

From: UUM CORPORATE COMM.
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Subject: Apply Creativity To Become Holistic, Authoritative And Creative Leader



UUM Corporate Comm.
Universiti Utara Malaysia

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Translated by Mahaliza Mahadhir (mahaliza@uum.edu.my)
Pictures by Muhammad Shamsul Shafie

APPLY CREATIVITY TO BECOME HOLISTIC, AUTHORITATIVE AND CREATIVE LEADER



UUM ONLINE: Universiti Utara Malaysia (UUM) graduands were urged to apply creativity at the forefront in their efforts in order to become holistic, authoritative and creative leaders.

UUM Pro-Chancellor, His Royal Highness Tengku Sarafudin Badlishah Ibni Sultan Sallehuddin, the Raja Muda of Kedah Darul Aman, said all programmes developed by UUM were intended to produce a leader with these qualities.

According to Him, the postgraduate programmes offered by the University were intended on producing scholars and practitioners.

"It is undeniable that an employee with these features will produce creative 'outputs' and can bring about impact on a global scale.

"In order to achieve this pure objective, graduands need to be serious about embracing creativity in everything they do and I recommend that this creative element be developed and practiced on a more comprehensive and aggressive scale so that our country can compete with other developed countries.

"The workforce must now be able to meet the challenges of the Industrial Revolution 4.0 and at the same time prepare for the challenges of the Industrial Revolution 5.0," He said during the second session of the 32nd UUM Convocation Ceremony at Mu'adzam Shah Hall.

The Pro-Chancellor said that in addition to the creativity element, the programmes at UUM also emphasized on the development of human capital with high self-esteem.

He also reiterated that self-confidence meant knowing the potential that will lead to success and that self-confidence was fundamental to the development of a leader.

"This is because a leader needs to be confident and bold in making decisions because a leader who is confident will also take risks and be able to produce innovations that others have not thought of yet.

"In today's increasingly competitive work environment, graduates must take on the challenge and be motivated to explore challenging new fields, hence graduands must remain confident in their potential and should constantly be prepared to internalise the ever-expanding knowledge so as not to be overwhelmed by challenges and in one fell swoop can then deal with them calmly and courageously," He said.

He also said that with the current state of technology and development, graduands should make lifelong learning a culture and be confident that they had gone through the best study programmes.

"The knowledge gained should be leveraged to better the quality of life of the people and to strengthen the values of the existing multi-racial and religious communities for the betterment of their personal, family and community well-being," He said.

At the ceremony, the Tuanku Pro-Chancellor presented degrees to a total of 600 graduates, and He even consented to having his photograph taken as remembrance with the graduates as well as the award recipients.





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