



Institution of Engineers
Malaysia

MDP Workshop

2015

Training for MDP Speakers At IEM PJ Office

WELCOME

Presenter: Ir Dr Cheong Thiam Fook, P Eng, FIEM
Chairman, Membership Drive & Promotion



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AGENDA

- 830 am** **Registration**
- 9am** **MDP Chairman Welcome Address**
- 905 am** **Opening Speech by Ir Lee Weng Onn, Vice President
and APT Standcomm Chairman**
- 915 am** **MDP Challenges by Ir Dr Cheong Thiam Fook**
- 10am** **Standardized Presentation by Ir Hisham Yahaya**
- 1045am** **Tea Break & Networking Session**
- 1115am** **Presentation Skills Training by Ir Dr Chong Chien Fatt**
- 1230pm** **Q&A Session**
- 1pm** **Lunch**



Workshop Objectives

- ☑ To better prepared our MDP Speakers to face challenging questions from the audience
- ☑ To maintain a standard text of presentation to specific target group of audience from university students to teaching faculty members and engineering organizations from the public and private sectors including GLCs
- ☑ To upgrade/polish the skills of MDP Speakers
- ☑ To register and maintain MDP Speakers list



Workshop Objectives

- ☑ To share Membership Drive Vision; journey and roadmap towards 100K IEM membership by 2020 (**excl Student Members**)
- ☑ *To appeal to MDP Speakers to support MDP Talks*
- ☑ *To appeal to IEM Branches to support MDP Activities and to promote branches MDP activities*



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It's a Journey ...

We find

**Recruitment of membership very
encouraging**

But we feel

**Retention of membership very
heartbreaking and challenging**



Membership Growth Journey ...





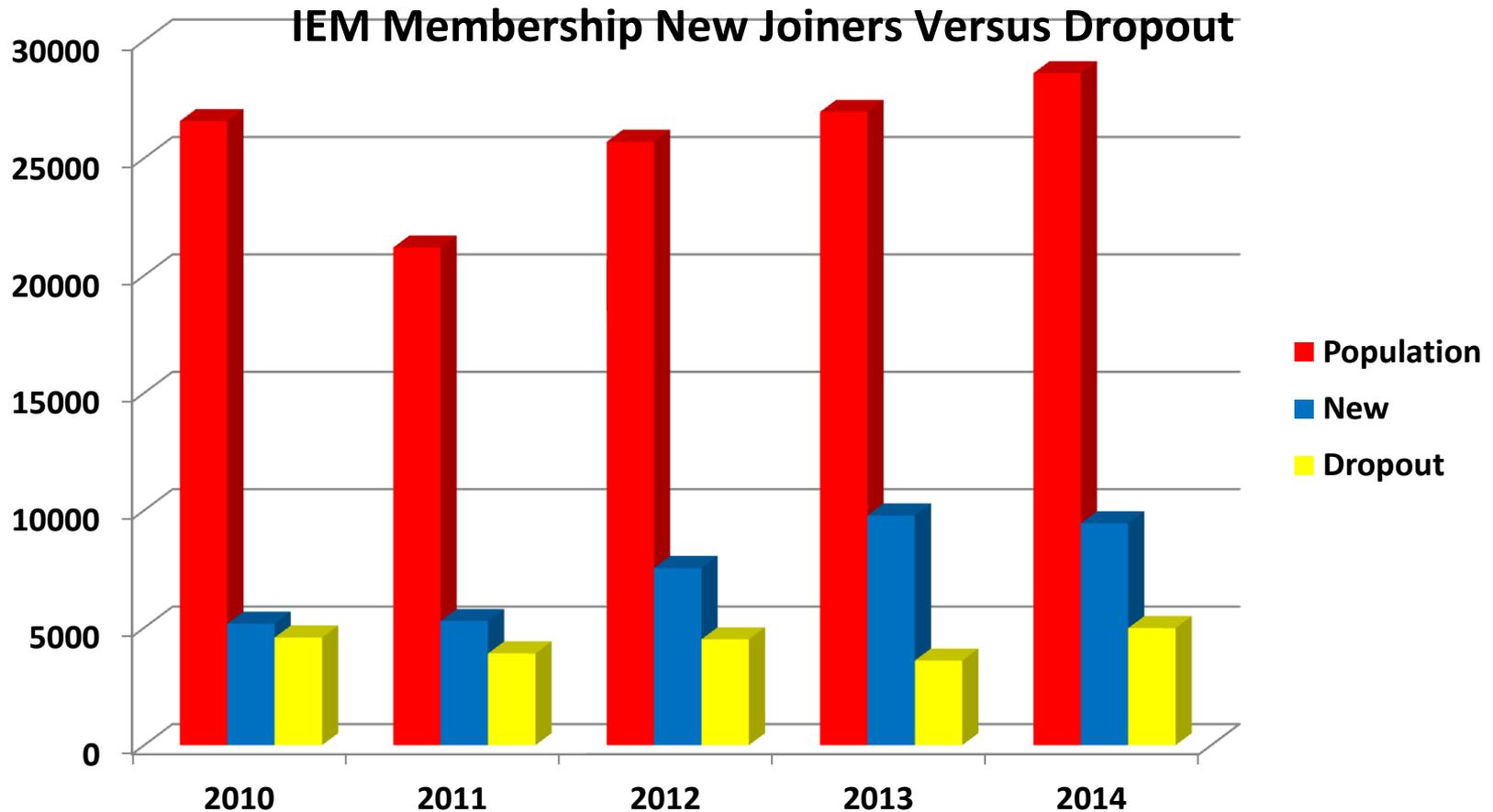
Today, we have more than
41,000 IEM members

But Student Membership is Approx
21,000

A Big Increase and Successful in
building a strong base and source of
membership.....



Membership Growth Journey ...

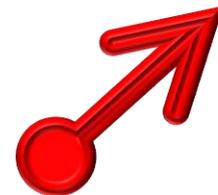




Membership Growth Journey ... IEM Population by Grades

Grade	Current Pop	Market Size	% Pop
Student	20,000+	70,000	28.6%
Graduate	11,600+	125,000	9.28%
Corporate/Fellow	10,100+	17,000	59.4%
Total Population	41,000+	200,000	20.5%

*Is it possible to achieve 100K
IEM membership by 2020 ?*





Membership Growth challenges & Frequently asked questions ?????

General Questions :

- Why should I join IEM as Member ?
- What are the benefits of being IEM Member ?*
- How can I become a P Eng ? MIEM ?*
- Why should I become a P Eng ?*
- What are the benefits of a P Eng ?*



Questions from the Students :

- ❑ Why should I join IEM as Student Member ?
- ❑ *What are the benefits of being IEM Member ?*
- ❑ *How can I become a successful Engineer ?*
- ❑ *What are the subjects I should focus on studying Engineering ?*
- ❑ *What are the benefits of becoming an Engineer ?*
- ❑ *What are the recognized Engineering Degrees ?*



Questions from the Graduates :

- ❑ Why should I join IEM as Graduate Member ?
- ❑ *What are the benefits of being IEM Grad Member ?*
- ❑ *Can IEM help me become a successful Engineer ?*
- ❑ *What is the difference between BEM and IEM ? Just register with BEM is sufficient ?*
- ❑ *What are necessary trainings for graduate Engineer ?*
- ❑ *What is the minimum training period for graduate Engineer to qualify for PI or PAE ?*



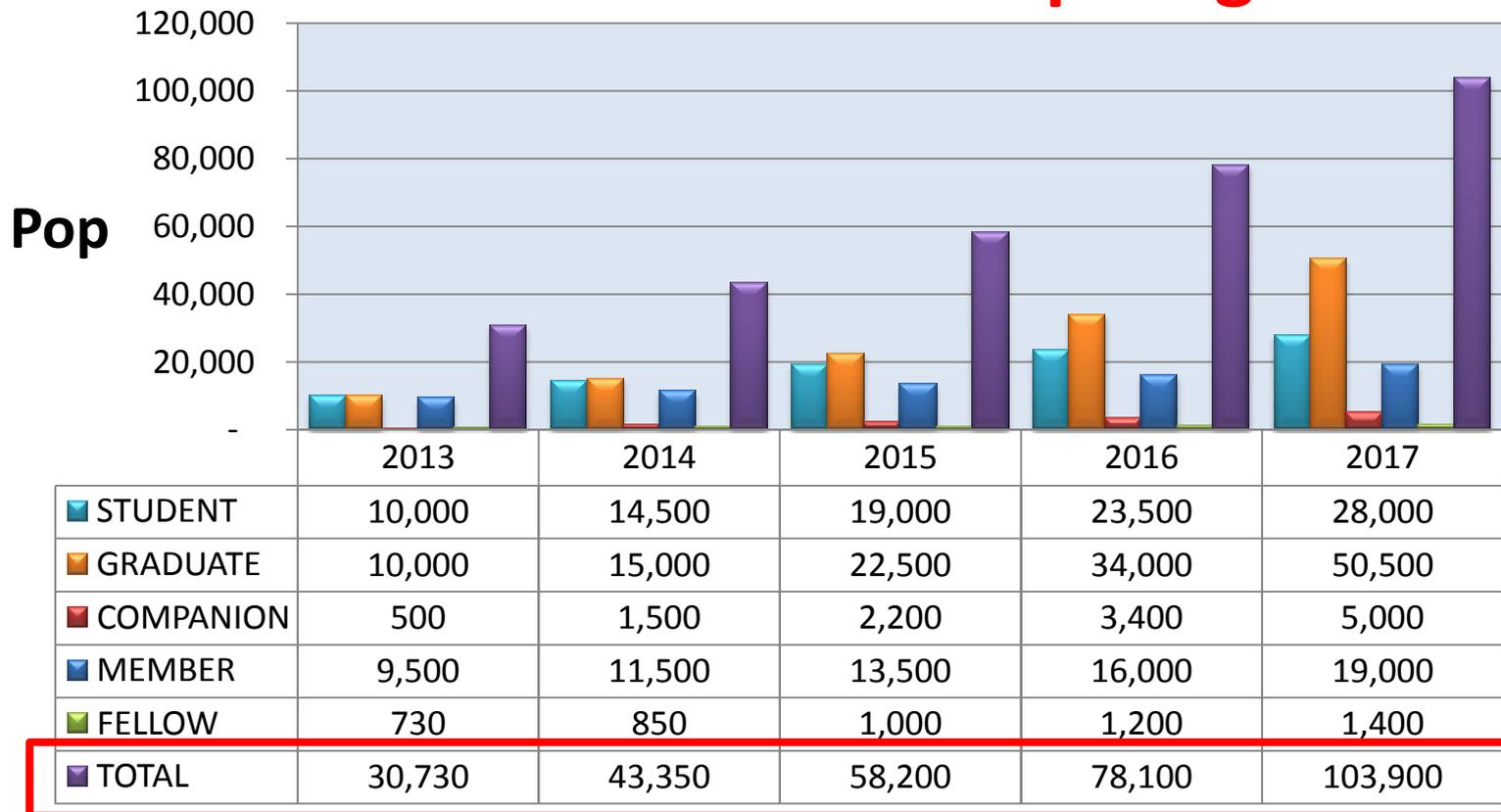
Questions from the Members :

- ❑ Why should I join IEM as MIEM ?
- ❑ *What are the benefits of being a MIEM ?*
- ❑ *Is IEM linked to International Professional Organizations ?*
- ❑ *What is CPD ? Is CPD meant for BEM only ?*
- ❑ *What is the latest amendments to Engineers Act ?*



The Journey Continues ...

IEM Membership Target



STUDENT GRADUATE COMPANION MEMBER FELLOW TOTAL



The Journey Continues ...

To address these challenges ...

Your active participations helps
and we need **Group Dynamics**



LESSONS

from the GEESE





Lessons from the GEESE ...

As each Goose flaps it's wings, it create UPLIFT for the birds that follow. By flying in V-formation the whole flock adds 71% extra flying range.

LESSON:

People who work as a TEAM often produces better quantity and quality OUTCOME ... because they are thinking and piggy-back ideas of one another.



Lessons from the GEESE ...

When a Goose falls out of formation it suddenly feels the drag and resistance of flying alone. It quickly moves back to take ADVANTAGE of the lifting POWER of the birds in front.

LESSON:

We should stay in formation with those headed where we want to GO; where we are willing to accept their help and give our help to others.



Lessons from the GEESE ...

When the lead Goose tires, it drops back into formation and another Goose flies to the POINT Position.

LESSON:

It pays to take turn doing the hard tasks.

We should RESPECT and PROTECT each other's unique arrangement of skills, capabilities, talent and resources.



Lessons from the GEESE ...

The Geese flying in formation HONK to encourage those up front to keep with the speed.

LESSON:

We need to make sure our HONKING is encouraging. In group where there are encouragement, PRODUCTION is much greater. Individual empowerment results from QUALITY honking.



Lessons from the GEESE ...

When a Goose gets sick, two Geese drop out of formation and follow it down to HELP and PROTECT it; forming a V-formation when the sick Goose is well and ready to fly again.



LESSON:

We need to standby each other in difficult times as well as when we are strong.



Lessons from the GEESE ...

So... Keep the GEESE Spirit

HONK ...HONK ...HONK





The Journey Continues ...

To achieve WHAT ...

we have not HAD;

We need to do WHAT ...

we have not DONE

Thank You