



INNOVATION AND ENTREPRENEURSHIP FOR EXECUTIVE (INOEFEX)

21-26 JUNE 2026
12-17 JULY 2026
PENANG

Target group: Grade 12-14

FEE
RM15,500

* Minimum 20 participants per session inclusive module, meals (breakfast, lunch, tea break and dinner), 5 nights accommodation (single room) and field visit

* Fee inclusive SST 8%

This is a 5-day program designed specifically for senior officers to provide exposure and understanding about innovation and entrepreneurship within the public sector, more specifically government service delivery.



PROGRAM OBJECTIVES

- To provide participants with concept and framework of innovation and entrepreneurship of eco-systems;
- To explore different possible approaches, strategies and method of current innovation and entrepreneurship activities;
- To understand the current innovation and entrepreneurship activities in government organizations;
- To develop new organizational practice by learning how to shift towards a more open innovation and entrepreneurship eco-system

TRAINING METHODOLOGY

- The program is designed to transfer knowledge, skills and experience in facilitator-led discussions, group activities, role play, simulation and field trips to relevant agency (cross sector & cross agency).

PARTICIPANTS PERFORMANCE REVIEW

Participant's performance during the entire program will be assessed in the following manner:

1. Participation in discussion - 40%
2. Case Presentation - 40%
3. Assessment of Workbook - 20 %

PARTICIPANTS PROGRAM WORKBOOK

A workbook will be prepared for each participants. The content of the workbook will cover three phases:

- Phase 1: Pre-program activities** - Include readings, observation and participants profiling (360 degree assessment)
- Phase 2: During program** - Reflections and lesson learned from each session
- Phase 3: Post program activities** – Program reflection and action plan of a Potential Innovative Entrepreneurial Project

PROGRAMME LEADERS



Dato' Dr. Musa Ali pada masa sekarang ialah Ketua Pegawai Eksekutif (CEO) di MTalent sebuah agensi penyedia latihan dan pembekal sistem pengurusan sumber manusia. Sebelum ini, beliau berpengalaman lebih 33 tahun sebagai pentadbir dengan menyertai USM sebagai staf sejak 1990. Antara jawatan yang pernah disandang beliau adalah Pendaftar, USM (2018-2023) serta pengasas dan Pengarah, Pusat Inovasi dan Produktiviti Pentadbiran Awam (PIPPA), Universiti Sains Malaysia (USM) (2012-2023). Beliau telah berjaya membangunkan rangkaian antarabangsa yang membolehkan beliau bekerja dengan pakar pengurusan dan pengamal di peringkat antarabangsa terutamanya dalam bidang kepakarannya, pengurusan prestasi organisasi dan individu. Mendapat pendidikan di peringkat ijazah pertama dan sarjana di Universiti Sains

Malaysia dan Doctor of Human Resource Management dari Murdoch University, Australia. Semasa di Australia beliau juga bertugas sebagai perunding sumber manusia di sebuah jabatan kerajaan tempatan di Australia dan terlibat dalam membangunkan kerangka kompetensi untuk jabatan berkenaan. Beliau adalah 'certified facilitator' untuk Benchmarks®, SKILLSCOPE®, Prospector®, 360 BY DESIGN®, Executive Dimension® dan KEYS® dari Center for Creative Leadership, Amerika Syarikat. Bukunya iaitu "Transformasi Pengurusan Latihan Sektor Awam" telah dilancarkan oleh Menteri Pengajian Tinggi pada tahun 2008. Pada tahun 2015 beliau menghasilkan buku "Transformasi Organisasi : Konsep dan Teknik Pelaksanaan" dan buku itu yang telah diulang cetak empat kali kemudiannya telah diterjemahkan ke dalam tiga bahasa lain iaitu bahasa Inggeris (2016), bahasa Arab (2020) dan bahasa Jepun (2021). Pada tahun 2022, beliau telah menghasilkan buku autobiografinya berjudul "Sirap Limau Ais: Memoir Seorang Pentadbir" yang dilancarkan pada 28 Mac 2022. Di samping itu, beliau juga telah berjaya membangunkan beberapa aplikasi sumber manusia antaranya myCPD™ (dilancarkan oleh Ketua Setiausaha Negara pada tahun 2008), mytalent© (sistem pelan penggantian), myworkprofiling© dan myHR© yang kini digunakan oleh pelbagai agensi. Beliau juga adalah Adjunct Professor di DRB-HICOM University of Automotive Malaysia dan felo pelawat di CED4-System Dynamics Group, University of Palermo, Itali. Atas sumbangannya, beliau menerima pelbagai anugerah antaranya terpilih sebagai penerima Anugerah Khas oleh Kongres Kesatuan Pekerja-Pekerja Di Dalam Perkhidmatan Awam (CUEPACS) sempena sambutan Hari Pekerja Peringkat Kebangsaan pada 1 Mei 2022, penerima Anugerah Tokoh Maal Hijrah USM 2022 dan penerima Top Performers Award Usains Holdings 2023. Beliau banyak terlibat dalam penulisan mengenai sektor awam di media tempatan serta sering dijemput oleh stesen televisyen tempatan sebagai panelis untuk program berkaitan pembaharuan dalam sektor awam. Beliau terlibat mengendalikan latihan dan mengetuai projek-projek perundingan dalam bidang pengurusan pelan strategik, pengurusan prestasi dan pengurusan sumber manusia untuk pelbagai jabatan kerajaan termasuk GLCs.



Prof. Dato' Sr. Dr. Omar Osman currently is a Vice Chancellor/ Chief Executive Officer of DRB-HICOM University of Automotive Malaysia. With more than 30 years of experience in the higher education industries Prof. Dato Sr Dr Omar Osman has dedicated his life towards the development of nation building in creating quality education in higher education learning. His dedication and passion in the area of sustainability certainly being one of the key factors which makes him notable in the educational industries. Before being the Vice Chancellor in DRB-HICOM University he was the Vice- Chancellor at Universiti Sains Malaysia which during his years served in USM achieves many notable awards. Prof Dato Omar Osman now have a new mission as being the Vice Chancellor of DRB-HICOM University in making the university a

place where students prepare and nurture themselves towards Industry Revolution 4.0. Starts from the appointment of Prof Dato Sr. Dr Omar Osman as the Vice Chancellor of DRB-HICOM University he has done much contribution towards achieving greatness for the university. He introduced the concept of University Sustainability which focuses on six area of key performance towards increasing the achievement of the university. He focuses on six thrust which is Performance, University State of the Art, Nurturing Student in a Professional and Ethical Fashion, Graduates and Alumni, Changing Culture Paradigm, Academic Paradigm Shifts and Knowledge Transfer Alliance (PUNCAK 2019). Under this concept the university has reach further not only focuses in the country but also reaching outside of Malaysia in collaborating with other international.



Assoc. Prof. Dr. Zulnaidi Yaacob is a dynamic researcher specializing in management accounting, entrepreneurship, and small-medium enterprises (SMEs). His passion for research is paralleled by his active involvement in fostering entrepreneurship through consultations, mentoring, training, and community service initiatives. Dr. Zulnaidi Yaacob has been a lecturer in Open Distance Learning (ODL) program since 2008, teaching accounting and finance courses. Currently, he holds the position of Dean at the School of Distance Education, Universiti Sains Malaysia (USM). His academic journey includes a PhD (UUM) obtained in 2008, followed by continuous professional training at renowned institutions such as Swansea University (2017), University of Berkeley California (2019), and University of Adelaide (2019). Before his deanship, he significantly contributed as the Director of the USM Entrepreneurship Center and Deputy Dean of the School of Distance Education, USM. His efforts were instrumental in USM receiving the title of Most Entrepreneurial University by MOHE in 2018.

Dr. Zulnaidi Yaacob boasts a robust international network, collaborating with universities in Malaysia, Australia, China, Indonesia, and Thailand. His global outreach includes appointments as a visiting professor and researcher at Hebei University, China; University of Newcastle, Australia; and various universities in Indonesia (Universitas Terbuka, Universitas Airlangga, Universitas Negeri Surabaya, Institut Teknologi Sepuluh Nopember, Universitas Trisakti) and Thailand (Prince of Songkhla University, Walailak University, RUTS University). These appointments have provided opportunity for him to working in international teams and also deliver lectures to students from diverse background. He is a sought-after keynote speaker, having delivered presentations in Singapore, Indonesia, and China.

He has contributed his expertise to various agencies like Penang State Government, Ministry of Education, EMKAY Foundation, SME Corporation, King Abdul Aziz University, Universitas Jambi, Universitas Sriwijaya, Universitas Brawijaya, Welfare Department, Kerian Vocational College, and Seberang Prai Polytechnics. His scholarly accomplishments are marked by over 50 research articles, with 15 indexed in Scopus/WOS databases. Dr. Zulnaidi Yaacob serves on the editorial and reviewer boards of journals across several countries, including Indonesia, Pakistan, Romania, Taiwan, Kuwait, the Philippines, and Malaysia. He has delivered over 100 invited talks globally, covering topics such as entrepreneurship, management and research.

PAST PARTICIPANT'S TESTIMONIES

The INOEFEx 2025 Programme has truly provided valuable insights into the role of innovation in empowering the public sector. Through interactive learning sessions, industry visits, and the application of tools such as Design Thinking and the Business Model Canvas, I gained a comprehensive understanding of how private sector organisations successfully create value and adapt to change.

The programme also provided public servants with the opportunity to re-evaluate existing work processes and generate new ideas that are more relevant to the current needs of the people. I believe this approach has the potential to enhance the competitiveness and credibility of public services in the eyes of the public.

SUHAILA BINTI ABDUL SAMAD
Ministry of Human Resource

This programme gave a lot of practical and realistic insights, especially when comparing how innovation works in the private sector versus the challenges we face in government.

The site visit and speaker sessions showed how innovation happens and highlighted the importance of building a culture that supports experimentation and new ideas. It made me rethink how we approach problem-solving in our own agencies. Definitely worth attending.

LIM SU EE
Ministry of Health

The INOEFEX Programme organised by JPA in collaboration with M Talent has provided valuable exposure and a new perspective on the role of innovation and entrepreneurship, which are still relatively limited in practice within the public sector compared to the industry sector. The modules were not only theoretical in nature but were further strengthened through knowledge-sharing sessions and experience sharing with highly accomplished industry players, as well as visits to selected companies that were highly relevant to the real challenges currently faced by the public service.

I greatly appreciate the introduction of new approaches such as design thinking, the business model canvas, and exposure to the entrepreneurial ecosystem that is closely linked to innovation practices. These approaches have inspired me to view problems as opportunities for value creation. Furthermore, the exchange of ideas and experiences among participants from various agencies made this programme a truly meaningful and impactful experience. Congratulations to JPA and MTalent on the successful organisation of this highly beneficial programme.

AMINAH BINTI MAT AMIN
Ministry of Economy

FOR FURTHER INFORMATION, PLEASE CONTACT:

MTalent Training & Consultancy Services Sdn Bhd
Suite 160, Level 1, Eureka Complex,
Universiti Sains Malaysia,
11800 Pulau Pinang



admin@mtalent.com.my



+604-653 4196



+6018-767 8160



https://mtalent.com.my

CLOSING DATE : 26 May 2026
: 17 June 2026

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* MTalent™ reserves the right to amend the date, time, place, fee, or cancel the programs offered without prior notice.