

## **INTEGRATED EXTERNAL ENGAGEMENT: CAN COMPANIES SUCCEED BY THIS STRATEGIC INITIATIVE?**

### **INTRODUCTION**

Companies must incorporate interaction with stakeholders into decision making at every level of the organization. Traditional corporate social responsibility (CSR) is failing to deliver, for both companies and society. Executives need a new approach to engaging the external environment. We believe that the best one is to integrate external engagement deeply into business decision making at every level of a company.

External engagement means the efforts a company makes to manage its relationship with the external world. This relationship can and should include a wide variety of activities: not just corporate philanthropy, community programs, and political lobbying, but also aspects of product design, recruiting policy, and project execution.

In practice, however, most companies have relied on three tools for external engagement: a fulltime CSR team in the head office, some high-profile (but relatively cheap) initiatives, and a glossy annual review of progress. Companies certainly consider the external environment more carefully than they did in the past, and their philanthropic programs have helped many people.

But in a majority of cases, CSR has failed to fulfil its core purpose—to build stronger relationships with the external world. It also requires them to integrate external engagement deeply into every part of the business by defining what they contribute to society, knowing their stakeholders, engaging radically with them, and applying world-class management.

In other words, it requires the same discipline that companies around the world apply to procurement, recruitment, strategy, and every other area of business. Those that have acted already are now reaping the rewards.

### **OBJECTIVES**

- To understand the differences between corporate social responsibility (CSR) and integrated external engagement (IEE)
- To understand the relevance of IEE in strategic management
- To apply IEE in a company's relationship with all its stakeholders and the environment

### **METHODOLOGY**

PowerPoint presentation with case studies on specific areas and discussions.

## PROGRAMME

- What is general explanation of the shift from CSR to IEE?
- Why is it important for companies to engage fully with the external environment?
- How do companies deal with IEE?

## WHO SHOULD ATTEND

Directors, managers and executives of companies that intend to or would be operating in frontier regions.

## PRESENTER'S PROFILE



**MR. A. AZMI BIN ABD KHALID**  
**MA Hons, Economic History, University of Sydney**

**Mr. A. Azmi Khalid** is a consultant at Asia e University and a lecturer in the Master of Public Policy (MPP) program, International Institute of Public Policy and Management (INPUMA), University of Malaya. He started his career at the University of Malaya in 1977 as a tutor, after obtaining the BA (Honours, Second Class Upper) majoring in International Relations. Later he became a lecturer and senior lecturer. He was trained in Economic History (MA Honours) in the Faculty of Economics, University of Sydney (1978-80). He was a Visiting Lecturer at Universiti Brunei Darussalam. In 1984-86, he was at the London School of Economics. He was in the corporate sector, holding various senior management positions, from 1995. He is currently advising an energy-based company. Currently, he is registering for the PhD degree at the University of Malaya. His main areas of interest are: Global Depressions and Recessions, State/Government Intervention in The Economy, Strategic Management and Leadership, Business History and Business Failure Analysis, Political Risk Analysis, Emerging Markets and Business and Digital Disruption.

**REGISTRATION FORM**

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<b>DATES (PLEASE TICK PREFERRED DATE)</b>	<input type="checkbox"/> 15 June 2017 (Thursday) <input type="checkbox"/> 29 August 2017 (Tuesday) <input type="checkbox"/> 31 October 2017 (Tuesday) <input type="checkbox"/> 14 December 2017 (Thursday)	<b>4 CEP HOURS</b>
<b>DURATION</b>	Half-day (0900 – 1300 hours)	
<b>VENUE</b>	Seri Pacific Hotel Kuala Lumpur	
<b>FEE</b>	RM932.80 per participant (inclusive of 6% GST)	
<b>PAYMENT</b>	Cheque is made payable to <b>BURSATRA SDN. BHD.</b>	
<b>CANCELLATION</b>	Cancellation must be received in writing one (1) week before the seminar. Full amount of the registration fee is chargeable for non-attendance; however, replacement of participant is accepted.	
<b>TO REGISTER</b>	Please Call <b>03-7954 8002 / 03-7958 8001</b> or Fax Registration Form to: <b>03-7954 8001</b> or e-mail to: <b>sophiah@bursatra.com.my</b>	

**Details:**

Name of Participant : \_\_\_\_\_

Designation : \_\_\_\_\_

NRIC / Passport # : \_\_\_\_\_

Name of Company : \_\_\_\_\_

Address of Company : \_\_\_\_\_

Contact Person & Designation : \_\_\_\_\_

Tel.# : \_\_\_\_\_

Fax # : \_\_\_\_\_

E-mail : \_\_\_\_\_