



PERBADANAN NASIONAL BERHAD

Talking Points

YBHG DATO' SYED KAMARULZAMAN B.

DATO' SYED ZAINOL KHODKI

SHAHABUDIN

Managing Director

Perbadanan Nasional Berhad

Oxford Business Alumni – Kuala Lumpur

”Impact of Disruptive Innovation to Organisation”

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Connexion Conference & Event Centre @

The Vertical

Assalamualaikum warahmatullahi
wabarakatuh and a very good afternoon

Thank you,
Master of Ceremony

YBHG. DATO' LEE CHUNG HAN

President of Oxford Business Alumni – Kuala Lumpur

Distinguished speakers,

DR LALIT JOHRI

Directory of Oxford Advanced Management and Leadership Programme at Said Business School, University of Oxford

YBHG. DATO' SERI MOHD AZHARI YAKUB

Chief Executive Officer

National Heart Institute (IJN)

MR SYED NAQIZ SHAHABUDDIN B. SYED

ABDUL JABBAR

Secretary General

Bumiputera Retailers Organisation (BRO)

PROFESSOR KHAERUDDIN SUHARMAN

Senior Research Fellow

Asia e University (AeU) Malaysia

Members of the Oxford Business Alumni –

Kuala Lumpur

Members of the Media

Ladies and gentlemen

1. THANKFUL FOR PARTICIPATION

- Alhamdulillah. We are blessed to be here in the presence of intellects and great minds
- It's a golden opportunity for us to exchange knowledge and discuss ideas with like-minded people whom I believe are consistently in search of knowledge
- We welcome, again, and humbled to have Dr. Lalit Johri whose expertise and work examine the impact of social, political, economic and technological shifts

2. OBJECTIVE OF EVENT

- PNS will continue to be at the frontier of facilitating the creation and sustenance of wealth through diversified businesses for entrepreneurs
- Having access to facilitate that platform, PNS is humbled to organize this event for practitioners and industrial experts to share knowledge and expertise
- It is also an opportunity for OBAKL members to get connected and build networking with other practitioners and entrepreneurs

3. **DISRUPTIVE INNOVATION & ITS IMPACT**

- Today, when we speak among executives, entrepreneurs and government leaders, you will notice one consistent pattern; INNOVATION
- How often do they associate market creation with the concepts of creative destruction or disruption
- Recently, I came across an interesting terminology of “disruptive innovation”
- Disruptive innovation begins with the arrival of an inferior technology, which then crosses the line from inferior to superior and, in doing so, displaces market leaders.
 - *Source: Blue Ocean Shift

- Let's leave that to the expert, Dr. Lalit for his further deliberation
- There's no inherent reason that you, as an entrepreneur or organization can't capitalize on your invention
- Innovation allows you to overcome existing industry conditions
- Without innovation, organizations are trapped in competitive improvements

4. CLOSING REMARKS

- As an agency who works hand in hand with the Ministry, PNS will continue to nurture and facilitate platforms that educate and promote progressive entrepreneurship
- We hope every business players can create positive competition among entrepreneurs
- Thank you and please maximize your time here