

# Women in Energy Leadership and Communication Excellence Forum 2014

Inspiring, empowering and building capacity for women to succeed as leaders in the dynamic energy environment

## FEATURED SPEAKERS



**Datin Habsah Nordin** Head of Strategic Planning and Corporate Services Department, Technology and Engineering Division  
**PETRONAS**



**Prof Dr Shahidah Mohd Shariff** General Manager, Technology Management Department, Technology and Engineering Division  
**PETRONAS**



**Ida Marianna Abdul Rashid** Head, External Relations and Social Responsibility  
**Hess Exploration and Production Malaysia BV**



**Tracy Mak** Commercial Manager  
**Shell**



**Ir Rashid Md Sidek** President  
**Malaysian Oil and Gas Engineering Council**



**Azrina Abdul Samat** Senior Manager, Regulatory Management  
**Tenaga Nasional Berhad**



**Siti Hajar Mohd Dahlan** VP HR  
**Malakoff Corporation Berhad**



**Hema Selanduray** Senior Manager, Commercial, Ventures Division  
**Malakoff Corporation Berhad**



**Hari Menon** Regional HR Director Asia Pacific  
**ALSTOM Asia Pacific**



**Wan Juliana Wan Abdullah** Project Quality Manager  
**McDermott International**



**Rozi Osman** General Manager, Group Halal and Transformation  
**Chemical Company of Malaysia**



**Dr Melanie Ooi Po-Leen** Senior Lecturer,  
School of Engineering  
**Monash University**



**Patricia Handels** Female Leadership Coach  
**WorkwithWomen**



**Dana Lefevre** Director and Leadership Coach  
**GPS for Professionals PLT**



**Junaida Abdul Hamid** Managing Consultant  
**Powerhouse Consulting**



**Anne Abraham** Chief Executive Officer  
**LeadWomen**

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20, 21 & 22 May 2014  
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**One Day Conference**  
20 May

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21 & 22 May

## EXPLORE

- Developing critical skills for leadership success
- Inspiring stories of transformational leadership
- Identifying pragmatic solutions to key communication challenges
- Leading teams in difficult situations and complex environments

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8.30 - 8.55 **Registration and Morning Coffee**

8.55 - 9.00 **Official Welcome and Opening Remarks from the Chair**

9.00 - 9.45 **OPENING KEYNOTE**

**Building and sustaining a career – A journey of success**

- The importance of positivity in maintaining career momentum
- Utilising support networks and seeing opportunity when dealing with disappointment
- Integrating work and balancing it with the life you love

**Datin Habsah Nordin** Head of Strategic Planning and Corporate Services Department, Technology and Engineering Division

**PETRONAS**

9.45 - 10.00 **Questions and Discussion**

10.00 - 10.45 **INTERACTIVE PANEL DISCUSSION**

**Current trends, challenges and opportunities on the horizon for up and coming female leaders**

- Overcoming challenges of a woman leader in a top performing organisation
- Discovering practical approaches to effective decision-making processes
- Successfully dealing with difficult circumstances and situations

**Datin Habsah Nordin** Head of Strategic Planning and Corporate Services Department, Technology and Engineering Division

**PETRONAS**

**Tracy Mak** Commercial Manager  
**Shell**

**Ir Rashid Md Sidek** President  
**Malaysian Oil & Gas Engineering Council (MOGEC)**

**Siti Hajar Mohd Dahlan** VP HR  
**Malakoff Corporation Berhad**

**Wan Juliana Wan Abdullah** Project Quality Manager  
**McDermott International**

10.45 - 11.00 **Questions and Discussion**

11.00 - 11.15 **Morning Tea**

11.15 - 12.00 **CASE STUDY**

**What women want (and don't ask for)**

- Lessons learned on leadership success in a male-dominated workplace
- Views on the traps women fall into when managing their careers and leadership aspirations
- Case study feedback around common success factors of women in the energy sector
- Organisational responsibility for supporting women on their leadership journey

**Dr Melanie Ooi Po-Leen**  
Senior Lecturer, School of Engineering  
**Monash University**

12.00 - 12.15 **Questions and Discussion**

12.15 - 1.15 **Networking Lunch**

1.15 - 2.00 **CASE STUDY**

**Perception, myth or truth of the glass ceiling**

- Is the glass ceiling for women engineers perceived or real?
- Creating equal opportunities for women in the energy sector
- Breaking the perceptions that technical roles are better suited for men

**Ida Marianna Abdul Rashid** Head,  
External Relations & Social Responsibility  
**Hess Exploration & Production Malaysia BV**

2.00 - 2.15 **Questions and Discussion**

2.15 - 3.00 **EXPERT COMMENTARY**

**Developing high level communication and negotiation skills as an engineer**

- Learning to communicate with authenticity, compassion and integrity
- Tips in communicating effectively to the male-dominated senior management team
- Developing the ability to communicate and negotiate strategically

**Dana Lefeuve** Director & Leadership Coach  
**GPS for Professionals PLT**

3.00 - 3.15 **Questions and Discussion**

3.15 - 3.30 **Afternoon Tea**

3.30 - 4.15 **INTERACTIVE PANEL DISCUSSION**

**Practical experiences in improving leadership skills**

- Overcoming unique challenges revolving around the role of a woman engineer
- Success stories and experiences of becoming a successful leader
- Tips to instil confidence in women to step up into a senior role

**Prof Dr Shahidah Mohd Shariff** General Manager, Technology Management Department, Technology and Engineering Division  
**PETRONAS**

**Azrina Abdul Samat** Senior Manager, Regulatory Management  
**Tenaga Nasional Berhad**

**Hema Selanduray** Senior Manager, Commercial, Ventures Division  
**Malakoff Corporation Berhad**

**Hari Menon** Regional HR Director Asia Pacific  
**ALSTOM Asia Pacific**

**Rozi Osman** General Manager, Group Halal and Transformation  
**Chemical Company of Malaysia**

4.15 - 4.30 **Questions and Discussion**

4.30 - 5.15 **EXPERT COMMENTARY**

**Driving personal development in a rapidly changing environment**

- The impact of personal goals in career development
- How self-reflection can boost your career
- Finding the right environment to grow

**Patricia Handels** Female Leadership Coach  
**WorkwithWomen**

5.15 - 5.30 **Questions and Discussion**

5.30 **Concluding remarks from the chair**

5.30 - 6.30 **Networking reception**

**PLUS HANDS-ON WORKSHOPS**

Two Separately Bookable, Full-Day Workshops on 21 and 22 May 2014

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# Workshops

## Day Two 21 May 2014

### An advanced leadership toolkit for female executives

Operating in a dynamic technical and operational environment, female energy leaders must juggle complex daily leadership challenges to advance the performance of the business. In this practical and interactive session, Junaida Hamid will empower you with practical tools to take your existing leadership skills to the next level, exploring:

#### The foundation: Maintaining the competitive edge by driving leadership excellence

- Understanding and developing leadership presence in the workplace
- Leading in difficult situations
- Demonstrating awareness of self and of others
- Key learnings from current leaders

#### The self: Getting on the path to self-understanding

- Emotional intelligence for effective performance
- Developing the emotional intelligence framework
- Exploring best practices in emotional intelligence

#### Growth and development: Growing emotionally intelligent talent and teams

- Learning how to increase capacities of teams and individuals
- Establishing professional parameters for emotional intelligence
- Managing conflict effectively
- Developing effective relationship management skills

#### Ethics at the workplace: Ensuring ethical decision-making

- Building ethical approaches in decision-making processes
- Understanding the importance of core ethical values and morals
- Handling ethical dilemmas effectively and efficiently
- Incorporating ethics into work practices and ensuring its consistency

#### Expert Facilitator : Junaida Dato' Dr Abdul Hamid Managing Consultant Powerhouse Consulting

Junaida has more than 20 years of experience in the areas of leadership, talent management, HR management and learning and development. She has consulted extensively having worked locally and overseas across a broad range of industries ranging from retail, telecommunications, banking and finance, insurance, central banking and education. June has been known to conduct highly engaging and practical learning sessions that can be actively understood and applied immediately at the workplace.

## Day Three 22 May 2014

### Evolving top-tier communication skills – a practical Masterclass

Successful female leaders are strong communicators who are not only able to convey their agenda but also drive organisational growth. For female leaders, effective communication is essential to thrive in a predominantly male environment. Anne will share effective techniques and strategies for developing advanced communication skills which will facilitate success in your working life and beyond.

#### Taking your communication skills to the next level

- Understanding people's reactions
- Discovering strategies to make an impression
- Earning trust and respect from the senior management
- Tips for effective communication

#### Reviewing communication basics

- Being a better communicator and storyteller
- Tips to enhance communication with your bosses
- Captivating your audience in the boardroom
- Managing expectations effectively

#### Dealing with difficult circumstances

- Tips in presenting the best of yourself in problematic situations
- Using critical thinking in acting spontaneously
- Managing people's behaviour better
- Maintaining professionalism in difficult situations

#### Turning challenges into a learning curve

- Getting your team to open up and step up
- Strategies for a winning conversation
- Developing a positive learning attitude
- Achieving the best-in-class skills for communicating as a leader

#### Expert Facilitator : Anne Abraham Chief Executive Officer LeadWomen

Anne's executive management expertise is the result of over 25 years in enterprise software and systems sales, marketing and operations. Currently, as CEO and founder of LeadWomen, Anne plays a pivotal role in guiding the company's vision and mission towards developing leadership talents and advancing women in the workplace across the ASEAN Region. Prior to LeadWomen, she headed SAP and Cisco Malaysia and as part of this work she engaged in large-scale technology projects with Petronas and Shell. She was successful at building high-performance executive teams and leading technology and service organizations with P&L responsibility of US\$100+ million. She also serves as a Non- Executive Independent Director for Media Prima Berhad and has just been appointed to the Panel of Women Entrepreneurs.

## SUPER SAVER DISCOUNT

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## ABOUT YOUR FORUM PRESENTERS



**Datin Habsah Nordin** Head of Strategic Planning and Corporate Services Department, Technology and Engineering Division  
**PETRONAS**

Datin Habsah has over 17 years of experience primarily in the area of strategic planning, marketing and audit as well as exposure in other working areas such as finance, branding and change management. She currently heads the development of strategic business portfolios on capital projects, technical solutions and technology delivery. She is instrumental in developing and executing branding and organisational improvement strategies for high visibility of technical and technology offerings, and inculcates sustainable service excellence cultures. She is currently holding additional portfolios as Chief Operating Officer for PETRONAS Technical Services Sdn Bhd, Head of Corporate Services of PETRONAS Global Technical Solutions Sdn Bhd and a Board Member for PTSSB JLT, a company operated in Dubai.



**Ida Marianna Abdul Rashid** Head, External Relations and Social Responsibility  
**Hess Exploration and Production Malaysia BV**

Ida Marianna has over fifteen years of experience in the oil and gas industry. In her current role, she identifies key stakeholders, continuously assesses their priorities and looks into innovative ways to foster stronger relationship with these stakeholders. She also facilitates stakeholder management plans to ensure safe and timely delivery of commitments besides raising the company's profile and maintaining influence in areas of operations. Prior to this, she has worked with Petronas and AC Nielsen Malaysia. Ida has a Bachelor's degree in Genetics and Biology from the University of Malaya.



**Azrina Abdul Samat** Senior Manager, Regulatory Management  
**Tenaga Nasional Berhad**

Azrina has more than 16 years of experience in the Malaysia Electricity Supply Industry (MESI) particularly in areas of regulatory economics, power purchase agreements and evolution of electricity supply industries. In recent years, she has trained her professional attention towards the MESI Reforms efforts primarily towards pioneering the development of the Incentive Based Regulation (IBR) for TNB and electricity industry at large working hand-in-hand with various stakeholders and regulatory bodies. She has a Master's Degree in Engineering Business Management and a Degree in Computation.



**Tracy Mak** Commercial Manager  
**Shell**

Tracy has over ten years of experience in the oil and gas industry. She has worked in a variety of regional and global roles spanning Business Management, Marketing, Finance and Supply Chain. Most recently as Commercial Manager in Shell, she delivered record business results as well as the startup of a world-scale petrochemicals project in Singapore. Tracy also contributed actively to the Shell Network of Women, promoting empowerment and mentoring. She graduated from the University of Melbourne and is currently based in Jakarta.



**Rozi Osman** General Manager, Group Halal and Transformation  
**Chemical Company of Malaysia**

Rozi plays a key role in spearheading the Halal Strategy for CCM Group and provides leadership, facilitation and support for the activities relating to CCM's Halal Initiatives across the Group. Rozi had contributed to the development of the world's first Halal Pharmaceuticals Standard, MS2424: 2012 by being a member of the Working Group which drafted this standard. She has also appeared in a number of domestic and international seminars.



**Prof Dr Shahidah Mohd Shariff** General Manager, Technology Management Department, Technology and Engineering Division  
**PETRONAS**

Prof Dr Shahidah Mohd Shariff started her journey with PETRONAS in July 1987 as a Chemist, and has since grown with the giant in various capacities, which include heading the Process Technology Department of PETRONAS Research and Scientific Services Sdn Bhd as well as the Novel Process and Advanced Engineering of PETRONAS Research Sdn Bhd. In 2010, she was awarded Professorship by Queens University of Belfast for her contribution in industry-university collaboration, particularly in the area of Ionic Liquid.



**Ir Rashid Md Sidek** President  
**Malaysian Oil and Gas Engineering Council**

Ir Rashid started his journey with SHELL in Miri Sarawak working on their Offshore Production Platforms. He later joined Brown & Root and Technip in their Kuala Lumpur offices and also tried his hands in running his own business for two years before joining Toyo Engineering & Construction Sdn Bhd as Executive Director. He currently oversees the Project Management, Engineering Design, Procurement and Construction in both upstream and downstream sectors of the Oil and Gas Industry. Ir Rashid is also a Fellow of IEM.



**Siti Hajar Mohd Dahlan**  
VP HR  
**Malakoff Corporation Berhad**

Siti Hajar has over 19 years of experience working in Malakoff. In the early days with Malakoff, she focused extensively on recruitment, performance appraisals, rewards and benefits. Recently, she was appointed to head the Talent Management and Training Development department. Her current role revolves around succession planning, leadership development and interventions. She has developed a passion for growing internal talent and plays a crucial role as a mentor and coach to Malakoff's talent pools which includes newly hired fresh graduates.



**Hema Selanduray** Senior Manager, Commercial, Ventures Division  
**Malakoff Corporation Berhad**

Hema has over 10 years of experience in the Power Industry which includes project management, operation and maintenance, research and development and asset management. She manages a team of engineers in her division and plays both key technical and commercial roles in greenfield and brownfield business investments across South East Asia. Hema has successfully graduated from Malakoff Leadership Development Program where she spent more than 12 months with Leaderonomics building her leadership capabilities and skills.



**Wan Juliana Wan Abdullah**  
Project Quality Manager  
**McDermott International**

Juliana has worked as an engineer with various energy companies for the past 13 years. She climbed into a managerial position two years ago upon joining McDermott International. She is currently involved in the Transportation & Installation of Offshore Structure for Champion Waterflood B2/3 in Brunei and is a Certified Manager of Quality / Organisational Excellence from the FMM Institute. She has a degree in Electrical Engineering from the University of Memphis.

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## ABOUT YOUR FORUM PRESENTERS



**Dr Melanie Ooi Po-Leen**  
Senior Lecturer, School of Engineering  
Monash University

Melanie obtained First Class Honors for her BEng (Hons) degree from Monash University in 2003, and went on to complete her MEngSc (Research) and PhD study in the same university in 2006 and 2011 respectively. Through extensive collaboration with Freescale Semiconductor, Texas Instruments and Western Digital, she has developed new testing methodologies for integrated circuits and magnetic hard disk drives. Her areas of research include embedded hardware design, testing of microelectronic devices, image and signal processing whereby she has authored over 40 publications.



**Patricia Handels** Female Leadership Coach  
WorkwithWomen

Patricia focuses on coaching, training and consulting for large multinational organisations, Government and education institutes. She specialises in personal development, communications and leadership. Prior to changing to consulting in the area of people and organisational development, she has worked in the financial industry for over ten years in product development, marketing and sales. She has a master's degree in international economics.



**Hari Menon** Regional HR Director Asia Pacific  
ALSTOM Asia Pacific

Hari has worked in a number of management roles with organisations like ALSTOM, TATA and Real-time Access. He is currently Regional HR Director for ALSTOM Asia Pacific based in Kuala Lumpur and is equipped with an MBA from NIILM-CMS, New Delhi & a Management certification from De Baak, Belgium. Hari has a certified Coaching accreditation from the International Coaching Federation, USA & is a life member of the National HRD Network, Delhi Chapter. He is also a honorary member of the FICCI higher Education committee, India.



**Dana Lefevre**  
Director and Leadership Coach  
GPS for Professionals PLT

Dana focuses her services on coaching senior management teams on both personal alignment and strategic development issues in the global business arena. Having worked as a strategic development consultant in various industries, Dana has partnered with organisations to expand their businesses internationally and work through cross-cultural transitions. She coaches leaders to discover their inner genius, step into their power, and perform at their peak. An international economist by trade, Dana has an MBA in International Business and a BBA in Marketing and Sales.

## ABOUT THE FORUM

Women in modern times are surpassing social and cultural barriers, making tremendous contributions to the advancement of business and the community. While many are rising and taking up pivotal roles in the increasingly dynamic energy sector, breaking through unique challenges and emerging as successful executive leaders in this arena remains a challenge. Women are often under-represented in senior management roles and while exciting advances are being made in this area, organisations must continue to proactively address this through the provision of opportunities, supportive networks and programs which recognise the value of female leadership to business success. Within this context, women in energy must also actively refine their management skills, resilience, and reliability to drive and influence change in order to steer technical excellence and business performance through an era of unsurpassed competition and transformation across energy-oriented sectors.

The Women in Energy – Leadership and Communication Excellence Forum 2014 is an interactive and exciting event bringing together emerging and current female leaders to network and share inspiring leadership experiences, discuss key priorities and challenges confronting women in the energy field. Attendees will hear inspirational step-by-step accounts of the leadership journeys of senior women, gain skills for career development and managing transitions into senior roles and also take away innovative ideas for supporting and advocating the development of other staff around you. An international speaker faculty will provide practical guidance on overcoming leadership and communication challenges and preparing yourself to be a leader for tomorrow in the dynamic energy environment. Reserve your place now to ensure you can become a part of this inspiring and engaging conversation!

## WHO WILL ATTEND

Decision makers and emerging leaders in energy-oriented sectors – spanning technical, operational and management roles:

- CEOs
- Senior Managers
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