally) and its T11 phenomenon
 - Keeping a watch on potential impact of emerging tech like AI, IoT, your profession (e.g. IBM Watson capabilities)

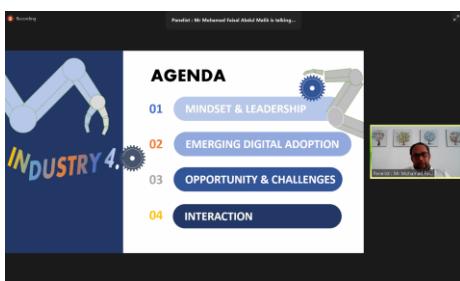


Mr. Steven Chong (left) and Mr. Mohammad Faisal Abdul Malik (right) during the Q&A session.

Topic 2 by En. Faisal Malik



World Map showing regions: AMERIKA, RUSSIA, CHINA / HK, JAPAN, BURMA, INDIA, INDONESIA, AUSTRALIA.



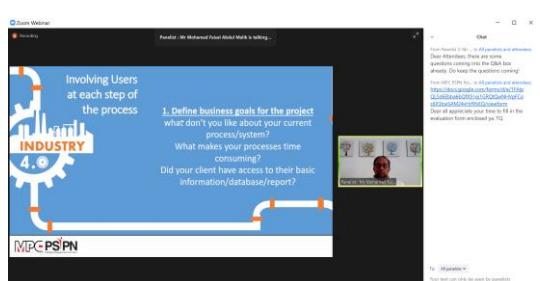
AGENDA

- 01 MINDSET & LEADERSHIP
- 02 EMERGING DIGITAL ADOPTION
- 03 OPPORTUNITY & CHALLENGES
- 04 INTERACTION



MIND GYM

When it was launched?
When do you open your FB account?
When is the FB first IPO launched?
How much is the launching price?
How much is it price in 2020?



Industry 4.0

Involving Users at each step of the process

1. Define business goals for the project what don't you like about your current processes/systems?
- What makes your processes time consuming?
- Did your client have access to their basic information/database/report?

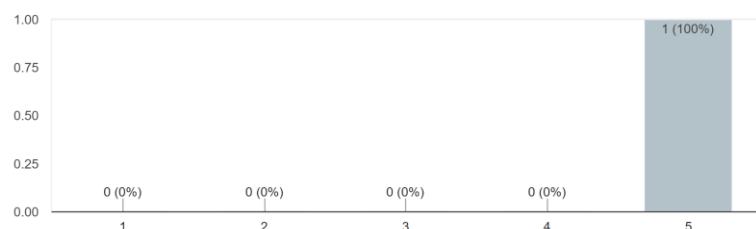
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Evaluation Report

MPC SERVICE

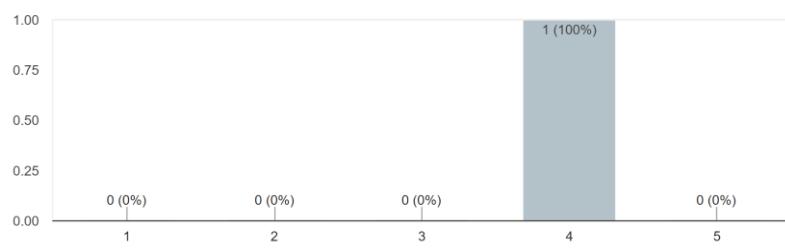
1. Registration process.

1 response



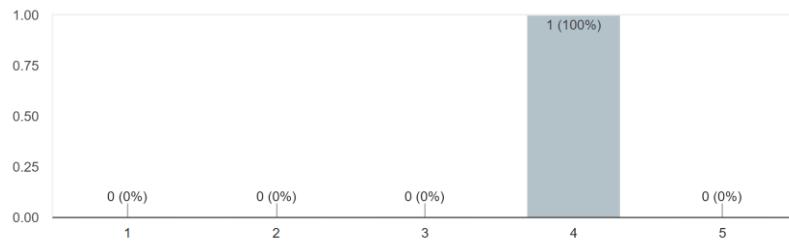
2. Suitability of time

1 response



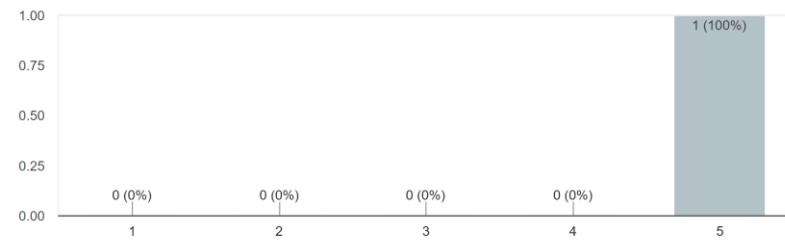
3. Duration of webinar

1 response



4. Virtual platform

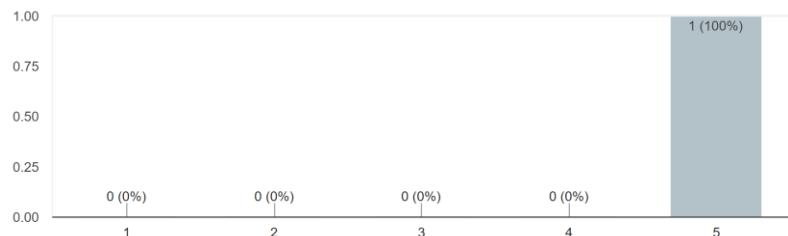
1 response



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5. Overall, how satisfied are you with the program?

1 response



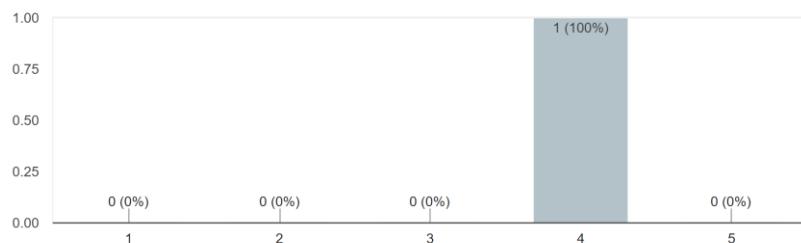
PROGRAM CONTENT

PROGRAM CONTENT

1. To what extent the objective(s) of attending the program has/ have been met?

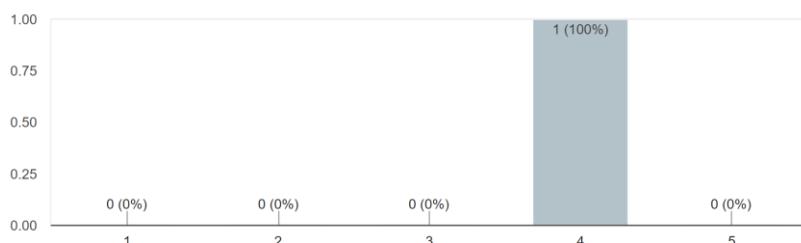


1 response



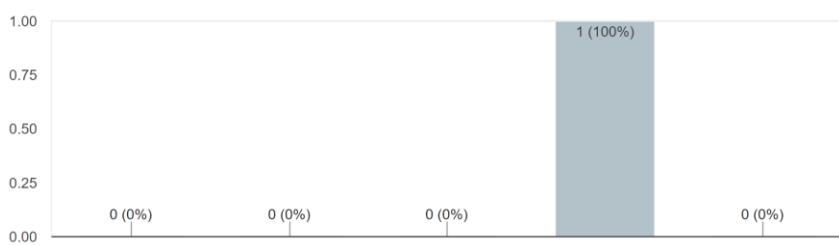
2. Has the program enriched your knowledge in the subject matter?

1 response

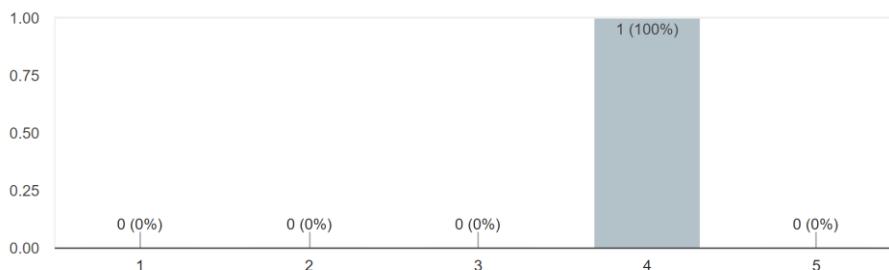
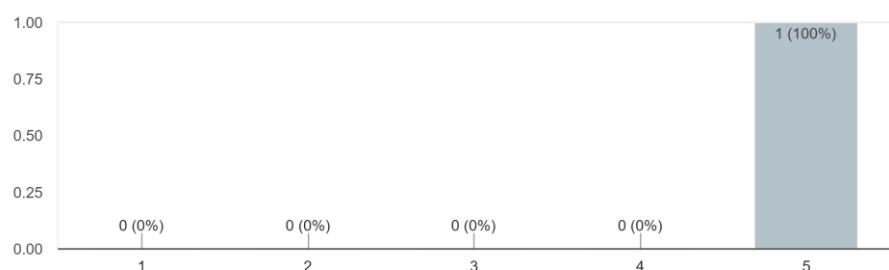


3. Is the program contents useful and relevant to your business/work?

1 response



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	<p>4. Will it help you to be more effective in your work?</p> <p>1 response</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>100%</td> </tr> <tr> <td>2</td> <td>0%</td> </tr> <tr> <td>3</td> <td>0%</td> </tr> <tr> <td>4</td> <td>100%</td> </tr> <tr> <td>5</td> <td>0%</td> </tr> </tbody> </table> <p>5. This program is suitable to be recommended to others.</p> <p>1 response</p>  <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>100%</td> </tr> <tr> <td>2</td> <td>0%</td> </tr> <tr> <td>3</td> <td>0%</td> </tr> <tr> <td>4</td> <td>0%</td> </tr> <tr> <td>5</td> <td>0%</td> </tr> </tbody> </table>	Response	Percentage	1	100%	2	0%	3	0%	4	100%	5	0%	Response	Percentage	1	100%	2	0%	3	0%	4	0%	5	0%
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