



Malaysian Institute of Management

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Zuraida Mohd Shariff

Master in Business Administration, Western Michigan University USA
Bachelor in Business Administration, Western Michigan University USA
Diploma in Accountancy, Uitm Shah Alam
Graduate Diploma in Management Consultancy IMC Singapore

Zuraida Mohd Shariff has worked in Telekom Malaysia (TM) and also its subsidiaries for the past 24 years. Prior to that she has also worked with other organisations i.e. Petronas and Guinness Malaysia Berhad. Her vast experiences in TM are in various managerial positions in the Finance, Internal Audit, Quality, Management and Control Division, Change Management Office, Human Capital Planning and Training and Development. Her desire and passion in human capital development and to assist people to change and in making improvement made her leave her main stream that is Finance.

As part of the people development strategy, Zuraida was the person responsible in setting up the People Development/Leadership Centre for the purpose of assessing leadership competencies for promotion exercise, talents and new recruits in 2008/9. This is a further enhancement to her 2006 earlier project whereby she designed and developed TM Competency Framework and the behavioral programmes related to the framework and model.

She underwent Business Coach Training with Leadership University and was certified as a coach. She has conducted performance coaching for Assistant General Managers and also team coaching for teams in Customer Service Division, Marketing Divisions and Network Divisions who wanted a change and improvement in their workplace. She was also an internal consultant in TM and was assigned to Telekom Sales & Services Sdn Bhd (a subsidiary of TM) to work with the taskforce in Mesra Pelanggan and WOW project which resulted in TMpoint Pelangi winning the Kementerian Tenaga, Air dan Komunikasi (KTAK) in 2005.

As a Lead Assessor in TM, she has successfully led five teams in preparing for ISO9001 certification beginning from the preparation of the quality manual, policies and procedures, internal audit training, implementation of the procedures until the external audit and certification by SIRIM. She was also a facilitator to teams involve in Quality Control Circles, Quality Improvement Teams, Service Improvement Teams and Innovative Control Circles. Some of these teams have participated not only nationally but also outside Malaysia.

Outside TM, she was involved in the K9 HR Capability Building project by Khazanah. The workforce task was to design HR Capability Building, design and develop HR Competency Model, design the assessment tools and develop the Accreditation programme.



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