



IMM Away Day Report: New IMM Vision and Mission



Prepared By: Mr. Mohd. Azmi Mohd Noor, IMM President



Council members and IMM advisor during the IMM Retreat on 14th of January 2017. From left standing: Farid Faiz (facilitator), Dato' Karim, Sofiyan Yahya, Ghalib Tham, Andrew Spowage. Seated from left; Ong Hock Guan, Nurul Asni, Suradi Yassin, Azmi Noor, Datuk Rahim Hashim (advisor), Prof. Kamal Harun, Melissa Chan, Dato Udani

On the 14th of January 2017, several Council members took time off to a cosy retreat at Amverton Resort in Carey Island for a whole day of brainstorming. This brainstorming exercise is necessary to chart a new course for IMM in commemoration of the institute 30th anniversary of existence. IMM certainly has come a long way and thanks to past leadership, IMM is now recognised as one of if not the leading authority on materials management in the country. To continue this journey and to ensure IMM sustain and exceed this achievement, the Council Retreat is necessary to chart a way forward in the current economic climate. Several objectives were drawn up for the day and some of these are;

- To revisit IMM strategic plan on mission and vision as the current mission, vision statements has not been updated since 2004,
- To provide a road map for IMM for the next 5 years,
- To strengthen the industry-academia linkage (more insights from industry - university perspectives and the Malaysian Board of Technology), and
- To uplift IMM's professional status of its members.

Thirteen councillors plus our advisor, Datuk Ir. Rahim Hashim made it to the IMM Retreat. En. Farid Faiz, an ex-consultant from PETRONAS Leadership Centre, facilitated for the day.

The day started off with a grounding presentation from the President. This is followed by a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. Finally the day ended up with a strategic objectives intent with next steps.

The SWOT group discussion revealed some startling insights on the diversity of IMM membership, IMM is quite unique in the sense that there is no other institution that has the widest span of membership profile in the country. From the learned professorship, PhDs graduate, to industry professionals, to the skilled tradesmen and finally, to the University students. These resources was put to bear, time and time again, in resolving industry issues, like example, in the case of the Coating Fingerprinting issue in resolving the quality of paints. But this strength in our membership resources was never officially recognised nor was it ever advertise or promoted to the Malaysian community and industry.

Another revelation is that the Oil and Gas industry has been quite supportive of IMM activities, in particular PETRONAS, and largely has been responsible for steering the institution's capabilities into what it is today.

In summary, following are the priorities from the SWOT analysis;

- To reorganise IMM to address the previously unrevealed opportunities, such that the silos between the committees are broken down,
- To develop a better value proposition to members so that each

member can have a sense of belonging and a greater purpose to serve,

- Expand membership drive to attract members from other Industries and to reach out to other Industries other than the Oil and Gas,
- To create meaningful strategic partnership with government institution and key industries, e.g., Oil & Gas, Power, Oleochemical and possibly others,
- To organise an IMM Iconic event to commemorate IMM 30th anniversary,
- To establish a Learning Academy and to become a certifying body on materials matter, and
- To set up technical consultancy and to reorganise IMM membership database into technical clusters such that subject matter experts can easily be resourced.



IMM Council members brainstorming during the IMM Retreat at Amverton Resort

As a follow up to the IMM Retreat, a few Councillors and our advisor, Datuk Ir. Rahim Hashim met for another half a day on the 13th of February, to work on the mission and vision statements at KLCC. And below is the result of that work;

This is the new **IMM Vision**:-

“To be an internationally recognised leading institution in materials science and technology”,

With five new **Mission** statements:-

1. **To be the technical authority on material science and technology,**
2. **To develop and enhance competency and skills for all categories and practitioners,**
3. **To become an internationally recognized certifying body,**
4. **To be the forum for industry and academia collaboration, and finally,**
5. **To positively contribute to society and quality of life.**

This is only the beginning of a long journey for IMM. The next few months will see more follow up half day workshops, to work on the above priorities such that these can be developed into a working road map for the various committees.



Datuk Ir. Rahim Hashim, IMM advisor and Council members during the Vision, Mission follow up workshop at KLCC on the 13th of February 2017