

1st Public  
**FORUM**  
ON  
**AGILITY**

The Enterprise Strategic Weapon For The 21st Century

**22nd April '97 in  
Kuala Lumpur  
&  
24th April '97 in  
Penang**

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■ Organised By : **MPICS** An APICS (American Production & Inventory Control Society, Inc) Licensee

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■ Managed By :  DB Business School.

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**T**he first Public Forum on Agility has the crucial mission of educating and leading the Malaysian enterprise into Agility. The one day public forum will be held on the 22nd April in Kuala Lumpur and 24th April in Penang. The Chief Executive Roundtable will be held in the evening of the public forum so that the participants can be briefed on Agility, the workable framework and the challenges to the transformation. It will also be the launching pad for the Agility Forum and Agile Manufacturing Forum organised by Malaysian Production & Inventory Control Society (MPICS) and managed by DB Business School.

## OBJECTIVES

The objectives of the public forum is to primarily create the initiative for the promotion and implementation of Agility in Malaysia. In order for the Agility body of knowledge to be acceptable and developed further, there is a need to aggressively build up the critical mass. The biggest task ahead is to educate the senior executives of the industry, the consultants, the academia, and anybody in the leadership situation who can help to initiate, implement or support Agility. The one day event may not change the mind-set of every participant but it can help in the following manners:

- To focus on Agility
- To understand the impact of Agility on business strategy
- To realise the benefits of becoming Agile
- To learn about the framework to achieve Agility especially in the Malaysian context
- To experience the power of teaming and group learning
- To be exposed to some of the success stories

In order to minimise the failure rate of implementing modern management systems and philosophies, education and training remain the key factors for success. Today the implementation of Manufacturing Resource Planning (MRP II) and Total Quality Management (TQM) in Malaysia has been plagued with predictable failures. It is not just a matter of buying the technology which may consist of computer software, training materials and implementation manuals, it is about integrating technology with systems and people concurrently. One of the biggest mental block is two-way communications.

The Agility experts are at the public forum to lead, educate, exchange knowledge and experiences, provide directions, give useful advice and to have open discussions. The Public Forum itself is to be used as a role model for Agility covering the aspects of Agile Virtual Enterprise, Agile People, Agile Product and Process Development, and Agile Information Technology.

## AGENDA FOR THE PUBLIC FORUM

- The Short Launching Ceremony
  - MPICS Internet Home Page
  - DB Business Review, the global electronic magazine to address Agility and other integrated resource management issues
  - MPICS/DB Diploma in Industrial Management
- Introduction To Agility Body Of Knowledge
  - What is Agility
  - How to differentiate Agility from other management systems
  - Cost-benefit analysis

- Establishing A Workable Framework
  - Strategic assessment
  - Pilot Project
  - Implementation strategy
  - Project management
  - Counter-measures
  - Outside help
- Identifying Potential Roadblocks
  - Corporate culture
  - Strategic planning
  - Transformation process
  - Change management
  - Teaming
- Updates on Agility Forum, Malaysia
  - Working and project committees
  - Pilot projects
  - The working of the forum

## AGENDA FOR THE CHIEF EXECUTIVES' ROUNDTABLE

- An Executive Overview Of Agility Body Of Knowledge
  - Why 21st century enterprises need Agility
  - How Agility can co-exist with MRP II, JIT, TQM, ISO 9000 and BPR
- Potential Frameworks
  - Potential framework for attaining Agility in enterprises
  - The need for Chief Executive's Commitment
  - Managing the Malaysian paradigms
- Implementation Strategies
  - The Chief Executive's role in implementation
  - How to implement Agility
  - Management change
  - Performance measurement

## VISION

The vision of Agility Forum is to be the leader in educating, training, R&D and consulting relating to Agility.

## MISSION

- To set up forums throughout Malaysia to address the issues pertaining to the implementation of Agility in any enterprise
- To establish pilot projects centre around the implementation of Agility
- To ensure sufficient R&D on the issues relating to Agility
- To organise public forums, seminars, workshops and conferences to promote the Agility body of knowledge
- To network with the experts on Agility throughout the world

## ORGANISATION STRUCTURE

The forum consists of Advisory Council, the Agility Forum which consists of Agile Manufacturing Forum and other forums, Working Committees and Projects Committees.

## CORPORATE STRATEGIES

The strategies involved are multi-pronged:

- The working committees and project committees will be the role models for the Agile People R&D project
- The committees will be going through the education on Agility progressively to acquire the knowledge so that they can put them into practice
- DB will recruit the full-time resources to carry out education, assessment and consulting assignments in stages
- The pilot projects will be the basis of training up DB's direct staff, the working committee members and project committee members

In order to create a better awareness on the Agility Body of knowledge, a series of articles will be published in DB Business Review, the newspapers, management magazines and other media to address the following:

- Strategic Assessment Analysis
- Agile Virtual Enterprise
- Agile People
- Agile Integrated Products & process Development
- Agile Information Technology

### **PANELIST: DR. PAUL KIDD, UK**

Paul has spent the last 12 years working as an international consultant at the leading edge of efforts to define, develop and implement new manufacturing and business philosophies. He has considerable experience in this field and is an internationally recognised expert in the areas of Agile enterprises, implementation of new technologies and organisational structures, and total enterprise design concepts.

He has lectured widely throughout the world on topics of strategic importance to industry and is the author of the world's first book dealing with the emerging topic of Agile business practices. He has published two books known as "Agile Manufacturing: Forging New Frontiers" and "Agile Corporations: Business Enterprises in the 21st Century - An Executive Guide".

In 1988 he set up Cheshire Henbury to provide consultancy and R&D services to industry and government and has worked on many advanced projects with several organizations.

Paul has published over 50 research papers, regularly reviews papers for refereed journals, and is a member of the editorial board for the International Journal of Human Factors in Manufacturing.

### **PANELIST: RICK DOVE, USA**

Dove co-lead the 1991 project that founded the concept of Agile Enterprise, and remains one of its most active and prolific developers, with contributions in fundamental metrics, structured assessment methodologies, reference models, and maturity-models that define the concepts of change proficiency. He initiated and led commercial, defence, and consortia projects in Agile Enterprise development and deployment; established the Agility Forum's first research agenda as its Director of Strategic Analysis; set up the Agility Forum's formal operating practices for industry working groups, writes a monthly essay on Agility published in Automotive Production Magazine; and currently has two books in process. Previously he did turn-around and start-up ventures, where he founded and led companies, raised venture funding, and fixed companies in the systems integration, software, computer, office products, and food processing industries. Today he chairs Paradigm Shift International, an enterprise research and guidance firm that develops tools and leads management discovery workshops for organisations exploring Agile strategies and operating modes.

As chairman of Paradigm Shift International, his "Agility" consulting clients include companies like General Motors, LSI Logic, AT&T, Rockwell Avionics, Lockheed/Martin Missiles and Space, Boeing Rocketdyne, and many others.

### **PANELIST: DR. NG YAN GOH, MALAYSIA**

Dr. Ng is currently the President of Malaysian Production & Inventory Control Society (MPICS), the national licensee of American Production & Inventory Control Society. His personal vision is to help MPICS become the leading professional organisation providing education, training, consulting and R&D in integrated resource management.

He is also the Chairman of Malaysian Agility Forum (MAF) which consists of Agile Manufacturing Forum (AMF) and other related forums. The AMF will be set up in major industrial zones in Malaysia to address the implementation issues through pilot projects. His biggest personal challenges is to develop Agile People technology for the Malaysian enterprises. The Agile People culture is crucial in achieving agility in any enterprise.

### **OTHER PANELIST: REPRESENTATIVES FROM AGILE MANUFACTURING FORUM, MALAYSIA.**

Representatives from AMF will be nominated to be on the panel to address the issues pertaining to implementation of Agility in Malaysia.