



## COVIM Laboratory

*Corporate Vision and Mission* - This is a 3-day on-site consultation where we help facilitate organisations in their quest to re-define their business and corporate statements. Companies only need to do this at the point when they have found themselves arriving at a juncture where their existing mission and vision statements have become irrelevant. COVIM helps these organisations take a critical review at their business definitions, competencies and values against the backdrop of the economic and competitive landscape of the day; and to come up with bold transformational statements for a new organisational direction and energy.

**CHANGED BUSINESS LANDSCAPES?**  
**REINVENT YOUR BUSINESS.**  
**GIVE YOUR ORGANISATION A NEW THRUST**  
***FORWARD***



The facilitator, Zaharin Ali, has over 28 years of working experience, with many years in the top leadership position. He is well experienced in forming and implementing strategic plans, managing risks and business continuity, securing and managing customer relations, and developing human talents. As a management practitioner, he has been involved in numerous leadership programs, and had been involved in extensive change management projects servicing more than 5,000 Government and Private sector clients. His career included being Head of Company for a Government-linked company, and Group CEO for a large IT company based in Kuala Lumpur. Prior to that, he was Vice President for a MSC flagship company in Cyberjaya. Zaharin holds a Master of Business Administration (Finance) and double Bachelor of Science degrees in Electrical and Computer Engineering. He is also a certified HRDF RPL assessor and HRDF trainer. He is currently completing his Doctorate programme in Business Administration.



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### Focal Point:

Good companies with good leadership constantly navigate through the changing business landscapes and continuously stay ahead of the pack. They achieve this by making needed internal adjustments constantly. Adjustments may be tactical such as pricing and new market segmenting; or may be strategic such as partnerships, acquisitions and revitalised innovations. However, there could be times when neither the tactical nor strategic adjustments would become effective anymore. The company has therefore arrived to a much more crucial point in its business life cycle. It has now to delve deeper into the company's core in search for deeper meanings and solutions, in order to stay relevant in the changing times.

Among the most fundamental of all the company's core systems is the company's own Vision and Mission statements.

The need to review the company's Vision and/or Mission statements should not be happening too often. Unfortunately, with businesses now happening at the speed of light and innovations continuously re-drawing business rules everywhere, this need to review is becoming more and more frequent. Even the most aggressive of companies find almost instantly that they needed a renewed Vision and Mission as they acquire and grow bigger than they were originally before.

Visionary Leaders are now the ones who can predict quite accurately what lies beyond the horizon in an ever rapidly changing business landscapes they are in, accelerated by new technology evolutions. By dictating the right mission and vision for the company, they could be propelling the company forward with an early start ahead of the competitors. The right mission and vision would give a new pulse of life to the company, and would definitely motivate the workforce forward.



### What We Do

We help companies who are at business crossroads, facing an identity crisis, or those who are rethinking about their own selves and purpose; about what and how they should be serving their stakeholders in the current business landscape. Their current Mission and Vision have become non-relevant. We help to identify their key strengths and opportunities to focus on, while re-drawing the Mission and Vision that could be more apt in the new environment to stay ahead.

A programme by **Leadersense Consulting & Systems Sdn Bhd** (438167-K)

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