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Subject: OYAGSB Biz Talk 2/2021: The Human Factor in Business Success



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By Saharah Saad
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OYAGSB BIZ TALK 2/2021: THE HUMAN FACTOR IN BUSINESS SUCCESS

Biz Talk 2/2021
THE HUMAN FACTOR IN BUSINESS SUCCESS
5 June 2021 (Saturday)
11:00 a.m. - 12:00 p.m.
Organized by: Othman Yeop Abdullah Graduate School of Business (OYAGSB UUM)
Meeting Number: 159 078 2716
Password: OYAGSB

Dr. Michael Heah
ICF Master Certified Coach
Adjunct Professor, OYAGSB

Organized by: Othman Yeop Abdullah Graduate School of Business (OYAGSB UUM)
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UUM ONLINE: The Othman Yeop Abdullah Graduate School of Business (OYAGSB) at Universiti Utara Malaysia (UUM) recently held its second Biztalk programme of the year entitled, 'The Human Factor in Business Success'. More than 100 people attended the event via WebEx and the OYAGSB's Facebook Live session. Dr. Michael Heah, an Adjunct Professor at OYAGSB, was featured on the Biztalk.

Dr. Michael Heah is a well-known ICF-Master Certified Coach, the CEO of Corporate Coach Academy, and the Chairman of the Malaysian Association of Certified Coaches. He is known as the 'Father and Sifu of Coaching' due to his role as the pioneer of Professional Coaching, the first ICF Professional Coach in this region, and his mastery of Coaching and Mentoring.

Many awards and recognitions have been bestowed upon him in recognition of his vision and coach leadership abilities. He is the author of four best-selling Coaching Books, a coach columnist for local and regional media, the first President of the ICF Malaysia Chapter, and the Founder/Chairman of the Malaysian Association of Certified Coaches. Dr Michael's exceptional uniqueness in people development stems from his extensive experience in teaching, tourism education, travel, hospitality, resort development, and retail management over the course of his 35-year career.

Dr. Michael Heah kicked off the session by emphasising the relevance of the topic to the current COVID-19 pandemic situation. Companies attempting to survive, those just starting out, and business leaders are all impacted by this unprecedented situation. As a result, he emphasised the importance of prioritising the human factor in order to ensure business success, as it is the soul of the organisation. He then went on to explain in great detail the transitions involved in the human factor from core to practicality.

Following that, he enlightened the audience on the realities of today's business. According to him, we are now in 'war-time' business realities, where business survival and success revolve around life dangers, health safeguards, business disruptions, and life challenges.

He then discussed the seven human strategies for business success namely strong corporate purpose, disciplined leadership, high trust persona, authentic partnership, loyalty and committed team, innovative culture, and people's wellbeing. He went on to say that everyone in business should embrace and put the seven human strategies into practise. It was also critical to assess how far the strategies had influenced them and to plan for immediate actions.

Dr. Michael Heah concluded the session by taking questions from the audience. Business empathy in an autonomous environment, innovation awareness in a volatile business environment, and thinker-doer readiness in business settings were among the topics discussed.

Prof. Ts. Dr Norazah Mohd Suki, OYAGSB Deputy Dean of Research, Innovation, and Knowledge Transfer; Dr Teh Raihana Nazirah Roslan, Director Career Advisory Services and other OYAGSB officials were also present via Webex.

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