



## Keynote address

# KEYNOTE ADDRESS



**THE KEYNOTE ADDRESS** by Tun Dr. Mahathir Mohamed was truly inspiring, stressing upon the harmonizing of the acquisition of knowledge and its application as the essence of growth. The Quran mentions "Read in the name of your Lord" and reading invokes thinking said Tun. Dissecting the Malaysian educational system means knowing its source, progress and future. As doctors experience this through recognising the different types of veins, so is education. Recognising, opens up room for healing and improvements. According to Tun, 25% of the current Malaysian budget is focused on educational needs. The seventeen local Universities are unable to cater for the demands in education and students are still being sent abroad. In this light, Tun Mahathir raised concern over the current educational system that is a duplication of the British educational system which is focused more towards the acquisition of knowledge rather than its application. As time progresses, change is inevitable. Practicality breeds skill enhancements where products or services can be perfected. Merging knowledge and its application produces a well rounded personality. Tun Mahathir further emphasized that we should emulate the paradigms of "defeated" countries in WWII such as Japan and Germany, whereby learning experiences are merged into their educational system hence making them practical and applicable for the benefit of the country and nation. In knowledge acquisition, one should observe the success and capitalize on strengths and weaknesses, learn through mistakes and apply it and bring out the essence of knowledge in practice. Language is one's own pride but it is worthy to note the existence of languages of knowledge. Before the 15th century Arabic was the language of knowledge predominated and became the source of reference. When the western world took over, knowledge found in the libraries of Cordoba and Baghdad were translated and expanded. As such, the English language lives until today as the lingua of knowledge acquisition and application. He further stresses upon the failure of several automotive industries in the USA and the UK. According to Tun these failures are reflections of the loopholes in the application and acquisition of their educational system. Malaysia should reconsider this as a product of reflection, adjusting its educational system to a more viable approach such as those from Japan, China and Germany.

## QUALITY: Competitive Advantage for the Global Leadership

Dr. Subir Chowdhury delivered a thought provoking keynote address on acquiring quality as a competitive advantage for global leadership. Sharing the spirit of the human factor as the guiding principle behind quality leadership, Dr Chowdhury in his global perspective of industries in China, Korea and the USA humbled himself through simplistic parables; the self. Humans are imbued with the Yin and Yang elements: positive as well as the negative energy. It is only when he/ she is able to recognize, control and command these energies, will he be able to see its leadership potential. Positive leaders invite positive customers. The positive thinker, believes and achieves his dreams. The positive human is ultimately strengthened in faith. As one person instills the qualities of positive characteristics within himself every single day, it infects those around him, his family, colleagues, organization and industry at large. The positive human is sensitive and critical over his

product, responding to the requirements and behaviour of his customers and their cultures. Citing the three guiding principles of *Listening*, *Enriching* and *Optimising*, participants were brought to a circular customer/ leader communion that is inseparable. Learning through listening becomes equally beneficial for the seller/ buyer as each teaches one another. It too enriches the three basic processes, fulfilling the *performance* and *excitement needs* of customers. As quoted by C.Roland Christensen "Teaching is a human activity. Intellect does not teach intellect; people teach people". The success of people who recognize and apply these illuminations and attained qualities of the highest standards in their own man-made industries is a formula that can be applied by Malaysia as a country and Malaysians as its constituency. Success is a universally and intrinsically human trait and so is failure. To address these binary characteristics is to strive for human cognitive perfection. Herewith, the optimization of quality elevates the leader to global recognition.

