



PRESENTATION OF KEYNOTE ADDRESS 6

TITLE : Rebranding Future Leader



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Dato' Nooraishah binti Ahmad Tajudin A.M.N., D.P.M.P was born in Taiping, Perak and obtained her B.A. (Hons) from the University of Malaya. Her post-graduate qualifications include a Diploma in Public Administration from University of Malaya, Masters in Public Administration from Kennedy School of Government Harvard, USA, as well as a certificate of Manpower Studies from Manchester University, UK.

She has vast experience in government service, having commenced her career with her appointment in the Ministry of Labour and Manpower. She has held a number of senior posts in a number of departments and ministries, culminating in her appointment as the Secretary of the Education Service Commission. She has also served as the Minister Counselor (Economics) at the Malaysian Embassy in Brussels, Belgium. Currently, she is the Deputy Director of the Higher Education Leadership Academy based in the Ministry of Higher Education. For her significant and notable contributions, Dato' Nooraishah has received the Distinguished Service Award twice, in 1993 and in 2003. She has consulted for a number of agencies, both at national and regional levels, in the areas of

leadership, governance, organizational management, human resource management, strategic planning, negotiation, motivation, and effective consultative practices. She has also delivered talks in areas of expertise such as;

- Leadership
- Organizational management
- Human Resource Management
- Motivation
- Group Development and Dynamics
- Effective Negotiation
- Strategic Planning, and
- Human Resource Planning

These talks were delivered in several governmental and semi-governmental departments and agencies like MPAT, MTAT, Royal Malaysian Police Training Centre, ALAM, INTAN, JPM, IAB, IDHL, as well as at the state government level throughout Malaysia.

Her publications cover topics related to government service such as the *Upholding the Integrity of the Malaysian Civil Service, Disciplinary Cases* and the *Art of Negotiation*. She was instrumental in putting in place the policy and the mechanisms for practice of annual competency appraisals for the civil service through the Competency Appraisal Exercise, to establish a means whereby the competency levels required for the civil service could be ascertained and evaluated. At the international level, she has presented papers on *Women Managers in Development* at UNDP in Bangkok; *Manpower Planning in Malaysia* in Manchester; and *Performance in the Public Sector: Objectives, Implications & Requirements* in Mauritius in conjunction with the CAPAM (Commonwealth Association of Public Administration & Management) Conference.

In AKEPT (Higher Education Leadership Academy) she developed the framework and model of Academia leadership which is used as basis for formulating programs and modules on leadership for all levels of university leaders.